

A man and a woman are working together on a laptop. The man is in the foreground, looking at the screen with a focused expression. The woman is behind him, also looking at the screen. They are in a dimly lit room, and the background is filled with out-of-focus lights, creating a bokeh effect. The overall mood is professional and collaborative.

HOW TO SET UP A **DIGITAL PRODUCT STORE**

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1

SELL DIGITAL PRODUCTS USING STAN STORE

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CREATE A STORE USING STAN STORE

This chapter will show you how to build a store to sell digital products using Stan.

Stan is one of the most popular platforms to make money online. it is the easiest out of the three options to get started with and beginner-friendly.

You can get a 14-day free trial with Stan using the button below.

Unlike Beacons and Systeme, Stan does not currently have a free option. This means that once your 14-day free trial is over, you have to pay a monthly fee to use the platform.



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GET A 14 DAY FREE TRIAL



TRY STAN FOR FREE

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Once you have created your own Stan account you can start customising your store.

Click on 'My Store' on the left. then click on the current name of your store. Here you can change the name of your store, upload a profile picture or logo for your store, add information about your store in the 'Bio' section as well as add links to your social media channels.

A screenshot of the Stan Store customization interface. On the left is a vertical sidebar with a light blue background containing the following menu items: 'Analytics' (with a bar chart icon), 'Customers' (with a heart icon), 'Referrals' (with a smiley face icon), and 'More' (with a plus icon). The main content area on the right has a white background and is titled 'My Store' at the top. Below the title are three sections: 'Display Name' with a text input field containing 'Digital Product Lounge'; 'Bio' with a text input field containing 'Digital Products Store'; and 'Social Links (URL)' which contains two rows. Each row has a social media icon (TikTok and Instagram respectively), a small circular icon, and a text input field containing 'Your Username'. At the bottom of the main area is a blue button labeled 'MORE SOCIALS'.

Click 'Save' when you have finished.



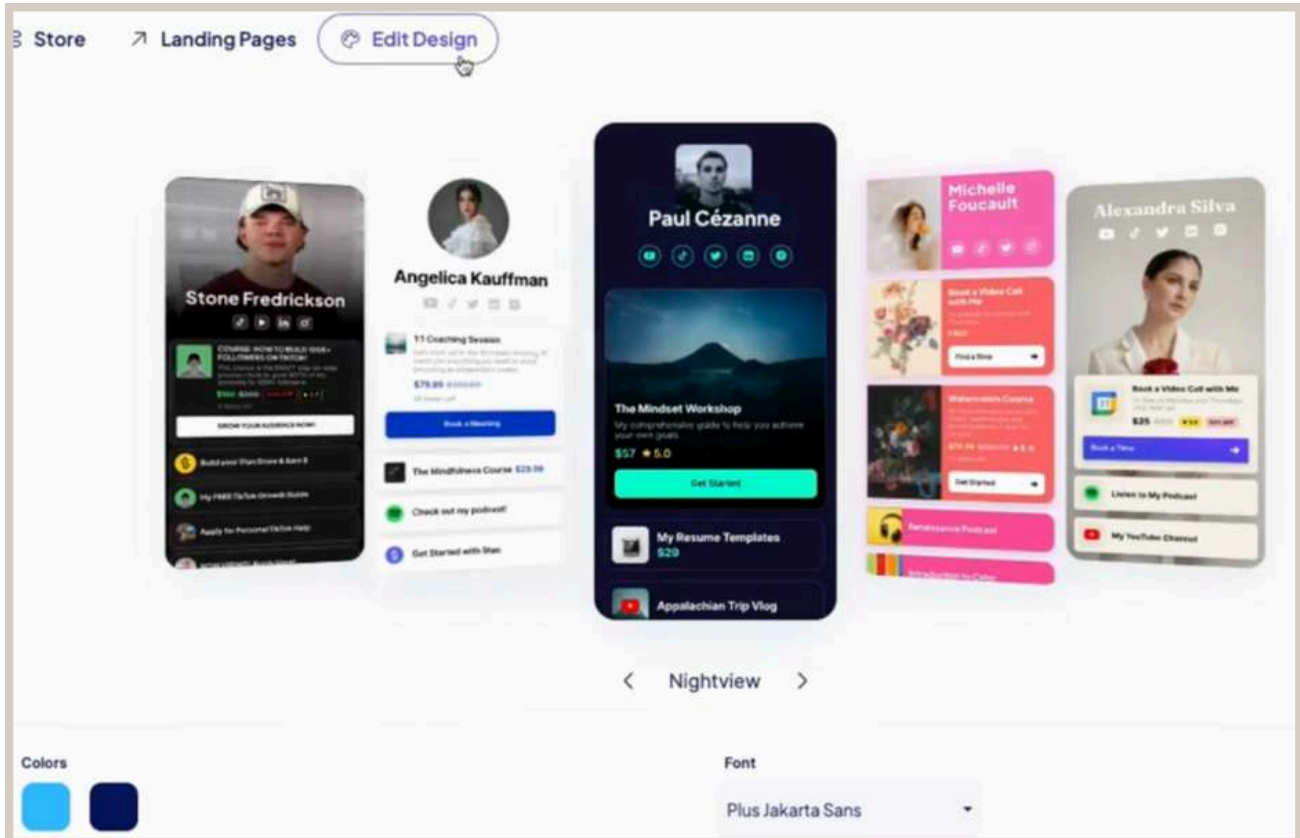
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The image of the mobile phone on the right shows how your store looks to potential customers.



Click on the 'Edit Design' button to start customising the look of your store.

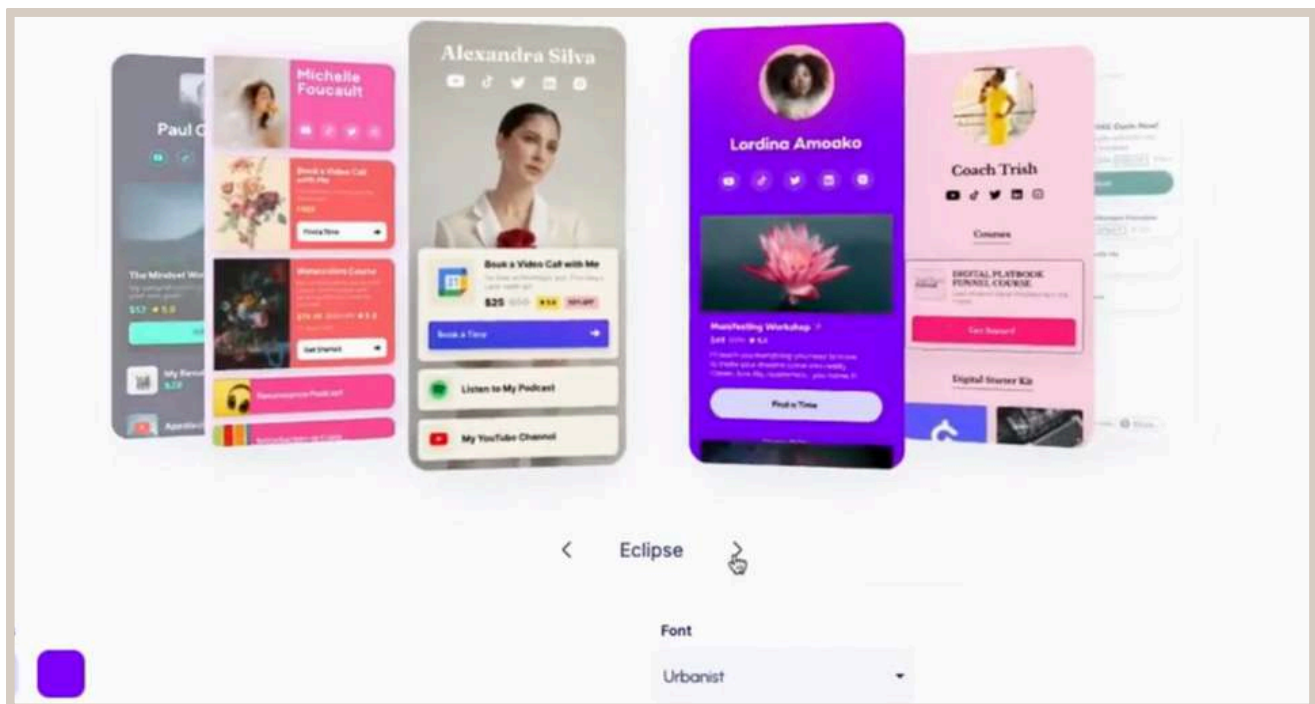




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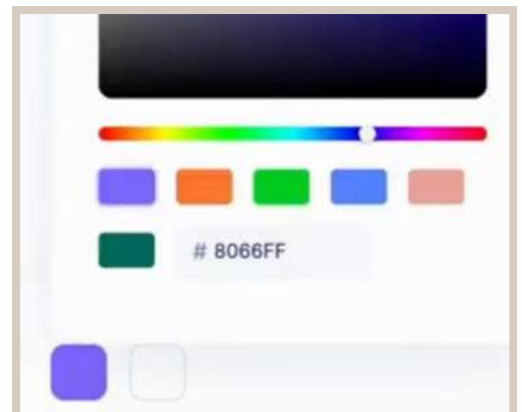
Browse through the various options and choose a theme for your store.



Once you have chosen a theme, you can also change the font used on that theme if you wish to.

You might like a certain theme but want to change the colours, this can be done using the colour picker tool in the bottom left.

Click the 'Save' button when you have finished.



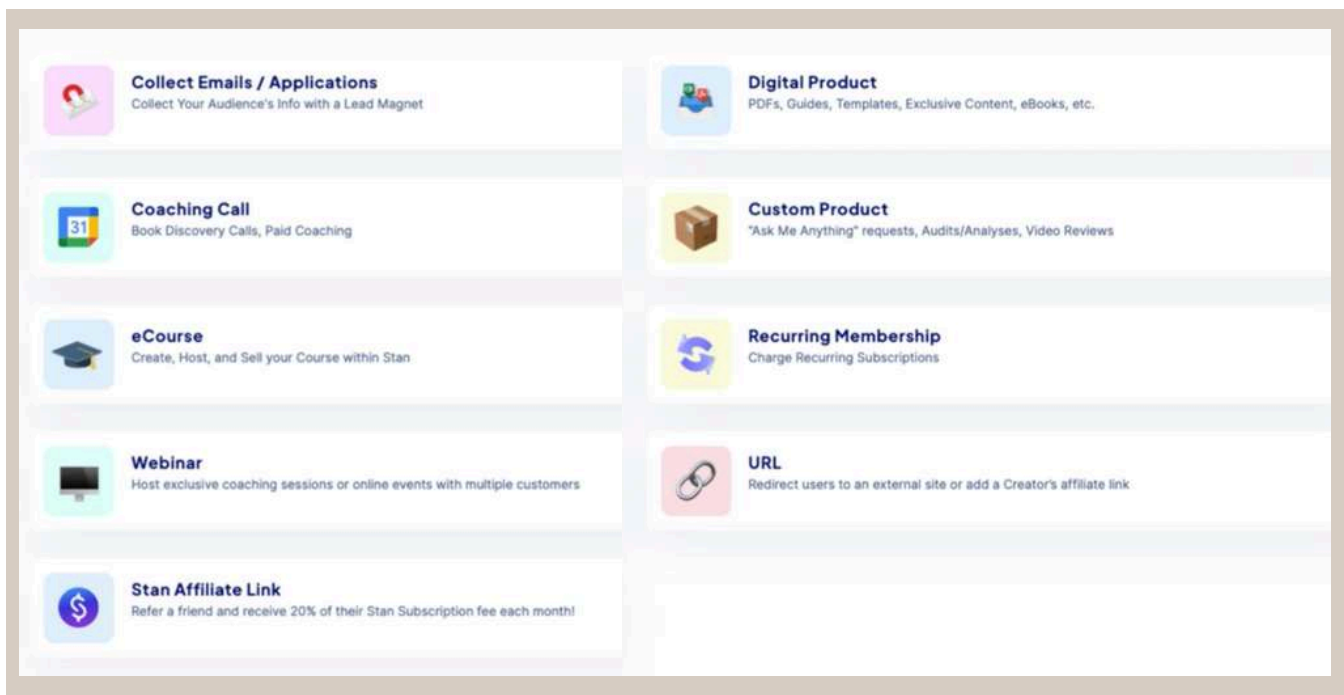


TRY STAN FOR FREE

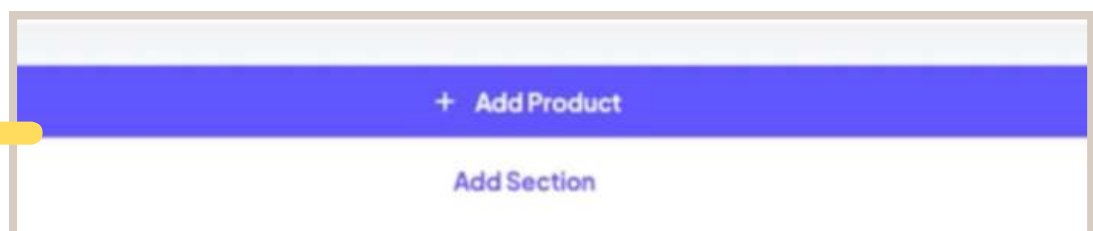
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Now it's time to start adding products to the Stan store.

Stan provides many ways to make money online, this eBook will be focusing on the 'Digital Product' option.



Start by clicking on the 'Add Product' button in Stan.

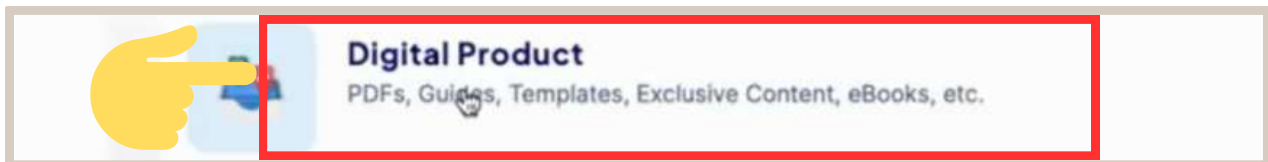




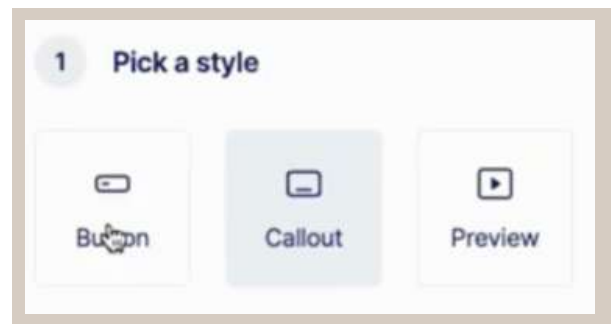
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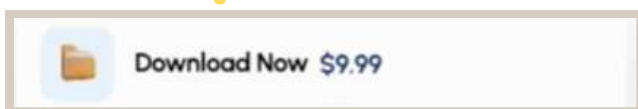
Click on the 'Digital Product' option.



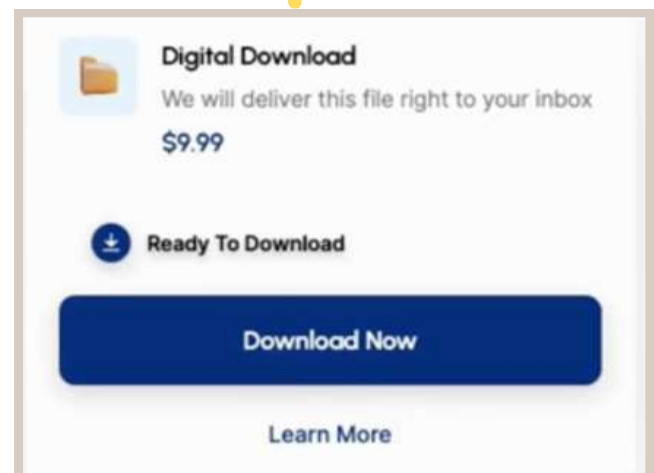
Choose a style - this will be how your digital product will appear to your customers on your storefront.



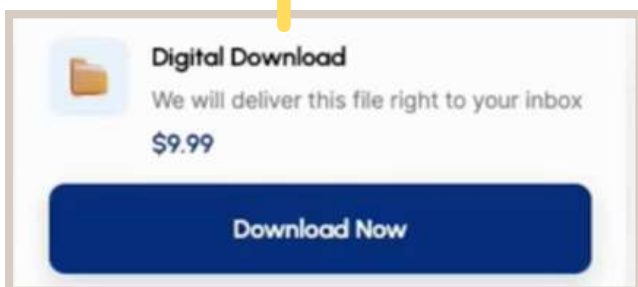
Button



Preview



Callout





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Select an image to be used as a thumbnail for your digital product. You can make these in graphic programs such as Canva. This image will be shown to customers on your storefront.

The screenshot shows a step titled '2 Select image'. On the left, there is a placeholder image of a folder icon with a blue 'x' in the top right corner. On the right, the text 'Thumbnail 400x400' is displayed above a button labeled 'Choose Image'.

In the 'Add text' section, enter the title of your digital product, a subtitle, and customise the text that appears on the button if you wish to.

The screenshot shows a step titled '3 Add text'. It contains three text input fields:

- Title** (16/50 characters): The text 'Digital Download' is entered.
- Subtitle** (45/100 characters): The text 'We will deliver this file right to your inbox' is entered.
- Button*** (12/30 characters): The text 'Download Now' is entered.


Click on the 'Next' button when you have finished.



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On the checkout page, upload an image that will be used on your products checkout page.

1 Select Image



Drag Your Image Here
1920 x 1080

Choose Image

In the description section, type in the details of your digital product explaining exactly what the product is about and what the customer will receive after they have purchased it.

Description Body *

B *I* [List] [Image] [Video] [Link]

How to optimise your business budget and build wealth.

E-book
41 Pages
PDF format

Bottom Title *

Get My Guide

Generate with AI



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In the 'Set price' section, set the price for your digital product.

You can set a discount price if you want to show that your product is on sale.

The screenshot shows the '3 Set price' section. It has two input fields. The first is labeled 'Price(\$)' with an asterisk and contains the number '27'. The second is labeled 'Discount Price(\$)' and contains the number '0'. To the right of the second field is a toggle switch labeled 'Discount Price(\$)' which is currently turned off.

In the 'Collect info' section you can add extra information to collect from customers when they purchase. Name and Email are already chosen for you but you can add more using the 'Add Field' button if you want to collect extra information.

The screenshot shows the '4 Collect info' section. It lists three fields: 'Name', 'Email', and 'Phone Number'. Each field has a corresponding icon (person, envelope, and phone respectively). The 'Phone Number' field has a 'Required' toggle switch which is turned off. At the bottom of the section is a button labeled '+ Add Field'.



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The final part of adding a digital product to your store is to actually upload your digital product.

5 Upload your Digital Product

Digital Product *

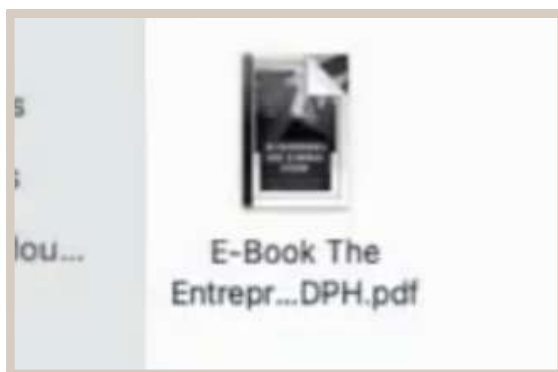
Stan will send these files automatically to your customer upon purchase!

Upload File Redirect to URL

Drag Your File(s) Here

Upload

Click on the 'Upload' button and select your digital product on your computer to publish. In my example, I am uploading an eBook in PDF format.



The file that you upload here is what is automatically sent to the customer after they have purchased the product from your store.

When you have finished and your file has uploaded, click on the 'Publish' button.

The digital product will then be added to your store ready for people to purchase.



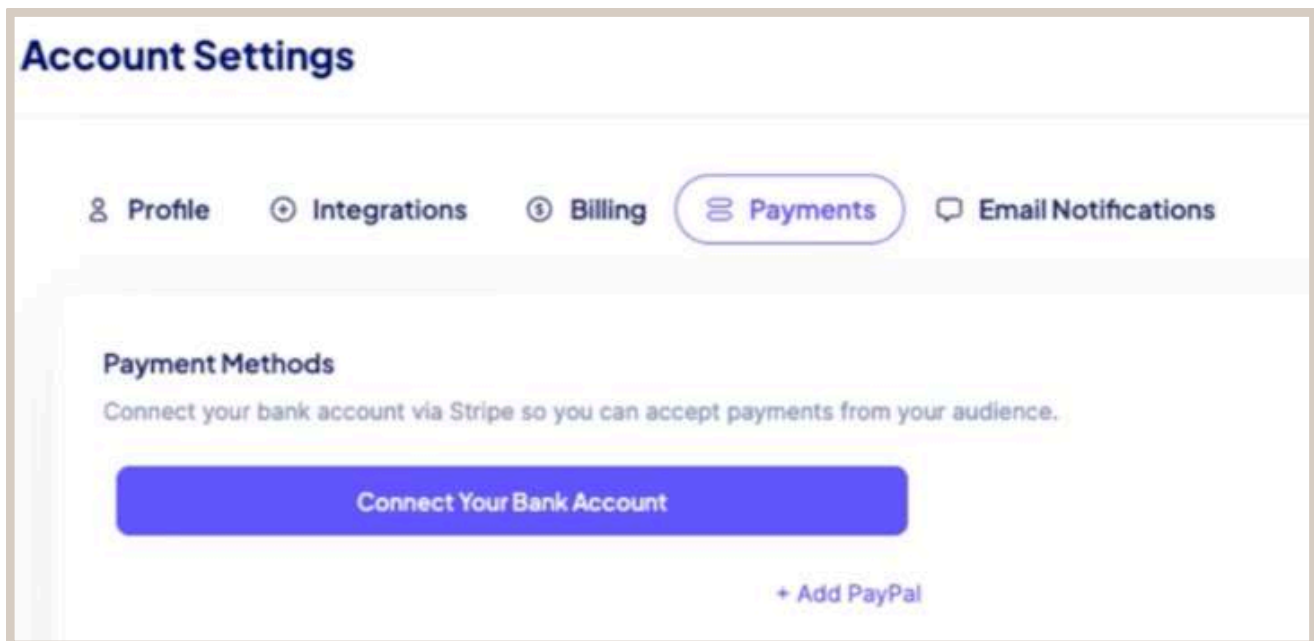
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Before you can start receiving payments for your digital products in your store, you need to connect payment details so that you can get paid when you sell a product.

Click on the 'Settings' button in Stan, then click on 'Payments'.

Click on the 'Connect Your Bank Account' button or click on the 'Add PayPal' option if you want to receive payments through PayPal.



Follow the instructions to connect your bank account.



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Once you have connected your bank account or PayPal, you should then be able to change the currency of your Stan Store.

Profile Integrations Billing **Payments**

Payment Methods

[Manage Your Bank Account](#)

✓ You can accept payments and receive payouts. [+ Add PayPal](#)

Currency

United States Dollar (USD, \$)

- United States Dollar (USD, \$)
- Australian Dollar (AUD, A\$)
- Canadian Dollar (CAD, CA\$)
- Euro (EUR, €)
- British Pound (GBP, £)
- New Zealand Dollar (NZD, NZ\$)
- Polish Zloty (PLN)

Press the 'Save Currency' button when you have finished.



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That concludes the Stan Store portion of this eBook.

Have fun adding more digital products to your own Stan Store, promoting them on social media, and earning money from them.



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2

SELL DIGITAL PRODUCTS USING BEACONS

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CREATE A STORE USING BEACONS

Part 1 : Create an account for your store

In this chapter I will be showing you to create your own online store using Beacons, as well as adding your own digital products to sell. Beacons is one of the most popular platforms to sell digital products and also beginner-friendly.



CLICK HERE TO CREATE YOUR ACCOUNT

NOTE: You can use a free account to sell your products, however, on the free account the provider will take 9% of your sale. We highly recommend the 'Paid Pro' account which is around \$30 a month. With the 'Paid Pro' plan you don't have to pay the 9% fee when you sell something. Go ahead and create your account now using the button below before moving on to the next lesson.

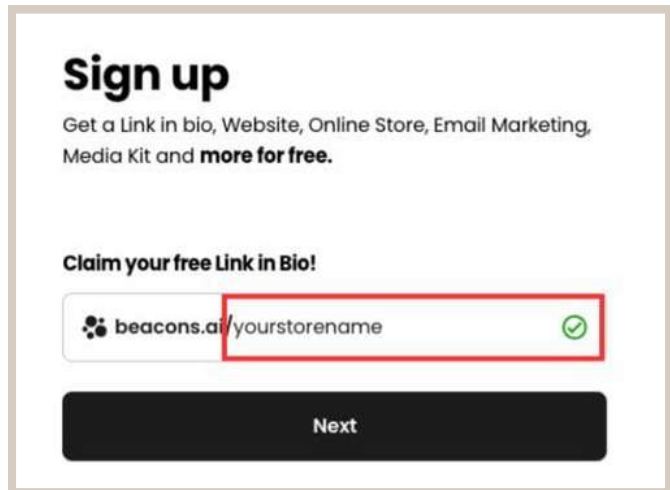


CLICK HERE TO CREATE YOUR ACCOUNT

 **CLICK HERE TO CREATE YOUR ACCOUNT**



Part 2 : Setting Up Your Profile

Enter a name for your store. You can use your own name if you want to, or you can come up with a cool name for your store.



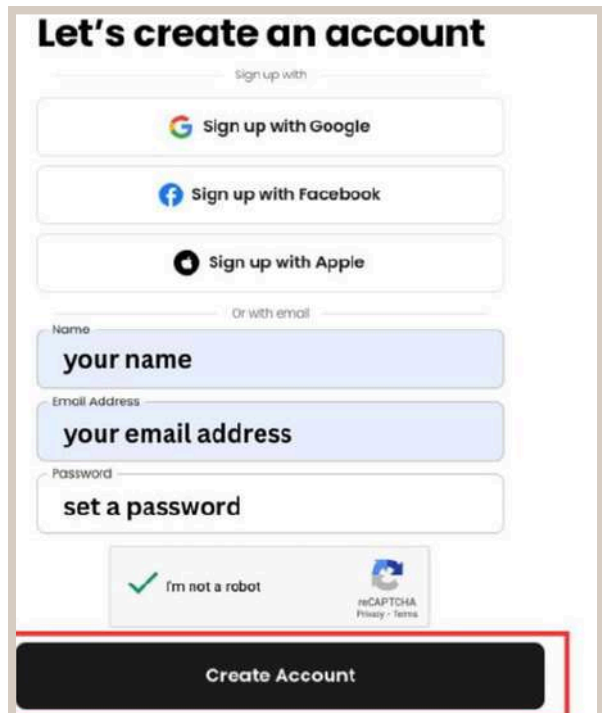
Sign up
Get a Link in bio, Website, Online Store, Email Marketing, Media Kit and **more for free.**

Claim your free Link in Bio!


Next


Enter your details in the form and set a password for your store. Make sure that your password is a secure one. When you are finished, click on the 'Create Account' button.




Let's create an account

Sign up with

 Sign up with Google

 Sign up with Facebook



 Sign up with Apple

Or with email

Name

Email Address

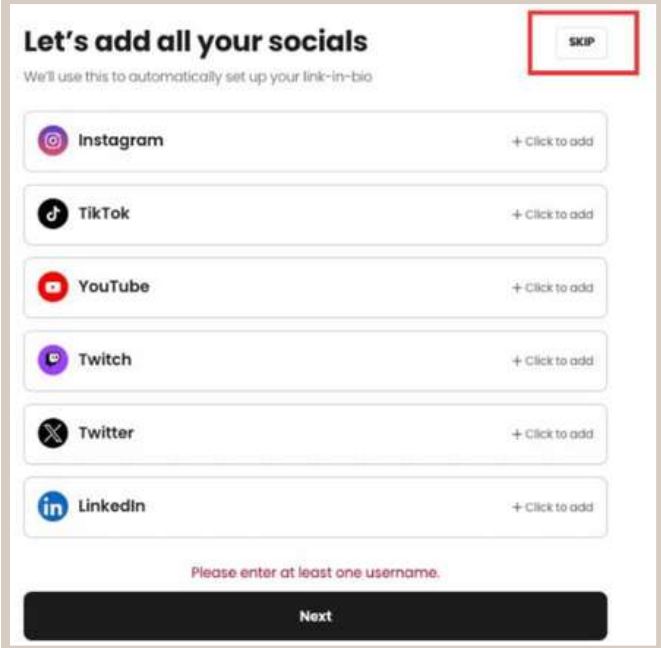
Password

 I'm not a robot 

Create Account

 **CLICK HERE TO CREATE YOUR ACCOUNT**

Enter the details of your social media channels on this page. If you would rather do this later you can skip this step. To skip this step, click on the 'Next' button that will then reveal a 'SKIP' button allowing you to continue without entering social media channels.



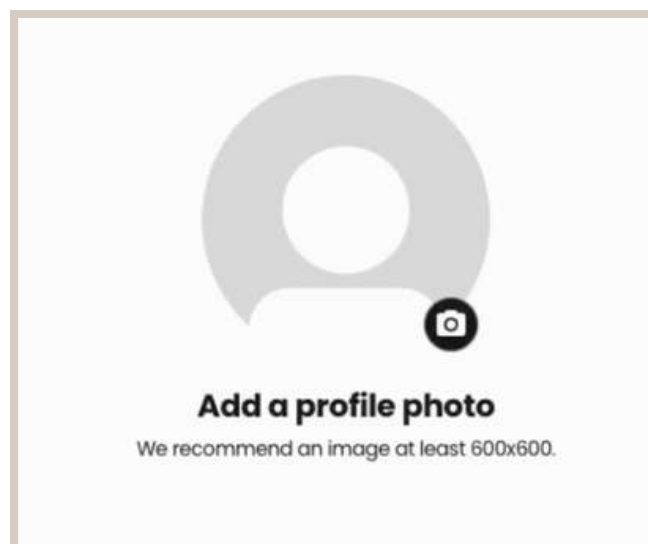
On the next page you will need to upload a profile picture. If you will be promoting your store using your own name, you can upload a photo of yourself here. If you have chosen a name for your store, or business name you can upload your logo or graphic here. At Digital Product Lounge, we had a logo created which we used here.

 **CLICK HERE TO CREATE YOUR ACCOUNT**

It's important that your store looks professional to potential buyers. If you don't have a logo you have several options:

- 1) Create one yourself using [Canva](#)
- 2) Use our recommended [AI Logo Maker](#) - [click here for a demonstration](#)
- 3) Hire a freelancer to create a logo for you - [click here to find a freelancer](#)

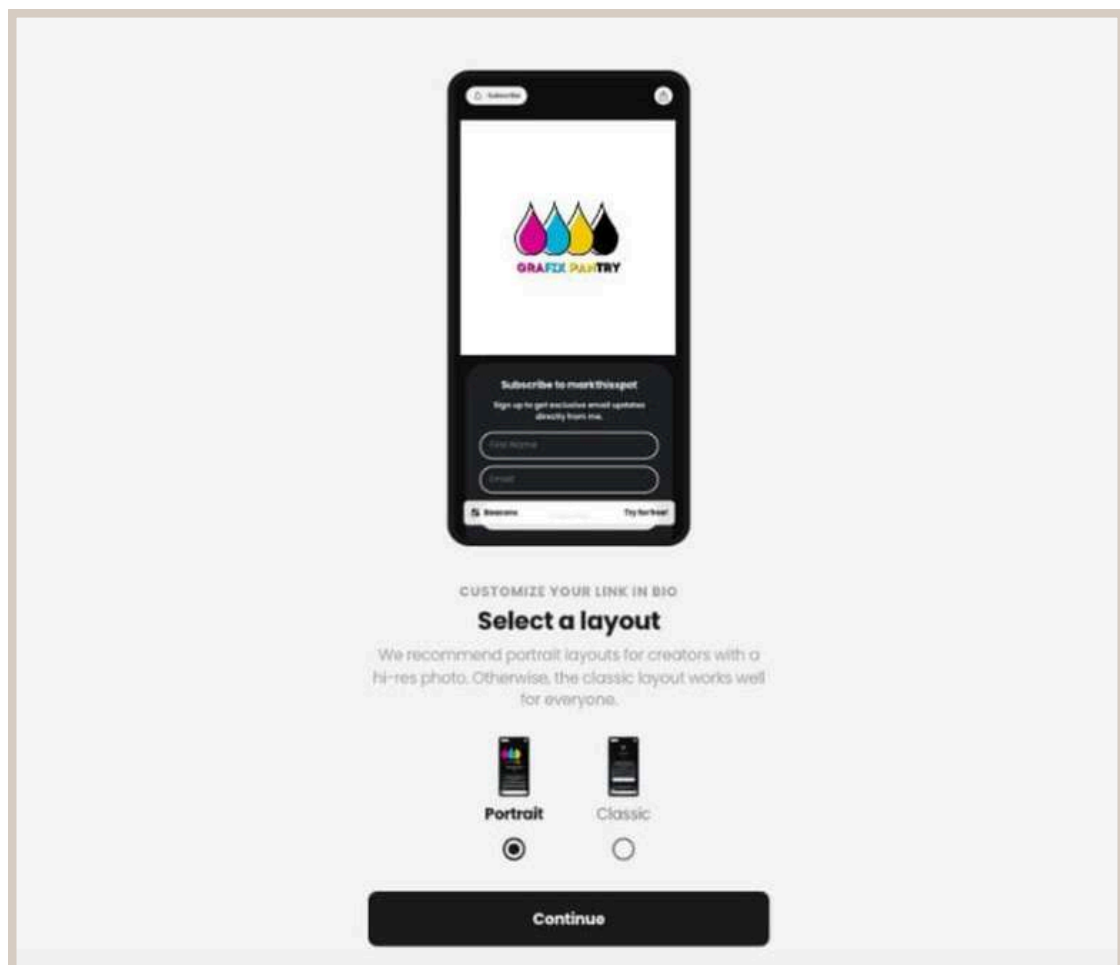
When you have a picture or logo, upload it to Beacons.



Your page will then be built, this may take about 30 seconds.

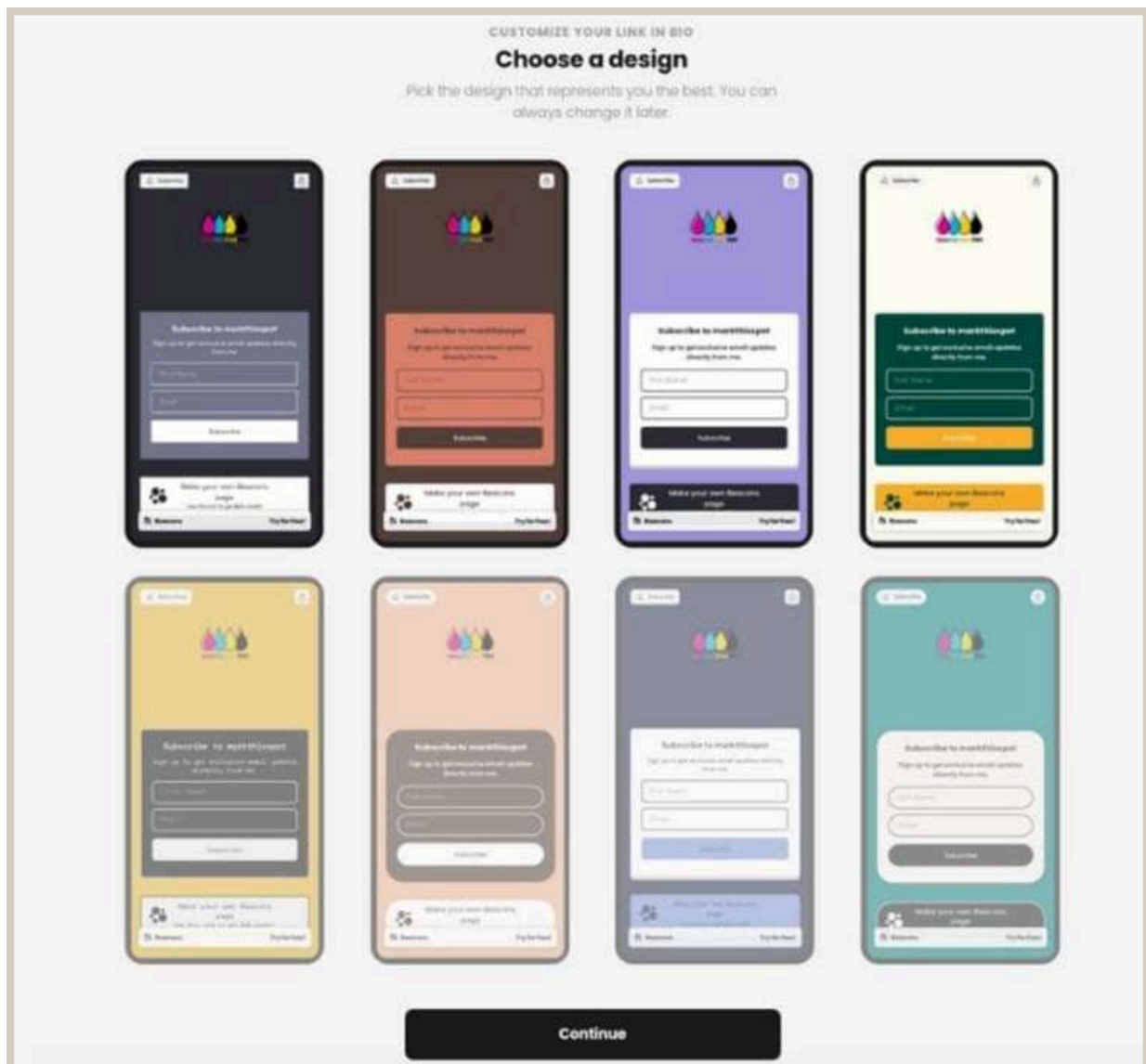
 **CLICK HERE TO CREATE YOUR ACCOUNT**

You will then be asked to choose a layout - choose between portrait and landscape then press the 'Continue' button.



 **CLICK HERE TO CREATE YOUR ACCOUNT**

On the next page, choose one of the designs from the available options. Press continue when you have picked one.





CLICK HERE TO CREATE YOUR ACCOUNT

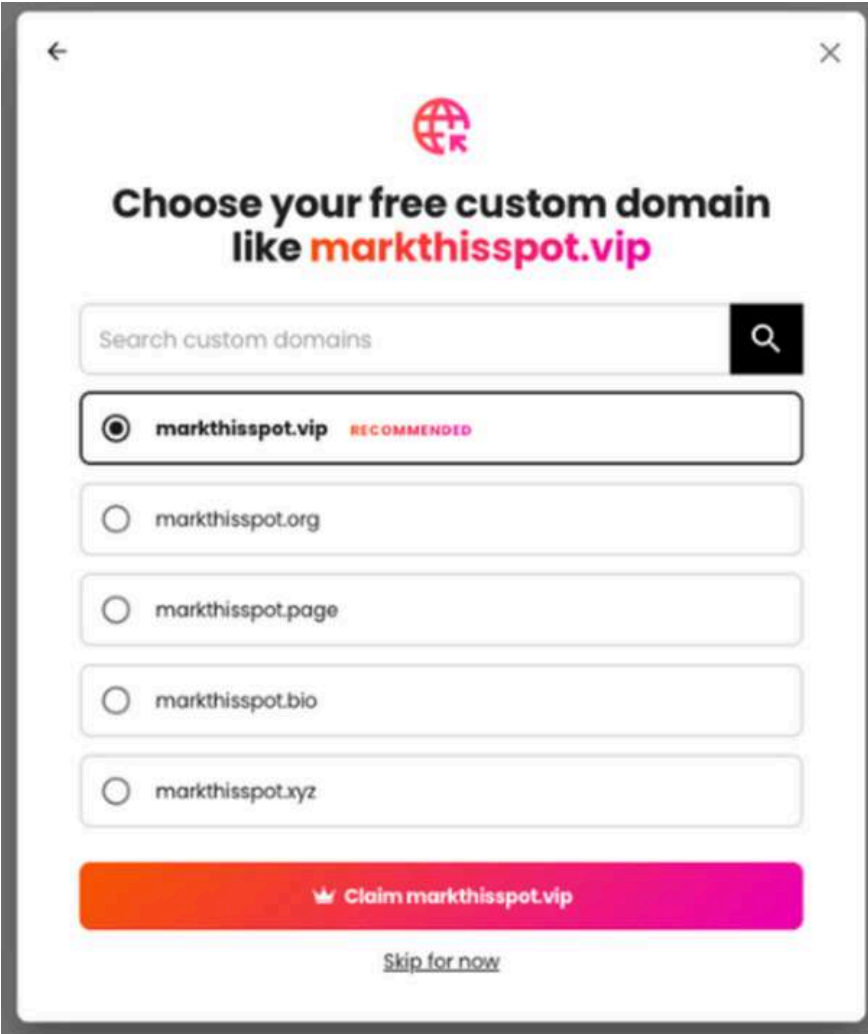
You will then be asked to choose a plan. As mentioned previously, you can use Beacons for free, however, on the free plan and the cheapest paid plan (Creator Pro), Beacons will take 9% of every sale that you make. We highly recommend the Store Pro plan which has 0% seller fees on all sales.

If you still want to go ahead with the free option and give Beacons 9% of every sale you make, click on the 'skip' button.

The screenshot shows the Beacons upgrade interface. On the left, a green card titled 'UPGRADE TO PRO Earn More + Grow More With Beacons PRO' offers three plans: 'Creator Pro', 'Store Pro' (selected), and 'Business Pro'. Below this, it states 'All of the features of Creator Pro, plus 0% transaction fees on every sale. Unlimited sales and marketing emails. The plan for serious sellers.' and lists 'PERFECT FOR:' Coaches, Pro Sellers, Serious Content Creators, Landing Brand Deals, Sending Emails, Faceless Creators, and Businesses. At the bottom, the 'Annual Plan' is selected with a 'Get 2 Months Free!' offer, and the price is '\$30 PER MONTH'. A large green button at the bottom says 'Upgrade to Store Pro'. On the right, a 'STORE PRO FEATURES' sidebar lists benefits: 'Store Pro Plan exclusive: CUSTOM DOMAIN' (Free custom domain), 'EARN MORE' (0% Seller Fees, Buy now pay later, 0% Invoice Fees), and 'UNLOCK NEW FEATURES' (Courses with Video Hosting, Unlimited Email Sends, Memberships, Sync multiple calendars, Fan Requests).

 **CLICK HERE TO CREATE YOUR ACCOUNT**

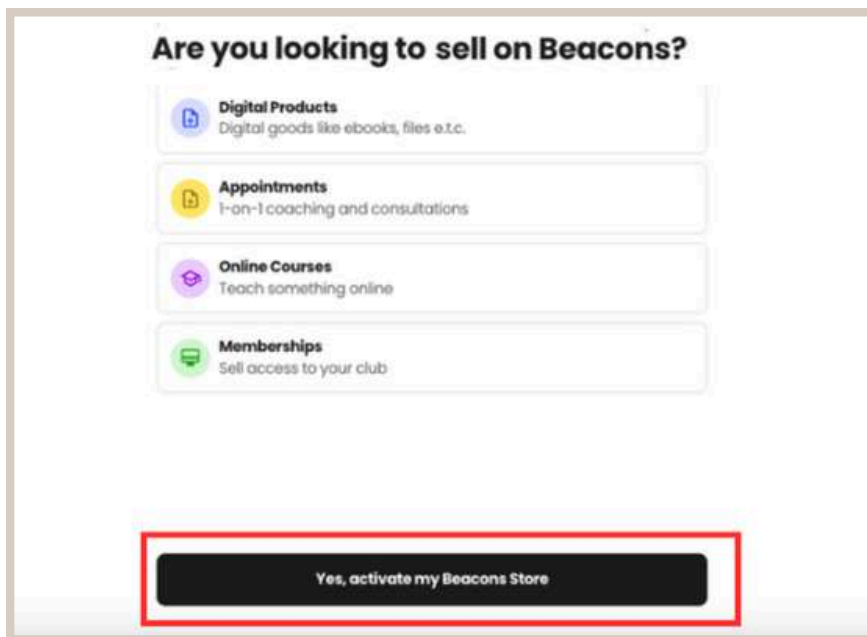
On the next page you will be asked if you want to choose a custom domain. If you want one, choose one here, if not simply skip this step by clicking on the 'Skip for now' option. You can always do this at a later date if you want to, but it's not essential.



The screenshot shows a mobile app interface for selecting a custom domain. At the top, there is a globe icon and the text "Choose your free custom domain like markthisspot.vip". Below this is a search bar with the placeholder text "Search custom domains" and a magnifying glass icon. A list of domain options is shown below the search bar, each with a radio button and the domain name: "markthisspot.vip" (which is selected and marked as "RECOMMENDED"), "markthisspot.org", "markthisspot.page", "markthisspot.bio", and "markthisspot.xyz". At the bottom, there is a large orange button with a crown icon and the text "Claim markthisspot.vip", and a smaller link that says "Skip for now".

 **CLICK HERE TO CREATE YOUR ACCOUNT**

On the next screen, you will be asked if you are looking to sell on Beacons. Click on the 'Yes, activate my Beacons Store' button.



The screenshot shows a mobile app interface with the title "Are you looking to sell on Beacons?". Below the title are four selectable options, each with an icon and a description:

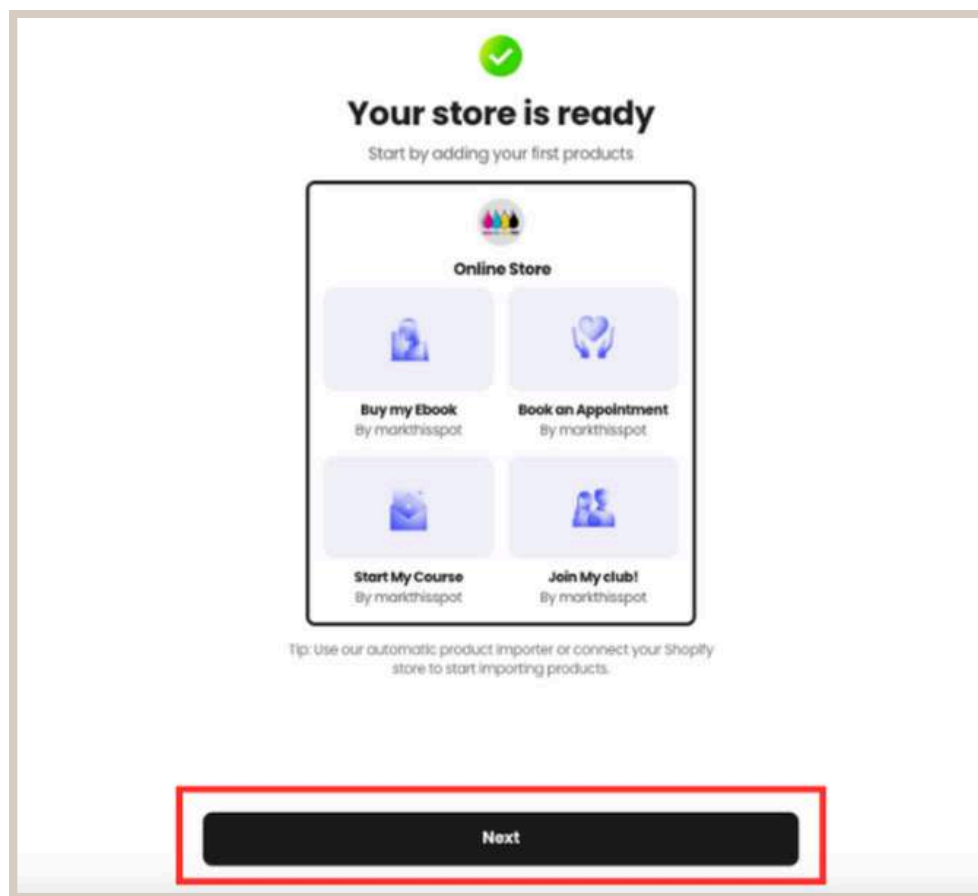
- Digital Products**: Digital goods like ebooks, files e.t.c. (Icon: blue document)
- Appointments**: 1-on-1 coaching and consultations (Icon: yellow calendar)
- Online Courses**: Teach something online (Icon: purple graduation cap)
- Memberships**: Sell access to your club (Icon: green speech bubble)

At the bottom of the screen, there is a black button with the text "Yes, activate my Beacons Store", which is highlighted by a red rectangular border.

You will then get a message that your store is ready. Click on the next button to continue.

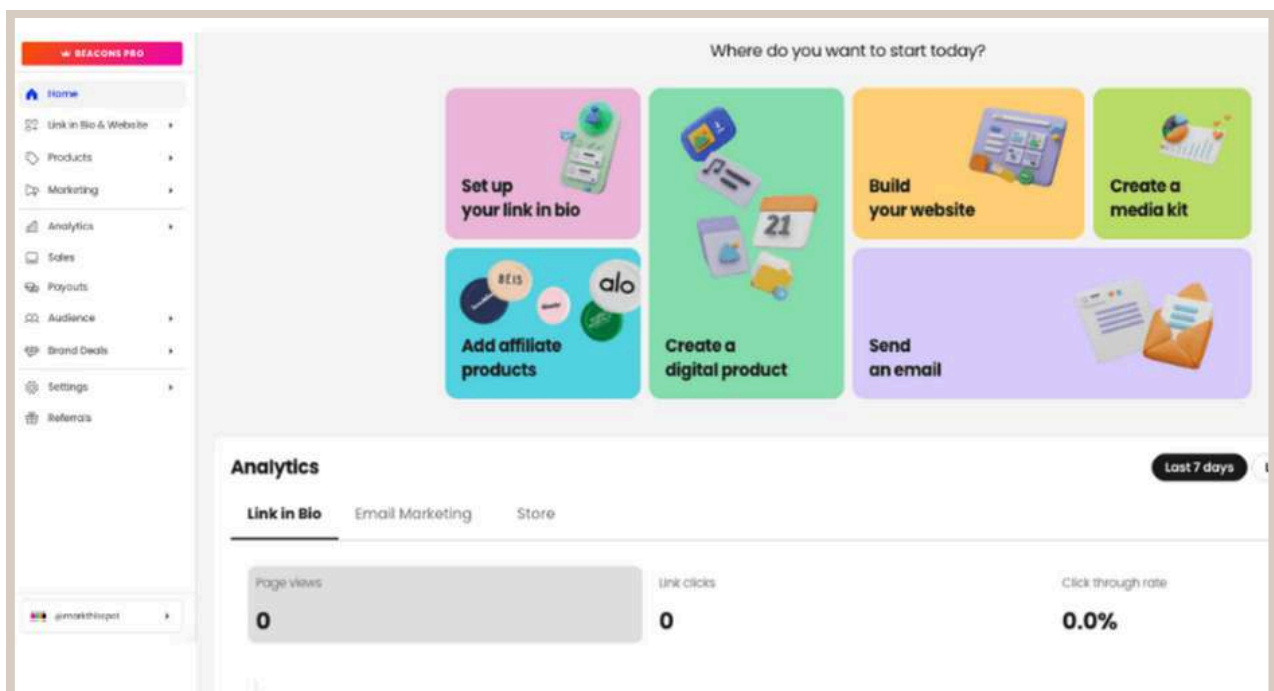
 **CLICK HERE TO CREATE YOUR ACCOUNT**

You will then get a message that your store is ready. Click on the next button to continue.



 **CLICK HERE TO CREATE YOUR ACCOUNT**

You will then be taken to your Beacons dashboard which will look similar to the screen below.



There are a few more things you need to do before you get to the fun part of adding products to your store. Part 3 of this Beacons chapter will show you how to connect your payment details so you can get paid when people buy your digital products.



CLICK HERE TO CREATE YOUR ACCOUNT

Part 3 : Connecting your payment details

Before you can start adding and selling products in your store, you will need to set up your payment processors. This is how the money is sent to you when somebody buys a digital product from your online store. If you don't set up payments, people won't be able to buy and you won't be able to earn from your products.

The most common ones are Stripe and PayPal. If you don't have a Stripe or Paypal account, you will need to create accounts for at least one of these.

Paypal - to set up a PayPal account, go to [PayPal.com](https://www.paypal.com) and sign up for a PayPal Business account or convert an existing Personal PayPal account to a Business account, it's free.

Once you have a Stripe or Paypal account (you can use both if you want to), it is time to connect it to your store.

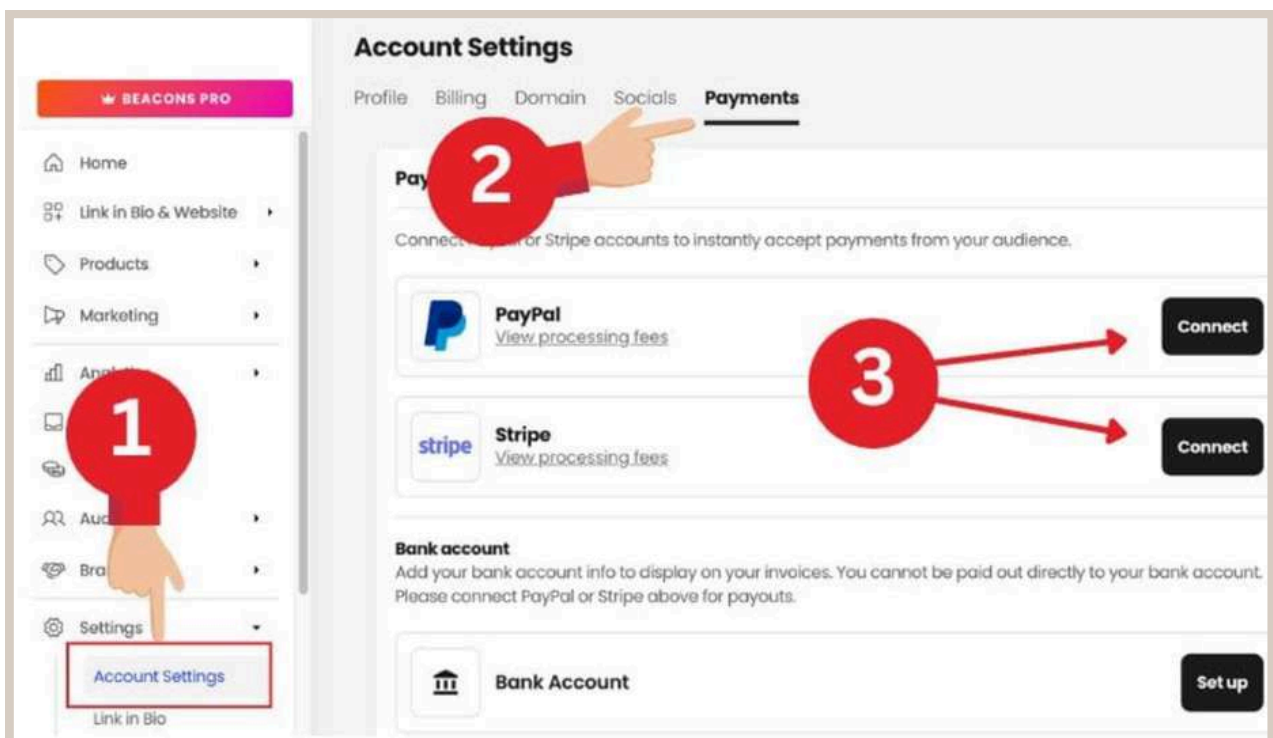
Stripe - to create a Stripe account, go to [Stripe.com](https://www.stripe.com) and create a Stripe account.

Once you have your accounts where you can receive payments, you will now need to add them to Beacons.



CLICK HERE TO CREATE YOUR ACCOUNT

Sign into Beacons if you haven't already done so, and go to 'Account Settings > Payments' menu.

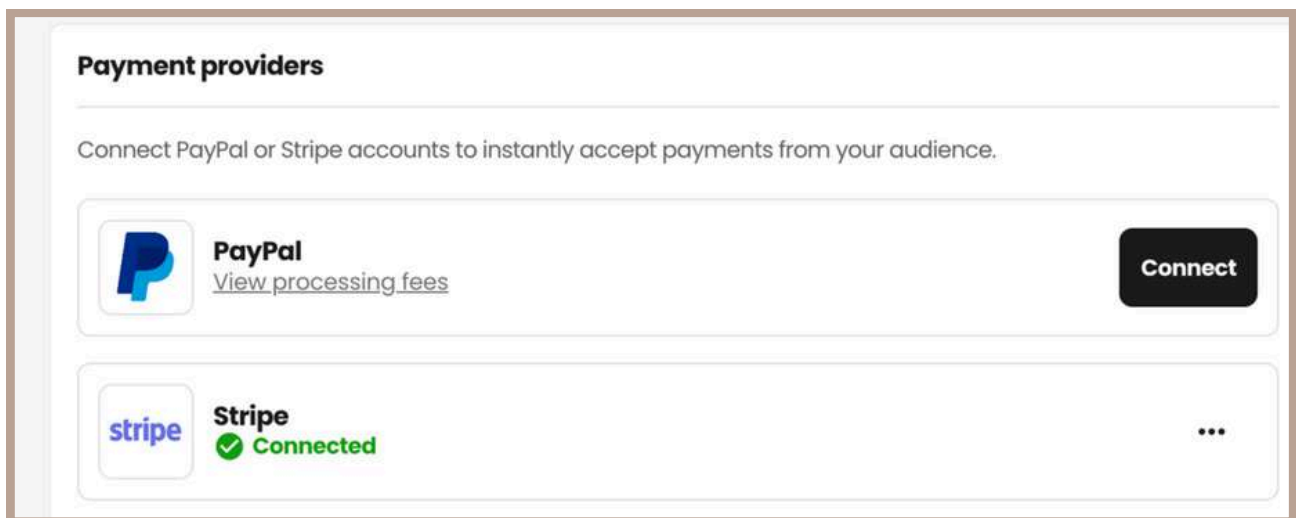


Click on the 'Connect' button next to the service you want to connect to. Remember, you can add both PayPal and Stripe if you want to.

IMPORTANT: Even though there is an option to connect your bank account, you cannot be paid out directly to your bank account. You **HAVE** to use PayPal or Stripe to be able to receive payments.

 **CLICK HERE TO CREATE YOUR ACCOUNT**

When you have gone through setting up PayPal, Stripe or both, you should see that it is connected (as shown in the screen below).



You are now ready for the fun part, adding digital products to your store to sell.



CLICK HERE TO CREATE YOUR ACCOUNT

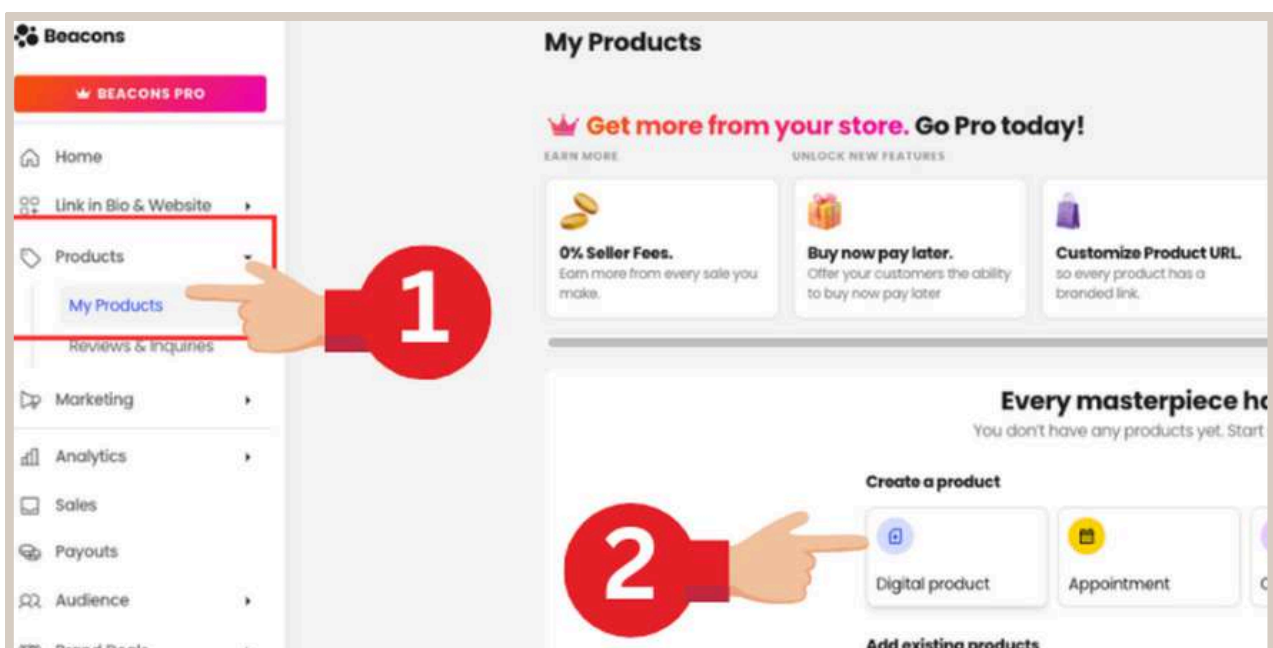
Part 4 : Add Digital Products Products To Your Store

This section of the chapter will show you how to add a digital product to your store. In my example, I will be using an eBook that I have already created myself that is in PDF format.

Log into your Beacons if you aren't already signed in.

To start adding your product, click on the 'Products' option on the left, then click on 'My Products'.

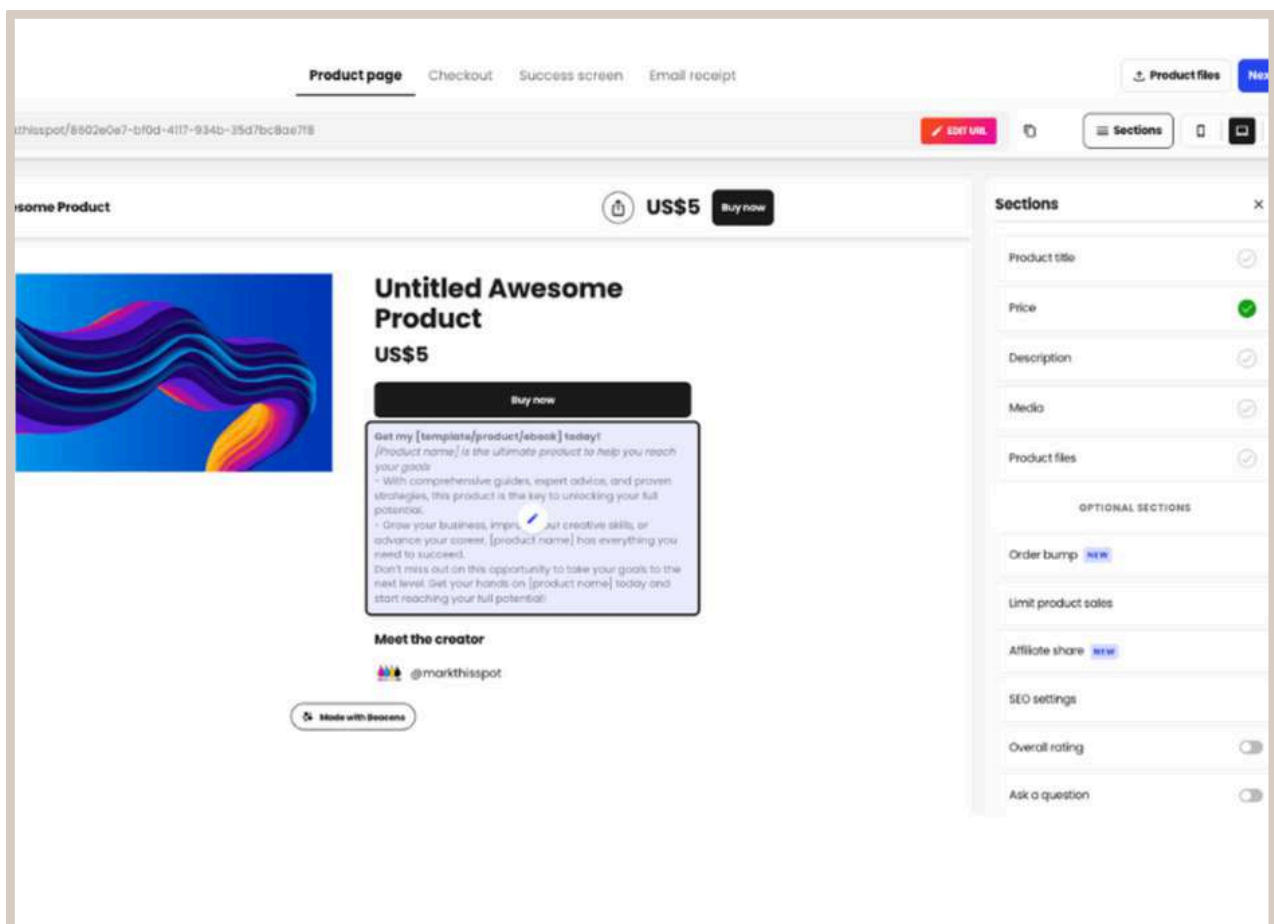
Click on 'Digital Product'





CLICK HERE TO CREATE YOUR ACCOUNT

A blank product template will be created for you.



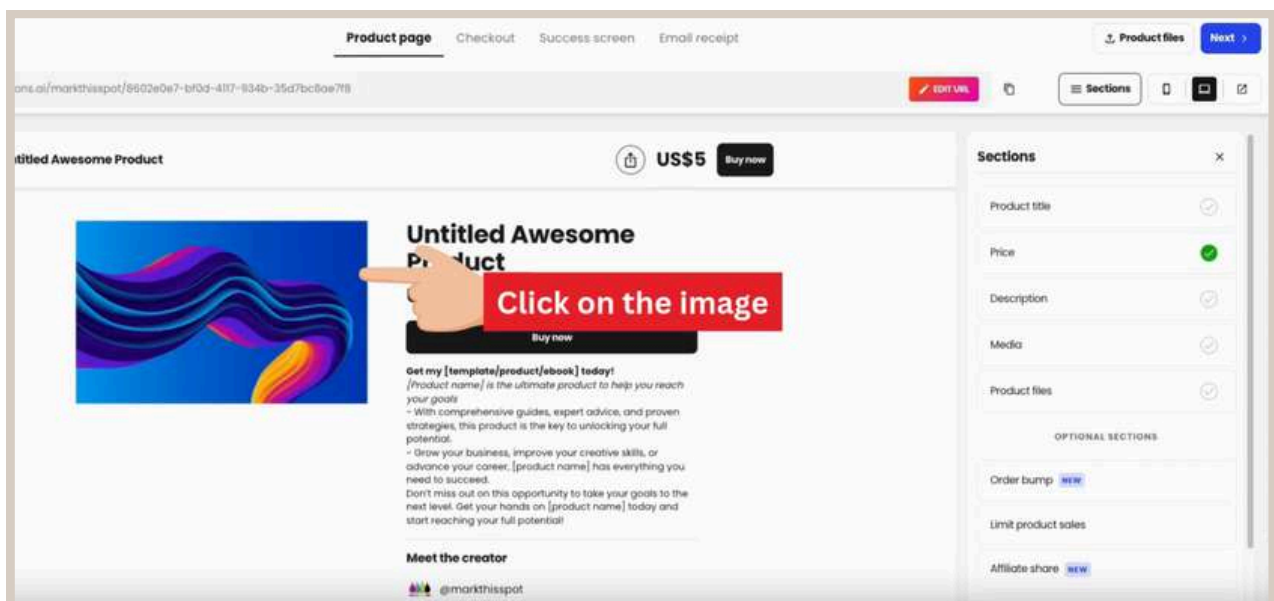


CLICK HERE TO CREATE YOUR ACCOUNT

Start by uploading an image for your digital product. This is what will be displayed on your storefront for potential customers to see. In this example, I have used a section of the front cover of my eBook.

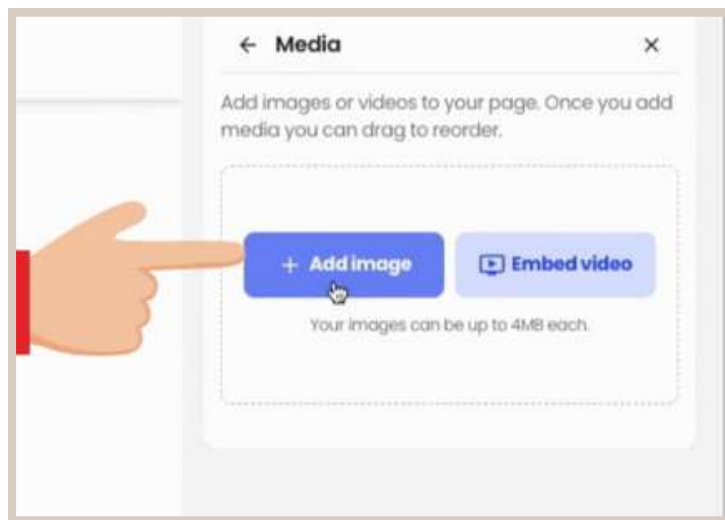
Note: you don't upload your digital product here, just an image that shows the customer what your product is.

Click on the image.

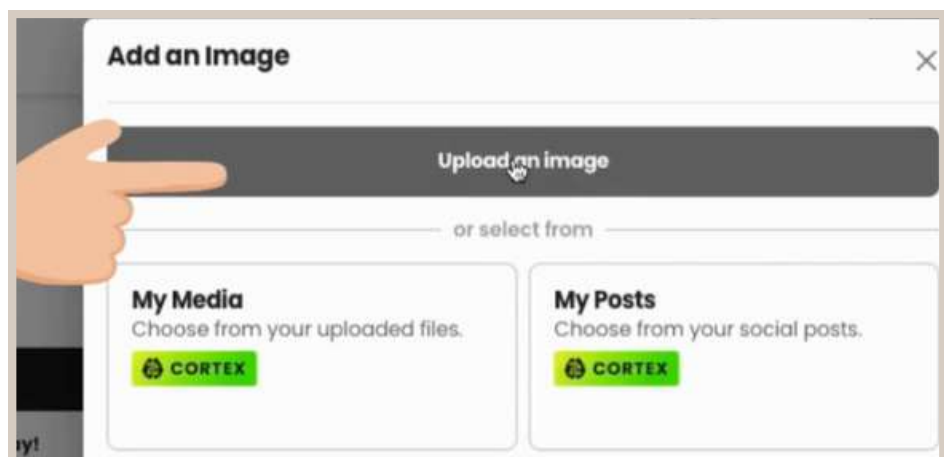


 **CLICK HERE TO CREATE YOUR ACCOUNT**

Click 'Add Image'



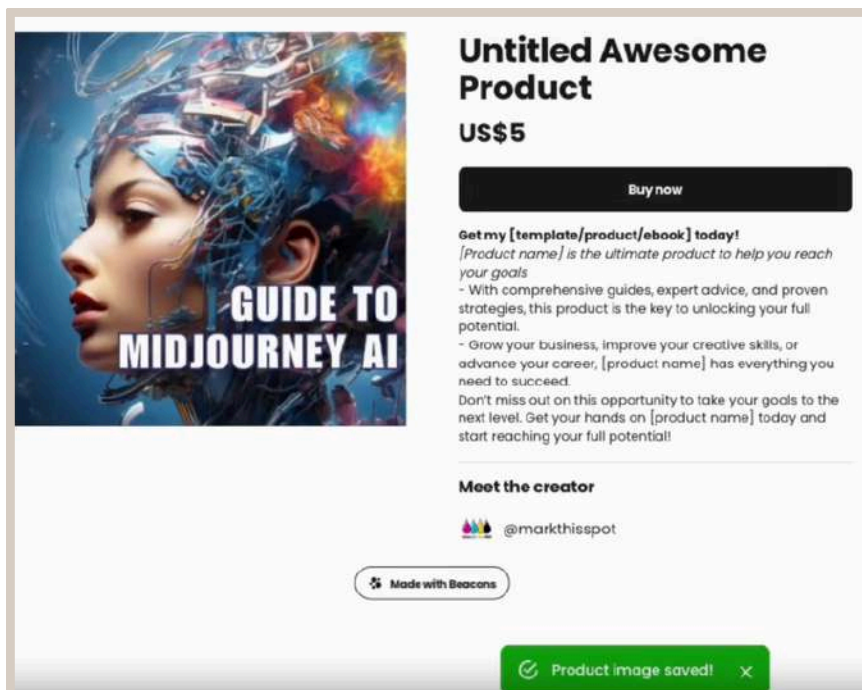
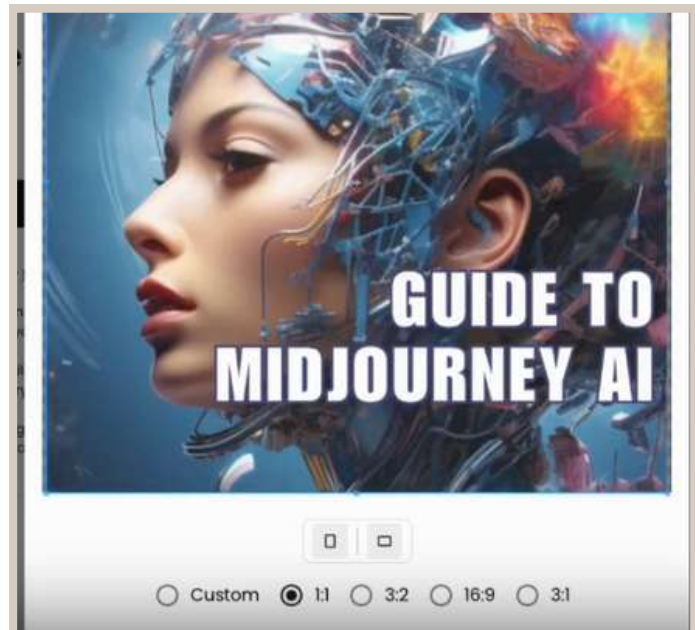
Click 'Upload an Image' then select the file from your computer that you want to use.



 **CLICK HERE TO CREATE YOUR ACCOUNT**

You can choose different size ratios for your poster image.

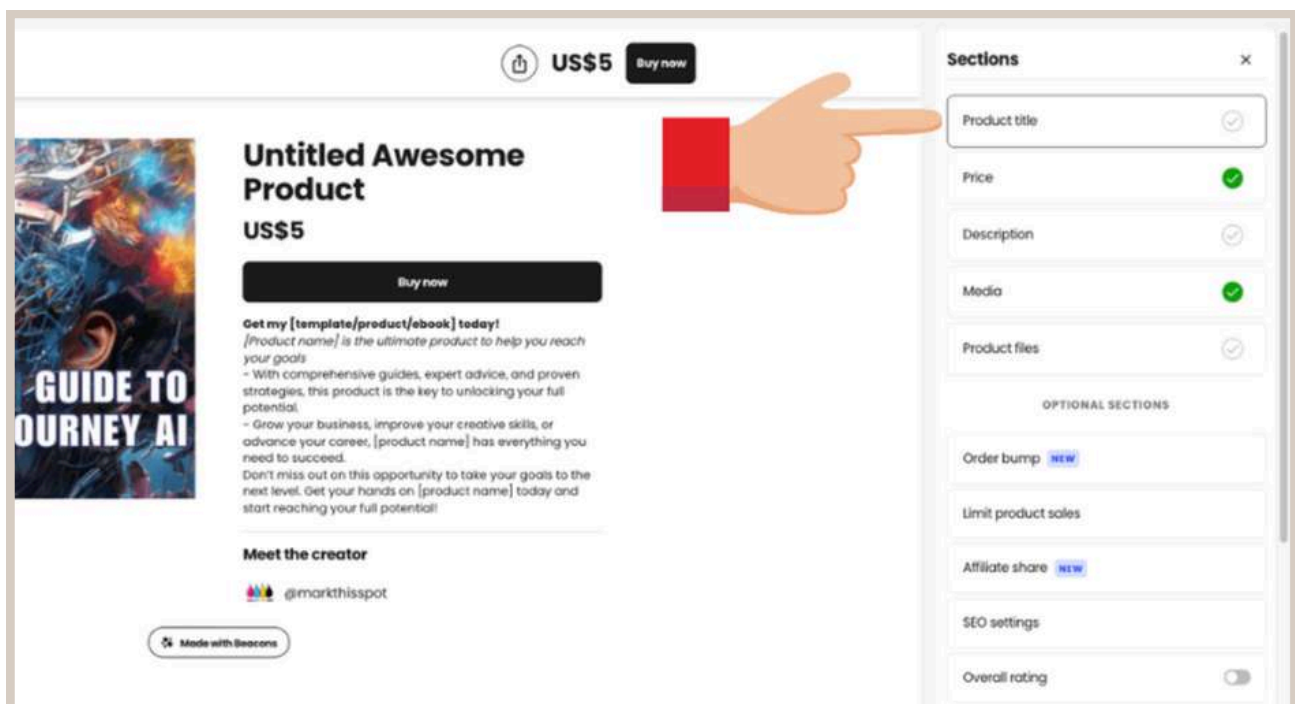
Press the 'Accept' button when you are happy with it.



Your image will then be added.

 **CLICK HERE TO CREATE YOUR ACCOUNT**

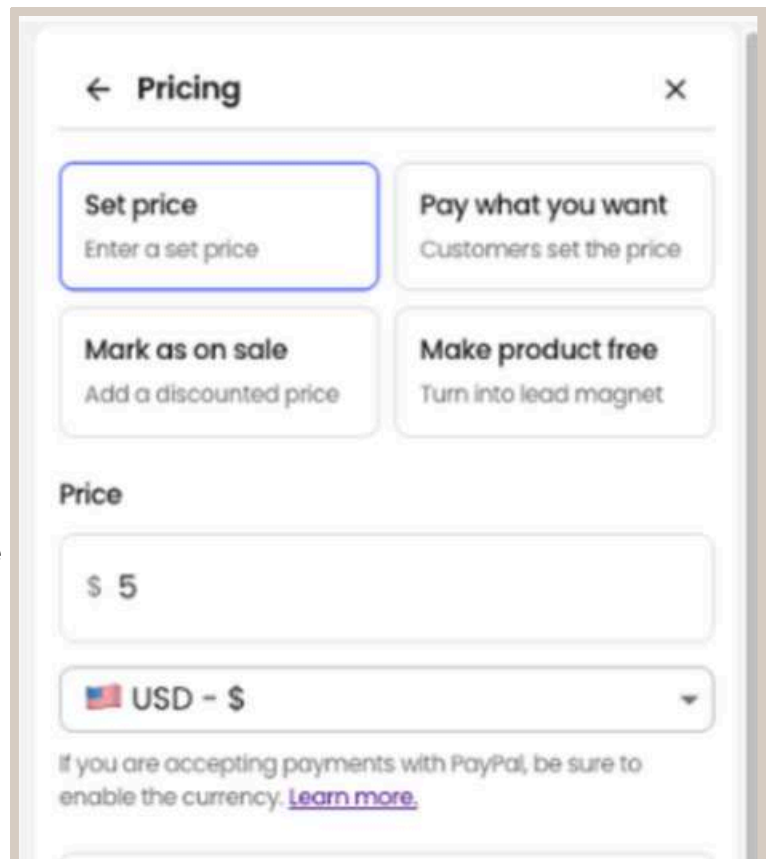
Next, add the title of your product. Click on the 'Product title' option then type in the title of your product. Press the back arrow when you have finished.



 **CLICK HERE TO CREATE YOUR ACCOUNT**

Next we will be setting a price for the product. Click on the 'Pricing' option.

Here you have several options. You can set the price for your product, allow the customer to pay what they want, mark the product as on sale, or make the product free if you wish. Seeing as the aim of this course is about selling digital products, click on the 'Set price' option and enter your price in the 'Price' box.



The screenshot shows a 'Pricing' modal window with a back arrow and a close 'X' button. It contains four options: 'Set price' (highlighted with a blue border), 'Pay what you want', 'Mark as on sale', and 'Make product free'. Below these is a 'Price' section with a text input field containing '\$ 5' and a currency dropdown menu set to 'USD - \$'. A note at the bottom mentions PayPal and provides a link to 'Learn more'.

Option	Description
Set price	Enter a set price
Pay what you want	Customers set the price
Mark as on sale	Add a discounted price
Make product free	Turn into lead magnet

Price

\$ 5

USD - \$

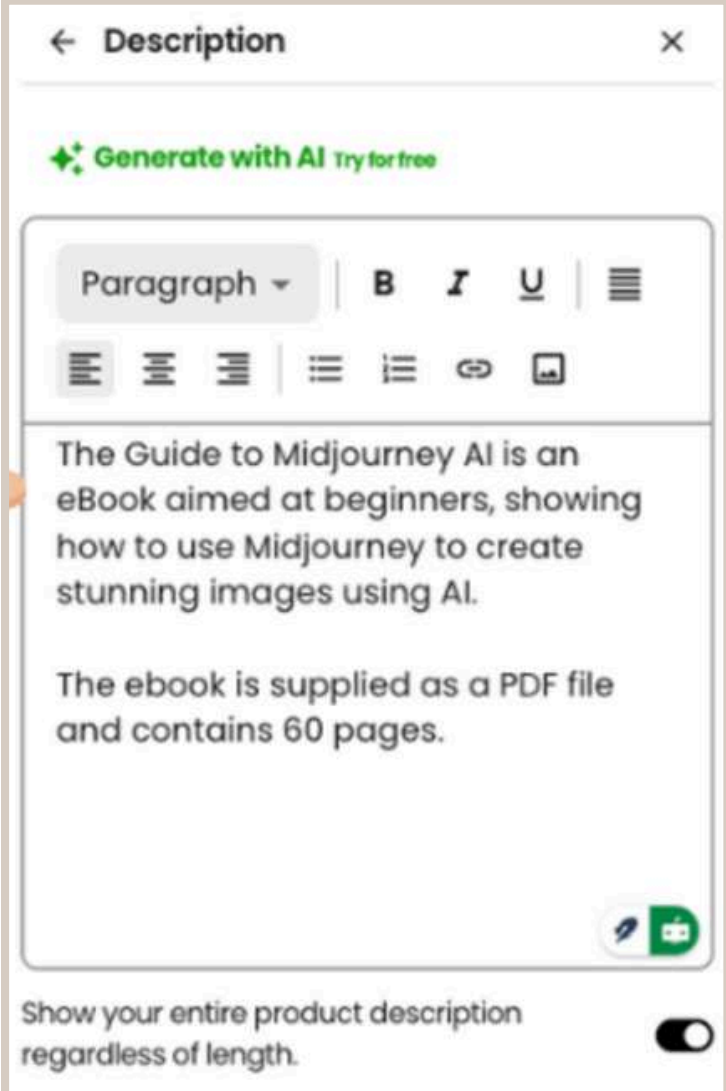
If you are accepting payments with PayPal, be sure to enable the currency. [Learn more.](#)

You can change the currency in the drop down list.

Click on the back arrow once you have set your price.

 **CLICK HERE TO CREATE YOUR ACCOUNT**

Click on the Description option, then type in a description for your digital product. Make sure that you enter as much detail as possible in this section so that the user knows exactly what they will get when they purchase the digital product from your store. For example, if it is an eBook, inform the user what file type the eBook is supplied in (such as PDF). In my case I have also included how many pages are in the ebook.



← Description ×

✦ Generate with AI Try for free

Paragraph ▾ | **B** *I* U | ☰

☰ ☰ ☰ | ☰ ☰ ☰ ☰

The Guide to Midjourney AI is an eBook aimed at beginners, showing how to use Midjourney to create stunning images using AI.

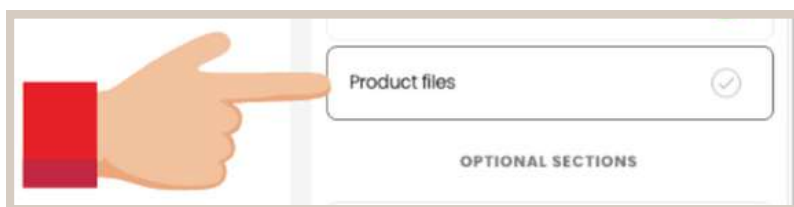
The ebook is supplied as a PDF file and contains 60 pages.

Show your entire product description regardless of length. ☐

When you have entered a description, click on the back arrow button.

 **CLICK HERE TO CREATE YOUR ACCOUNT**

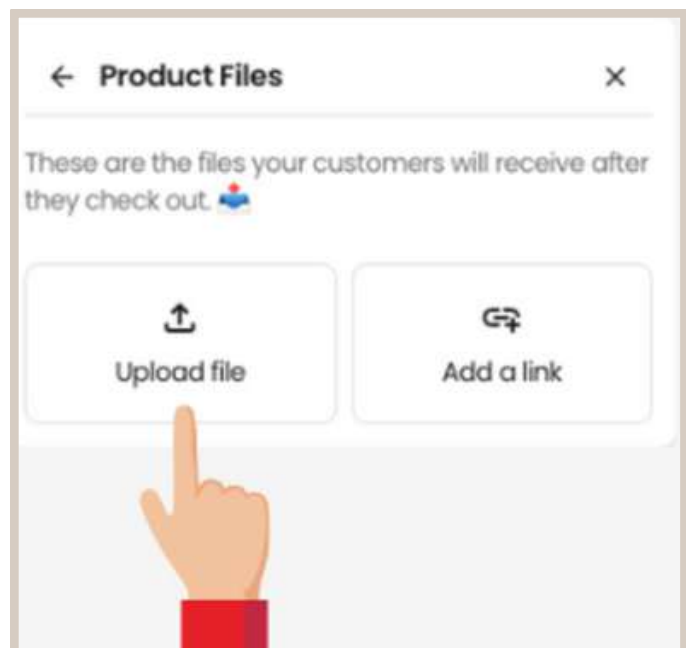
Now it's time to actually upload your digital product. Click on the 'Product files' option.



Here you have two options.

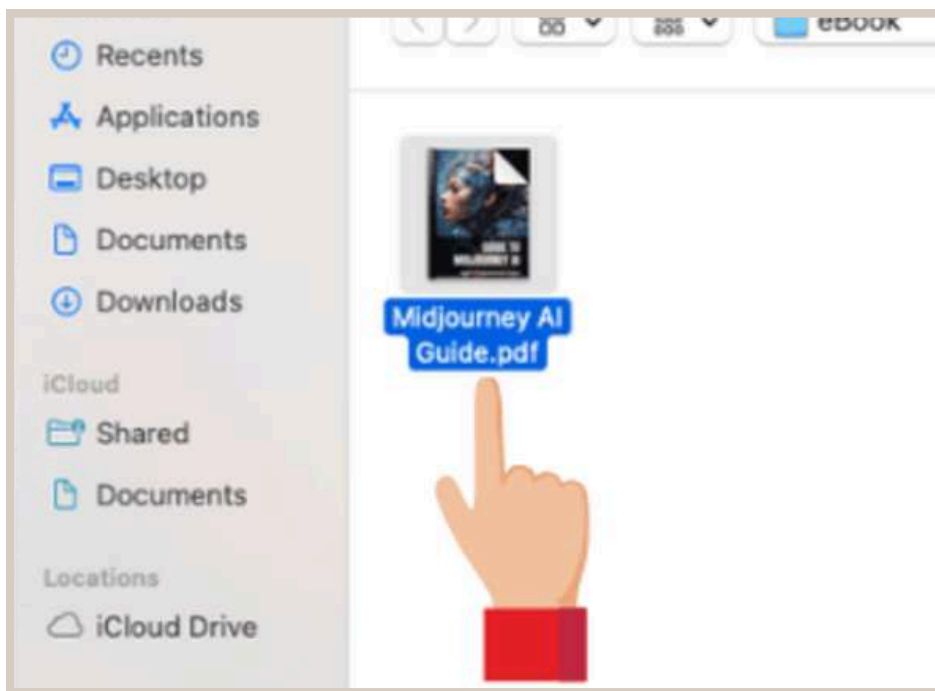
Option 1 - Upload a file

If you have a file to upload (in my case, my eBook is a file in the PDF format) click on the 'Upload file' button.



 **CLICK HERE TO CREATE YOUR ACCOUNT**

Find your digital product on your computer then click on the 'Open' button.



Note: you can add up to six files for your digital product.

**CLICK HERE TO CREATE YOUR ACCOUNT**

Option 2 - Add a link

In some cases, you might not have a file to upload, it might be a link to something like a video, course, webinar, or a link to a template in Canva. In that case, you would click on the 'Add a link' option.

In the 'URL Name' text box, you can enter a name for your link but this is not mandatory.

In the 'URL' box, paste the link to your digital product.

When you have finished entering the details, click on the 'Add URL' button.

The screenshot shows a modal window titled 'Add URL' with a close button (X) in the top right corner. Inside the modal, there are two input fields. The first field is labeled 'URL Name (optional)' and contains the text 'My Canva Template'. The second field is labeled 'URL *' and contains the text 'GIDM0/lqo_za-GPLt3tacOPWOLNQ/edit'. To the right of the second field is a small icon of a document with an arrow pointing out. At the bottom of the modal is a large black button with the text 'Add URL' in white.

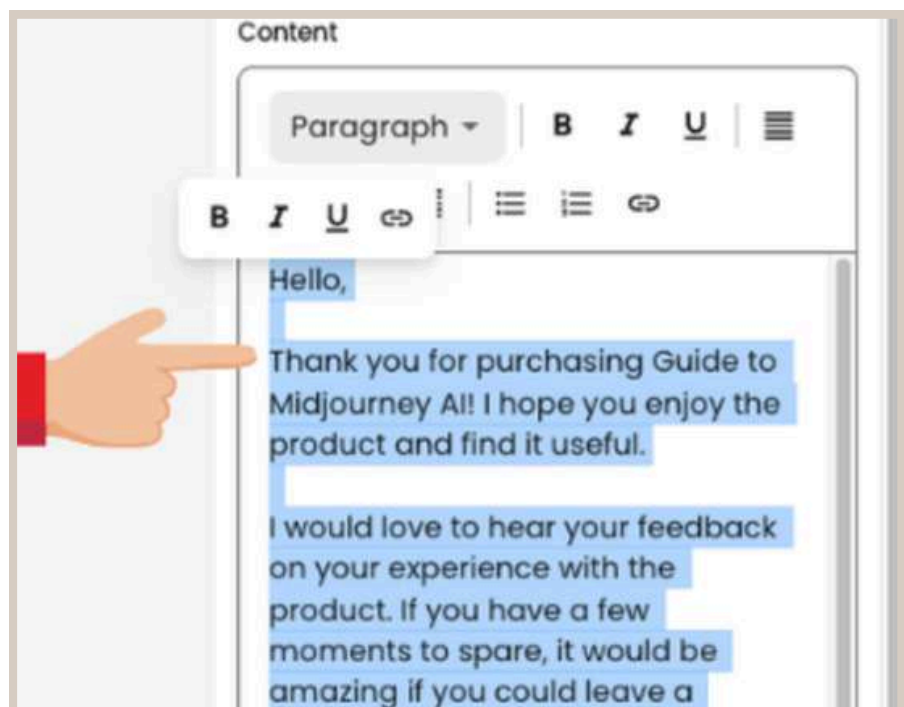
 **CLICK HERE TO CREATE YOUR ACCOUNT**

When your customer purchases your digital product, they will get an email containing the digital product. You can customise the email that the customer receives.

Click on the 'Email receipt' option.



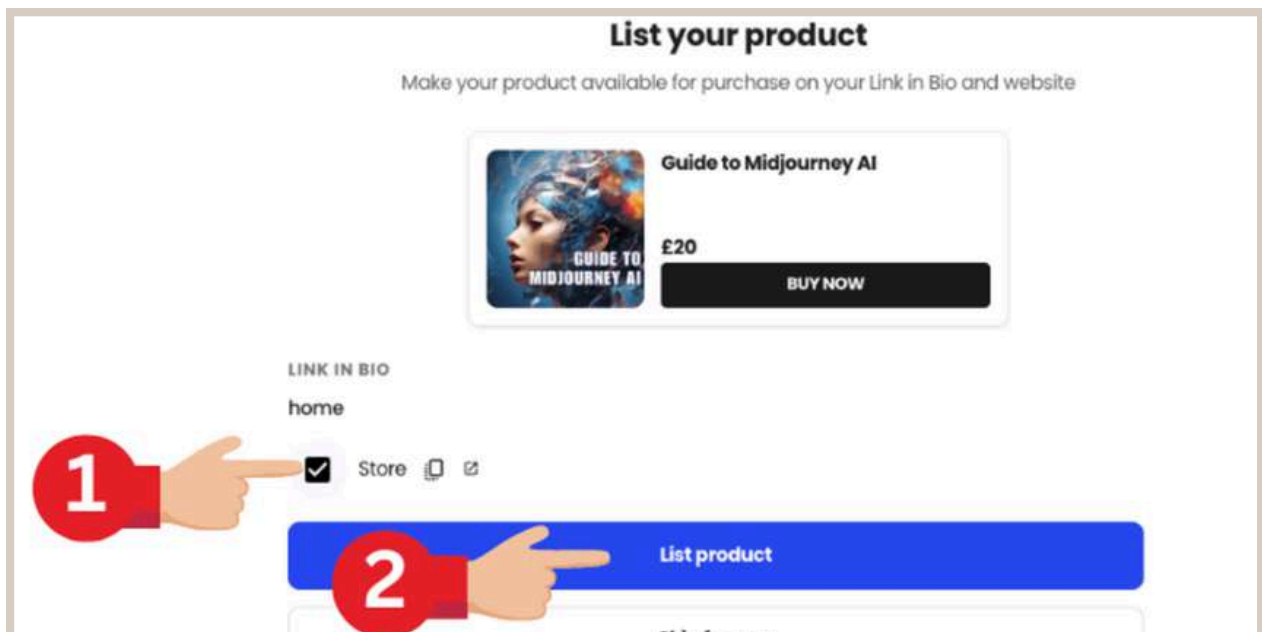
Customise the text in the 'Content' box if necessary.



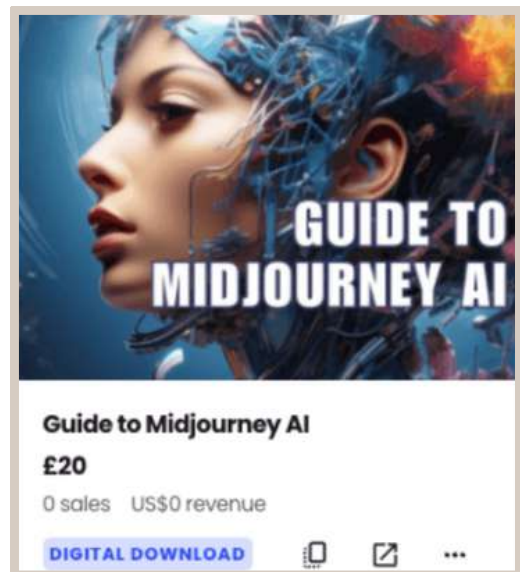
When you have finished, click on the 'Next' button.

 **CLICK HERE TO CREATE YOUR ACCOUNT**

Make sure you tick the box (1) for adding your product to the store block on the front page of your shop, then, click on the 'List product' button.

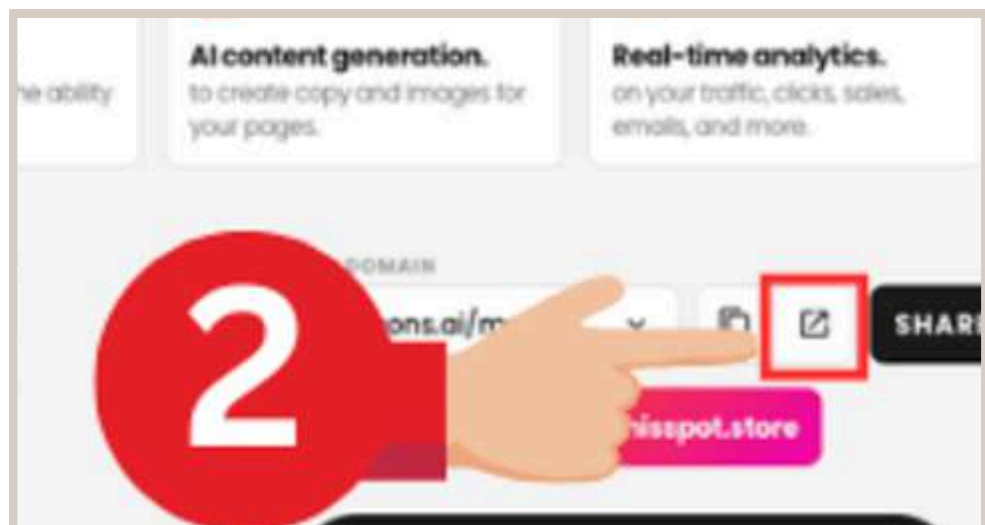
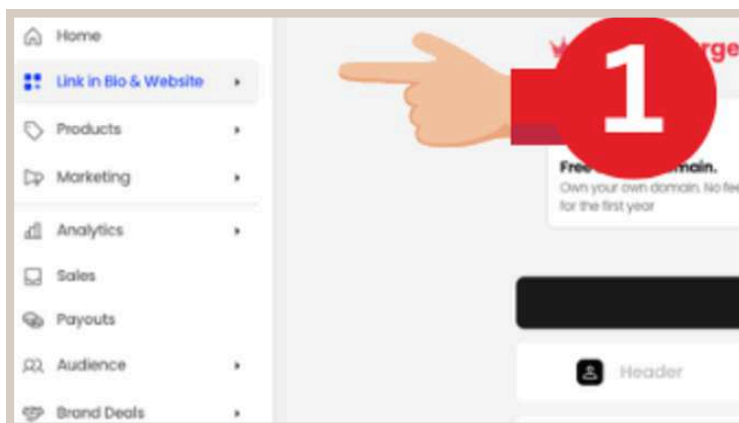


The product will then be added to your Beacons store.



 **CLICK HERE TO CREATE YOUR ACCOUNT**

To view your store, click on 'Link in Bio & Website' (1) then click on the 'Open in new tab' icon (2).



A new browser window or tab will open and you will be viewing your online store. This is the exact same screen that your customers will see.



CLICK HERE TO CREATE YOUR ACCOUNT

Repeat this process for other digital products you want to add to your Beacons digital products store.

That concludes this chapter on adding products to your digital product store using Beacons.



3

SELL DIGITAL PRODUCTS USING SYSTEME

CREATE A STORE USING SYSTEME

This chapter will show you how to list digital products to sell using a platform we use ourselves, for our online businesses.

This platform is not only a solid choice for selling digital products, but is also excellent for creating courses that could be sold, email marketing, creating websites, and funnels.

You might only be thinking of digital products right now, but if you want to take your online business or side hustle seriously, we highly recommend the 'Annual Startup Plan' below (the plan that we use in our own businesses).

Part 1 - Creating Your Account

To get started, choose one of the options below and create your account:



GET YOUR FREE ACCOUNT NOW!

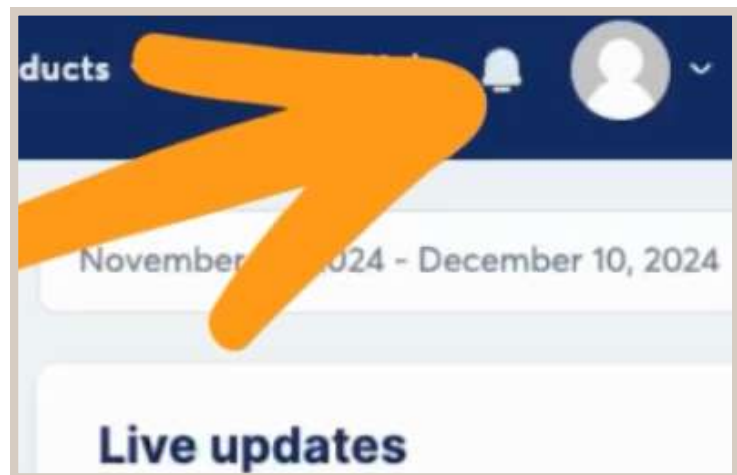
GET YOUR FREE ACCOUNT NOW!

Step 2 - Complete Your Profile

Once you have created your systeme account and verified your email address, there are a few things to do before you can start building your store.

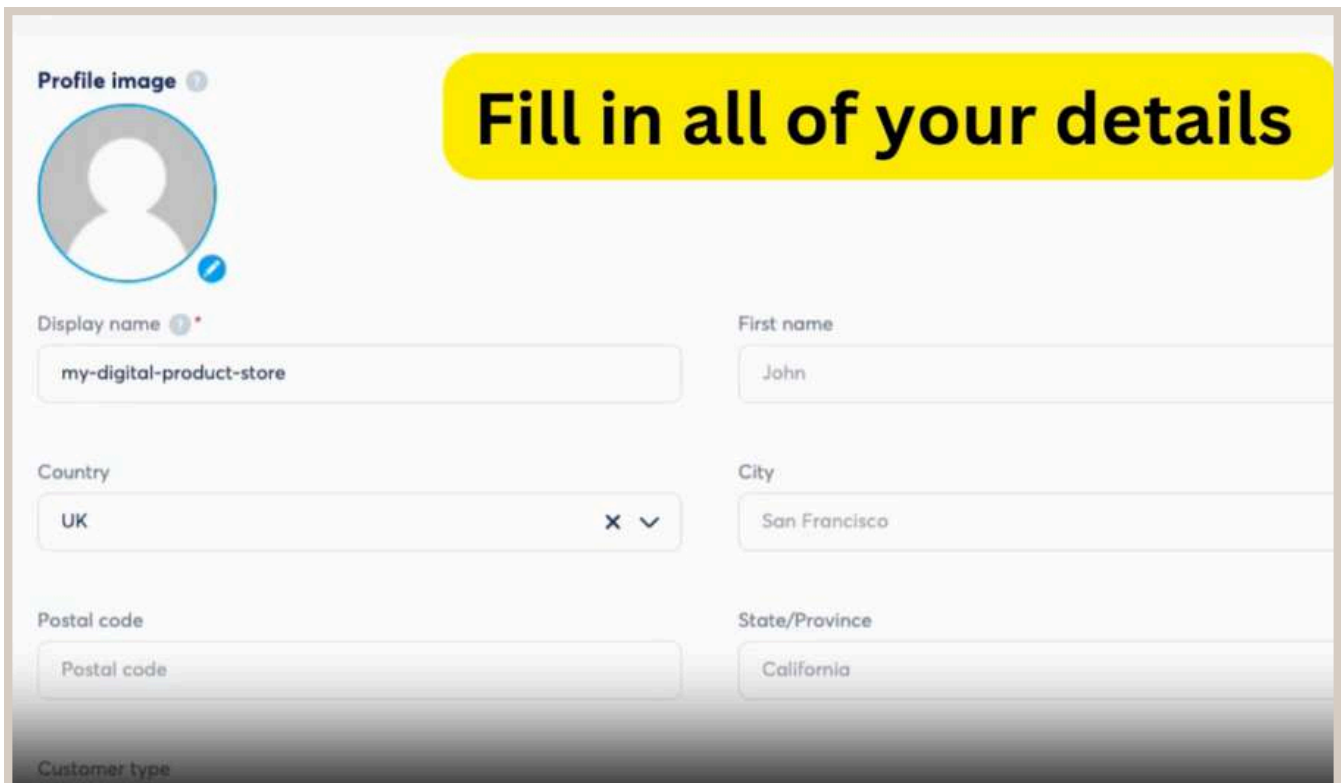
The first thing to do is complete your profile on systeme - you won't be able to receive payments for your products unless you complete this section.

Click on the profile image icon in the top-right of the screen then click 'Settings'



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Fill in your personal details in the form.



The screenshot shows a user profile form. At the top left is a 'Profile image' section with a placeholder icon. To the right of this is a yellow callout box with the text 'Fill in all of your details'. Below the profile image is a 'Display name' field with the value 'my-digital-product-store'. To the right of this is a 'First name' field with the value 'John'. Below the display name is a 'Country' dropdown menu showing 'UK'. To the right of this is a 'City' field with the value 'San Francisco'. Below the country is a 'Postal code' field with the placeholder 'Postal code'. To the right of this is a 'State/Province' field with the value 'California'. At the bottom left is a 'Customer type' label.

Before we can start building a store, we need to add payment details so that you can receive payment when somebody purchases from your store.

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Part 3 - Connecting Your Payment Details

Before you can receive payments through systeme, you will need to set up your payment gateways. This is how the money is sent to you when somebody buys a digital product from your online store.

The most common ones are Stripe and PayPal. These are the ones we use in our own store.

If you don't have a Stripe or Paypal account, you will need to create accounts for these first. We have accounts for both Stripe and Paypal so that the customer gets more ways to pay.

This chapter covers both Stripe and Paypal. You don't have to use both if you don't want to, but we recommend it.

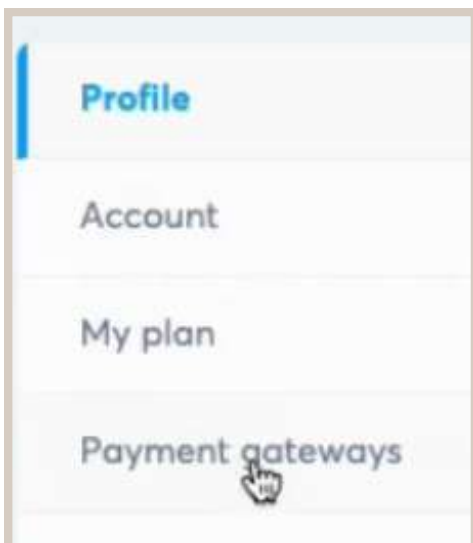
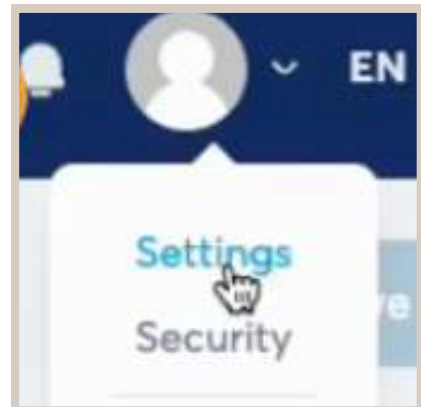
GET YOUR FREE ACCOUNT NOW!

Option 1 - Stripe

Go to [Stripe.com](https://stripe.com) and create a Stripe account.

Once you have created your Stripe account, come back to this section of the eBook to continue with the process of connecting your account to systeme.

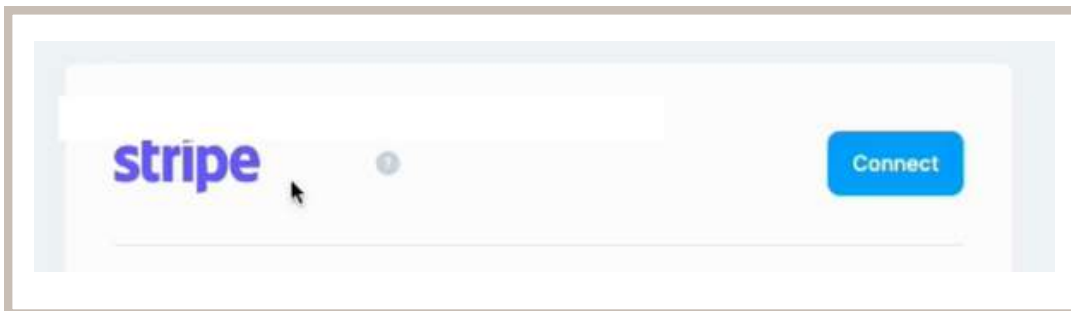
Go to the 'Payment gateways' section in systeme by clicking on the profile image, then 'Settings'



Click on 'Payment Gateways'

GET YOUR FREE ACCOUNT NOW!

Click on the 'Connect' button next to Stripe



You will be forwarded to a page that will allow you to either connect to your Stripe account or create a new one (if you don't already have one)

Select the country where your business is and the type of business (individual, company, or nonprofit organisation).

On the next page, verify your personal information. This is necessary to prevent any fraudulent activity and to collect and authenticate specific information for activating payments via systeme.

After completing these steps, click on "Allow access to this account". You will then be redirected back to systeme.

Note: For Stripe payments to work correctly, the "Email" and "First name" fields are mandatory on your payment pages.

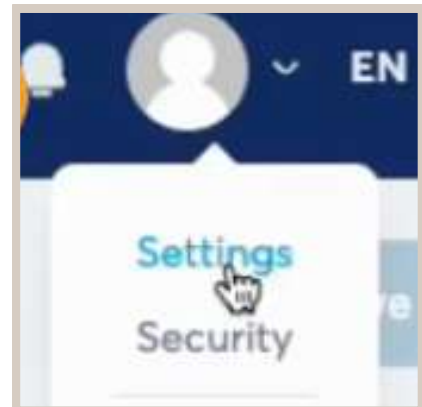
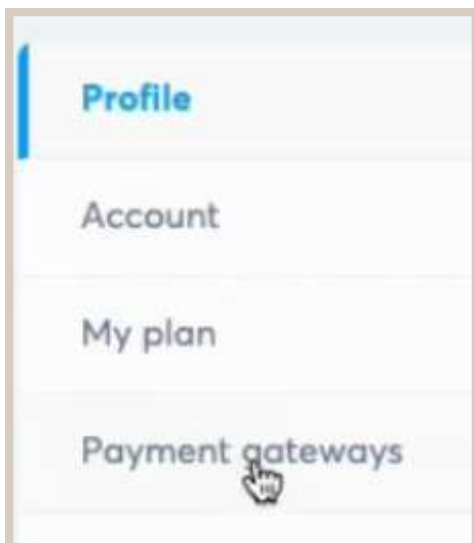
GET YOUR FREE ACCOUNT NOW!

Option 2 - Paypal

Go to PayPal.com and sign up for a PayPal Business account or convert an existing Personal PayPal account to a Business account, it's free.

Go to PayPal.com and sign up for a PayPal Business account or convert an existing Personal PayPal account to a Business account, it's free.

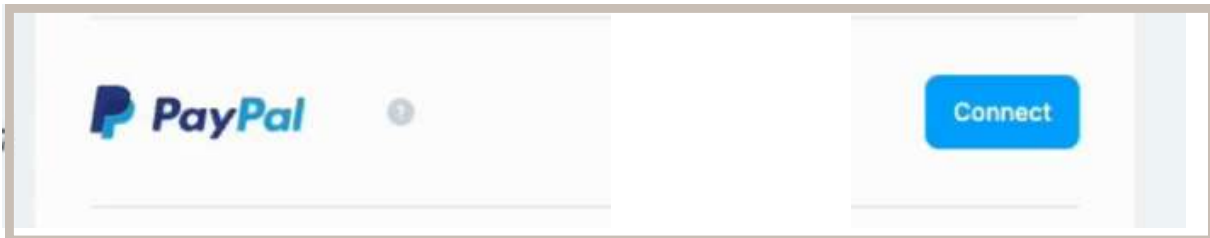
After you have created a PayPal account, go to the 'Payment gateways' section in systeme by clicking on the profile image, then 'Settings'



Click on 'Payment Gateways'

GET YOUR FREE ACCOUNT NOW!

Click on the 'Connect' button next to PayPal



A "Connect your Paypal account" window will appear prompting you to enter your PayPal account information. Follow the instructions in the next section to get your PayPal API credentials.

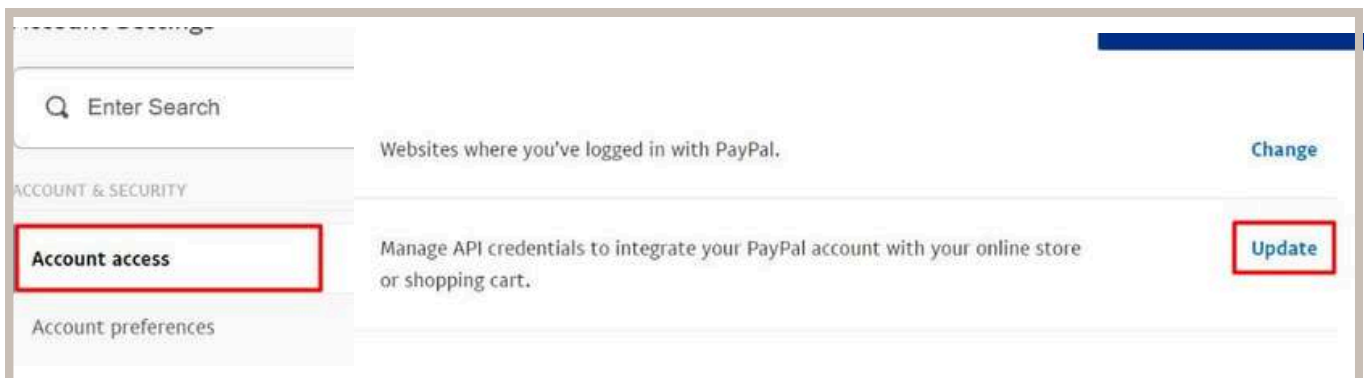
GET YOUR FREE ACCOUNT NOW!

Getting your PayPal API credentials

This section might seem tricky, but if you follow the instructions things should connect as expected.

Sign in to your PayPal Business account, click on the profile icon, then click on "Account settings" to display the Account settings in the panel on the left.

Click on "Account access", then click on "Update" for the "API access" settings.



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Scroll down to the "NVP/SOAP API integration (Classic)" section and click "Manage API credentials".

Braintree SDK integration

The Braintree SDK is powered by Braintree, a PayPal service. These ea
apps.

[Manage SDK Credentials](#)

NVP/SOAP API integration (Classic)

You or your developer integrated NVP/SOAP (or "Classic") APIs that all

[Manage API credentials](#)

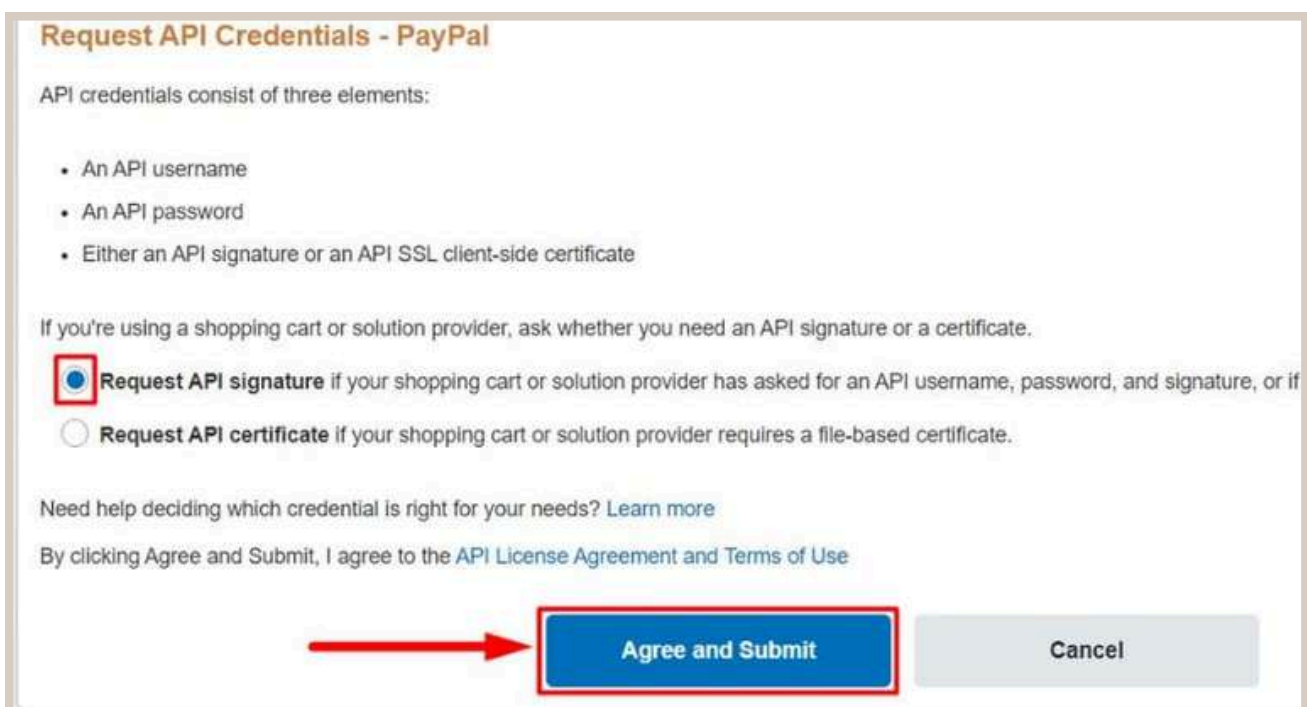


Requesting your API signature from PayPal

Next, you will need to submit a request to to get your PayPal API credentials. Your API credentials include a username, password, and API signature. This is what allows us to connect PayPal to systeme securely.

GET YOUR FREE ACCOUNT NOW!

To request your API credentials, select "Request API signature", then click on "Agree and Submit".



Request API Credentials - PayPal

API credentials consist of three elements:

- An API username
- An API password
- Either an API signature or an API SSL client-side certificate

If you're using a shopping cart or solution provider, ask whether you need an API signature or a certificate.

☒ **Request API signature** if your shopping cart or solution provider has asked for an API username, password, and signature, or if

☐ **Request API certificate** if your shopping cart or solution provider requires a file-based certificate.

Need help deciding which credential is right for your needs? [Learn more](#)

By clicking Agree and Submit, I agree to the [API License Agreement](#) and [Terms of Use](#)

Agree and Submit Cancel

Your information, consisting of username, password, and API signature, will be hidden for security reasons. Click on "Show" to display them.

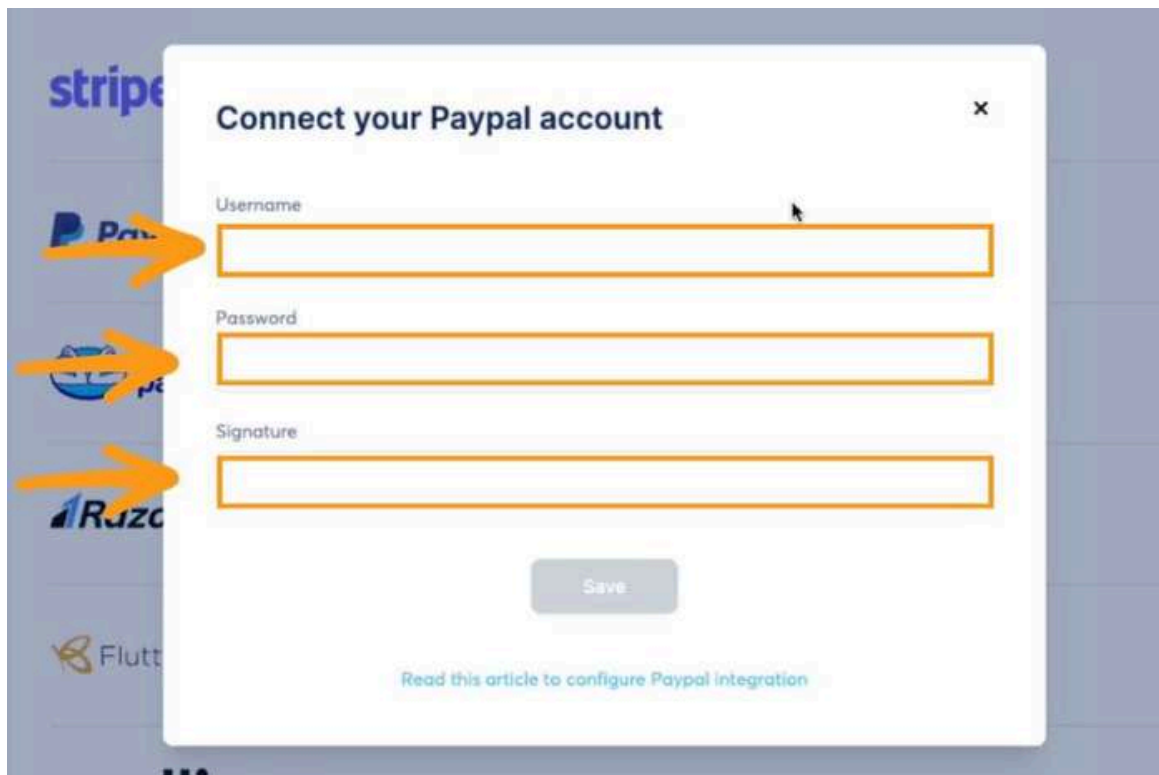


API Username	Show	←
API Password	Show	←
Signature	Show	←

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Adding your PayPal API signature to systeme

Now that you have your signature details from PayPal, you now need to add them to the "Connect your Paypal account" popup window that appeared earlier in systeme.



The image shows a screenshot of the 'Connect your Paypal account' popup window. The window is white with a grey border and a close button (X) in the top right corner. It contains three input fields: 'Username', 'Password', and 'Signature'. Three orange arrows point to these fields from the left. At the bottom of the form is a 'Save' button. Below the button is a link that says 'Read this article to configure Paypal integration'.

Click "Save" to complete the process of connecting your PayPal Business account to systeme.

Once you have entered and saved your API information, you will need to activate PayPal Instant Payment Notifications (IPN) which is covered on the next page.

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Instant Payment Notifications (IPN)

What are Instant Payment Notifications (IPN)?

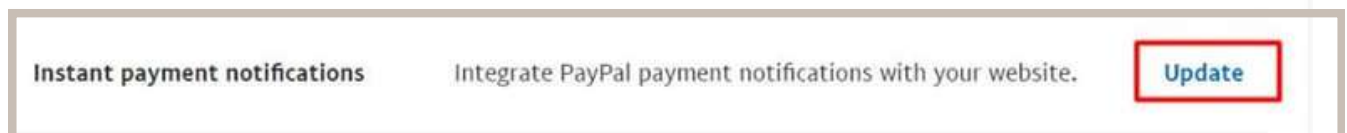
PayPal Instant Notifications allow systeme.io to receive information regarding whether a payment was successful or not.

You will need to set up your PayPal IPN URL in systeme.io to receive these notifications.

Activating notifications

Sign in to your PayPal business account, click on the profile icon in the top-right, then click on "Account settings" to display your account settings in the panel on the left.

Scroll down and click "Notifications", and then on "Update" in the "Instant payment notification" section.



Click on the "Choose IPN settings" button.



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In the "Notification URL" text box, enter the following link below exactly:

<https://systeme.io/payment/webhook/listening-paypal>

In the "IPN Messages" section, make sure you select the "Receive IPN messages (Enabled)" option.

Click "Save" to save the changes when you are finished.

Edit Instant Payment Notification (IPN) settings [← Back to My Profile](#)

PayPal sends IPN messages to the URL that you specify below.

To start receiving IPN messages, enter the notification URL and select **Receive IPN messages** below. To temporarily stop receiving IPN messages, select **Do not receive IPN messages** below. PayPal continues to generate and store IPN messages until you select **Receive IPN messages** again (or turn off IPN).

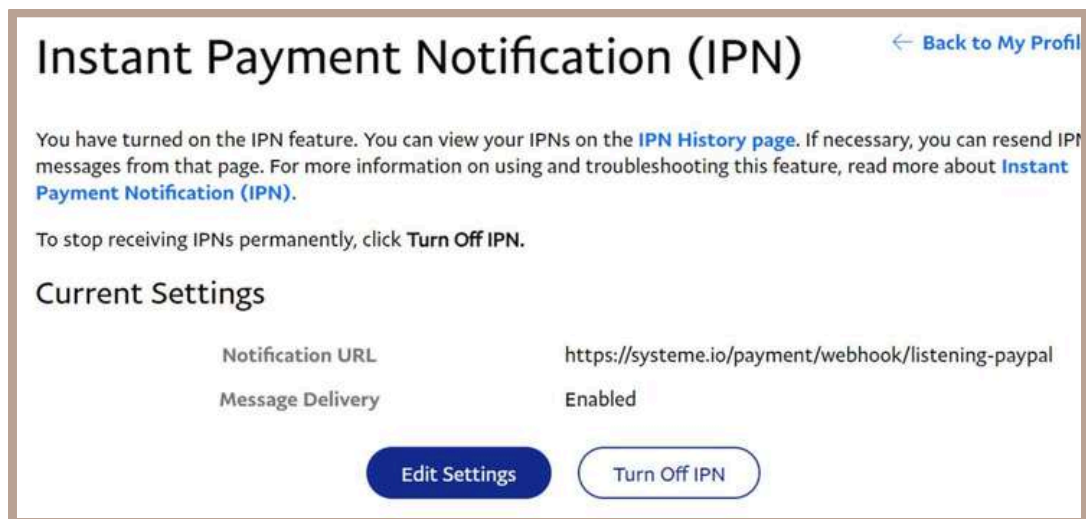
Notification URL

IPN Messages

☒ Receive IPN messages (Enabled)
☐ Do not receive IPN messages (Disabled)

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You will be redirected to a window that confirms that the payment notifications have been activated successfully.



Note: While your PayPal account is being verified, or when you have a restricted account due to PayPal verification, you may receive one of the following error messages:

- "PayPal keys are incorrect"
- "Can not set up integration with PayPal. PP returned error #10002: Account is restricted"

If this is the case, it is recommended that you contact PayPal support to receive guidance on how to resolve the restriction on your account.

Need this guide to setup PayPal integration?

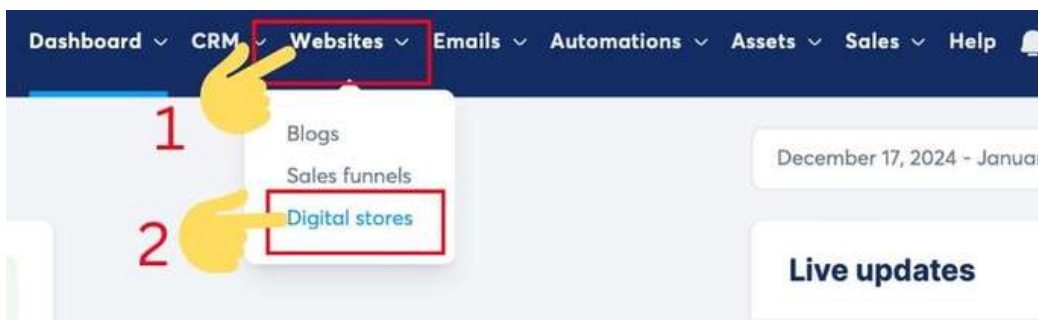
Can not set up integration with Paypal. PP returned error #10002: Account is restricted

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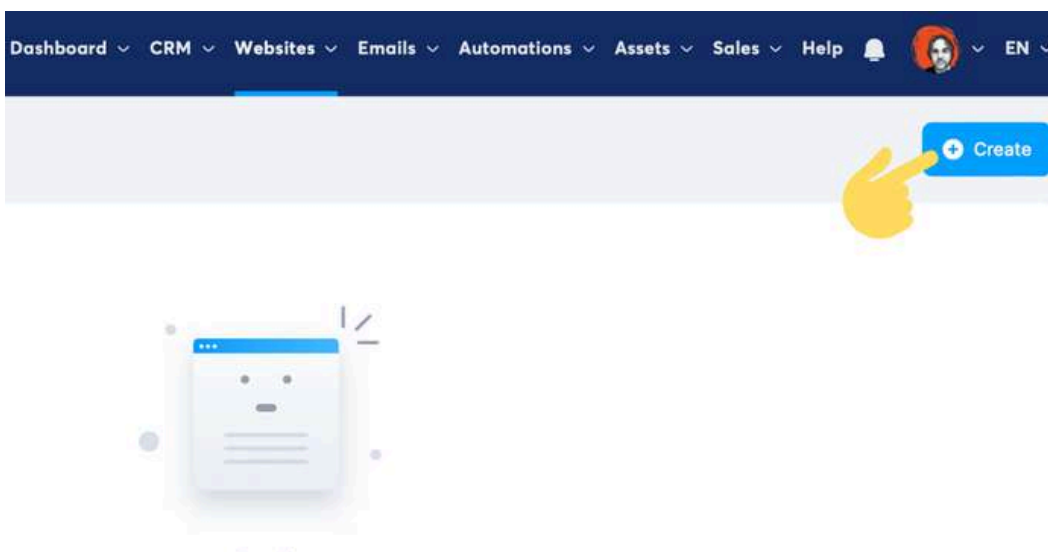
Part 4 - Create Your Digital Product Store

Now it's time to create a store to sell your digital products.

In systeme, click on 'Websites', then select "Digital stores"

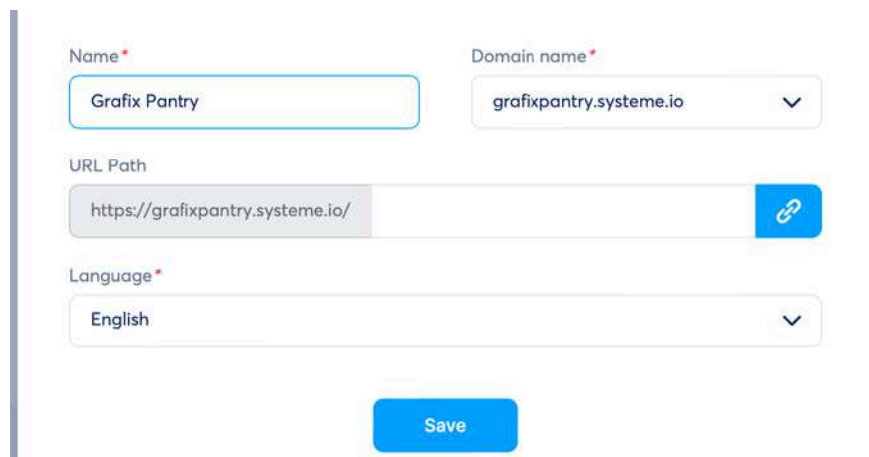


Click on the 'Create button'



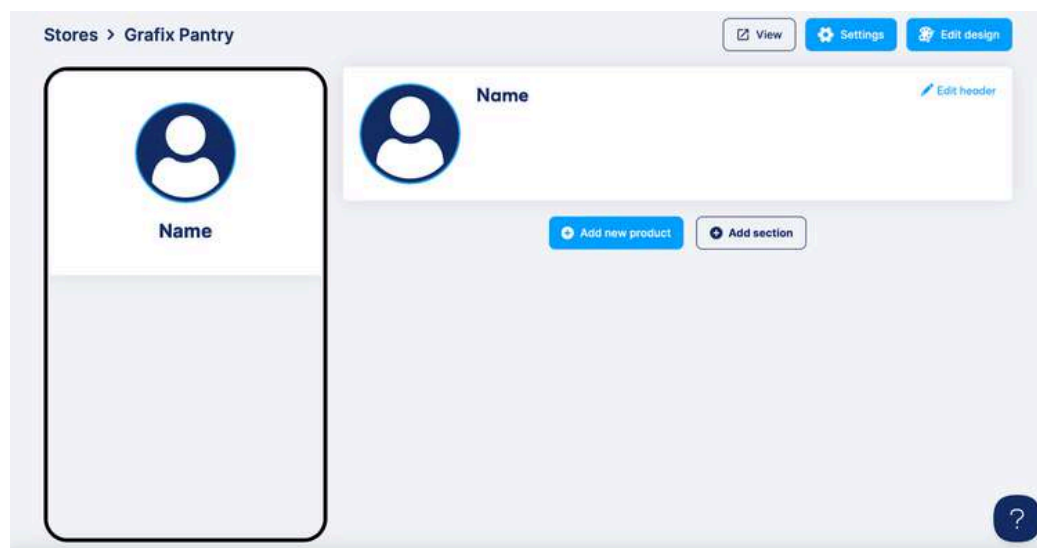
GET YOUR FREE ACCOUNT NOW!

Enter a name for your store. Don't worry about the domain name and URL path at the moment. Press the 'Save' button when you have finished.



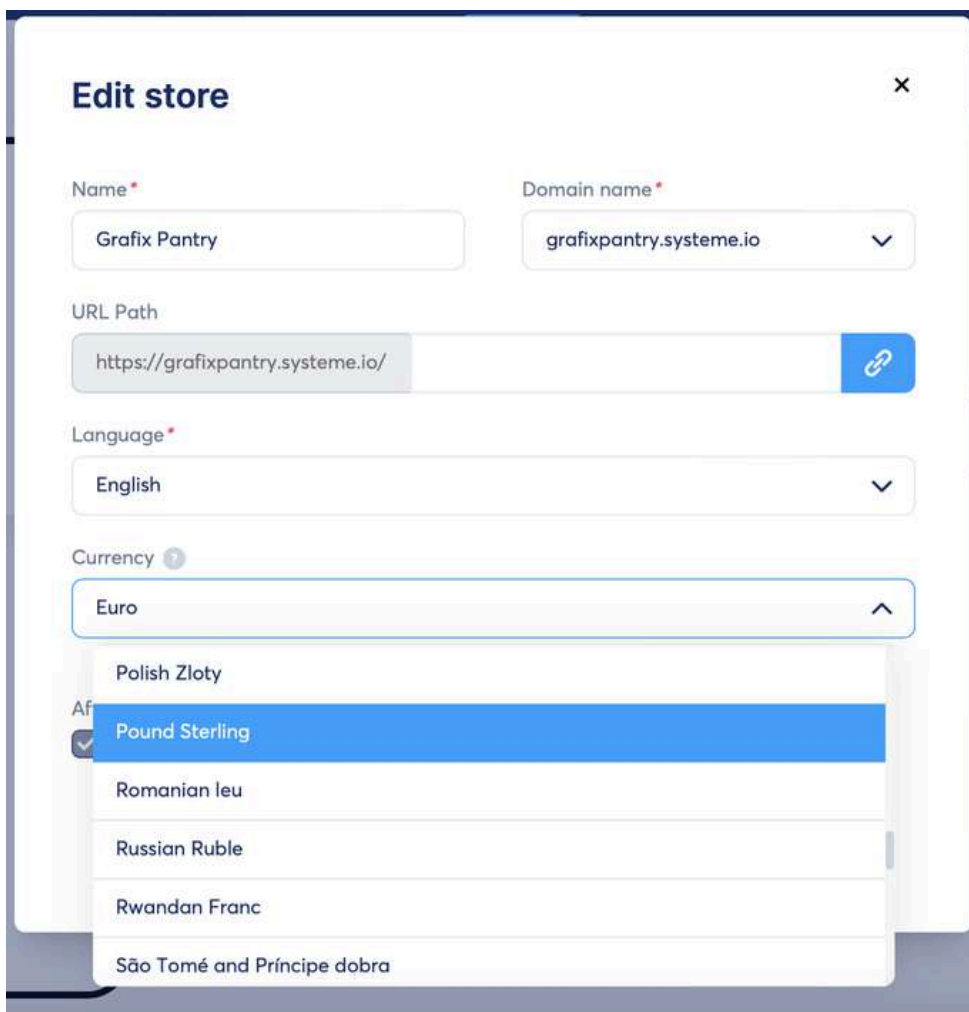
A screenshot of a web form for creating a store. The form is enclosed in a light gray border. It contains four input fields: 'Name' with the value 'Grafix Pantry', 'Domain name' with a dropdown menu showing 'grafixpantry.systeme.io', 'URL Path' with a text input 'https://grafixpantry.systeme.io/' and a blue link icon button, and 'Language' with a dropdown menu showing 'English'. A blue 'Save' button is positioned at the bottom center of the form.

A blank store will then be created for you and should look something like the image below.



GET YOUR FREE ACCOUNT NOW!

Click on the 'Settings' button. Make sure you select the currency that you will be accepting payments in then press 'Save'



Edit store ×

Name*

Domain name* ▼

URL Path 🔗

Language* ▼

Currency ⓘ ^

- Polish Zloty
- ☒ Pound Sterling
- Romanian leu
- Russian Ruble
- Rwandan Franc
- São Tomé and Príncipe dobra

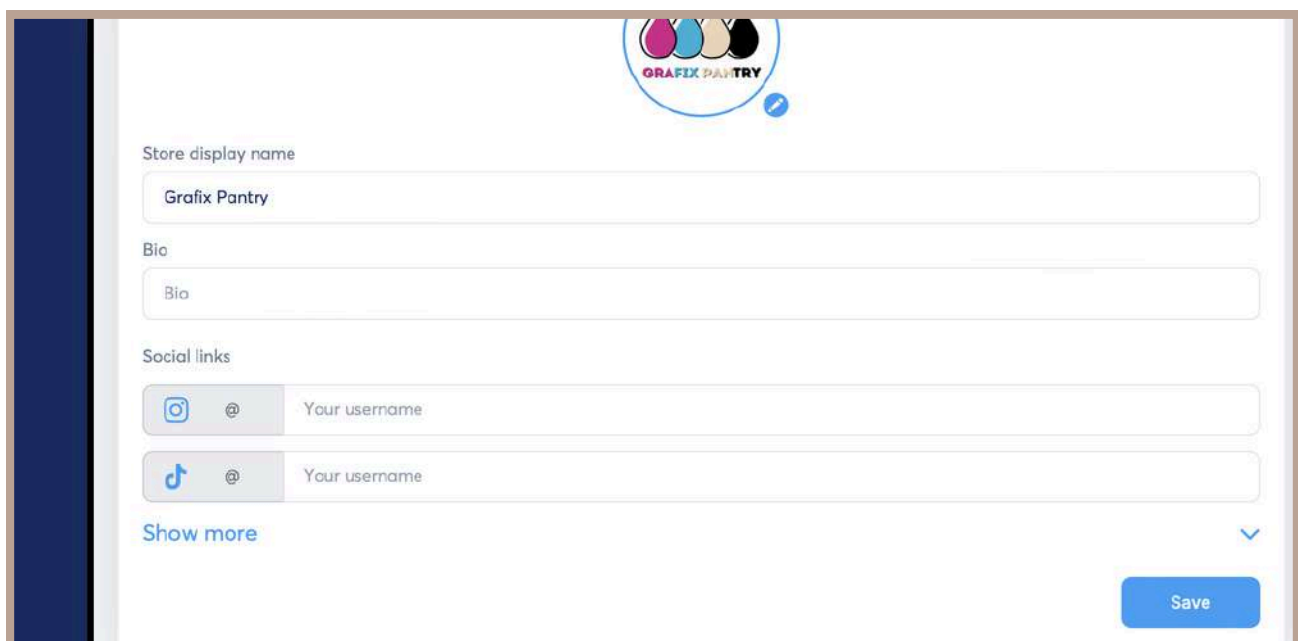
GET YOUR FREE ACCOUNT NOW!

Click on the 'Edit header' link. On this page, enter a display name for your store and type in a short bio that describes your store to your customers.

Click on the image button and upload an image or logo for your store.

In the 'Social links' section, enter the details of your social media accounts so that your customers can view your content on a variety of platforms. You can click on the 'Show more' button to reveal more social media services.

When you have finished entering the details on this page, click 'Save'.



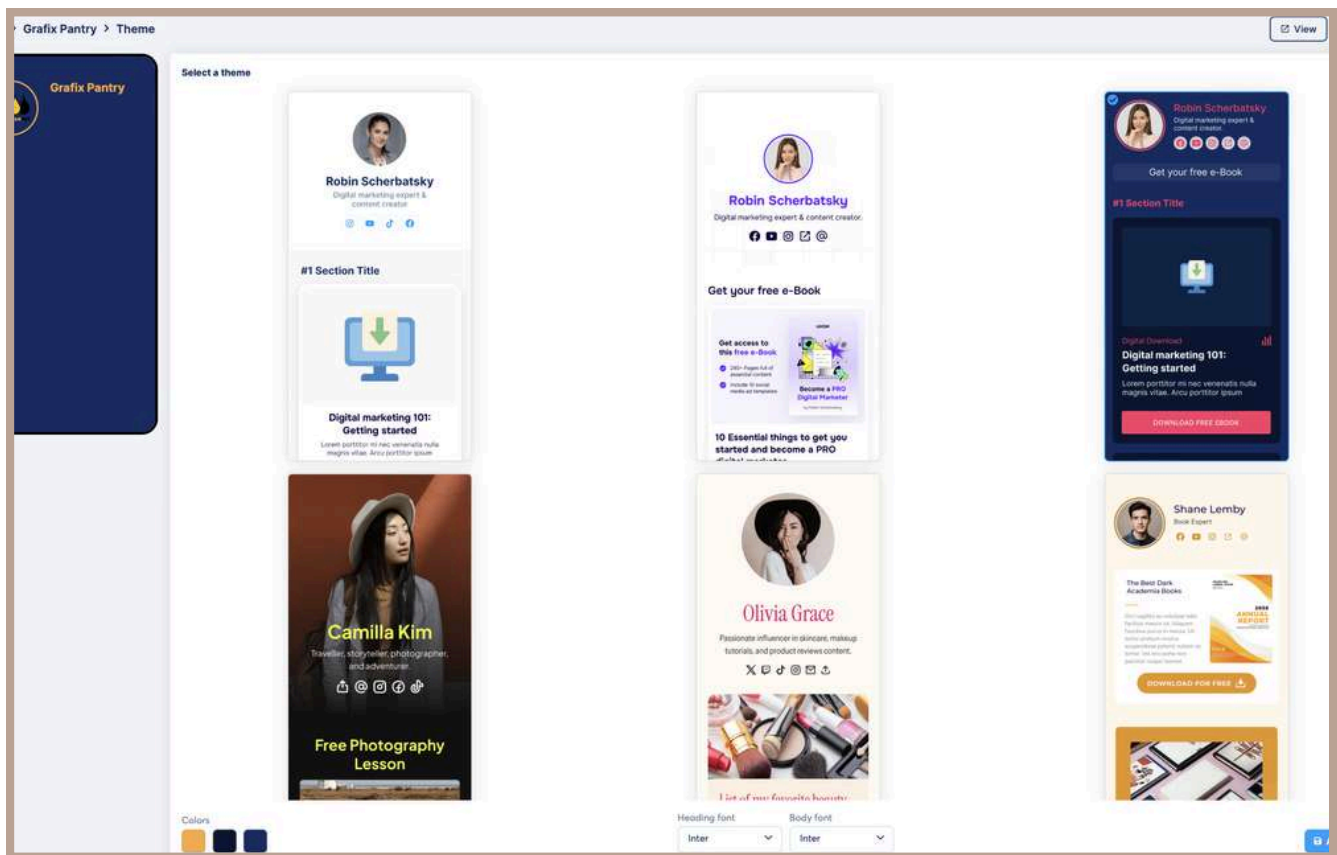
The screenshot shows the 'Edit header' form in Systeme.io. At the top center is a circular logo with four colored dots (pink, blue, yellow, black) and the text 'Grafix Pantry' below it. The form contains the following sections:

- Store display name:** A text input field with 'Grafix Pantry' entered.
- Bio:** A text input field with 'Bio' entered.
- Social links:** Two rows of input fields. Each row starts with a social media icon (Instagram and TikTok), followed by an '@' symbol, and then a text input field containing 'Your username'.
- Show more:** A blue link with a downward arrow icon.
- Save:** A blue button with the text 'Save'.

GET YOUR FREE ACCOUNT NOW!

Next, click on the 'Edit design' button.

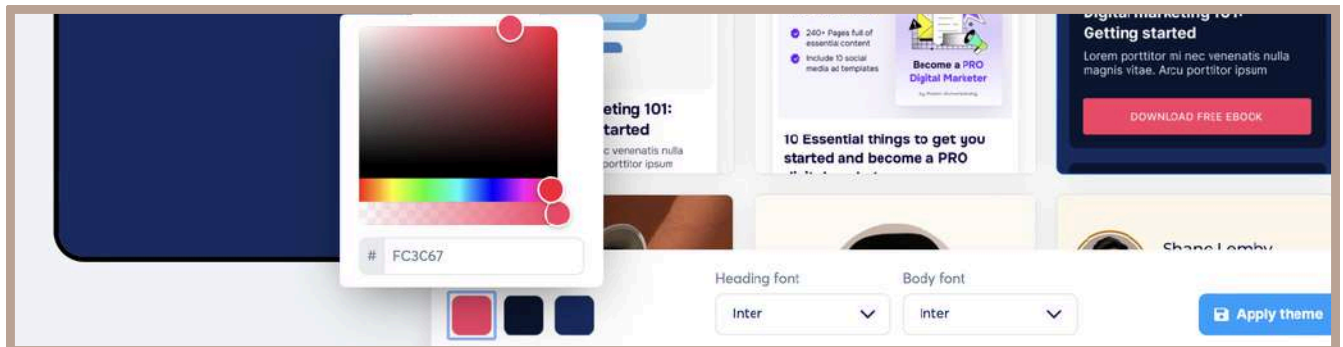
On this page you get to choose a theme for your digital product store.



GET YOUR FREE ACCOUNT NOW!

After you have selected a theme, you can customise the colours using the colour selector tool at the bottom of the screen. In this section you can also choose a font to use for headings and the body.

Once you are happy with your theme, colours and font, click on the 'Apply theme' button.



You will then have a blank store ready to add your digital products. Continue to the next section where we will add a digital product to the store.

GET YOUR FREE ACCOUNT NOW!

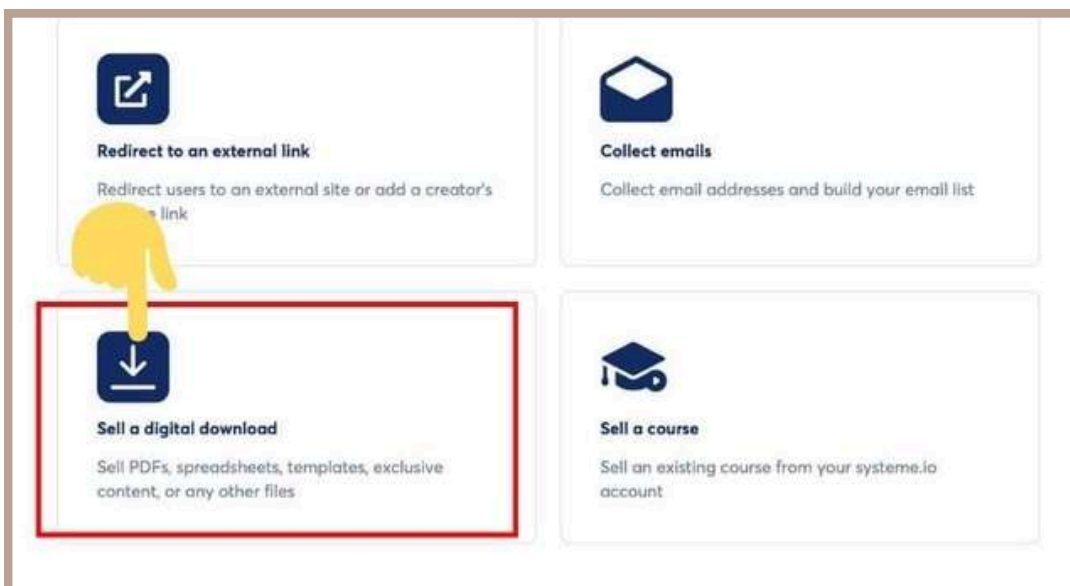
Part 5 - Add A Digital Product To Your Store

Now it's time for the fun part - adding digital products to your store.

In systeme, click on the 'Add new product' button.

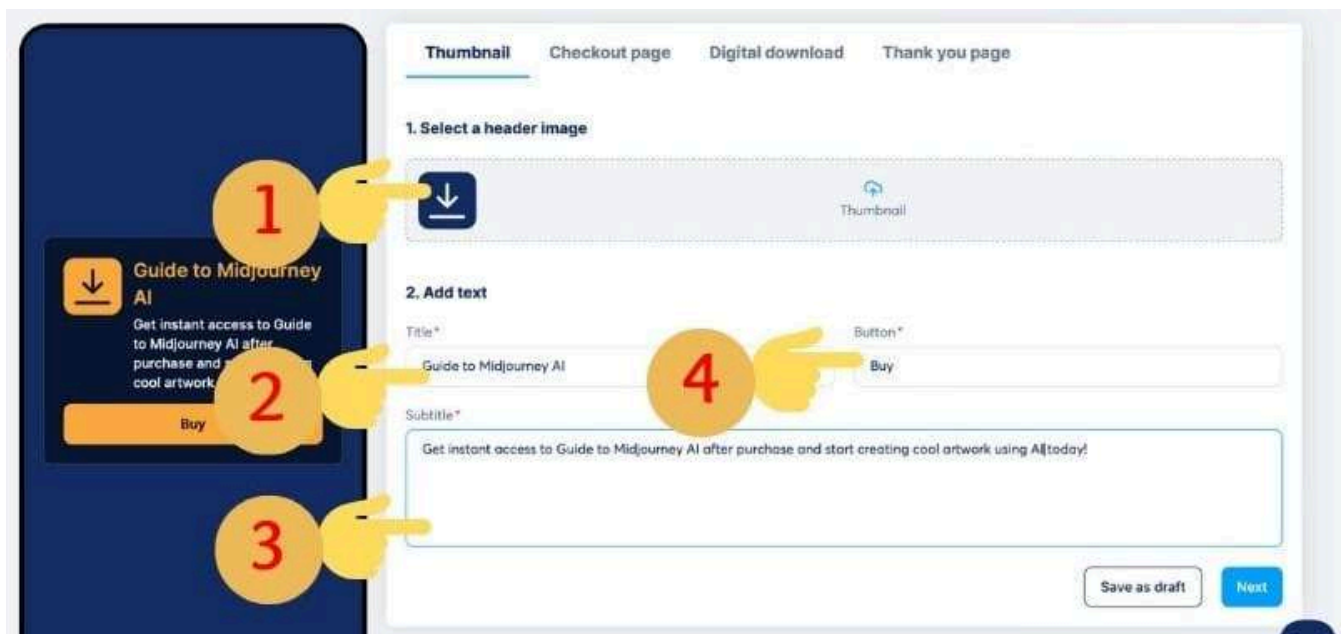


Click on the 'Sell a digital download' option



GET YOUR FREE ACCOUNT NOW!

In this example, I will be uploading one of my own ebooks called "Guide to Midjourney AI" which is a guide showing how to start creating digital artwork and images using Midjourney, an AI tool.



On this screen you will need to upload a thumbnail image for your digital product (1). This will be the image that is displayed to prospective customers on your store front - make it look good to attract people's attention! You can use various tools to create the thumbnail image. In this example I just used an image of the front cover of my eBook.

Then, enter a title, subtitle and customise the text for the button if you want to.

GET YOUR FREE ACCOUNT NOW!

Now, click on the 'Checkout page' tab.

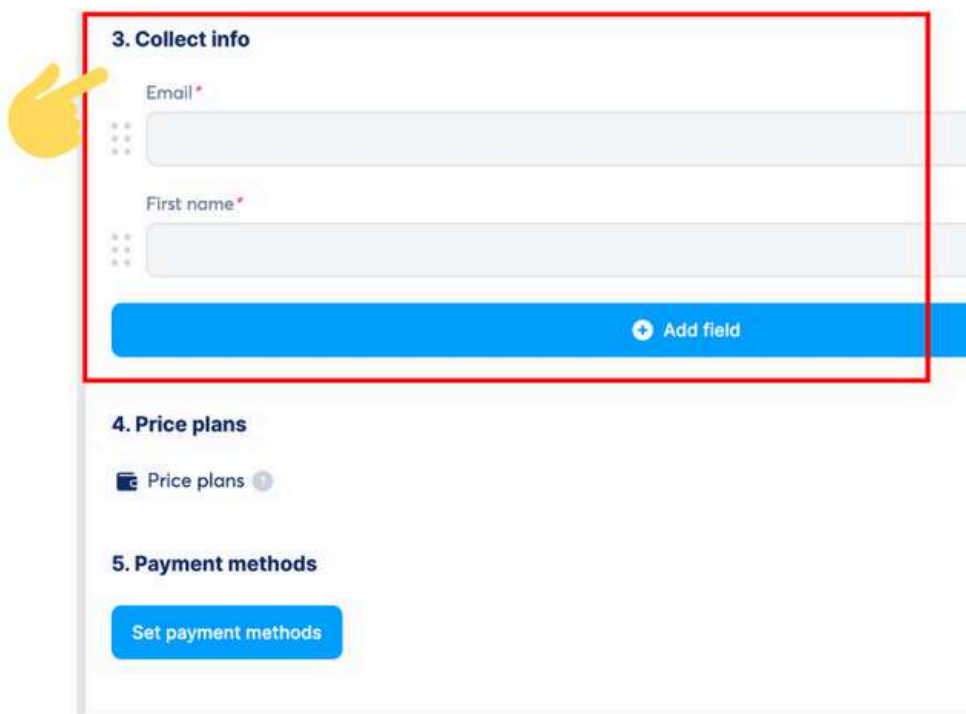
The screenshot shows the Systeme.io checkout page editor. On the left is a preview of the checkout page. The main editor area has four tabs: 'This page', 'Checkout page' (which is selected and highlighted with a red box and a yellow hand icon), 'Digital download', and 'Thank you page'. Below the tabs, there are two main sections: '1. Select an image' and '2. Add text'. The '1. Select an image' section has a folder icon and the text 'Drag your image here'. The '2. Add text' section has three fields: 'Title*', 'Button*', and 'Description*'. The 'Title*' field contains 'Get your hands Guide to Midjourney AI on now!'. The 'Button*' field contains 'BUY NOW'. The 'Description*' field has a rich text editor with a toolbar and the following content: 'Get instant access to Guide to Midjourney AI after purchase and start creating art with AI today!', 'This guide is designed to help you:', and a bullet point '• Create a Midjourney account'.

Here you will need to upload another image for your digital product. This image will appear on the product page when the customer clicks on your product item on your store front. Again, I have just used an image of the front cover of my eBook.

In the text section, add the title of your digital product, change the text on the button if you want to, then write a description for your product informing the customer what they will get after they have purchased.

GET YOUR FREE ACCOUNT NOW!

Next, scroll down further on the 'Checkout page' until you get to the 'Collect info' section. It is mandatory to collect the customer's 'Email' and 'First name' in order to process the order. If you want to, you can add extra fields here by clicking on the 'Add field' button.



3. Collect info

Email *

First name *

+ Add field

4. Price plans

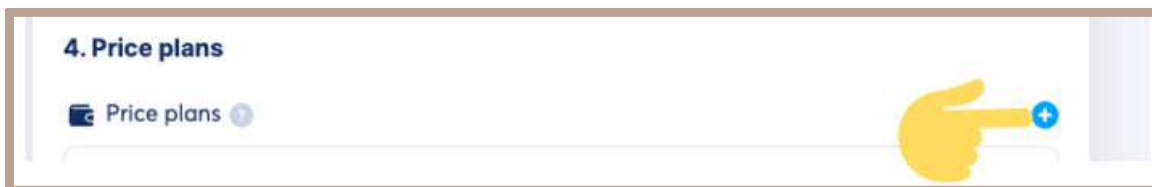
Price plans ⓘ

5. Payment methods

Set payment methods

GET YOUR FREE ACCOUNT NOW!

Now, in the 'Price plans' section, you can set a price for your digital product. Start by clicking on the '+' icon in the 'Price plans' section.



In the 'Choose a price plan type' drop-down list, select 'One-time payment'. Note: in other situations you might want to add a subscription or payment plan for your digital products. In my example, I only want to take a one-time payment for my Midjourney eBook.



GET YOUR FREE ACCOUNT NOW!

You won't have any price plans set up yet, so click on 'Create a new one!'

Choose an existing price plan

Select

Did not find the right price plan? [Create a new one!](#)

+ Save



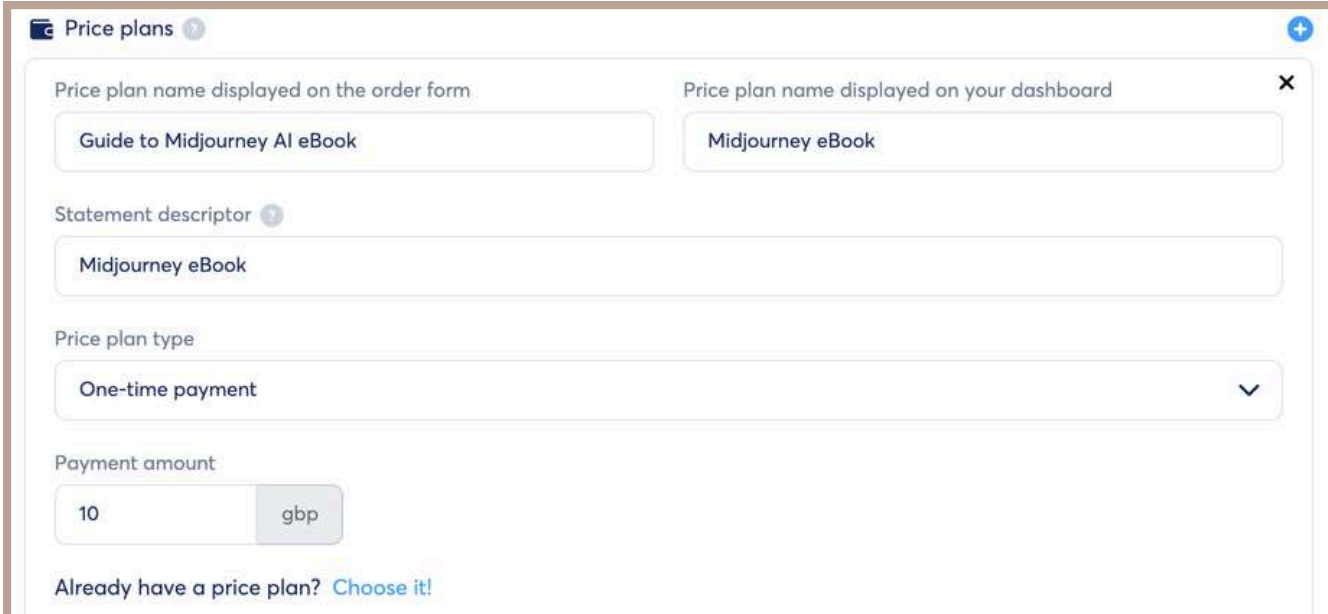
GET YOUR FREE ACCOUNT NOW!

In the 'Price plan name displayed on the order form' text box, enter the title of your product. This is what the customer will see on the order page.

Type in a name for your product in the 'Price plan name displayed on your dashboard' box - this is for your own reference and will be displayed in your system dashboard (the customer won't see this)

Type in a 'Statement descriptor' - this is what will show up on a customer's bank statement next to the price they paid for your digital product.

Enter the amount you want to charge for your digital product in the 'Payment amount' box.



The screenshot shows the 'Price plans' form in Systeme.io. It includes the following fields and options:

- Price plan name displayed on the order form:** Guide to Midjourney AI eBook
- Price plan name displayed on your dashboard:** Midjourney eBook
- Statement descriptor:** Midjourney eBook
- Price plan type:** One-time payment (dropdown menu)
- Payment amount:** 10 (with a currency selector set to 'gbp')
- Footer:** Already have a price plan? [Choose it!](#)

Click on the Save button when you have finished.

GET YOUR FREE ACCOUNT NOW!

Now it's time to actually upload your digital product. Click on the 'Digital download' tab in systeme, as shown below.

The screenshot shows the 'Sell a digital download' page in the Systeme.io dashboard. The top navigation bar includes 'Dashboard', 'CRM', 'Websites', 'Emails', 'Automations', and 'Assets'. The breadcrumb trail is 'Stores > Grafix Pantry > Sell a digital download'. A 'View' button is in the top right. The main content area has four tabs: 'Thumbnail', 'Checkout page', 'Digital download' (highlighted with a red box and a yellow hand icon), and 'Thank you page'. Under the 'Digital download' tab, there are three sections: 1. 'Select a name' with a text input field containing 'Guide to Midjourney AI'; 2. 'Upload your Digital Product' with a large dashed box and a 'Click to upload' button; 3. 'Confirmation email' with an 'Edit confirmation email' button. On the left, a product preview card for 'GUIDE TO MIDJOURNEY AI' is shown, featuring a woman's face with digital elements and a description of the guide.

Type in the name of your digital product in the 'Digital product name' box then upload your digital product. In my case, my eBook is in PDF format, so I will be uploading a PDF file here.

This is a close-up of the '2. Upload your Digital Product' section. It shows a file named '678bd0c93c618_GuidetoMidjourneyAI.pdf' with a green checkmark icon. Below the file name is a dashed box with a 'Click to upload' button.

GET YOUR FREE ACCOUNT NOW!

Click on the 'Edit confirmation email' button.

Here you can customise the email that the customer will receive once they have paid for your product and completed the checkout process.

Note: {product_name} and {downloadable_file_links} are placeholders - they will be replaced automatically with the product name and the file that the customer gets.

In the 'Sender email address', select the email address that will be used to automatically send the order conformation email to the buyer.

NOTE: purchasing a professional email address and domain name is highly recommended (instead of using a free one such as Google or Outlook etc) - a professional domain name and email address makes emails from your store to your customer not only look more professional, but it also reduce the chance of your store's emails ending up in people's junk or spam folders. This will be covered in the next section of the course. You can purchase one from a number of providers, however I recommend 123reg which I have use myself for several years - 123reg is the one I will be using in the next part of this systeme guide.

GET YOUR FREE ACCOUNT NOW!

Confirmation email

Subject ⓘ *







You got {Product name}

Preview ⓘ

Body

Paragraph ▾

Substitute v... ▾

B *I* U      

Thank you for your purchase!

You now have instant access to {product_name}. Click on the link below to get started!

{downloadable_file_links}

Email settings

Sender name *

Grafix Pantry

With Google and Yahoo's new policies, emails sent from a free email address are likely to end up in the spam box and hurt your business. It's highly recommended to send emails from your own custom domain

Sender email address ⓘ *

~~XXXXXXXXXX@GMAIL.COM~~ ▾

Available personalization substitutes

GET YOUR FREE ACCOUNT NOW!

The final section to amend before publishing the digital product is the thank you page. Click on the 'Thank you page' tab in systeme. Here you can customise the screen that the customer will see after they have purchased your product.

Thumbnail Checkout page Digital download **Thank you page**

Add text

Title *

Thank you for your order!

Subtitle *

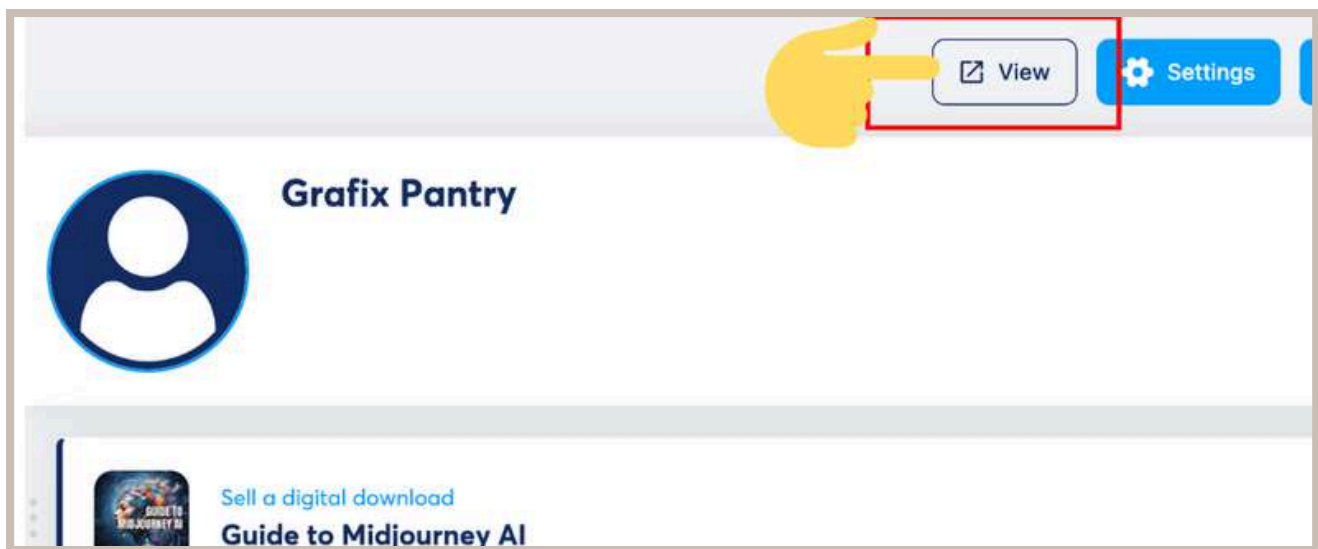
Instructions to access your resources have been sent to your email, please check it out!

When you have entered all of the information, uploaded your images and digital product, click on the 'Publish' button to publish to your digital product store.

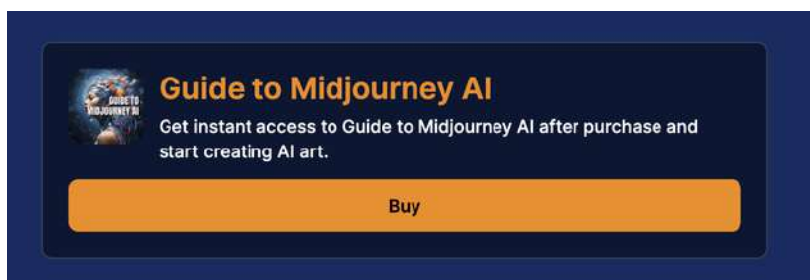
Congratulations, your digital product will then be live and you will be able to see it in systeme.io.

GET YOUR FREE ACCOUNT NOW!

To see what your store will look like to prospective customers, click on the 'View' button in systeme.



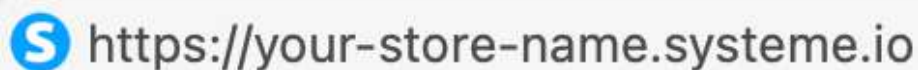
A new window will open and you will be viewing your live digital product store!



You can now repeat this process and add more digital products to your store.

GET YOUR FREE ACCOUNT NOW!

You might have noticed when viewing your store from the point of view of the customer, that the address of your store will look something like the image below:

A screenshot of a web browser's address bar. On the left is a blue circular icon with a white letter 'S'. To its right is the text 'https://your-store-name.systeme.io' in a dark grey font. The entire address bar is enclosed in a light grey rounded rectangle with a thin border.

<https://your-store-name.systeme.io>

This is totally usable, you could start promoting your store now and directing people to this link. However, you might want to consider purchasing a domain name for your digital product store. You know, the ones that end in .com .co.uk and more.

Purchasing a custom domain name AND professional email for your store will make it look professional and show that you mean business!

I personally recommend 123reg for domain names and professional email addresses. In the next section of the systeme portion of this guide, I will show how to connect a custom domain name and professional email (using 123reg) to systeme.io.


VISIT 123REG

Domain Names and Professional Emails

GET YOUR FREE ACCOUNT NOW!

Part 6 - Adding A Custom Domain Name

As I mentioned in the previous section, the website address of your store will look something like the image below:

A screenshot of a web browser's address bar. It features a blue circular icon with a white letter 'S' on the left. To the right of the icon, the text 'https://your-store-name.systeme.io' is displayed in a standard black font.

<https://your-store-name.systeme.io>

Click on the button below to purchase a custom domain name for your digital product store. If you don't want to purchase a domain name, move onto the next part of this guide.

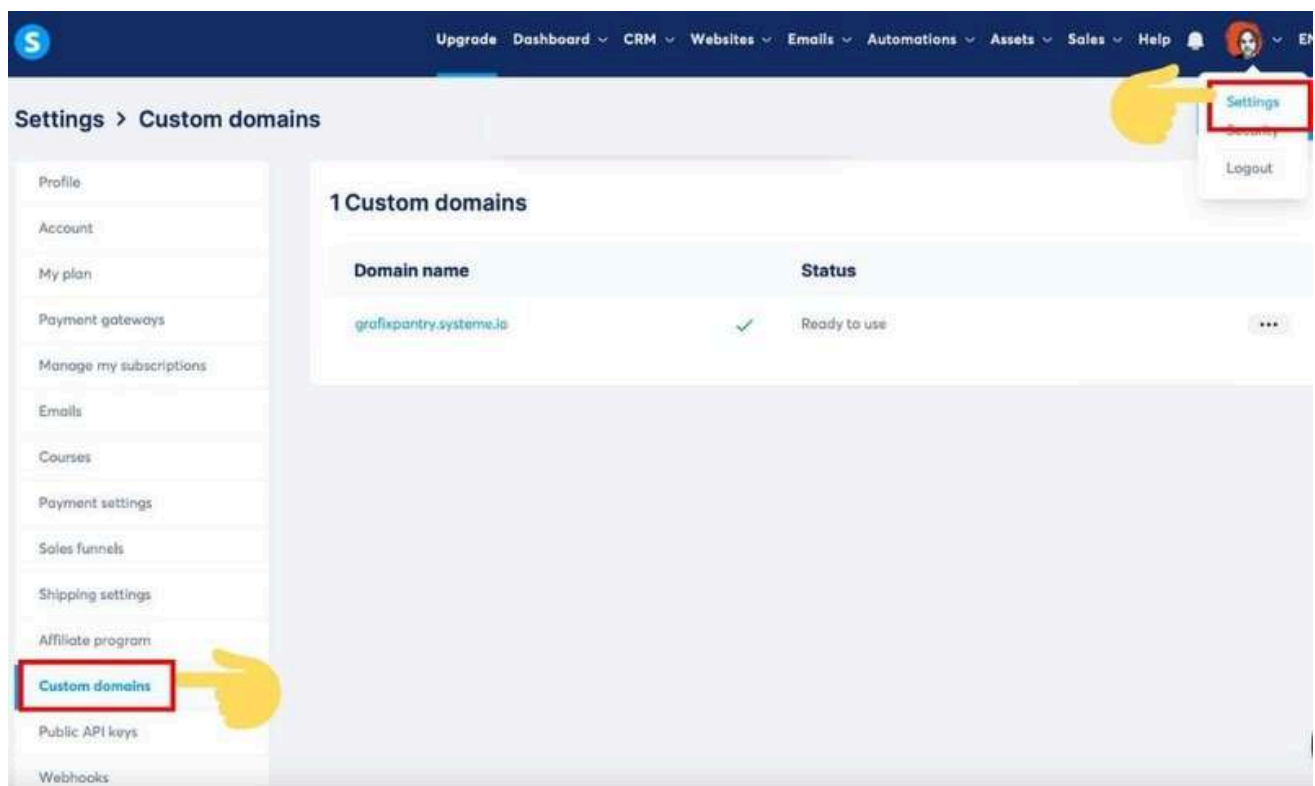
VISIT 123REG

Domain Names and Professional Emails

GET YOUR FREE ACCOUNT NOW!

Once you have purchased your domain name, you will need to connect it to systeme.

In systeme, click on your profile image in the top-right, click on 'Settings', then click on 'Custom domains' on the left.



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Click on the 'Add domain' button in the top right.

A blue button with a white plus icon and the text "Add domain".

Type in www. then the domain name you purchased - see below image for an example.

Add domain



Domain name

www.yourdomainname.com

[Read this article to learn how to set up a custom domain](#)

Save

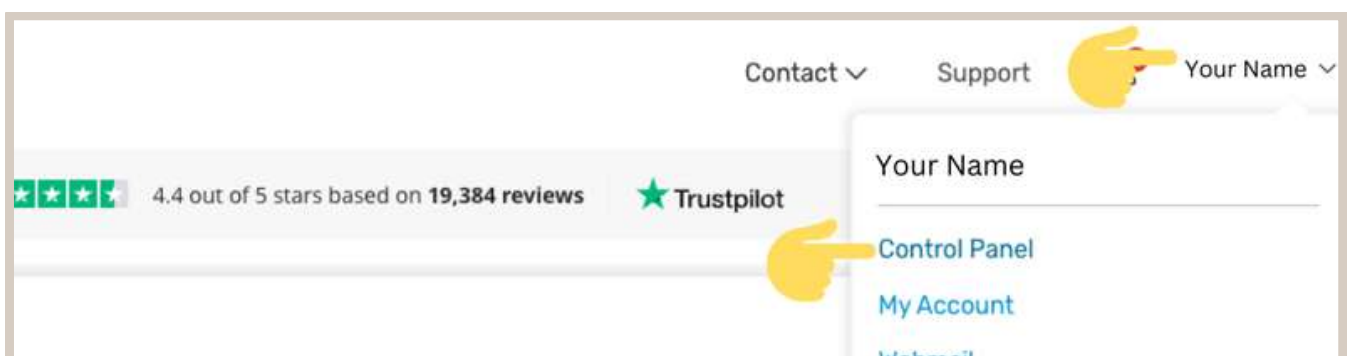
GET YOUR FREE ACCOUNT NOW!

You will then see a screen that looks like the one below - keep this screen open because we will be using these in a minute.

DNS configuration for your domain

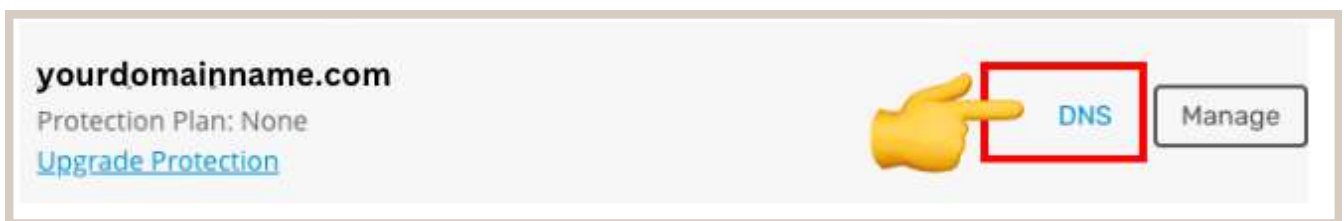
www.grafixpantry.com.	CNAME	dsyebth7ene7o.cloudfront.net.
_cfb0a59eb0de54abe812175b9ebd30d2.grafixpantry.com.	CNAME	_dbbdce7babd67add57a488b7c32c13c7.zfyvmchrl.acm-validations.aws.

Sign into 123reg then click on your name in the top right, then click on 'Control Panel'



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Look for the domain name your purchased, then click on the 'DNS' settings button.



This next screen might look intimidating, but don't worry, follow these instructions to ensure that you connect things properly. On this screen we need to add 2 records - the ones from systeme. Start by clicking on the 'Add New Record' in 123reg.



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In the type drop-down list, select 'CNAME'. In the 'Name' box, enter www

Type *	Name *	Value *
CNAME	www	cooexample.com

For the 'Value' text field, we need to get the information on that screen I told you to keep open in systeme. In systeme, copy the value that is on the first row - NOTE: your text will be unique to you - don't copy the code in my example, it is only there for reference! You need to copy what is showing in YOUR systeme settings for it to work!

DNS configuration for your domain

yourdomainname.com		dsyebth7ene7o.cloudfront.net
_cfb0a59eb0de54abe812175b9ebd30d2.grafix pantry.com.	CNAME	_dbbdce7babd67add57a488b7c32c13c7.z mchrl.acm-validations.aws.

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Once you have copied it, head back into your 123reg DNS settings and paste it into the 'Value' field. Press 'Save' when you have finished.


[CNAME records](#) are a type of subdomain, or alias, that points to another domain name.

Type *	Name *	Value *
CNAME	www	dsyebth7ene7o.cloudfront.net.

[Add More Records](#)

Now it's time to copy the second part. In systeme, you need to copy the portion of the link that appears before the full stop, and your domain name. You only need the first part - see the example below.

DNS configuration for your domain

yourdomainname.com	CNAME	dsyebth7ene7o.clo
 <u>cfb0a59eb0de54abe812175b9ebd30d2</u> .yourdo mainname.com.	CNAME	_dbbdce7babd67a mchrl.acm-validat

GET YOUR FREE ACCOUNT NOW!

Once you have copied the first part of that text, you need to paste it into 123reg.

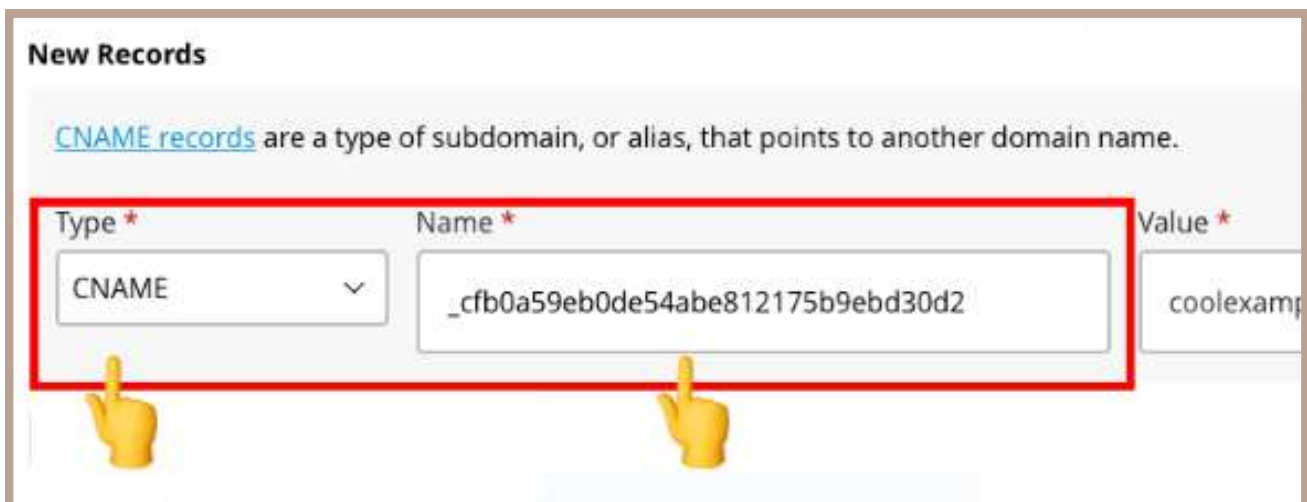
In 123reg, click on the 'Add New Record' button again.

In the 'Type' drop-down list, select 'CNAME' again. In the 'Name' field you need to paste the text from systeme (as shown in the example below)

New Records

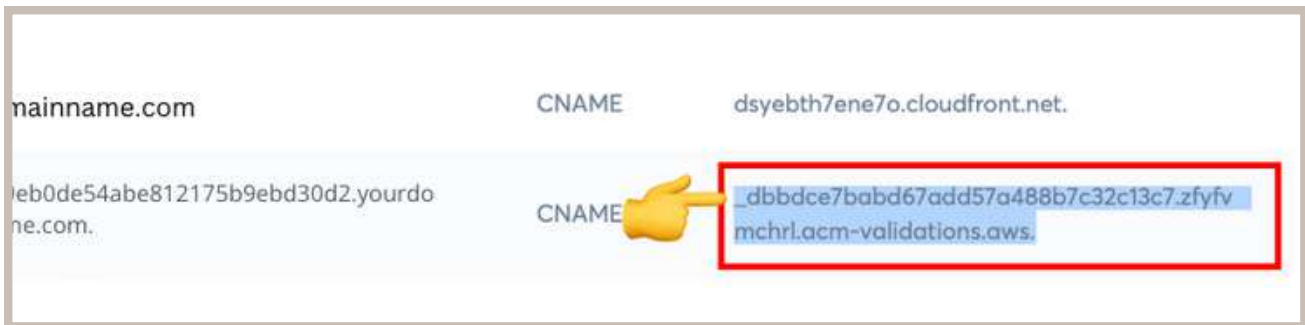
[CNAME records](#) are a type of subdomain, or alias, that points to another domain name.

Type *	Name *	Value *
CNAME	_cfb0a59eb0de54abe812175b9ebd30d2	coolexamp



GET YOUR FREE ACCOUNT NOW!

Finally, we need to get the information for the 'Value' field. Head back to the systeme settings and copy the entire text on the right (see example below). Remember, only use my screens as a guide, don't copy my codes because they won't work for you, they are unique to me - you need to get YOUR details from your own systeme settings.



Once you've copied that text, go back to 123reg and paste the text into the 'Value' field. Press the 'Save' button when you have finished.

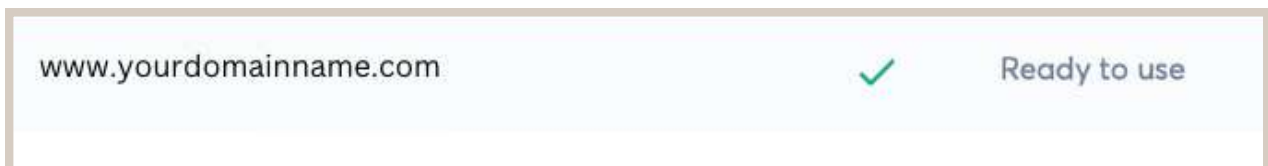
A screenshot of a DNS record creation form. The form has fields for 'Type', 'Name', 'Value', and 'TTL'. The 'Type' field is set to 'CNAME'. The 'Name' field contains a long alphanumeric string. The 'Value' field contains a long alphanumeric string, which is highlighted in blue and enclosed in a red box. A yellow hand icon points to the highlighted value. The 'TTL' field is set to '1/2 Hour'. There are 'Add More Records' and 'Save' buttons at the bottom.

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In the custom domain settings in systeme, you will notice that the status is set to 'Pending validation'. It can sometimes take up to a couple of hours for the status to change to 'Ready to use'.



When your custom domain name shows 'Ready to use' (as shown below), you can move onto the next step of changing the website address of your store.

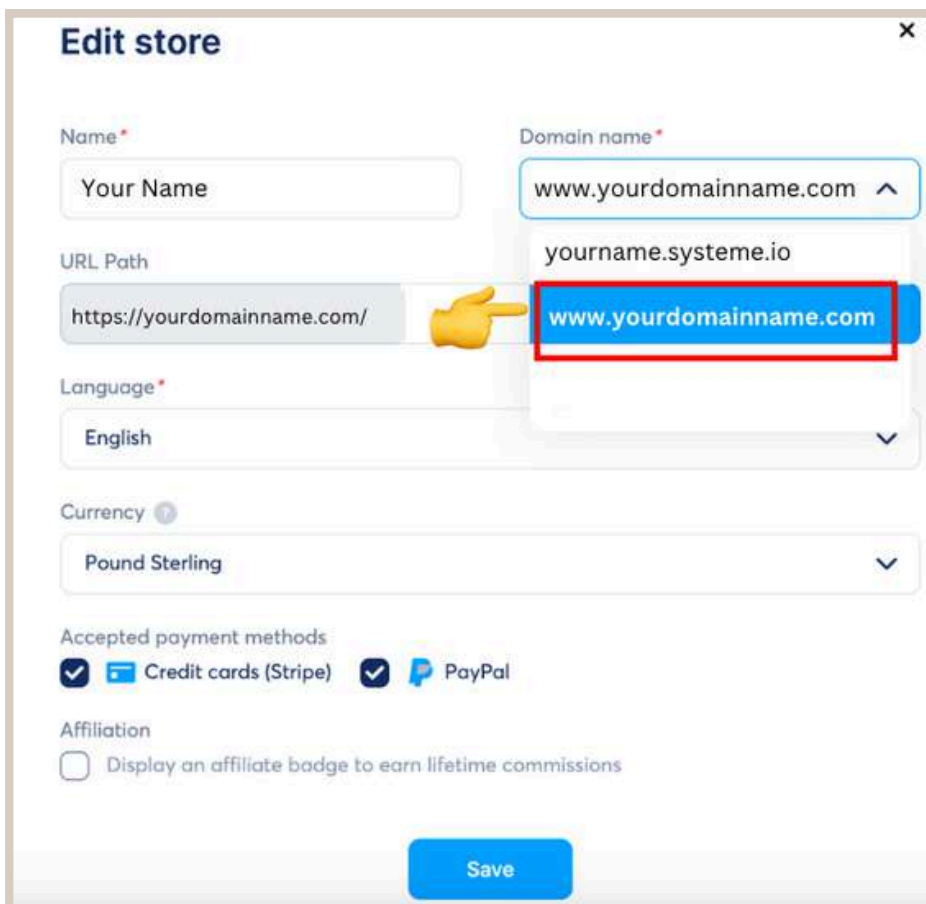


GET YOUR FREE ACCOUNT NOW!

In systeme, go to your digital store by clicking on 'Websites' on the top menu, then select 'Digital stores'.

Click on the name of your digital store then click on the 'Settings' button.

In the 'Domain name' drop-down list, select your new custom domain name that you purchased from 123reg.



Edit store [X]

Name*

Domain name*
 yourname.systeme.io

URL Path

Language*

Currency ⓘ

Accepted payment methods
 ☒ Credit cards (Stripe) ☒ PayPal

Affiliation
 ☐ Display an affiliate badge to earn lifetime commissions

Save

Click on the 'Save' button when you have finished.

GET YOUR FREE ACCOUNT NOW!

That concludes setting up a custom domain name to use with systeme. You can now use your new domain name for your new store which will make it look more professional.

However, before you start promoting your store, you need to consider purchasing a professional email.

If you remember in the previous step, the customer receives an email from you when they purchase a digital product from your store. Using free email services means that there is a chance that your order confirmation emails will end up in the customer's junk or spam folder = not good.

If you have purchased a domain name, you can also purchase a professional email. For example if you purchased a domain name called mydigitalproducts.com, you could then purchase a professional email which is connected to your domain name - for example: yourname@mydigitalproducts.com

Purchase a professional email address using our recommended provider, 123reg using the button below

VISIT 123REG
TO GET A PROFESSIONAL EMAIL

GET YOUR FREE ACCOUNT NOW!

Part 7 - Adding A Professional Email

Having a professional email address is important as it will reduce the chance of your emails ending up in your customers junk/spam or bin folders - this is not good if they have paid you for a digital product and are waiting for an automated confirmation email from your systeme.io store!

When a customer purchases a digital product from your digital product store, they will get an email which is sent automatically from systeme.io. Using free email services means that there is a chance that your order confirmation emails will end up in the customer's junk or spam folder. If you are serious about making a business selling digital products you should definitely consider purchasing a professional email.

If you have purchased a domain name, you can also purchase a professional email. For example if you purchased a domain name called mydigitalproducts.com, you could then purchase a professional email which is connected to your domain name - for example: yourname@mydigitalproducts.com

This final section of the systeme.io chapter will show you how to connect a professional email to your systeme account.

GET YOUR FREE ACCOUNT NOW!

Start by purchasing a professional email address using the button below. I use 123reg to purchase professional email addresses for my own websites as well as my clients. You can use different providers, however this tutorial will be showing how to do it using 123reg.

VISIT 123REG
TO GET A PROFESSIONAL EMAIL

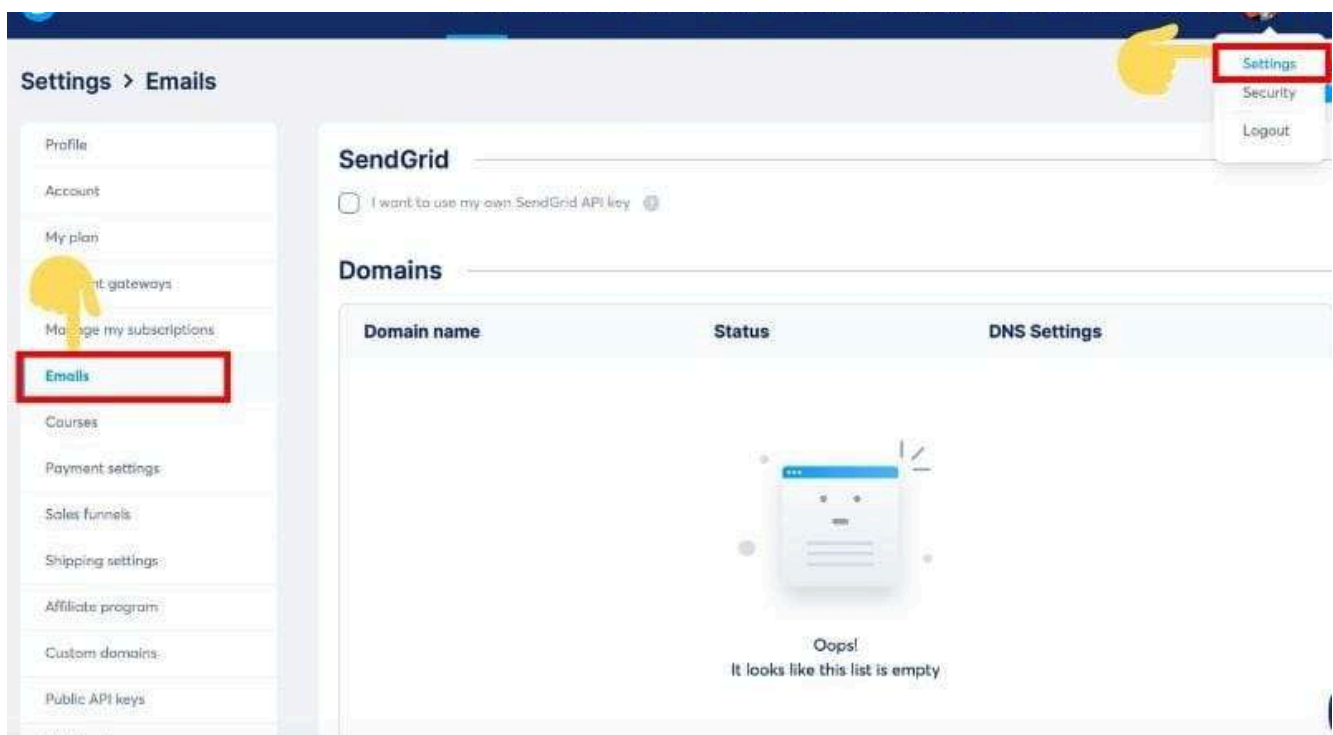
GET YOUR FREE ACCOUNT NOW!

Verifying your email address in systeme

Having a verified email address in systeme will improve the chances of your store emails not ending up in your customers spam/junk and bin folders.

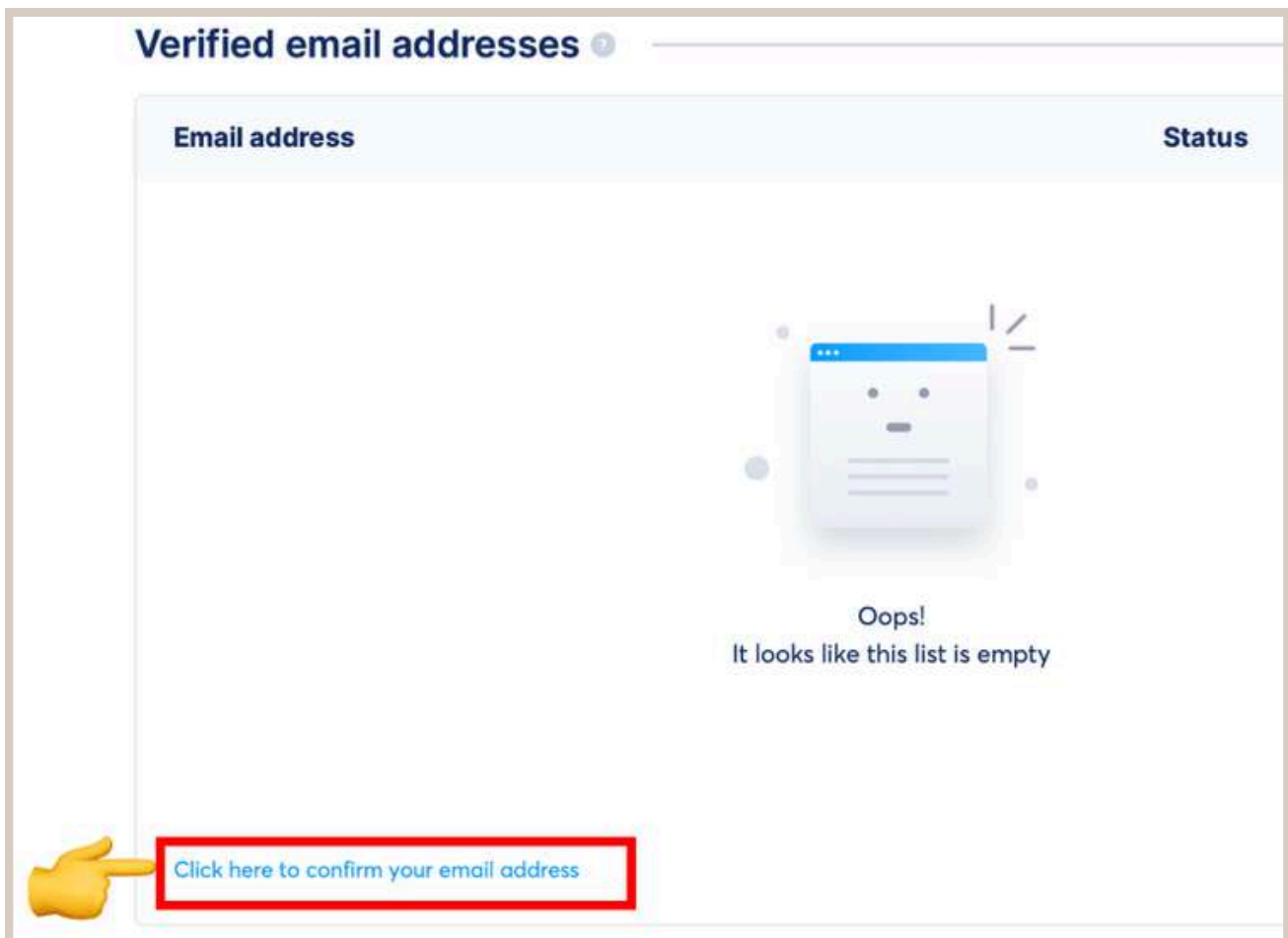
In systeme, click on your profile image in the top right, then click on 'Settings'.

On the left hand menu, click 'Emails'



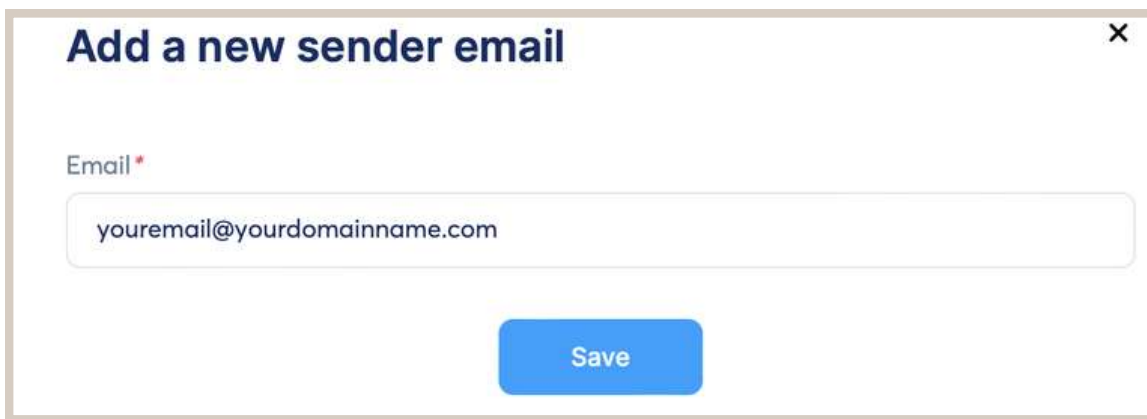
GET YOUR FREE ACCOUNT NOW!

In the 'Verified email addresses' section, click on the 'Click here to confirm your email address' link (as shown below)



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Enter the address of the professional email that you purchased then click 'Save'

A screenshot of a web form titled "Add a new sender email" with a close button (X) in the top right corner. The form contains a label "Email *" above a text input field. The input field contains the placeholder text "youremail@yourdomainname.com". Below the input field is a blue button labeled "Save".

Add a new sender email X

Email *

youremail@yourdomainname.com

Save

The status in systeme will be 'Pending' until you have verified that you own the email address.

Check the inbox of your professional email address that you purchased and look for an email from systeme.io.

You will need to click on the link in that email to confirm that it is your address.

After you have clicked on the link, click on the 'Confirm' button.

You will receive an on screen message saying that your email address has been confirmed.

The status in systeme will then change to verified.

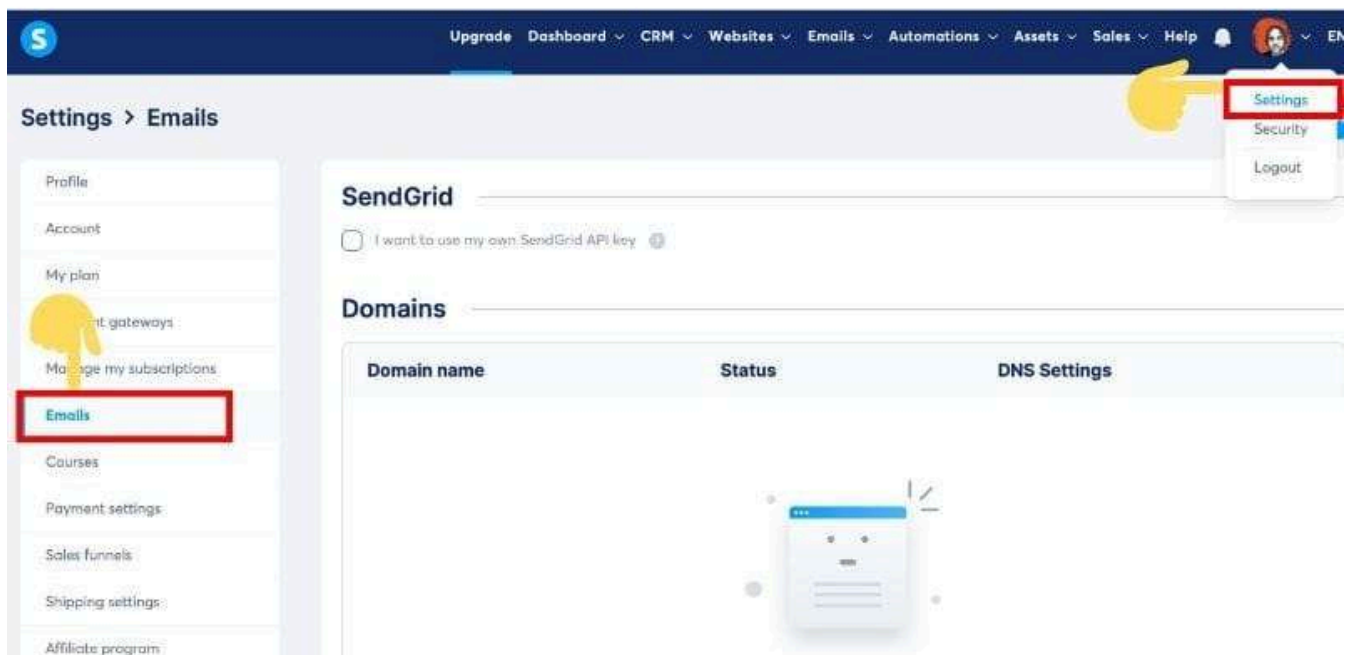
GET YOUR FREE ACCOUNT NOW!

Adding your domain to the Email section of systeme

If you have purchased your own domain name (which was covered in the previous part of this eBook), you can add it here. Adding your custom domain name to this section will improve email delivery rates.

In systeme, click on your profile image in the top right, then click on 'Settings'.

On the left hand menu, click 'Emails'



GET YOUR FREE ACCOUNT NOW!

To authenticate your domain, click on the link (as shown below)

[Click here to authenticate your domain and display its information in your email header, wh](#)

Type in the domain name you purchased, then click 'Save'

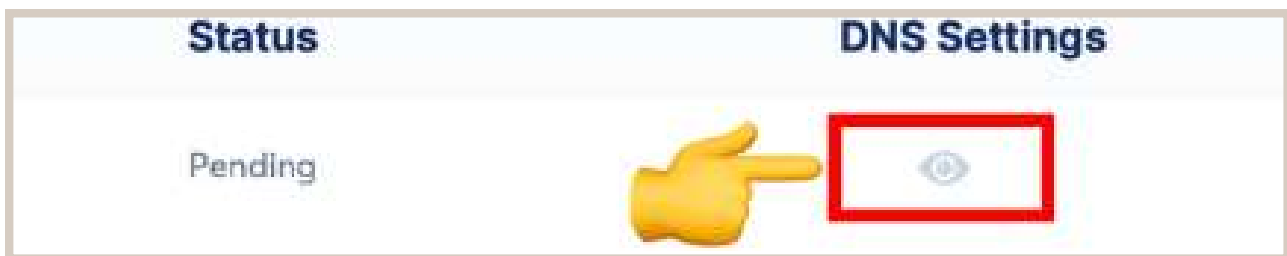
Setup domain authentication

Domain name ? *

The status will show up as 'Pending'. We need to enter some additional settings in 123reg to get it verified.

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In systeme.io, click on the eye icon underneath DNS settings.



You will see a screen with some more settings on (as shown below). These will need to be entered into the DNS section in 123reg. Keep this screen open, you will need to copy and paste the settings from your own systeme page - NOTE: do not copy the codes in my screenshots, these are my settings so they won't work for you. You need to copy the codes in YOUR systeme account.

Domain authentication instructions		
Add all of these records to your DNS zone file		
DNS record type	Name	Value
CNAME	si8933956.yourdomainname.com	inbound.systeme.io
CNAME	systemeio1_domainkey.yourdomainname.com	key1.systeme.io
CNAME	systemeio2_domainkey.yourdomainname.com	key2.systeme.io
TXT	_dmarc	v=DMARC1; p=none; rua=mailto:youremail@yourdomainname.com

GET YOUR FREE ACCOUNT NOW!

Sign into 123reg using the account that purchased the domain name. Go to your products, click on your domain name and click on it (just like you did earlier in the previous part of the lesson when setting up your domain name).

Go to the DNS record section then click on the 'Add New Record' button.

Select 'CNAME' from the 'Type' drop-down list (as shown below)

[CNAME records](#) are a type of subdomain, or alias, that points to another domain name.

Type *	Name *	Value *
CNAME	blog or shop	coolexample.com

On the systeme screen that you should still have open, copy the first part of the link up to the full stop (see my example below).

DNS record type	Name
CNAME	si8933956.yourdomainname.com
CNAME	

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In 123reg, paste that text into the 'Name' box.

[CNAME records](#) are a type of subdomain, or alias, that points to another domain name.

Type *	Name *	Value *
CNAME	si8933956	coole

Go back to systeme and copy the entire part on the 'Value' on the first row.

me	Value
6.yourdomainname.com	inbound.systeme.io
o1_domainkey.yourdomainname.com	key1.systeme.io

In 123reg, paste that text in the 'Value' box.

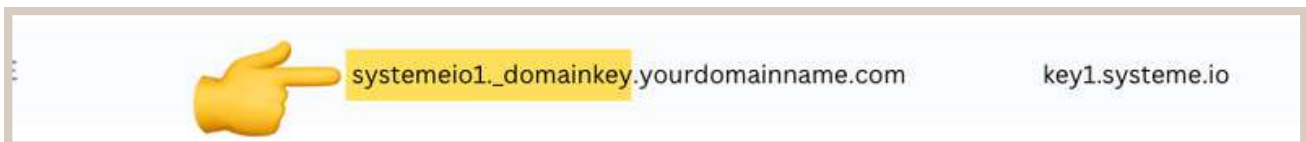
, that points to another domain name.

Value *	TTL
inbound.systeme.io	1/2 Hour

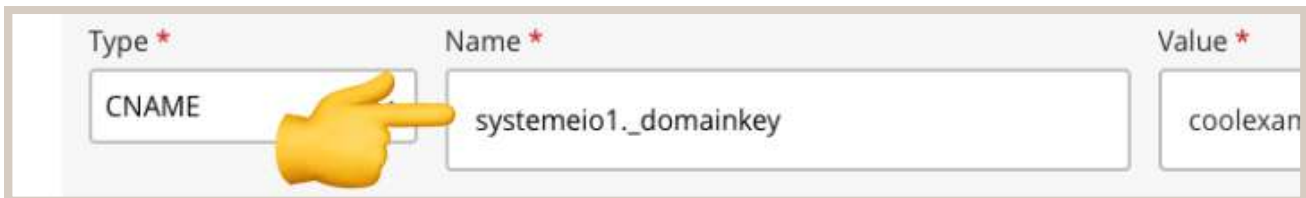
Click 'Save' when you have finished.

GET YOUR FREE ACCOUNT NOW!

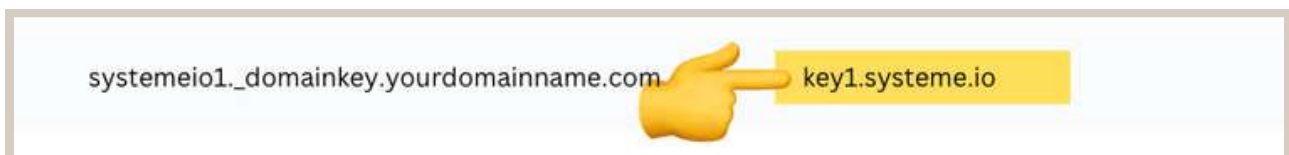
Moving onto the second row - in systeme, copy the first part of the 'Name' text (see my example below).



Add a another record in 123reg, set the 'Type' to 'CNAME', then paste in the text you copied from systeme.



Next, copy the entire 'Value' text on the second row of the systeme settings (as shown below)




Paste this into 123 reg (as shown below)




Click 'Save' when you have finished.

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Moving onto the third row - in systeme, copy the first part of the 'Name' text (see my example below).

CNAME	 systemeio2_domainkey.yourdomainname.com	key2.systeme.io
TXT	_dmarc	v=DMARC1; p=none; rua=mailto:


Add a another record in 123reg, set the 'Type' to 'CNAME', then paste in the text you copied from systeme.

Type *	Name *	Value *
CNAME 	systemeio2_domainkey	coolexample.com

Next, copy the entire 'Value' text on the third row of the systeme settings (as shown below)

systemeio2_domainkey.yourdomainname.com	 key2.systeme.io
_dmarc	v=DMARC1; p=none; rua=mailto:

Paste this into 123 reg (as shown below)

Value *	TTL
 key2.systeme.io	1/2 Hour ▼

Click 'Save' when you have finished.

GET YOUR FREE ACCOUNT NOW!

Now we need to enter the final row of settings into 123reg.

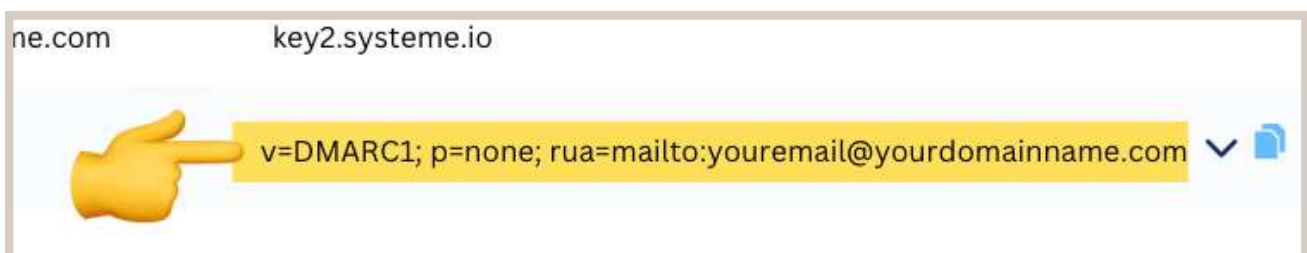
In 123reg, create a new record but this time choose 'TXT' from the 'Type' drop-down list.

In the 'Name' text box, enter **_dmarc** as shown in the example below:



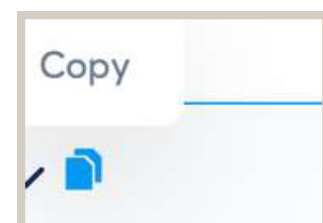
A screenshot of a form with two fields. The first field is labeled 'Type *' and has a dropdown menu with 'TXT' selected. The second field is labeled 'Name *' and contains the text '_dmarc'. Two yellow hand emojis are pointing to the fields: one to the 'Type' dropdown and one to the 'Name' text box.

Head back to the settings in systeme and make sure that your professional email is selected from the list.



A screenshot of the Systeme.io settings page. The top bar shows 'ne.com' and 'key2.systeme.io'. Below, a yellow box contains the text 'v=DMARC1; p=none; rua=mailto:youremail@yourdomainname.com'. A yellow hand emoji is pointing to the text. To the right of the text are a dropdown arrow and a blue copy icon.

Click on the 'Copy' icon to copy this link.



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Go back to 123reg and paste the text into the 'Value' field.



Value *

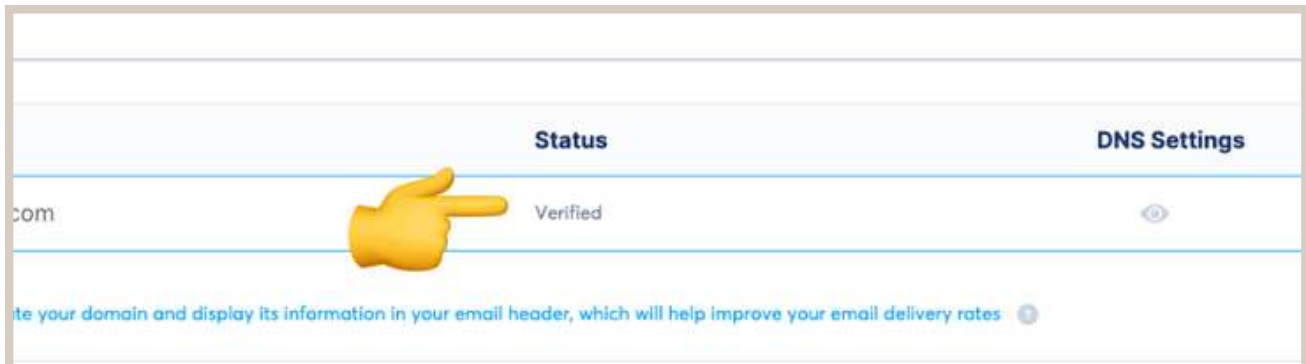
v=DMARC1; p=none; rua=mailto:youremail@your

TTL

1/2 Hour

Click on the 'Save' button when you have finished.

The status might show up as 'Pending' in systeme for a few hours. Check back later when it should show 'Verified' as shown in my example below.



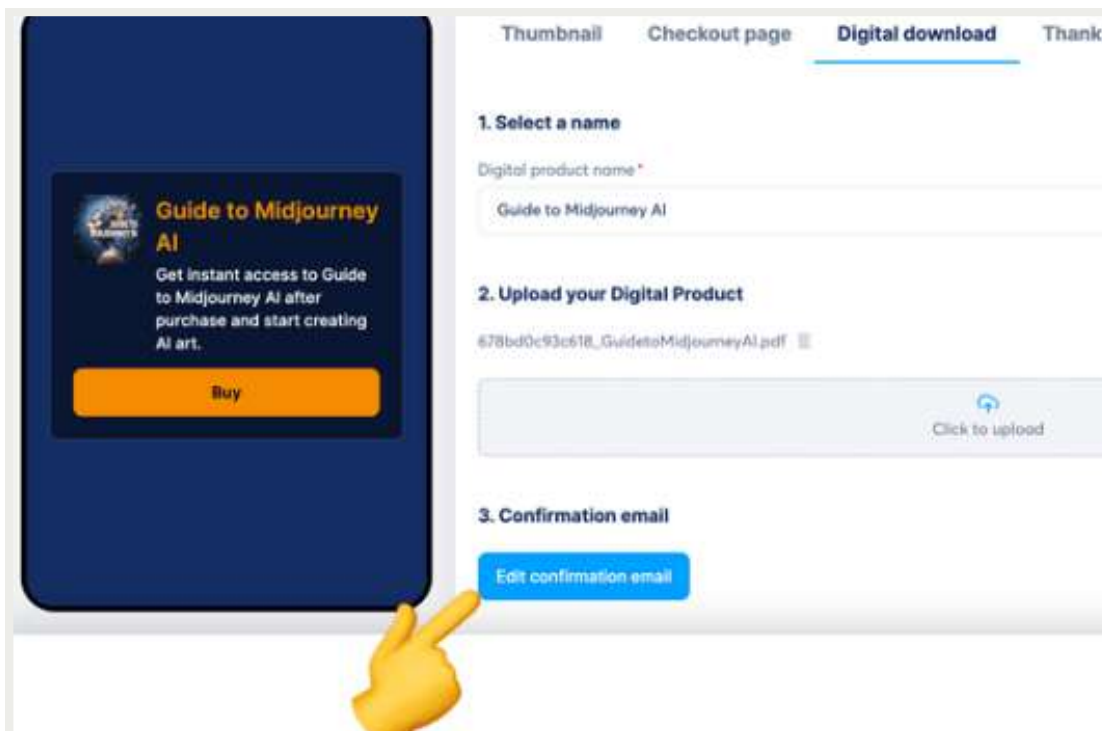
	Status	DNS Settings
com	Verified	

te your domain and display its information in your email header, which will help improve your email delivery rates ⓘ

Adding your professional email address to the confirmation email settings

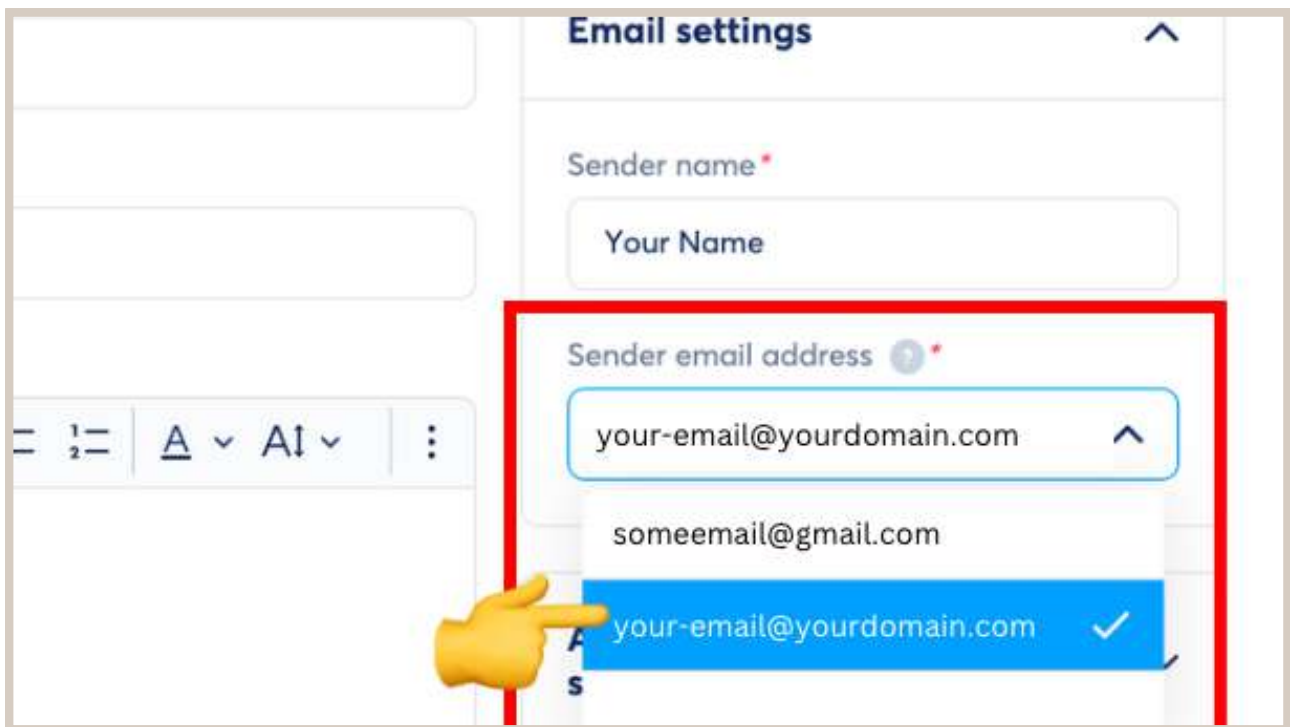
If you decided to purchase a domain name and professional email and have followed these instructions, the final thing to do now is to change the email address for the confirmation email. If you remember, there is an option to customise the email that the customer receives from your store when they purchase something.

In Systeme, go to the digital product, then click on the 'Digital download' tab. Click on the 'Edit confirmation email' button (as shown below).



GET YOUR FREE ACCOUNT NOW!

In the 'Sender email address' drop-down list, choose your professional email from the list then click on the 'Save' button when you have finished.



When a customer purchases the product, the confirmation email will now come from your professional email address which will reduce the chances of it ending up in their spam/junk or bin folders.

Congratulations, that concludes the building your digital product store using systeme.io portion of this eBook.

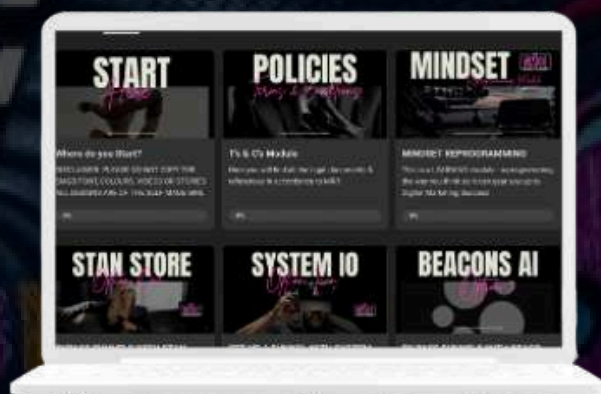


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THE PLATFORMS AND SERVICES WE USE IN OUR BUSINESS

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systeme

 **Beacons**

11ElevenLabs

fiverr.

fiverr logo maker.

Creative Fabrica

Canva

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