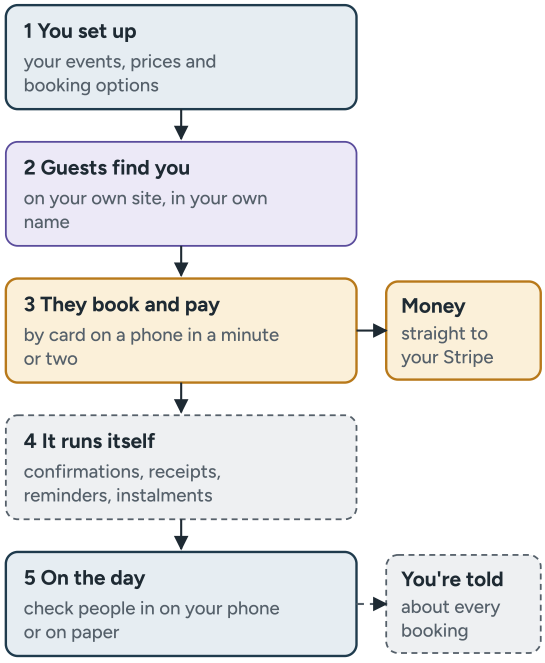
THE ORGANISER'S GUIDE

How Book the Circle works for you

A booking and payments website for people who run classes, workshops, courses and retreats. This guide explains what it does and how the pieces fit together, in plain English.

In one picture



The whole thing in one picture. You do steps 1 and 5. Steps 2 to 4 happen without you, day or night, and the money goes straight into your own Stripe account, never through ours.

Your website

Your own booking site in your name. Guests don't need an account or an app.

Your money

Payments go straight into your own Stripe account. We take 2% per booking and nothing else.

Your time back

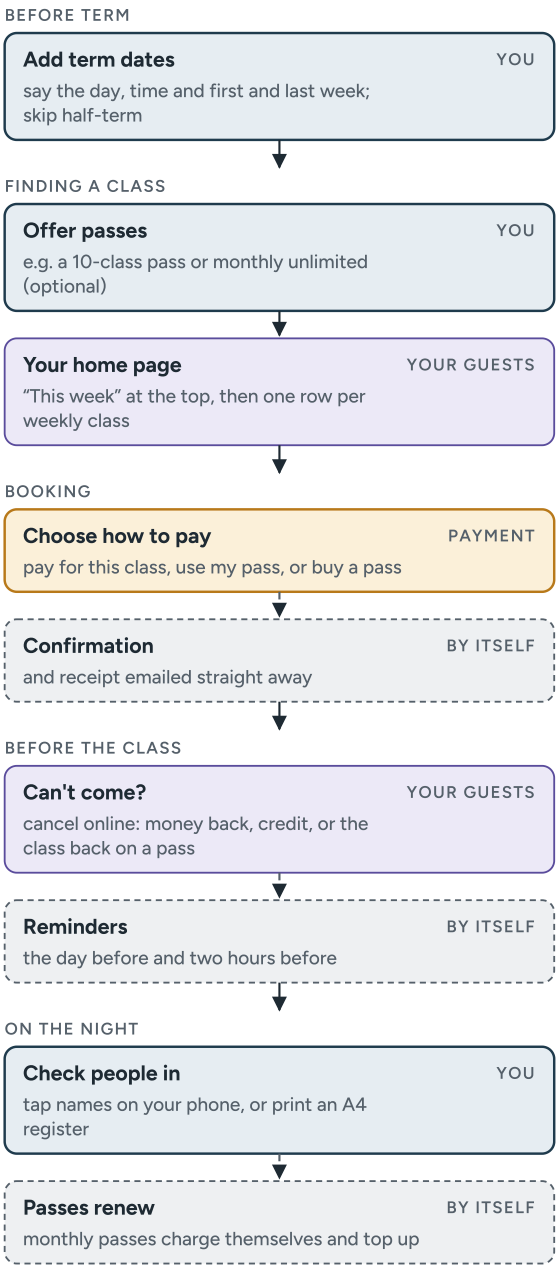
Emails, reminders, waitlists and instalment chasing happen by themselves.

Three ways you might use it

Read each picture from top to bottom, through time. The colour of each box, and the word in its corner, shows who does it.

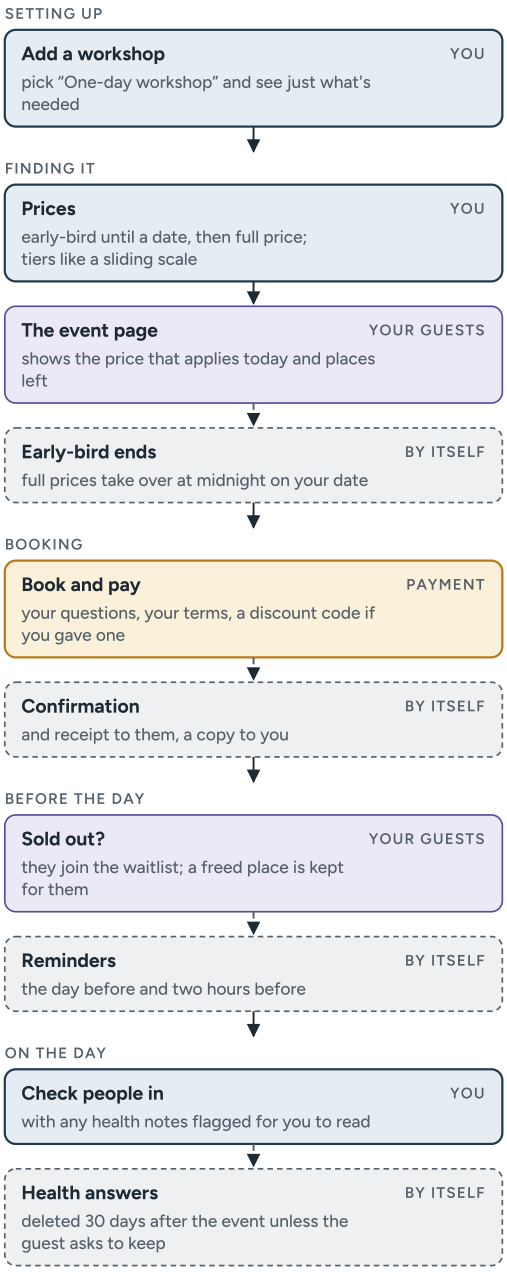
You do this · Your guests do this · Payment, into your Stripe · Happens by itself

Weekly classes and drop-ins



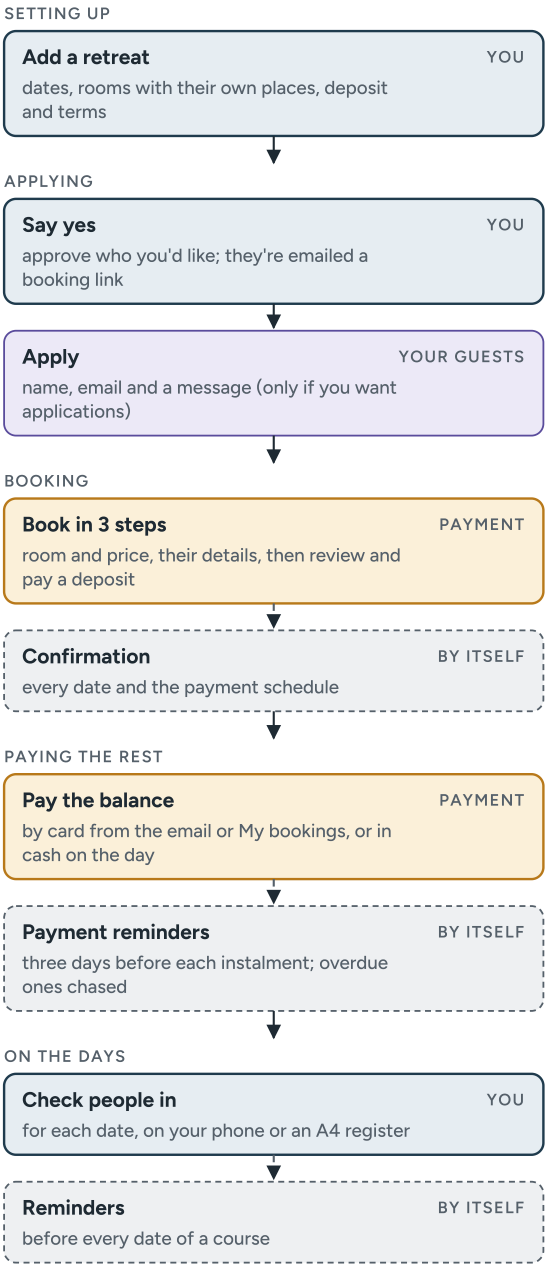
Weekly classes and drop-ins. You set up a term in one go rather than one night at a time. Regulars can buy a pass and book each class with a tap; everyone else pays per class. A full class offers a waitlist.

One-day workshops



One-day workshops. Set it up once and it sells itself: the early-bird price switches to the full price on its own, a sold-out workshop takes waitlist names, and reminders go out without you.

Courses and retreats



Courses and retreats. Applications are optional. Rooms each have their own number of places, so single rooms can sell out while shared rooms stay on sale. A deposit secures the place and the rest is collected in instalments, with reminders sent for you. If a guest cancels, your refund bands decide what comes back.

Getting started

1. **Book a call.** Tell us what you run and how you take bookings now.
2. **Connect Stripe.** About ten minutes, once. Card payments then go into your own account.
3. **Set up your site.** Add your logo, colours, terms and first events, with a plain-English help page for every screen of your admin, and a person to email when you need help.
4. **Share your link.** Put it on your website, in your newsletter and on social media.

What it costs

2% per booking. No monthly fee, no setup fee in 2026, and nothing for events that don't sell. Stripe charges its own card fee (in the UK, typically around 1.5% + 20p for UK cards), as it would anywhere you take card payments online.

Book a call at **bookthecircle.com/book-a-call/** or email **bookings@bookthecircle.com**.

COMPLETE PLATFORM SPECIFICATION 74 Features Live 16 Per-Organiser Switches 16 Editable Emails

How Book the Circle Fits Together

1. What You Sell — Classes, Courses, Workshops & Retreats

16 Features

Start from a Format Template

Always on

Choose Weekly Class, One-Day Workshop, Course, or Retreat first. Sensible options are pre-selected and advanced settings are tucked neatly under "(more options)".

Weekly Series & Add Term Dates

Always on

Define a recurring class (weekday, time, venue, teacher, capacity), then generate a whole term of dates at once—skipping holiday weeks and copying prices & questions automatically.

Retreat Rooms Guests Choose

Always on

Guests pick their room on the booking form (single, twin, dorm…), each with its own places left. Every room type has its own number of beds, and the room comes off the form when it's full.

Single Supplements & Twin-as-Single

Always on

Add a per-person extra for a room (e.g. £100 for a single), let a shared room be booked as a single, and offer that only once the single rooms are full. Guests can ask for priority if a single frees up.

Camping Places & Hidden Room Types

Always on

Offer camping places (one person each, no extra unless you set one), and hide a room type from the website while you wait for the venue, without deleting it.

Course Dates (Multi-Session Events)

Always on

Group multiple dated sessions inside one event (e.g. a 5-weekend training), each with optional labels, capacity, per-date reminders, and per-date check-in.

Full Course + Single Drop-In Dates

Switch (On)

Tick "Drop-in?" on a price option to sell individual drop-in dates right alongside the full course booking option.

Pick Your Dates (+ All-Dates Discount)

Switch (On)

Bookers tick the specific dates they can attend, with per-date capacity protection and an optional percentage discount if they select every date.

Timetable Home Page & "This Week" Bar

Always on

Displays a "This Week" card, compact rows with date chips for weekly classes, and dedicated showcase cards for one-off workshops, courses, and retreats.

Guaranteed Capacity Lock

Always on

Database-level locking makes overselling impossible. Optionally display "X places left" on each event page.

Single & Multi-Day Events + Map Links

Always on

Publish, draft, or cancel single-day or multi-day events complete with cover imagery, venue details, and map links.

One-Click Duplicate Events & Questions

Always on

Copy selected events as drafts or copy booking questionnaires directly from an earlier workshop.

Full Website Pages & Contact Form

Switch (On)

Add About, Venue, and custom pages to your site menu alongside a built-in contact form so Book the Circle can serve as your complete website.

External Booking Links & JSON Event Feed

Always on

Point selected events to an external partner venue link, or use the cached JSON feed to display upcoming dates on another website.

2. Community-First Pricing & Discounts

5 Features

Sliding-Scale Price Tiers

Always on

Create any number of named tiers (e.g. Thriving / Striving / Surviving) with minimum and maximum places per booking and per tier.

Pay What You Can (PWYC)

Always on

Let guests type the amount they can afford, with a minimum floor and an optional suggested guide amount.

Automatic Early-Bird Takeover

Always on

Early-bird prices replace full prices in their group until your deadline (defaults to 23:59), then full prices take over automatically.

Hidden Prices + Secret Signed Link

Switch (On)

Create off-menu prices revealed only when you share a private signed link—ideal for volunteers, assistants, or scholarship places.

Live Discount Codes

Switch (On)

Percentage or fixed-amount codes scoped to all or selected events, date windows, and usage limits—validated live on the booking form.

3. How People Book — Chooser, Holds, Solidarity & Safety

11 Features

One-Panel Booking Chooser

Always on

On class pages, students choose to pay for this class, use an existing pass, or buy a pass (showing the per-class saving) and return straight to the class.

Event-Shaped Booking Form (1 or 3 Steps)

Always on

Simple classes book on one fast screen; events with questions, dates, or instalments use three clear steps with the running total always in view.

Built-In Solidarity Fund

Switch (On)

Bookers can add a solidarity contribution in the same Stripe payment. The admin Solidarity Fund ledger tracks money in, places funded ("Paid via: Solidarity fund"), and current balance.

30-Minute Place Hold

Always on

Holds a guest's spot for 30 minutes while they complete checkout, and automatically releases unpaid holds every hour.

Apply to Book

Switch (On)

Guests submit an application first; once you approve them in the admin, the platform emails a time-limited checkout link.

10 Booking Question Types & Library

Switch (On)

Health checklist, policy agreement, yes/no, single/multi-choice, short/long text, mailing opt-in, and reusable question libraries across events.

Strict Health Data Privacy Rules

Always on

Health answers are admin-only, never included in CSV exports, and automatically deleted 30 days after the event (unless the guest ticks "keep for future").

Waitlist When Full

Switch (On)

Sold-out events, single dates and rooms offer a waitlist. When a place frees up, the next person is emailed and the place is kept for them; if they don't book in time it moves on to the next.

Multiple Terms & Refund Policy Sets

Switch (On)

Maintain separate terms for Weekly Classes vs Residential Retreats, and record the exact policy version agreed on every booking.

Assistants, Cash & Complimentary Bookings

Always on

Record assistant spots (with custom amounts or in-kind notes), cash payments on the door, or complimentary guests while keeping capacity accurate.

4. Passes, Class Packs & Recurring Memberships

6 Features

Unlimited & Fixed-Duration Memberships

Switch

Offer unlimited classes that renew monthly or yearly via Stripe, or single-payment passes valid for N days.

Class Packs with Automatic Credit Return

Switch

Sell bundles (e.g. 5 or 10 classes) with optional credit rollover. If a booking is cancelled, the credit is automatically returned to the student's pack.

90-Day Magic Link Pass Sign-In

Always on

One emailed link signs the student's device in for 90 days—no passwords to forget—and brings them straight back to their class.

1-Click £0 Pass Booking & Renewal Handling

Always on

Pass holders claim covered series classes at £0 in one click, while Stripe webhooks handle renewals and past-due card notifications automatically.

5. Money After Booking — Direct Stripe, Instalments & Refunds

5 Features

Direct Stripe Connect (2% Fee, Proportional on Refund)

Always on

Every payment lands directly in your own Stripe account. The 2% platform fee is deducted automatically and refunded proportionally if you refund a guest.

Automated Instalment Plans & Chasers

Switch (On)

Take a deposit (% or £) followed by scheduled payments, or the rest in cash on the day. Payment links are emailed 3 days before each due date and overdue instalments are gently chased.

One-Click Admin Refund & Retry Links

Always on

Issue a refund in one click from the booking (with automatic confirmation email), or give credit instead that comes off their next booking. Cancel a whole event in one step. Plus friendly retry links if a guest abandons checkout.

6. Automated Emails, Guest Portal & Tiered Self-Cancel

7 Features

16 Editable Email Templates

Always on

Customise confirmations, receipts, 24h & 2h class reminders, instalment links, waitlist alerts, and pass emails—protected by a send log that prevents duplicates.

Unified "My Bookings" Guest Hub

Always on

One menu link shows upcoming & past bookings, active passes, next instalment payment button, Stripe card management, and GDPR data download.

Online Guest Self-Cancel with Refund Bands

Per Terms Set

Set tiered refund bands (e.g. 60+ days 100%, 30–59 days 50%, 14–29 days 25%). Guests see the exact refund band and pound amount before confirming (or can take credit instead, if you allow it), and the freed place goes to your waitlist.

Dynamic "How to Book" Guest Guide

Always on

Linked from every event page and footer, explaining in plain English only the specific features you have switched on for your site.

Morning Summary Email

Switch

A short email at 7am on days when something is on: today's events with places taken and any waitlist, plus anything waiting for you, each with a link.

7. On the Day & After — Phone Check-In & Registers

5 Features

Mobile Phone Door Check-In

Always on

Open your phone at the door, tap each student's name as they arrive, see flags for pass usage, money owed, or health notes, and add walk-ins on the door. Give helpers a check-in-only login.

Printable A4 Register & Client Cards

Always on

Print a clean A4 tick-box register (great when rural retreat venues have no mobile signal) plus individual printable Client Cards and privacy-safe CSV exports.

Who's in Which Room

Always on

The event overview lists every room with the names of the people in it, and anyone not placed yet. Move someone to another room from their booking in one click.

8. Platform, Custom Domains, Guides & Safety Net

12 Features

Your Own Domain or Subdomain & Branding

Always on

Run on yourname.bookthecircle.com or your own custom domain with your own colours, fonts, and complete data isolation.

16 Feature Switches & Easy-Read Comfort Mode

Always on

Hide any feature you don't use with a tick-box so your admin stays uncluttered, plus an optional Easy-Read mode with larger black text and underlined links.

25 Built-In Help Pages & Printable Guide

Always on

Plain-English help pages linked directly from every admin screen, with step-by-step pictures that read top to bottom on a phone, and a printable A4 Organiser's Guide.

Monthly Statements & Encrypted Nightly Backups

Always on

Automatic monthly fee & revenue statements on the 1st of each month, backed by nightly encrypted backups, health monitoring, and two-step staff security.

Bring Your Bookings Across

Always on

Moving from Eventbrite, Bookwhen, Workshop Angel or a spreadsheet? Upload their CSV and the people already booked land on your register, check-in list and reminder emails.

9. 1-to-1 Sessions — Your Own Bookable Diary

7 Features

1-to-1 Bookings on the Same Website

Switch

Sell private sessions next to your classes: set your weekly hours and session types (length, price or free, in person, online or phone), and guests pick a free time from a calendar.

Classes Close the Diary Automatically

Switch

While any of your events is on, plus your prep and travel time, nobody can book a 1-to-1. Partners can each have a diary and close it only for the events they teach.

Google Calendar & Any-Calendar Sync

Switch

Busy times in your Google, Apple or Outlook calendar are kept out of the diary, and with Google each booking is written straight into your calendar.

Days Off, Blocked Time & Different Dates

Switch

Block a morning, take a week off or open different hours on a single date, straight from a week view of your diary.

Paid, Free or “Needs My Approval”

Switch

Paid sessions go through your own Stripe with a 30-minute hold while the guest pays. Free intro calls go straight in. Tick “needs my approval” on any session type to confirm each request yourself.

Guests Move or Cancel by Link

Switch

Each guest gets a confirmation with a calendar file, a reminder the day before, and a private link to move or cancel up to your notice period. Online sessions send the meeting link to booked guests only.

One-Button Confirm, Cancel & Refund

Switch

Confirm a request, cancel with an automatic card refund, refund a session the guest cancelled, or mark a no-show. Every step emails the guest for you.