

## Introduction to general and one-time links

Last Modified on Jul 16, 2020

Once you've finished setting up your [Booking pages](#) and [Master pages](#), you're ready to start receiving bookings. ScheduleOnce offers a wide range of sharing and publishing options that will help your leads and Customers connect with you and your team.

### Accessing Links

Every Booking page and Master page has a unique Public link you can [share with prospects and customers](#) to schedule with you.

You can access your booking links by clicking the **Schedule button** in the top navigation bar (Figure 1).

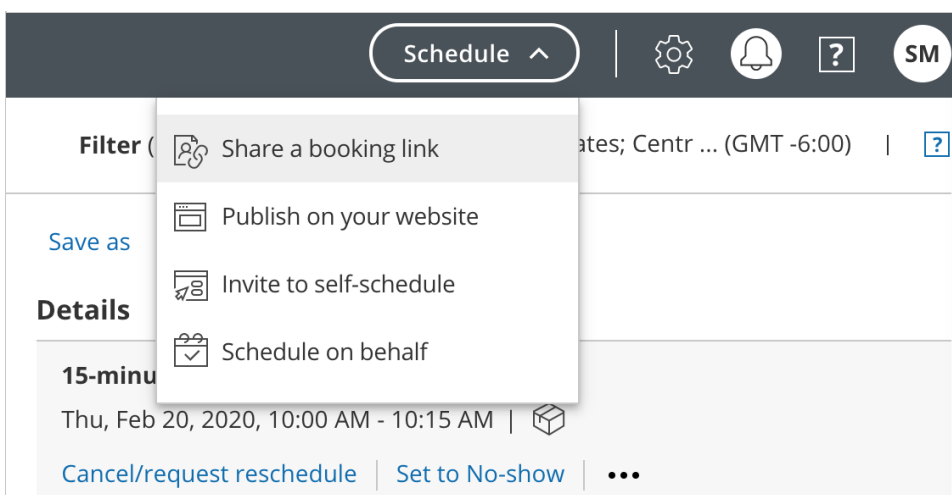


Figure 1: Schedule button

### Sharing your booking links

The links that you share can either be general or [personalized](#).

The simplest way to share your pages is by using [General links](#), which can be [sent by email](#), [added to your email signature](#), or added to any other clickable element. General links require your Customers to identify themselves by [filling in their personal details](#) on a [Booking form](#) during the booking process.

You can also use the [OnceHub for Gmail extension](#) to schedule with Personalized links directly from your Gmail account. You can generate Personalized links, copy them in a single click, and send them in an email.

### Personalizing the scheduling experience

You can choose to [personalize the scheduling experience](#) for your prospects and Customers, so that they will only have to pick a time without having to provide any information that you already have. The Booking form can either be [prepopulated with their details](#) or skipped altogether.

The benefits to personalizing the booking process include:

- Saving your Customers the need to fill out their information, which you already have.

- Increasing conversion rates by saving time and reducing the number of steps it takes to book.
- Ensuring that a lead or Customer always registers with the same email, which will help you avoid CRM duplicate records.

Links can be personalized in any of the following ways:

- **Personalized for a specific Customer:** This type of link contains the specific Customer's personal details and needs to be created individually for different Customers. These can be created by clicking the **Personalize for a specific Customer** link in the [Overview section](#) of a Booking page or Master page.
- **Personalized links (URL parameters):** These links can be personalized for each recipient receiving the link in a [mass email campaign](#). These links must be sent through an email marketing app that supports merge field.
- **Personalized links (Salesforce ID):** If you're using our [native Salesforce integration](#), your links can be automatically personalized for each recipient receiving the link in a [mass email campaign](#). These links must be sent from Salesforce or a Salesforce-integrated app.
- **Personalized links (Infusionsoft ID):** If you're using our [native Infusionsoft integration](#), your links can be automatically personalized for each recipient receiving the link in a [mass email campaign](#). These links must be sent from Infusionsoft or an Infusionsoft-integrated app.

## Changing Booking page and Master page links

[Booking page](#) links and [Master page](#) links are used in all of ScheduleOnce's [Share & Publish](#) options. In some cases, you may want to change the link that Customers use, such as when a Booking page is [reassigned to a different User](#).

[Learn more about changing Booking page and Master page links](#)

## Using ScheduleOnce one-time links

When you use a [Rule-based assignment Master page](#) with [Dynamic rules](#), you can generate one-time links which you can send to your Customers to book with you. One-time links are good for one booking only, eliminating any chance of unwanted repeat bookings. A Customer who receives the link will only be able to use it for the intended booking and will not have access to your underlying [Booking page](#).

[Learn more about using ScheduleOnce one-time links](#)

## Using General links

Each [Booking page](#) and [Master page](#) has its own unique Public link that can be shared with your prospects and Customers. The links that you share can either be general or [personalized](#).

[Learn more about using General links](#)

## Your Booking page link in your email signature

Each [Booking page](#) and [Master page](#) has its own unique Public link that can be shared with your prospects and Customers. The links that you share can either be general or [personalized](#).

[Learn more about your Booking page link in your email signature](#)

## Scheduling buttons gallery

The Email button gallery contains buttons available to use in your email signature. You can insert a button into your email signature via URL or by uploading a button image.

[Learn more about your Scheduling buttons gallery](#)

## Add a Scheduling button to your email signature

A schedule button in your email is a great call-to-action, whether in your daily interactions with Customers or when running email campaigns.

[Learn more about adding a Scheduling button to your email signature](#)



### Tip:

You can use the [OnceHub for Gmail extension](#) to schedule with Personalized links directly from your Gmail account. You can generate Personalized links, copy them in a single click, and send them in an email.

[Learn more about OnceHub for Gmail](#)