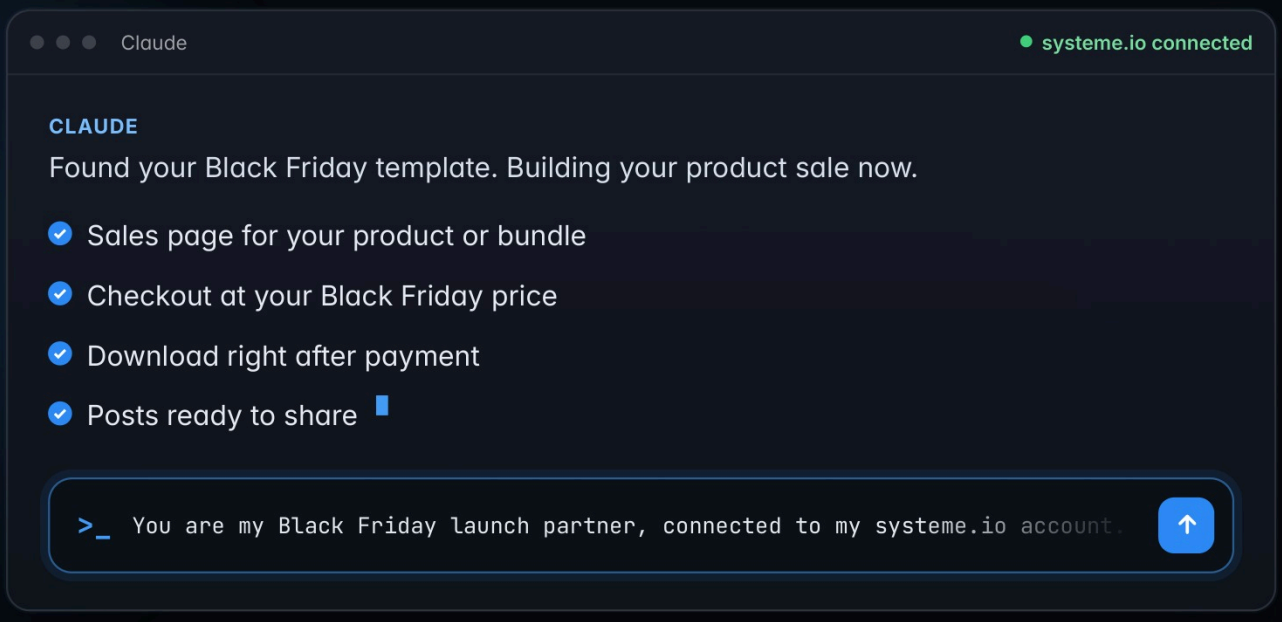
systeme.io

AI KIT FOR DIGITAL PRODUCTS

BLACK FRIDAY 2026

Your Black Friday product sale, built by AI from one prompt.

Add a template, paste one prompt, answer a few questions. Claude builds the sales page, the checkout and the download 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 product, your prices, your dates and your download, 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 digital product

A

One product

An ebook, guide, template, planner, printable or preset pack. Claude builds the sale around it.

B

A bundle

Several of your products together at one Black Friday price. A classic Black Friday move.

C

Not made yet

Claude writes a short guide or checklist with you. You save it as a PDF and sell it.

What you'll have by the end

- A Black Friday sales page in a pro template
- A checkout at your Black Friday price
- A download 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**
File storage	**Unlimited**
Sales	**Up to $10,000**

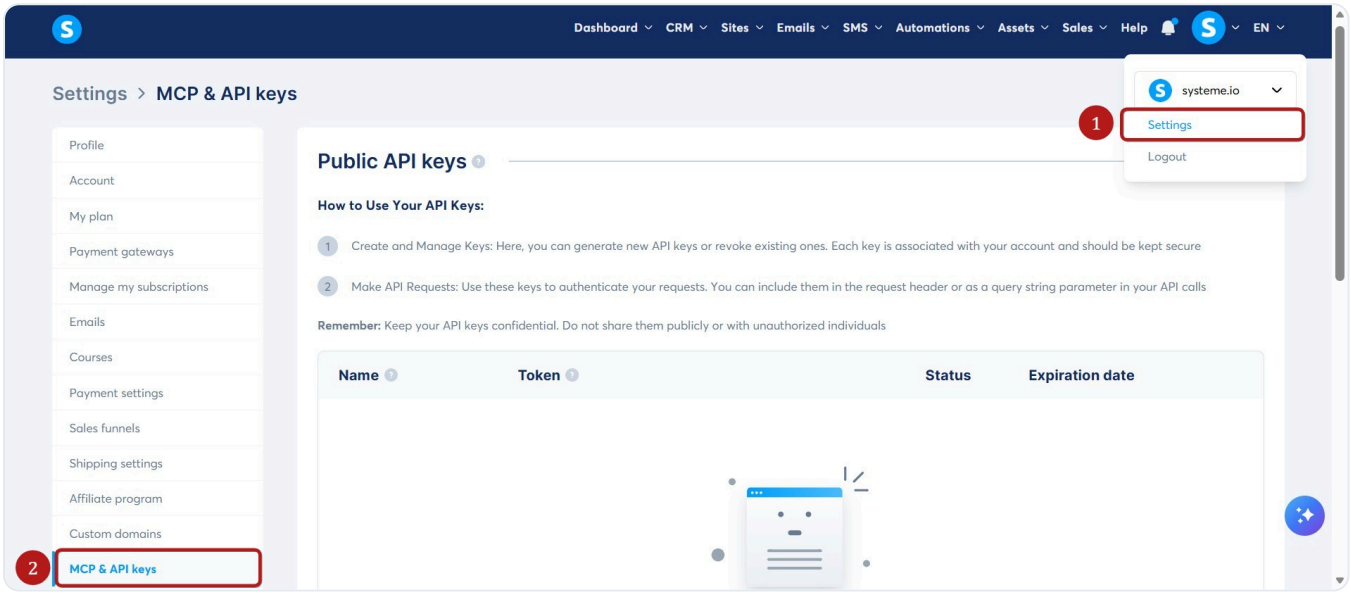
No card needed. Want more funnels, order bumps and upsells later? That's the Startup plan ($17/month).

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.

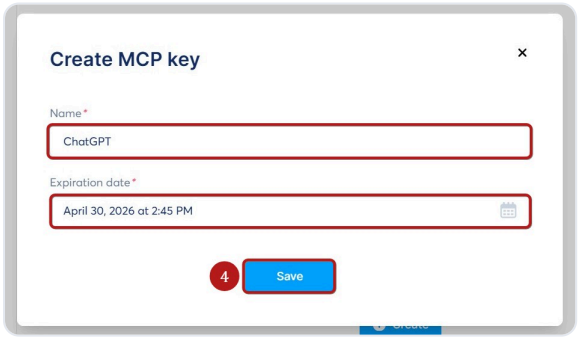
CONNECT · 5 MINUTES

Create your key in systeme.io

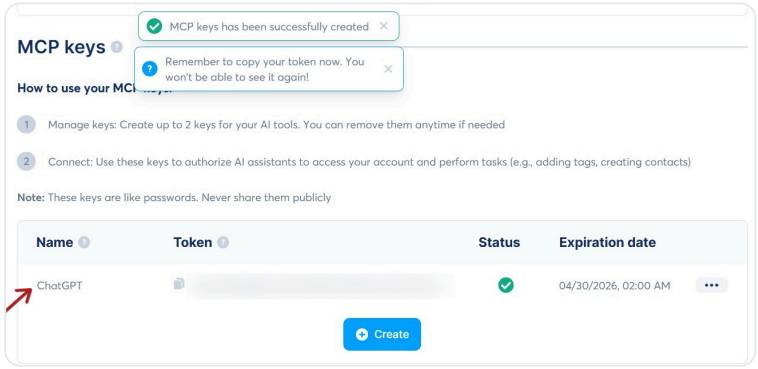
1. Create your free account at systeme.io. No card needed.
2. Click your profile icon (top right), then **Settings**, then **MCP & API keys**.
3. Scroll to **MCP keys**, click **Create**, give it a name (like "Claude") and click **Save**.
4. **Copy the key right away.** systeme.io only shows it once.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

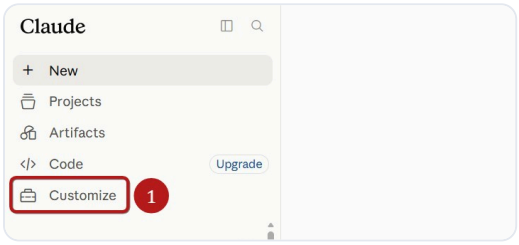
More help: How to use the systeme.io MCP server

CONNECT · 5 MINUTES

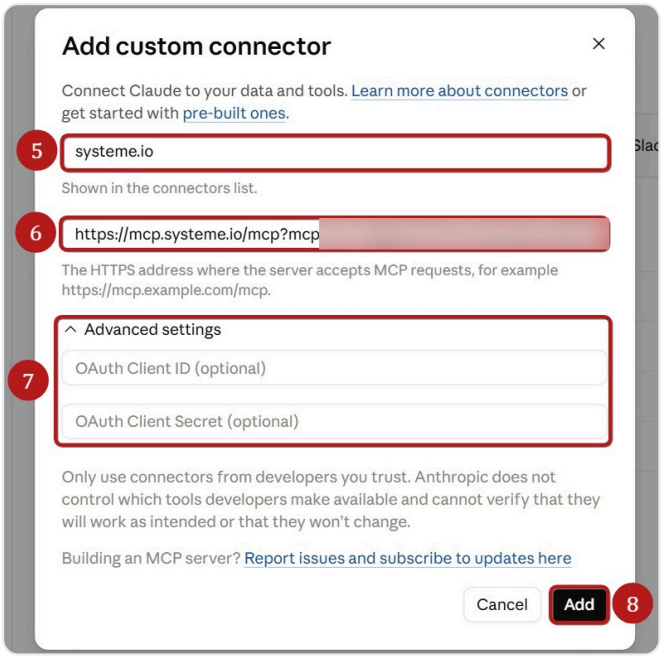
Connect systeme.io to Claude

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:

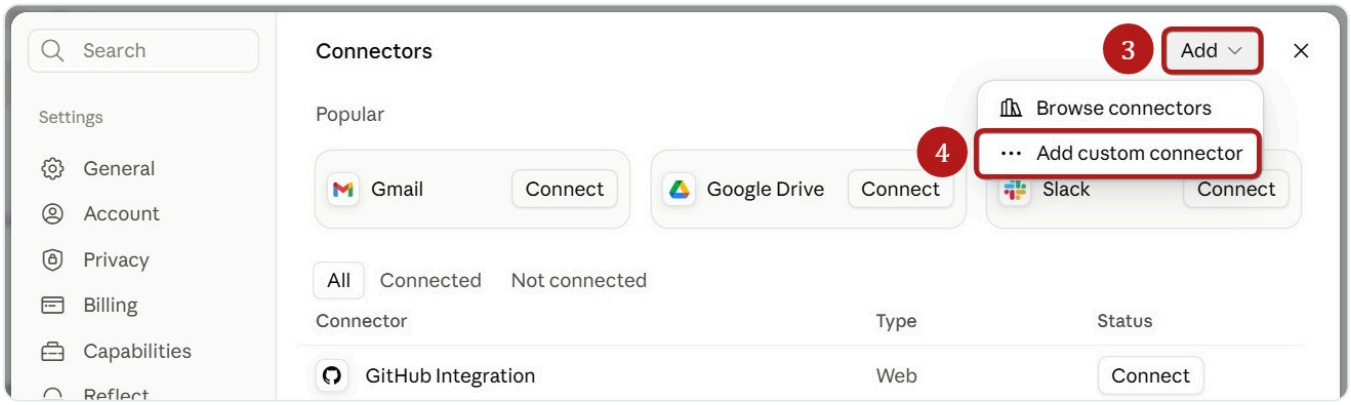
   `https://mcp.systeme.io/mcp?mcpKey=YOUR_KEY`
4. Leave Advanced settings empty and click **Add**.
5. In a new chat, click **+**, open **Connectors** and switch **systeme.io** on.



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.

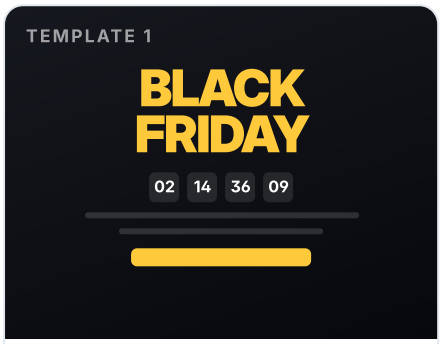
Using ChatGPT or another assistant? Some can connect too, often only on paid plans. This kit is written for Claude, which connects on its free plan.

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

STEP 1 · 1 CLICK

Pick your Black Friday template

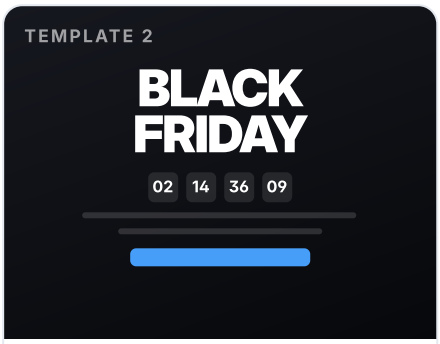
Template 2 has a sales page, order form and thank-you page. Templates 1 and 3 have an opt-in page and a thank-you page; Claude adds the order form for you. Claude rewrites every section for your digital product.



Black Friday Sales template 1

Opt-in page › Thank-you

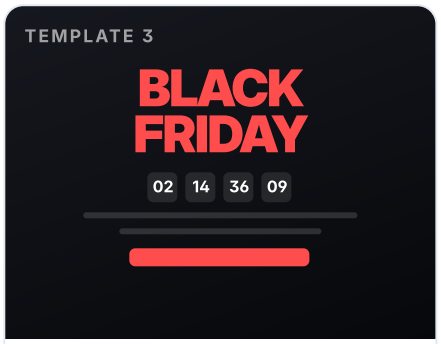
Add to my account →



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 download 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 sale for my digital product 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, results, stats, guarantees, credentials, scarcity or deadlines. Digital files don't run out, so never write "only X left".
- 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, 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? A) one product (ebook, guide, template, planner, printable, presets...) B) a bundle of several products C) not made yet. For B, ask which products go in it.
2. Who is it for, and what win do they get? If I'm vague, push me to be specific ("Notion planner for freelance designers juggling 5 clients", not "planner").
3. My regular price (one I really charge), currency, and Black Friday price. Recommend a Black Friday price. For a bundle, show the separate prices only if I really sell them separately. If the product is new, 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. Recommend Wed 25 Nov, 00:00 to Mon 30 Nov, 23:59.
5. How will buyers get it? A) a link I already have (Google Drive, Canva, Notion, Dropbox...): paste it (recommended, easiest) B) a file I'll upload to systeme.io.
6. Where will you share it? Instagram / Pinterest / TikTok / Facebook groups / WhatsApp / 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: product, what's inside, template, funnel name, promise, prices, dates, delivery. 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. PRODUCT
   A or B: use what I described. Never change my files.
   C: write a short guide or checklist (5 to 10 pages of text) with a clear title, ready for me to paste into
Google Docs or Canva and save as a PDF. Delivery is then a link or a file, as I choose.
2. SALES FUNNEL: edit the template using the TEMPLATE RULES. Rename the funnel "[Product name] - Black Friday (AI
Kit, digital)". 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 win, what's inside (pages, templates, formats), how they get it (instant access
after payment), my prices and end date. Buttons go to the order form.
   - Order form: the product at the Black Friday price, in my currency.
   - Thank-you page: "You're in", a big download button, how to get started with it, and how to reach me. Link
given: point the button to it. File: set the button text and list linking my file 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 digital 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), each with an idea for a preview image, and
1 friendly personal message for WhatsApp or DMs. Real offer and deadline 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 product (what's inside).
- 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, product previews).
- 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 click the download button on the thank-you page.
   - Google Drive or Dropbox link: set sharing to "anyone with the link". File: upload it and link the download
button to it (tell me exactly where).
   - Add preview images of my product (mockups or screenshots): people buy what they can see.
   - 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, 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
and countdown off the sales page.

PROGRESS BLOCK FORMAT
PROGRESS - paste this prompt + this block into a new chat
Product: [type, name] | Template: [funnel name] | Prices: [regular / Black Friday] | Dates: [start - end] |
Delivery: [link or file]
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?** One product, a bundle of several, or something not made yet.
2. **Who is it for, and what win do they get?** Claude pushes you to be specific.
3. **Your prices.** Your regular price and your Black Friday price. Claude recommends one.
4. **Your dates.** When the sale starts and ends. Claude recommends Wed 25 Nov to Mon 30 Nov.
5. **How will buyers get it?** A link you already have (Drive, Canva, Notion) or a file you upload.
6. **Where will you share it?** Instagram, Pinterest, TikTok, Facebook groups, WhatsApp, your list.

Good answers are specific. "Notion planner for freelance designers" beats "planner". 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 download, 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 and countdown 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 download

After your test purchase, click the download button on the thank-you page. Google Drive or Dropbox link? Set sharing to **anyone with the link**. Using a file? Upload it and link the button to it. Claude tells you exactly where.

3 Add preview images

People buy what they can see. Add mockups or screenshots of your product 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
- [ ] Download works from the thank-you page
- [ ] Preview images on the sales page
- [ ] Typed "activate everything"
- [ ] Posts shared, each with a preview image
- [ ] Personal message sent to 10 people
- [ ] Regular price is one you really charge
- [ ] End date in your calendar, then "end black friday"

Keep it honest. Digital files don't run out, so skip "only 10 copies left". Your real deadline is the urgency. A "regular" price you never charged or a fake deadline breaks consumer rules in many countries and costs 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 · Confirm your email sender address