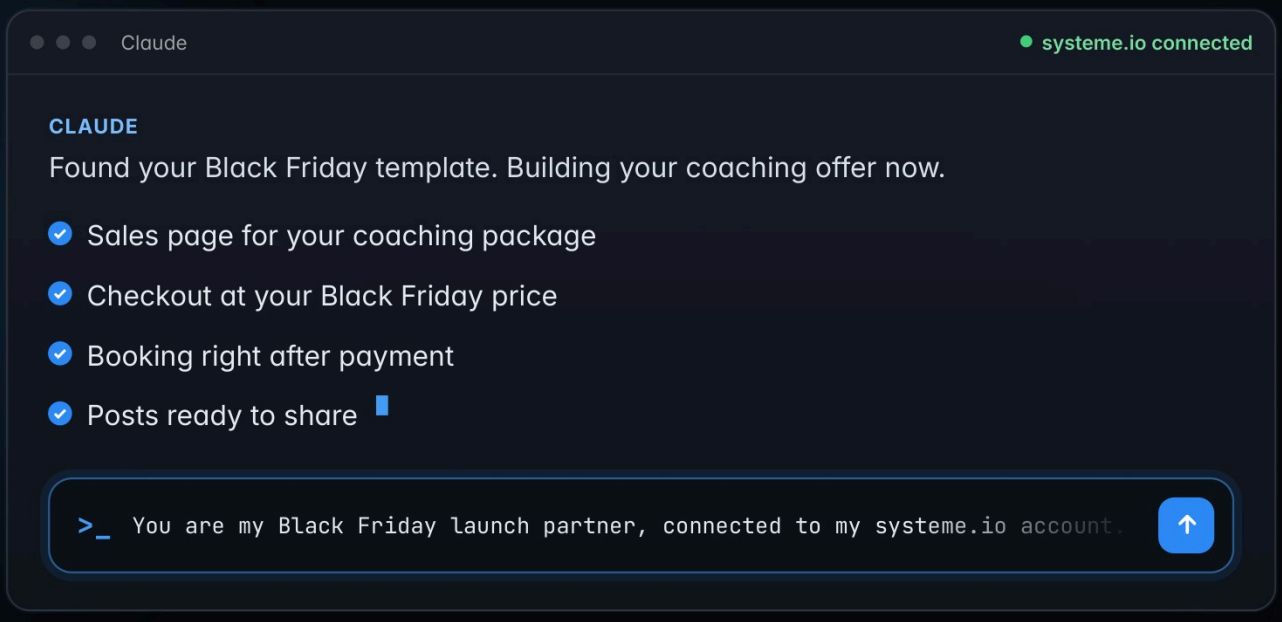
systeme.io

AI KIT FOR COACHES

BLACK FRIDAY 2026

Your Black Friday coaching offer, built by AI from one prompt.

Add a template, paste one prompt, answer a few questions. Claude builds the offer, the checkout and the booking inside your systeme.io account.



Free systeme.io plan + free Claude plan. No card needed.

Start on page 3 →

HOW IT WORKS

You answer 6 questions. Claude builds your Black Friday sale.

systeme.io connects directly to Claude. You type GO, and Claude fills a designed Black Friday template with your coaching offer, your prices, your dates and your booking, inside your own account.

The route

1. Connect	2. Add a template	3. Paste and answer	4. Claude builds	5. Your steps
10 min, once	1 click	about 5 min	you watch	about 15 min

Works for any kind of coaching

A

1:1 coaching

A package of sessions or a single session. Buyers book a slot right after paying.

B

Group program

Group calls or a cohort, with the real number of seats you can take.

C

Not packaged yet

Claude helps you turn what you already do into one simple, clear offer.

What you'll have by the end

- A Black Friday sales page in a pro template
- A checkout at your Black Friday price
- Booking right after payment
- 3 posts and 1 personal message to share
- One word to switch back to your regular price
- 3 Black Friday emails (optional)

Runs on the free plan

Contacts	**2,000**
Sales funnels	**3**
Booking calendar	**Included**
Sales	**Up to $10,000**

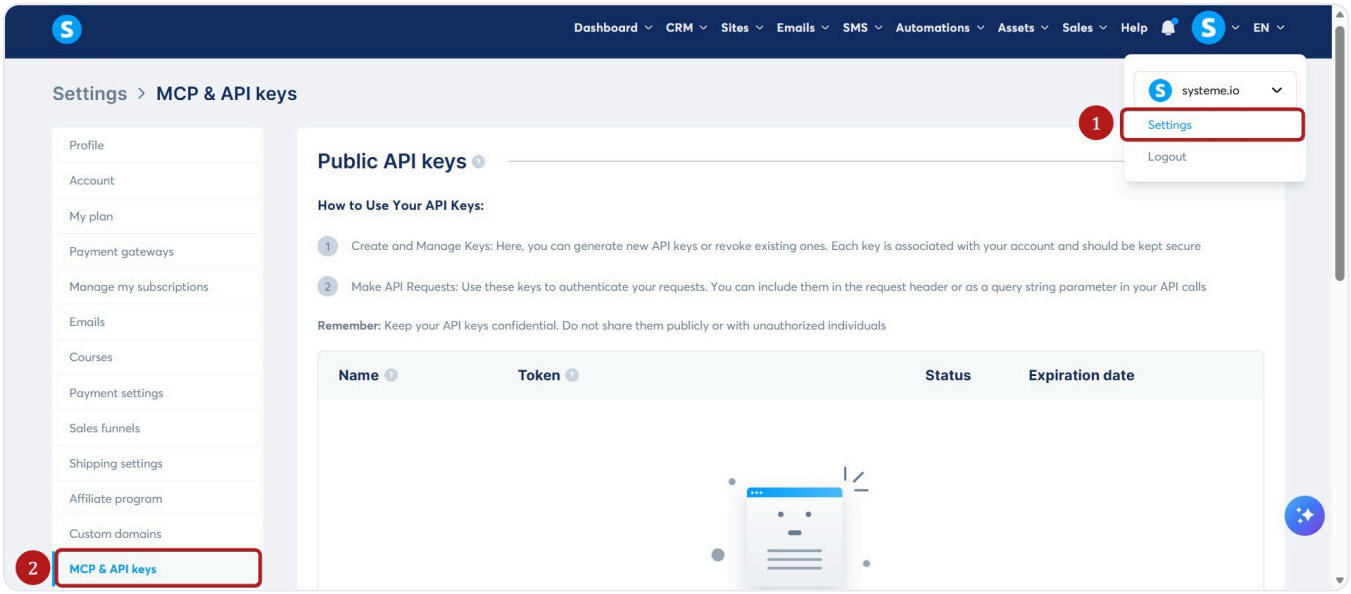
No card needed. Want more funnels, order bumps and upsells later? That's the Startup plan ($17/month).

Safe by design. Everything Claude builds starts as a draft, switched off. Nothing goes live and no email is sent until you say so. Claude never invents testimonials, results or fake deadlines.

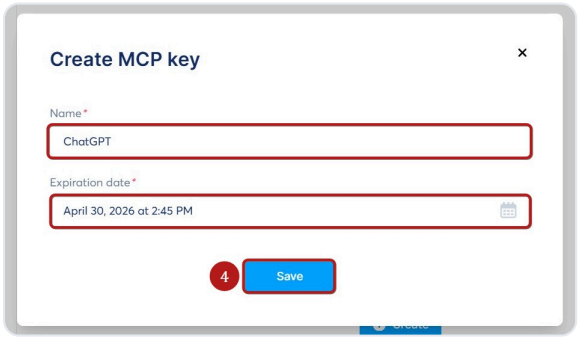
CONNECT · 5 MINUTES

Create your key in systeme.io

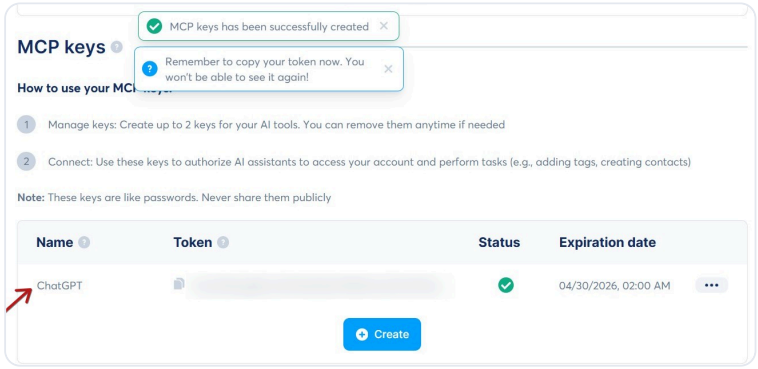
1. Create your free account at systeme.io. No card needed.
2. Click your profile icon (top right), then **Settings**, then **MCP & API keys**.
3. Scroll to **MCP keys**, click **Create**, give it a name (like "Claude") and click **Save**.
4. **Copy the key right away.** systeme.io only shows it once. It works for up to 90 days.



Steps 1 and 2: Settings, then MCP & API keys.



Name your key and save.



Copy the key now. You won't see it again.

Keep your key private. It works like a password to your account. Never paste it into a chat or share a screenshot of it. If it leaks, delete it and create a new one.

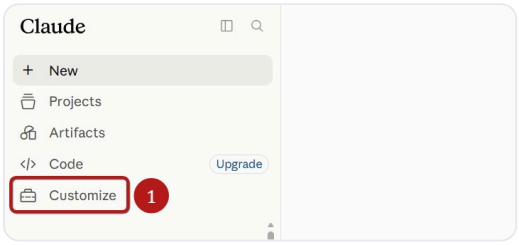
More help: How to use the systeme.io MCP server

CONNECT · 5 MINUTES

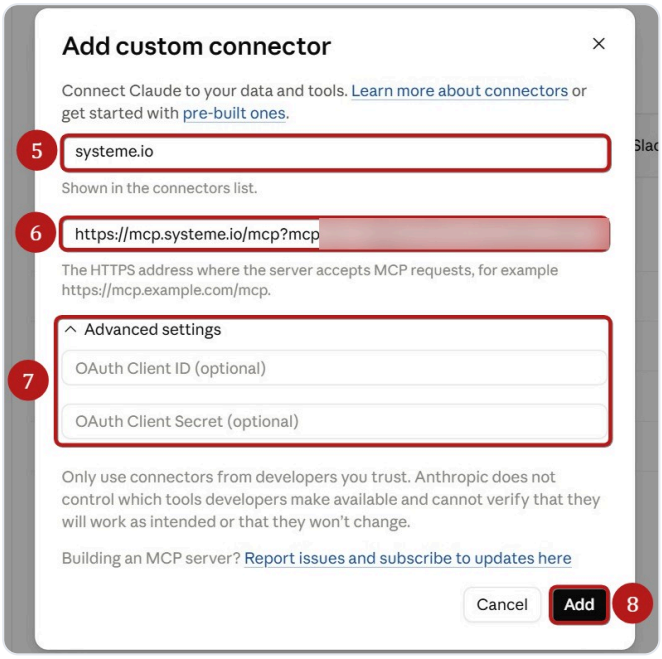
Connect systeme.io to Claude

1. In Claude, click **Customize**, then **Connectors**.
2. Click **Add**, then **Add custom connector**.
3. Name it **systeme.io** and paste this URL, with your key at the end:

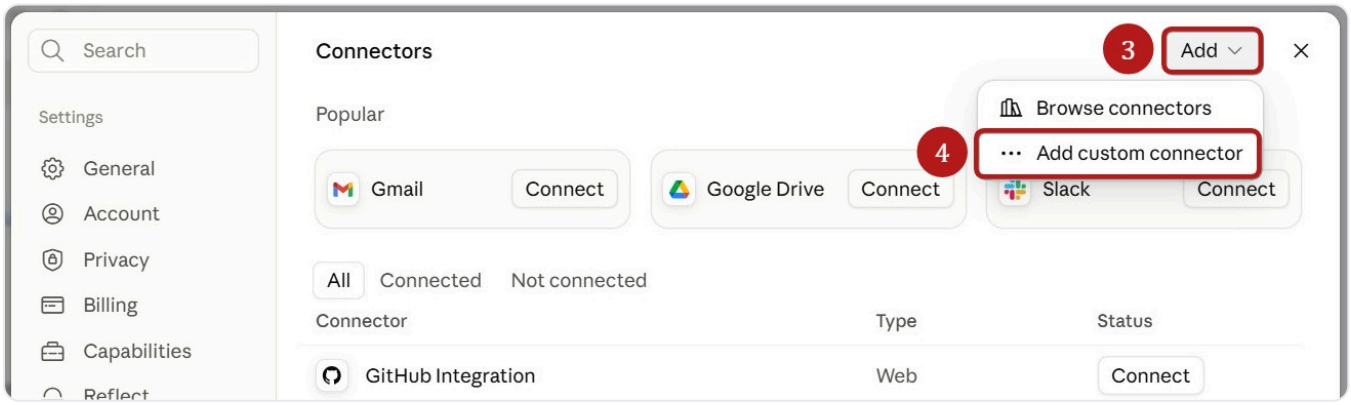
   `https://mcp.systeme.io/mcp?mcpKey=YOUR_KEY`
4. Leave Advanced settings empty and click **Add**.
5. In a new chat, click **+**, open **Connectors** and switch **systeme.io** on.



Step 1: Customize.



Steps 3 and 4: name, URL with your key, Add.



Step 2: Connectors, then Add, then Add custom connector.

Tip: when Claude asks permission to use a systeme.io action, allow it. You can watch every step it takes in the chat.

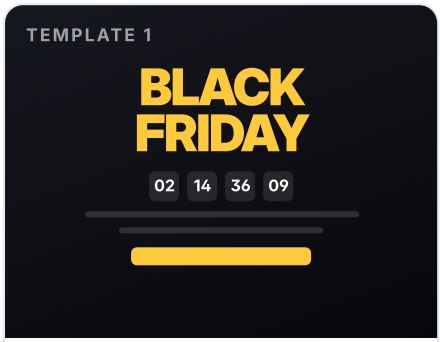
Using ChatGPT or another assistant? Some can connect too, often only on paid plans. This kit is written for Claude, which connects on its free plan.

More help: Connect systeme.io to Claude · All MCP guides

STEP 1 · 1 CLICK

Pick your Black Friday template

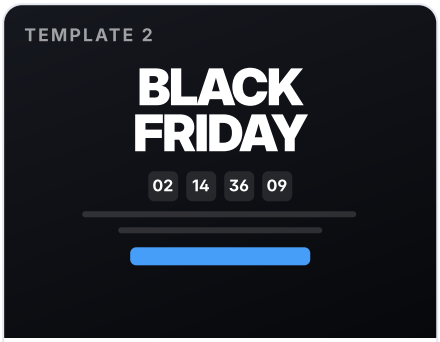
Template 2 has a sales page, order form and thank-you page. Templates 1 and 3 have an opt-in and thank-you page; Claude adds the order form. All work for coaching.



Black Friday Sales template 1

Opt-in page › Thank-you

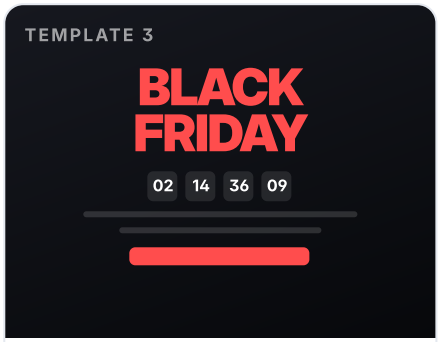
Add to my account →



Black Friday Sales template 2

Sales page › Order form › Thank-you

Add to my account →



Black Friday Sales template 3

Opt-in page › Thank-you

Add to my account →

Reading this in your browser? Ctrl + click (Cmd + click on Mac) opens the template in a new tab, so this kit stays open.

How to add it

1. **Log in to systeme.io first**, then click **Add to my account** on the template you like.
2. That's it. No copying or renaming. **Claude finds the template in your account by itself.**

Claude changes

Headlines, text, bullet points, buttons, FAQ, prices, the countdown date, the checkout link and your booking button.

Claude never touches

Layout, sections, colours, fonts, spacing, images and button styles. If a section needs something you don't have (like testimonials), Claude flags it instead of making it up.

Add only one template. Each one uses one of the 3 funnels on the free plan.

Forgot this step? No problem. If Claude can't find a Black Friday template in your account, it gives you the links in the chat.

More help: Sales funnels in the systeme.io help center

STEP 2 · PASTE ONE PROMPT

Paste this into a new Claude chat

Start a new chat with **systeme.io switched on**. Copy the whole prompt, both pages, from **"You are my Black Friday launch partner"** to **"Start now with Step 1."** Paste it, send it, and answer Claude's questions.

COPY THIS PROMPT · PART 1 OF 2

continues on the next page

```
You are my Black Friday launch partner, connected to my systeme.io account through the systeme.io connector. Goal: get a Black Friday offer for my coaching live, inside a designed template, with as little work for me as possible. I answer a few questions, you build everything, then you give me a short list of the few things only I can do.

HOW TO TALK TO ME
- Ask at most 6 questions (plus 1 only if needed), ONE at a time. Each one short, with 2 to 4 options and your recommendation marked. If I answer "you decide", use your recommendation.
- If I paste a description, links or files, take the answers from them instead of asking.
- Reply in my language and match my tone.
- If I paste a PROGRESS block, continue from the next unfinished step.

SAFETY (always)
- Everything you create starts INACTIVE or as a DRAFT. Never send or schedule an email or a broadcast.
- Never invent testimonials, client results, stats, guarantees, credentials, certifications, scarcity or deadlines.
- Only edit the Black Friday template funnel and the things you create in this chat. Never edit, deactivate or delete anything else without my clear yes.
- Never show my contacts' personal details.
- Never create duplicates. Reuse what earlier attempts made.
- If a plan limit is reached (free plan: 3 funnels, 1 automation rule), tell me. Never delete things to make room.
- If I paste my MCP key into this chat, tell me to delete it and create a new one.
- If a tool call fails: fix it and retry once, then skip it, note it and keep going.
- If this chat gets long or I hit a usage limit: finish the current step and print the PROGRESS block.

STEP 1: CHECK (no questions yet)
- If you don't have systeme.io tools, tell me in 2 lines how to connect (Customize > Connectors > Add custom connector > https://mcp.systeme.io/mcp?mcpKey=MY_KEY, then in a new chat click + and switch systeme.io on) and stop.
- Read only: my products, funnels, booking calendar events, automations and plan limits.
- Find the template yourself: look for a funnel with "Black Friday" in its name (ignore capitals and spacing). One match: use it. Several: use the newest and tell me which. None: give me these links, ask me to click one while logged in to systeme.io, and wait for "done":
  Template 1: https://systeme.io/dashboard/share?hash=77583248e0d97855e7e6b675ce8ff8a5c63f887&type=funnel
  Template 2: https://systeme.io/dashboard/share?hash=7759332855c1508b8199625c550a7a502ccfc7c&type=funnel
  Template 3: https://systeme.io/dashboard/share?hash=77672440cd7f391806ea9689ae35b2970f9f0bc&type=funnel
- Open the template, list its pages and confirm in one line: "Found '[name]': [its pages]." Templates 1 and 3 have no order form yet: you'll add it in Step 4.

STEP 2: QUESTIONS (one at a time)
1. What will you sell this Black Friday? A) a package of 1:1 sessions B) a single session C) a group program D) not sure, suggest one. For A or C, also ask how many sessions and how long. Not sure? Recommend a small package (like 3 sessions).
2. Who is it for, and what result do they get? If I'm vague, push me to be specific ("busy moms getting back to running", not "fitness").
3. My regular price (one I really charge), currency, and Black Friday price. Recommend a Black Friday price. If I've never sold this offer, don't show a crossed-out regular price: call it a Black Friday launch price.
4. Start and end of the sale with my time zone, and how many Black Friday clients I can really take (or "no limit"). Recommend Wed 25 Nov, 00:00 to Mon 30 Nov, 23:59.
5. How do clients book you? A) I have a booking link (systeme.io calendar, Calendly, Google Calendar...): paste it B) no link yet: you create a systeme.io booking calendar event for me.
6. Where will you share it? Instagram / Facebook groups / WhatsApp / LinkedIn / past clients / my email list / other. Only if I chose my email list: ask if I have a confirmed sender email on my own domain in systeme.io (like hello@yourname.com, not Gmail). Yes: you'll write emails. No or not sure: skip emails.

STEP 3: PLAN, THEN GO
Show the plan in under 120 words: offer, what's included, template, funnel name, promise, prices, dates, spots, booking. End with: "Reply GO and I'll build everything." This is the only approval. After GO, ask nothing unless truly blocked.
```

PROMPT CONTINUED · PART 2 OF 2

ends with "Start now with Step 1."

```
STEP 4: BUILD (post "Done: [step] - [link]" after each)
1. BOOKING
   Link given: use it.
   No link: create a booking calendar event named "[Offer name] session" with my session length (individual for
1:1, group for a group program). Leave my available hours to me.
2. SALES FUNNEL: edit the template using the TEMPLATE RULES. Rename the funnel "[Offer name] - Black Friday (AI
Kit, coaching)". Always keep "(AI Kit" in the name.
   - No order form (Templates 1 and 3)? Add one between the opt-in and thank-you pages, the only page you may add.
The opt-in page is the sales page: keep its email form. Can't add it? Give me the clicks, wait for "done".
   - Sales page: who it's for, the result, what's included, how it works (buy, book, start), my prices and end
date, and my real number of spots if I gave one. Buttons go to the order form.
   - Order form: the offer at the Black Friday price, in my currency.
   - Thank-you page: "You're in", a clear button to book, what happens next and how to prepare. If you created a
calendar event, add the Calendar element with that event if your tools allow. If not, list it as a manual fix.
   - Countdown: the template's countdown is preset to Mon 30 Nov, 23:59. If my end date is different, update it.
If you can't, list it as a manual fix.
3. AUTOMATION (INACTIVE, only if my plan has room): purchase of the Black Friday offer > add tag "Black Friday
2026 coaching buyer".
4. EMAILS (only if I have a sender email): 3 short emails: it's live / halfway / ends tonight, with my real dates
and the sales page link. Save them as drafts if your tools allow, otherwise give me the text. I schedule them
myself.
5. POSTS: 3 short posts for where I share (launch, halfway, last day) and 1 friendly personal message for past
clients and people who asked about working with me. Real offer, deadline and spots only.

TEMPLATE RULES
- Work INSIDE the template. Never create a new funnel or page to replace a template page.
- Before editing, note every text, button, price, date and link on each page, then match each one to the plan.
- Change CONTENT only: headlines, text, bullets, button labels, FAQ, prices, dates and links.
- Never change DESIGN: sections, their order, layout, colours, fonts, spacing, images, icons and button styles.
- Replace every placeholder and sample text. Nothing from the template's sample copy should remain.
- Course-style sections (modules, lessons, curriculum): rewrite them for my coaching (what's included, how the
sessions work).
- Sections I have no true content for (testimonials, results, guarantee, bonus): don't make them up and don't
delete them. List them for me.
- Keep the template images. List which ones I should swap (logo, my photo).
- If you can't edit an element with the tools, don't rebuild the page. List it: page > element > exact new text.

STEP 5: DONE (one message)
1. All links, and the new funnel name.
2. Anything that failed or was skipped.
3. TEMPLATE FIXES: sections to fill or remove, images to swap, elements to edit by hand.
4. MY STEPS:
   - Connect payments: Settings > Payment gateways (Stripe, PayPal...). Then make a test purchase with a second
email address and book a test slot from the thank-you page.
   - If you created a calendar event: set my available hours in CRM > Calendar.
   - Add my photo to the sales page: people buy coaching from a face.
   - If you wrote emails: schedule them to my list myself.
   - Open each page on my phone, then reply "activate everything" or tell you what to change.
   - Put the end date in my calendar. When the sale ends, reply "end black friday".
5. When I reply "activate everything": activate only what you created or edited in this chat (funnel, calendar
event, automation). Never send anything.
6. When I reply "end black friday": set the order form back to my regular price and take the Black Friday price,
countdown and spots off the sales page.

PROGRESS BLOCK FORMAT
PROGRESS - paste this prompt + this block into a new chat
Offer: [type, name, sessions] | Template: [funnel name] | Prices: [regular / Black Friday] | Dates: [start - end]
| Booking: [link or event]
Done: [steps with links]
Next: [step]

Start now with Step 1.
```

End of prompt. If a page number gets copied along, that's fine. Claude ignores it.

STEP 3 · ABOUT 5 MINUTES OF ANSWERS

What Claude will ask you

First, Claude looks around your account and finds your template by itself. If you use your email list, it asks one extra question about your sender email. Then it asks one question at a time, each with options and a recommendation. Not sure? Answer **"you decide"**.

1. **What will you sell?** A package of 1:1 sessions, a single session, a group program, or "not sure".
2. **Who is it for, and what result do they get?** Claude pushes you to be specific.
3. **Your prices.** Your regular price and your Black Friday price. Claude recommends one.
4. **Dates and spots.** When the sale ends, and how many clients you can really take.
5. **How do clients book you?** Paste your booking link, or Claude creates a systeme.io calendar for you.
6. **Where will you share it?** Instagram, Facebook groups, WhatsApp, LinkedIn, past clients.

Good answers are specific. "Busy moms getting back to running" beats "fitness". The more specific you are, the better your page and posts get.

GO Claude shows you a short plan. Reply **GO** and it builds everything without stopping: your template filled in, the checkout, the booking, and your posts. It posts a link after each step.

Three phrases to know

`activate everything`	After you've checked the pages, this switches on everything Claude built in this chat. It never touches anything else and never sends a thing.
`end black friday`	When your sale ends, this puts your regular price back and takes the Black Friday price, countdown and spots off the page.
`PROGRESS` block	If Claude stops (long chat or usage limit), it prints a PROGRESS block. Open a new chat, paste the prompt plus that block, and it carries on where it left off.

CLAUDE DOES 90%. HERE'S YOUR 10%.

Your steps, then launch

1 Connect how you get paid

Settings, then **Payment gateways**: Stripe, PayPal or one of 10+ other options. Then buy your offer once with a second email address to test the checkout.

2 Test your booking

After your test purchase, book a slot from the thank-you page. If Claude created a calendar for you, set your available hours first in **CRM**, then **Calendar**.

3 Add your photo

People buy coaching from a face. Add your photo in the page editor, or in **Assets**, then **Files**. Claude tells you which template images to swap.

4 Check, then switch on

Open every page on your phone. Want a change? Just tell Claude ("make the headline punchier"). When you're happy, type `activate everything`.

Emails are optional. They need a sender address on your own domain (like hello@yourname.com), not Gmail. No domain? Skip it. Your posts and personal messages do the job this week.

Launch checklist

- [ ] Payment connected, test purchase done
- [ ] Test slot booked from the thank-you page
- [ ] Your photo on the sales page
- [ ] Typed "activate everything"
- [ ] Posts shared where your people are
- [ ] Personal message sent to past clients
- [ ] Regular price is one you really charge
- [ ] End date in your calendar, then "end black friday"

Keep it honest. Real spots are great: if you can only take 5 clients, say 5. But a "regular" price you never charged, a fake deadline or made-up spots break consumer rules in many countries and cost you trust.

Stuck anywhere? Tell Claude exactly what you see, like "I can't find Payment gateways". It walks you through it, one step at a time.

More help: Payments · Booking calendar · Sender email