FUNNEL FREEDOM KIT — BUILD GUIDE

BUILD IT IN SYSTEME.IO

THE FREE-FOREVER PLATFORM WALKTHROUGH: OPT-IN PAGE, FREEBIE DELIVERY, AND YOUR FIRST SALE.

Your Kit already teaches the build in Beacons and Stan Store. This guide adds the third option: Systeme.io — the all-in-one platform with a genuinely free plan (funnels, email, and payments in one place, no credit card to start). Follow it top to bottom and you will have a working funnel: a squeeze page that collects emails, automatic delivery of your free lead magnet, and an order form ready to take money.

STEPS VERIFIED AGAINST SYSTEME.IO'S OFFICIAL HELP DOCS — OCT 2026. If a button label on your screen is worded slightly differently, you are in the right place anyway — platforms rename things; the order of the steps is what matters.

FIRST

WHAT THE FREE PLAN ACTUALLY GIVES YOU

2,000 contacts
Plenty of room to grow your list before you pay a cent.

3 sales funnels
Your lead magnet funnel, your sales funnel, and one to experiment with.

Unlimited emails sent
No per-email charges — broadcast and automate freely.

1 custom domain
Run your funnel on your own domain, even free.

1 automation rule + 1 email campaign
Enough to deliver your freebie automatically — the core of this guide.

0% transaction fees
Systeme.io takes nothing from your sales; Stripe/PayPal take their normal processing cut.

No credit card, never expires
The free plan is free forever — upgrade only when the math says so.

STEP 2

CREATE YOUR FUNNEL ACCOUNT

1. Go to systeme.io and click "Get started for free."
2. Enter your name, email, and a password (or sign up with Google), then confirm your email and click the "Save" they send you.
3. You land in your dashboard. Everything in this guide lives under two tabs: "Sites" (your funnels) and "Automations" (your email rules).

Next, decide what kind of funnel you're building. When you click "Create a funnel", you'll see three options:

• "BUILD AN AUDIENCE" — starts with a Squeeze page + Thank-you page. This is the lead magnet funnel. Start here.

• "SELL A PRODUCT" — starts with an Order form + Thank-you page. You will add a Sales page in Step 5.

• "CUSTOM" — blank canvas. Add any page with "Add step": give it a name, pick the Type, choose a template or start from scratch.

STEP 3

BUILD THE SQUEEZE PAGE

The squeeze page has ONE job: trade your freebie for an email address. Keep it simple — headline, three quick bullets, one form, one button.

1. Click your Squeeze page step, then "Edit page." The editor is built from Sections → Rows (columns) → Elements.
2. Drag in a "Text" element for your headline. Steal your headline from Prompt 1 in the AI Funnel Assistant guide.
3. Add your form element (name + email fields) and a "Button" element below it. Write the button like an outcome: "Send My Free Plan," not "Submit."
4. Click any element's settings icon to change "Typography," "Color," size, and spacing. Match your brand colors.
5. Click "Save" (top right), then "Preview" and check it on your phone. Most of your visitors are on mobile — if it looks good there, it's good.

> **DON'T SKIP THIS**
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> Select the button and set its action to "Submit form." If it's set to anything else, the form never sends — and your delivery automation in Step 4 never fires. This is the #1 beginner mistake on Systeme.io.

STEP 4

DELIVER THE FREEBIE AUTOMATICALLY

Two ways to hand over the goods. Do BOTH — email delivery is the pro move, the download button is the instant gratification.

METHOD A — AUTOMATIC EMAIL (the file lands in their inbox)

1. Open your squeeze page and click the "Automation Rules" tab, then "Add rule."
2. Under Trigger, click "+" and choose "Funnel step form subscribed."
3. Under Action, click "+" and choose "Send email." Click the "+" to create the email: subject line, a short warm message, and attach your PDF with the cloud icon. Also add an "Add a tag" action (e.g. "starter-kit") so these contacts stay organized.
4. Click "Save," then "Save rule." Test it with your own email address before you share the link anywhere.

METHOD B — DOWNLOAD BUTTON (on the thank-you page)

1. Edit your Thank-you page and drag in a "Button" element.
2. Open the button settings and choose the "Download file" action. Click the cloud button, upload your PDF, and click "Insert."
3. "Save." Your thank-you page copy: confirm what's coming, then point at the button.

> **FILE SIZE GOTCHA**
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> Email attachments are capped at 5MB — and they arrive as links at the bottom of the email, not as open files. If your PDF is bigger than 5MB, deliver by download button (Method B) and keep the email attachment out.

STEP 5

ADD YOUR SALES SIDE

1. On the Order Form step, click the "+" under "Price plans" and choose "Create a new one."

2. Pick your plan type: "One-time payment" (the Kit), "Subscription" (monthly community), or "Payment plan" (split it into a set number of payments). Enter the amount and tax behavior.

THE GRAY BUTTON TRAP

Your digital product will NOT save until a price plan exists — the "Save" button literally stays grayed out. If you're staring at a dead Save button, this is why. Price plan first, then save.

4. Name your digital product and choose what buyers unlock after payment (a course, a tag, a community — or deliver files by email using Step 4's automation with the "New sale" trigger).

STEP 7

CONNECT PAYMENTS

No gateway connected = an order form that can't take money. Do this once; it applies to every funnel.

STRIPE (cards)

1. Click your profile picture → "Settings" → "Payment Gateways" → "Connect" next to Stripe.
2. Log in or create your Stripe account, pick your country and business type, verify your info, and click "Authorize access to this account."

PAYPAL (optional, recommended)

1. You need a PayPal BUSINESS account — upgrading a personal account is free, inside PayPal.
2. Same path: "Settings" → "Payment gateways" → "Connect" → log in → "Allow" → "Return to systeme.io."

TURN PAYMENTS ON FOR THE FUNNEL

1. Open your funnel → "Funnel settings" → check "Credit card or debit card" and/or "PayPal" → "Save."

> **REQUIRED FIELDS**
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> Stripe needs "Email" and "First Name" fields on your payment page. PayPal needs those PLUS "Last name." Missing fields = failed checkouts that look like lost customers.

STEP 8

YOUR DOMAIN (OPTIONAL)

Your funnel works fine on its systeme.io address. A custom domain just makes it yours — and the free plan includes one.

1. Click your profile picture → "Settings" → "Custom Domains" → add your domain.
2. Systeme.io shows you TWO CNAME records to add at your domain registrar: one for "www" pointing to a cloudfront.net address, and one validation record. Copy both exactly as shown.
3. Wait for verification, then set the domain on your funnel. (On Cloudflare, set the records to "DNS only.")

BEGINNER TRAPS — FULL LIST

Button action must be "Submit form" or nothing downstream fires.

No price plan = the product Save button stays grayed out.

Email attachments cap at 5MB. Big file? Download button instead.

An automation trigger fires at most 20 times for the same contact.

A "Tag added" trigger only catches tags added AFTER the rule exists.

PayPal requires a Business account and a Last name field on the form.

Changing a page template replaces its content — copy your text out first.

YOUR FUNNEL IS LIVE.

Run the full test before you announce anything: open your squeeze page in a private browser window, opt in with a second email address, and confirm the freebie email arrives. Then click through to the sales page and order form and (in test mode) buy your own product. Thirty minutes of testing saves you from the worst sentence in online business: "the link doesn't work."

Plan it with the AI Funnel Assistant. Build it here. That's the system.

FREE PLAN. REAL FUNNEL.
WE DON'T DO STUCK OVER HERE.