

YOU TALK, I'LL WRITE

TimeDriver spells appointment success for professional writing and coaching service

“I’ve tried two other appointment services, but neither compared to TimeDriver. TimeDriver syncs with Outlook and handles time zones correctly, so I save five hours a month in administrative time. It always makes me smile when I see appointments work seamlessly across time zones.”

*Linda Dessau
Owner
You Talk, I’ll Write*



Time zones and calendar syncing wasted five hours a month

Linda Dessau is a ghostwriter, editor and certified coach (CPCC) who helps life and business coaches turn their great ideas into great writing. Depending on the number of projects at any given time, she manages 5 to 10 appointments per month. The scheduling of these appointments, often across different time zones, was an administrative headache. “I’d used other web-based appointment systems starting with Appointment Quest and then Web Appointments. But both posed problems

for my business,” comments Linda, owner of You Talk, I’ll Write. “Neither synced with Outlook so I had to manually update my availability in those systems to verify that I wasn’t double-booking. It took me upwards of 2 hours per month. Plus, neither service managed different time zones well, costing another 2-3 hours a month of my time – and worse, my clients’ time – because of time zone errors. Thankfully, clients would reschedule with me, but the problems caused project and billing delays.”

Easy-to-use TimeDriver system lets clients self-schedule, sends reminder emails, helps land new client

“I discovered TimeDriver through a newsletter and immediately learned that it was head and shoulders above the others. It syncs with Outlook, which makes it much easier to control and manage my schedule,” continues Dessau. “My clients and I both receive appointment reminders that reflect our respective time zones – another appealing feature that helps clients to correctly remember their appointments. All of these features have helped eliminate the 5 hours per month that I previously spent managing appointments.”

she emailed a prospect to schedule an appointment with her. She embedded the TimeDriver “Check Availability” button in the email and within a matter of minutes, the prospect scheduled an appointment with her. “Without TimeDriver’s immediate call-to-action and ease of use, I’m not sure that the prospect would have booked an appointment with me. Clients are compelled to follow through because it’s so easy,” adds Dessau. “All of my clients aren’t necessarily tech-savvy, but they’ve found TimeDriver unintimidating and fun to use, a perception that I would like to carry across my entire business!”

TimeDriver has also helped Dessau generate new clients and revenue. Most recently,

About Linda Dessau

Linda Dessau, BFA, MTA, CPCC, is an editor, writer, accredited music therapist and certified life coach. She has been writing for the web since 2003 and her articles about self-care and creativity have been widely acclaimed and reprinted. She created “You Talk, I’ll Write” in July 2005 to combine her passion for coaching with her gift for writing.

- Who?** Linda Dessau
Owner
You Talk, I’ll Write
- How?** Sends email invitations embedded with a “Check Availability” link to schedule time with her for writing projects.
- Usage?** ~100 appointments/year
- Calendar?** Syncs with Microsoft Outlook
- Benefits?** Eliminates 5 hours of administrative overhead per month
Helps generate revenue
Manages time zones automatically

