

**BUILD YOUR FIRST ONLINE INCOME STREAM**

*The Beginner's  
Guide to*  
**Systeme.io**

**By Future Income Gal**

# **Systeme.io Made Simple**

*The Step-by-Step Guide to Building Your First Funnel Without Losing Your Mind*

Build your funnel, connect your domain, set up email, and launch your first digital product — even if everything feels confusing right now.

*No tech overwhelm. No guesswork. Just a clear path from start to launch.*

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## PART 1 — BEFORE YOU START

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### 1. What You Need Before You Begin

Before you start clicking around inside Systeme.io, take a minute to gather a few simple things. This will save you a lot of frustration later.

You do **not** need everything to be perfect. You just need the basics ready so you can move forward without getting stuck.

Here's what you need:

- A **Systeme.io account**
- A **domain name** (optional for now, required later)
- A **digital product** (PDF, guide, checklist, or resource)
- A **way to deliver your product** (file or link)
- A **business email** (you can set this up later if needed)

If you don't have all of these yet, don't worry. You can still begin building your funnel and come back to the rest.

The goal right now is progress, not perfection.

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### 2. What You're Actually Building (In Plain English)

Before we build anything, let's simplify what this whole process actually is.

You are building a **simple path** for someone to follow:

1. They land on your page
2. They learn about your offer
3. They decide to buy
4. They enter their payment
5. They receive what they purchased

That's it.

This is called a **sales funnel**, but at its core, it's just a guided experience.

You are not building something complicated. You are simply connecting a few pages together so that everything flows smoothly from start to finish.

If you remember nothing else, remember this:

**You are creating a path, not a masterpiece.**

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### **3. The One Rule That Will Save You Hours**

This is the most important rule in this entire guide:

**Build in order. Do not jump ahead.**

It is very tempting to:

- design everything first
- connect your domain too early
- set up email before your funnel works
- click into random settings trying to “figure it out”

This is what causes confusion.

Instead, follow this order:

1. Build the funnel
2. Make sure the pages connect
3. Add your product
4. Set up delivery
5. Test everything
6. THEN connect your domain and email

If you follow this sequence, everything will make sense as you go.

If you don't, things will feel broken — even when they aren't.

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### **Quick Check Before You Move On**

Before continuing, make sure:

- You understand what you're building
- You have at least a basic product idea
- You're ready to follow steps in order

That's all you need.

## PART 2 — UNDERSTANDING YOUR FUNNEL (SO YOU DON'T GET LOST)

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### 4. What Is a Sales Funnel?

A sales funnel is simply the path someone takes from discovering your offer to receiving what they purchased.

That's it.

It might sound technical, but in reality, it's just a series of pages that guide someone step-by-step.

Think of it like this:

You are walking someone through a process:

- first, you get their attention
- then, you explain the value
- then, you give them a way to buy
- finally, you deliver what they paid for

A funnel just organizes that process so it happens smoothly and automatically.

You are not building anything complicated. You are simply creating a clear path with no confusion.

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### 5. The 4 Pages You Actually Need

Most beginners think they need a complicated website with lots of pages.

You don't.

You only need **four pages** to build a working funnel:

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#### 1. Opt-In Page (Optional but Recommended)

This page collects a visitor's email before they move forward.

You might offer something free here, like:

- a guide
- a checklist
- a preview

This helps you build an email list.

If you're not ready for this yet, you can skip it and come back later.

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## 2. Sales Page

This is where you explain your product.

It should answer three simple questions:

- What is this?
- Why does it matter?
- Why should I buy it?

This page leads directly to your checkout page.

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## 3. Checkout Page

This is where the customer enters their payment information.

This page must:

- have your product attached
- have a price plan set
- be connected to your sales page

If this step is not set up correctly, nothing will work.

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## 4. Thank You / Download Page

This is where your customer gets what they paid for.

It can include:

- a download button
- a link to access the product
- next steps or instructions

This page is your safety net in case email delivery fails.

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## 6. How Everything Connects Together

Now let's put it all together.

Your funnel should flow like this:

Opt-In Page (optional)

Sales Page

Checkout Page

Thank You / Download Page

Each page leads directly to the next.

There are no dead ends. No confusion. No extra steps.

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## Important Concept: Direction Matters

Every page should have **one clear action**:

- Opt-In Page → enter email
- Sales Page → click to buy
- Checkout Page → complete purchase
- Thank You Page → download product

If a page has too many options, people get confused and leave.

Simple always converts better.

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## What You're Really Doing

You are not building pages randomly.

You are building a **connected system**.

Each step:

- has a purpose
- leads somewhere
- moves the customer forward

Once you understand this, everything inside Systeme.io will start to make more sense.

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## **Quick Check Before You Move On**

Make sure you understand:

The 4 pages of a funnel

What each page is responsible for

The order they connect in

If this is clear, the rest becomes much easier.

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## **Take a Breath**

You don't need to memorize everything.

You just need to understand the flow.

We are going to build this step-by-step next, and it will click as you go.

## PART 3 — CREATE YOUR FUNNEL IN SYSTEME.IO

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### 7. How to Create Your First Funnel

Now that you understand what you're building, it's time to actually create your funnel inside Systeme.io.

This part is simple once you know where to click.

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#### Step-by-Step

1. Log into Systeme.io
2. At the top menu, click: **Sites**
3. Click: **Sales Funnels**
4. Click: **Create** (or "Create Funnel")

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You'll be asked to:

- Name your funnel
- Choose a goal

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For beginners, choose:

**"Build an Audience"** (*if you want an opt-in page*)

OR

**"Sell"** (*if you want a direct sales funnel*)

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#### Recommendation

Start with:

**Sell**

You can always add an opt-in later.

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Click Create

Your funnel will now be created.

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## 8. Naming Your Pages (So You Stay Organized)

Before you start editing anything, take a moment to organize your funnel.

This will save you confusion later.

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Rename your steps clearly

Inside your funnel, you'll see your pages (called "steps").

Rename them like this:

- **Sales Page**
- **Check Out – [Product Name]**
- **Thank You / Download Page**

If you are using an opt-in page, name it:

- **Opt-In Page (Hub)**
- 

Why this matters

Systeme.io uses generic names by default.

If you leave them like that, you will forget:

- which page is which
- what connects to what

Clear naming = zero confusion

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## 9. Overview of Your Funnel Dashboard

Let's slow down for a second and understand what you're looking at.

Inside your funnel, you will see:

- A list of your pages (steps)
- A preview of each page
- Buttons like:
  - **Edit Page**
  - **View Funnel Step**
  - **View Funnel**

---

What each button means

### **Edit Page**

Opens the page builder where you design the page

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### **View Funnel Step**

Shows that specific page live

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### **View Funnel**

Opens the entire funnel starting from the first page

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### Important Tip

Always test using **View Funnel**

Do NOT rely on the editor preview — it does not behave the same as the live funnel.

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## **Understanding the Step Settings Area**

This is one of the most confusing parts for beginners, so let's make it simple.

Above each page, you'll see settings like:

- Name
- Path
- Domain

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What these mean

**Name**

Just for your organization

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**Path**

The URL ending for that page

Example:

- [yoursite.com/\*\*checkout\*\*](#)
  - [yoursite.com/\*\*thank-you\*\*](#)
- 

**Domain**

The main web address (we'll set this up later)

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Important Rule

Do not worry about domains yet.

We will connect everything after your funnel works.

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## Quick Check Before You Move On

Make sure:

- Your funnel is created
  - Your pages are renamed clearly
  - You understand what each button does
  - You are NOT trying to connect your domain yet
- 

## Take a Breath

At this point, you've done something most people overcomplicate.

You now have a real funnel structure in place.

Next, we're going to build each page — one at a time — without rushing.

## PART 4 — BUILD YOUR PAGES (THE RIGHT WAY)

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### 10. Build Your Opt-In Page (Email Capture)

*(Optional — you can skip this for now and come back later)*

If you chose to include an opt-in page, this is where you collect emails before showing your offer.

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#### Step-by-Step

1. Inside your funnel, click your **Opt-In Page**
2. Click **Edit Page**
3. Choose a simple template that clearly has **submit email** feature near the top
4. Choosing a template auto opens the **Edit Page** again to open the builder

---

#### What to include (keep it simple)

- A short headline
- A short description
- An email input field
- A button

Delete everything else on the page by clicking the corner of the content box and selecting the trash can. The goal is to **Keep it as Simple as Possible** for your customer.

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#### What the button should do

Submit the email and move to the next step (your sales page)

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#### Important Tip

Do not over-design this page.

Simple pages convert better than complicated ones. Delete everything else.

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## 11. Build Your Sales Page (Where You Sell)

This is your most important page.

It doesn't need to be perfect — it just needs to be clear.

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### Step-by-Step

1. Click your **Sales Page**
  2. Click **Edit Page**
  3. Choose a clean template (auto opens builder afterward)
- 

### What to include

Keep it focused on clarity:

- **Headline** → What this is
  - **Subheadline** → Who it's for
  - **Short explanation** → What it does
  - **Bullet points** → Benefits
  - **Button** → “Buy Now” or similar
- 

### Important Rule

One page = one goal

Your only goal here is:

Get them to click the purchase button

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## 12. Build Your Checkout Page (Where They Pay)

This page is functional — not decorative.

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### Step-by-Step

1. Click your **Checkout Page**
2. Click **Edit Page**

3. Choose a checkout template (builder auto opens afterward)
- 

#### What to include

- Order form (already included in template)
  - Product name
  - Price (this will appear after setup)
- 

#### Important Tip

Do NOT remove the **order form** element

If you delete it, your checkout will stop working.

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## 13. Build Your Download Page

This is where your customer receives their purchase.

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#### Step-by-Step

1. Click your **Download Page**
  2. Click **Edit Page**
  3. Choose a simple template (the builder auto opens afterward)
- 

#### What to include

- A confirmation message
  - A download button
  - Instructions (if needed)
- 

#### Example Headline

“Your Download Is Ready”

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What your button should do

Link directly to:

- your uploaded PDF file (protect/lock the pdf file to prevent pirating)  
OR
  - a hidden page with your product
- 

## **Important Concept: Function Over Design**

At this stage:

Your pages do NOT need to look perfect

They only need to:

Load

Connect

Move the user forward

---

What most beginners do wrong

They:

- spend hours designing
  - ignore functionality
  - end up with a funnel that looks good but doesn't work
- 

What you should do instead

Get everything working first

Then improve the design later

---

## **Quick Check Before You Move On**

Make sure:

All pages exist

Each page has basic content

Buttons are placed (even if not linked yet)

Checkout page still has order form

---

## **Take a Breath**

You now have:

A real funnel structure

Real pages

A working flow (almost)

Next, we're going to make everything actually connect — which is where it starts to come alive.

## PART 5 — MAKE YOUR BUTTONS ACTUALLY WORK

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### 14. Why Your Buttons Don't Work (Yet)

This is one of the most common points of confusion.

You can build beautiful pages, add buttons, and still have a funnel that does absolutely nothing.

Why?

Because:

**Buttons in Systeme.io are just visual until you assign an action**

Designing a button and making it “work” are two completely different things.

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What most beginners assume

They think:

“I added a button, so it should go somewhere”

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What's actually happening

The button exists

But it has no instruction

So when someone clicks it:

Nothing happens

OR

It reloads the page

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### 15. How to Link Buttons to the Right Page

Now we fix that.

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## Step 1: Open Your Sales Page

1. Go to your funnel
2. Click your **Sales Page**
3. Click **Edit Page**

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## Step 2: Click Your Button

Inside the builder:

Click directly on your “Buy Now” button

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## Step 3: Find Button Settings

On the left side, you’ll see options like:

- Action
- URL
- Next Step

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## Step 4: Choose the Correct Action

Set the button to:

**“Open URL”**

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## Step 5: Link to Your Checkout Page

Now you need the correct link.

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How to get your checkout page URL

1. Go back to your funnel
2. Click your **Checkout Page**
3. Click **View Funnel Step**
4. Copy the URL from your browser

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Paste that URL into your button

Now your button knows where to go.

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## 16. The Difference Between Design and Function

This is the key concept that will save you hours.

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Design = what it looks like

- color
  - size
  - font
  - placement
- 

Function = what it does

- where it goes
  - what happens when clicked
  - how it moves the user forward
- 

You need both — but function comes first.

---

## Important Rule: One Clear Action Per Page

Every page should have one primary action:

- Sales Page → click to checkout

- Checkout Page → complete purchase
- Thank You Page → download product

---

If you give too many options

People:

- hesitate
- get confused
- leave

---

Simplicity wins every time

## PART 6 — SET UP YOUR PRODUCT (CRITICAL STEP)

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### 17. What “Digital Product” Actually Means

Inside Systeme.io, the term “**Digital Product**” can be confusing at first.

It does **not** mean your file (PDF, guide, etc.).

It means:

#### **The item you are selling inside the system**

Think of it like this:

- Your PDF = the content
- Your Digital Product = the container that represents what you’re selling

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Without creating a digital product:

Your checkout page will not know what to sell

Your customer cannot complete a purchase

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### 18. How to Add Your Product

Now we create your product inside the checkout page.

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#### Step-by-Step

1. Go to your funnel
2. Click your **Checkout Page**
3. Scroll to the section that says:

#### **Digital Product**

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4. Click the + (**plus button**) to the right

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A box will open

Enter:

- **Product Name**  
(Example: *The AI Economy Toolkit*)

---

You will see two sections below:

- Resources
- Price Plans

We will set both next.

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## 19. How to Create a Price Plan (This Is What Charges Money)

This is the step most beginners miss.

Your product does NOT charge money until you create a price plan.

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Step-by-Step

1. Under **Price Plans**, click the + (**plus button**)
2. Choose:

### **One-Time Payment**

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Enter:

- Name (Example: *AI Economy Toolkit \$39*)
- Price (your actual price)

---

Click Save

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What just happened

You created the payment structure

Without this:

The checkout page will show fields

But it won't process payment

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## 20. What Tags Are and Why They Matter

Tags are one of the most important (and confusing) parts of Systeme.io.

Let's simplify it.

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What a Tag Is

A tag is a label that gets attached to a customer after they take an action.

Example:

Someone buys your product

They get tagged: **AI Toolkit Buyer**

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Why Tags Matter

Tags allow you to:

- send emails
  - deliver products
  - trigger automation
- 

Without a tag:

Nothing gets triggered

Your customer won't receive anything

---

## How to Create a Tag

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### Step-by-Step

1. Go to the main dashboard
2. Click:

**CRM → Tags**

---

3. Click **Create**
4. Name your tag:

Example: *AI Toolkit Buyer*

---

5. Click Save
- 

## Attach Tag to Product

Now go back to your checkout page.

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Under “Resources”

Select the tag you just created

---

What this does

When someone buys:

Systeme automatically applies the tag

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That tag will later trigger:

- your email
  - your product delivery
- 

## **Important Concept: Everything Connects Through Tags**

This is the system:

Purchase → Tag → Automation → Email → Delivery

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Once you understand this, everything in Systeme starts to make sense.

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## **Common Mistakes to Avoid**

Creating a product but no price plan

→ No payment happens

---

Creating a price plan but no product

→ Checkout breaks

---

Forgetting to attach a tag

→ No delivery

---

Not saving after setup

→ Changes don't apply

---

## **Quick Check Before You Move On**

Make sure:

Your product is created

A price plan is attached

A tag is created

The tag is attached under Resources

---

## **Take a Breath**

You just completed one of the most important steps in your entire funnel.

Before this:

You had pages

Now:

You have something to sell

## PART 7 — SET UP DELIVERY (SO CUSTOMERS GET WHAT THEY BOUGHT)

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### 21. Why Systeme.io Does NOT Deliver Automatically

This is one of the biggest surprises for beginners.

You might think:

“Someone buys, so they automatically get the product.”

But that’s not how Systeme.io works.

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What actually happens

- Customer buys
  - Payment is processed
  - ...and then nothing happens
- 

Systeme does NOT automatically send your product unless you tell it how.

---

### What you need to create

To deliver your product, you must connect:

**Purchase → Tag → Email → Delivery**

---

That’s what we’re going to build now.

---

### 22. Create Your First Tag (If You Haven’t Already)

You may have already done this in the previous step — if so, you’re ahead.

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## Quick Recap

1. Go to main dashboard
2. Click:

**CRM → Tags**

- 
3. Click **Create**
  4. Name your tag:

Example: *AI Toolkit Buyer*

- 
5. Click Save
- 

## 23. Create Your Email Campaign

Now we create the email that delivers your product.

---

### Step-by-Step

1. Go to:

**Emails**

- 
2. Click:

**Campaigns**

- 
3. Click:

**Create**

---

Name your campaign

Example:

*Product Delivery – AI Toolkit*

---

## 24. Write Your Delivery Email

This is the email your customer will receive immediately after purchase.

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Click into your campaign

Then:

Click **Add Email**

---

Fill in:

**Subject:**

Your Purchase Is Ready

---

Body (keep it simple):

Thank them

Give them the link

Tell them what to do next

---

Example:

Hi there,

Thank you for your purchase!

You can download your product here:

[Insert Download Link]

If you have any questions, feel free to reach out.

Enjoy!

---

## Important

Your download link should point to:

- your file  
OR
  - your thank-you page
- 

## 25. Connect Purchase → Tag → Email (Automation Rules)

This is the step that makes everything automatic.

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### Step-by-Step

1. Go to your funnel
  2. Click your **Checkout Page**
- 

3. Look for:

### **Automation Rules**

---

4. Click:

### **Add Rule**

---

### Set the trigger

#### **Funnel Step Form Subscribed**

(This means someone completed the checkout)

---

Add an action

### **Subscribe to Campaign**

---

Select your campaign

Choose the delivery campaign you just created

---

Save

---

## **What you just built**

Now your system works like this:

Customer buys

Tag is applied

Campaign is triggered

Email is sent

Product is delivered

---

## **Backup Delivery (Important)**

Your **Thank You Page** should ALSO include:

A download button

---

Why this matters

If email fails:

Your customer can still access the product immediately

---

## Common Mistakes to Avoid

Creating email but no automation

→ Email never sends

---

Creating automation but no campaign

→ Nothing happens

---

No download link in email

→ Customer is stuck

---

No delivery on thank-you page

→ No backup

---

## Quick Check Before You Move On

Make sure:

Campaign is created

Email is written

Automation rule is connected

Thank-you page has download access

---

## Take a Breath

You now have:

A working funnel

A product

Automatic delivery

---

This is where your system becomes real.

### 26. Why Testing Inside the Editor Doesn't Work

This is one of the most confusing parts for beginners.

You might think:

“I clicked preview, everything looks fine, so I'm good.”

But the editor is NOT the real experience.

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What the editor does

- Shows layout
- Lets you design
- Simulates basic behavior

---

What it does NOT do

- Run full funnel flow
- Trigger automations
- Process real actions correctly

---

That's why things can “look right” but still be broken.

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### The Rule

**Always test from the live funnel, not the editor**

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### 27. How to Use “View Funnel” Correctly

This is how you test the real experience.

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### Step-by-Step

1. Go to your funnel
2. Click:

**View Funnel** (top right)

---

This opens your funnel as a real user would see it.

---

### Now test like a customer

Go step-by-step:

1. Start at the first page
2. Click your button
3. Move to the next page
4. Continue all the way through

---

You are simulating the full journey

---

## 28. Run Your First Test Purchase

Now we test the most important part:

Does the system actually work?

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### Step-by-Step

1. Go through your funnel using **View Funnel**
  2. Click your sales page button
  3. Land on checkout page
-

What to check here

- Is your product name showing?
  - Is your price showing?
  - Does the page look correct?
- 

If anything is missing, go back and fix it before continuing.

---

Complete a test purchase (if possible)

Depending on your setup, you may:

- use test mode (if enabled)
  - or run a real low-cost purchase
- 

## 29. What to Check Before You Go Live

After completing the flow, check everything carefully.

---

Page Flow

- Sales Page → Checkout → Thank You works
  - No broken links
  - No dead ends
- 

Buttons

- Every button goes to the correct page
  - No buttons reload the page
  - No buttons lead nowhere
- 

Checkout

- Product appears
- Price appears

- Order form works
- 

### Delivery

- Email is received
  - Download link works
  - Thank You page provides access
- 

### Overall Experience

Ask yourself:

“If I were a customer, would this feel smooth and clear?”

---

## **Important Tip: Fix One Thing at a Time**

If something doesn't work:

Do NOT start changing everything

Instead:

- find the exact issue
  - fix that one thing
  - test again
- 

## **Common Mistakes to Avoid**

Testing inside the editor only

→ False sense of completion

---

Not testing full flow

→ Hidden errors

---

Skipping purchase test

→ Delivery fails later

---

Changing too many things at once

→ Creates new problems

---

## Quick Check Before You Move On

Make sure:

You tested using **View Funnel**

All pages connect correctly

Checkout works

Delivery works

---

## Take a Breath

At this point:

You don't just have a funnel

You have a **working system**

---

This is where most people finally feel confident.

## PART 9 — CONNECT YOUR DOMAIN (WITHOUT BREAKING EVERYTHING)

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### 30. What a Domain Actually Does

Before we start clicking anything, let's simplify this.

A domain is just your **public web address**.

Instead of:

`yourname.systeme.io/page123`

You get:

`yourdomain.com`

---

What a domain does NOT do

A domain does NOT:

- build your funnel
- fix your pages
- create your product

---

It only changes how your funnel is accessed.

---

### Important Rule

**Only connect your domain AFTER your funnel works**

If you try to do this too early, things will feel broken — even when they aren't.

---

### 31. Connect Your Domain in Systeme.io

Now we connect your domain to your funnel system.

---

### Step-by-Step

1. Go to Systeme.io
2. Click:

**Settings** (top right)

**Custom Domains**

---

3. Click:

**Add Domain**

---

4. Enter:

www.yourdomain.com

---

### Important

Use:

**www version**

NOT:

- http
  - https
  - no extra text
- 

Click Save

---

## What Systeme Gives You

Systeme will show you:

## A CNAME record

It will look something like:

- Name: www
  - Value: something like cloudfront.net
- 

This is what connects your domain to your funnel

---

## 32. Update DNS in Wix (Step-by-Step)

Now we go to your domain provider.

---

Go to:

Wix

Settings → Domains → your domain

Advanced → DNS Records

---

## Find or Add CNAME

You want:

---

CNAME Record

Field	Value
Host	www
Value (cloudfront address from Systeme)	

---

Important

If a CNAME already exists for “www”:

Edit it  
Replace it

---

Save

---

### 33. Fix the 404 Error (Homepage Setup)

After connecting your domain, you may see:

#### **404 Page Not Found**

This is normal.

---

Why this happens

Your domain is connected  
BUT

It doesn't know which page is your homepage yet

---

### How to Fix It

1. Go back to your funnel
  2. Click your **main page (usually Sales or Opt-In)**
- 

Find:

**Path**

---

Change it to:

**Empty** (or /)

---

Click Save

---

What this does

It tells Systeme:

“This is the homepage”

---

## 34. Assign Your Domain to the Right Page

One more step to make everything work properly.

---

Inside your funnel

1. Click your funnel
  2. Click **Settings** (top right of funnel)
- 

Find:

Domain dropdown

---

Select:

yourdomain.com

---

Save

---

## Important Concept: Website vs Email Domain

This is where many people get confused.

---

Website Domain

- controlled by CNAME
- points to your funnel
- handled in Custom Domains

---

## Email Domain

- controlled by TXT, MX, DKIM
  - used for sending emails
  - handled in email settings
- 

These are related — but NOT the same system

---

## Common Mistakes to Avoid

Connecting domain before funnel works

→ causes confusion

---

Editing wrong DNS record

→ breaks connection

---

Not setting homepage path

→ results in 404

---

Mixing email and website setup

→ creates unnecessary problems

---

## Quick Check Before You Move On

Make sure:

Your domain is added in Systeme

CNAME is updated in Wix

Homepage path is set

Your domain loads your page

---

## **Take a Breath**

You now have:

A working funnel

A clean domain

A real online presence

---

This is where it starts to feel official.

### 35. Why Gmail Doesn't Work for Systeme.io

This is one of the first confusing moments for beginners.

You might think:

“I'll just use my Gmail, Yahoo, or Outlook address.”

---

The problem

Most platforms (including Systeme.io) will:

- limit functionality
- block sending features
- or push your emails to spam (gasp!)

---

Why this happens

Email providers like Google and Yahoo now require:

**authenticated domains** for sending business emails. Examples of business emails that will authenticate in Systeme.io:

[hello@yourdomain.com](mailto:hello@yourdomain.com)  
[admin@yourdomain.com](mailto:admin@yourdomain.com)  
[yourname@yourdomain.com](mailto:yourname@yourdomain.com)

---

What this means

Instead of:

yourname@gmail.com

You should use:

**hello@yourdomain.com**

---

This is called a **business email**

---

## **36. Create Your Business Email (Zoho Setup)**

We're going to use Zoho Mail because it's:

affordable

beginner-friendly

works well with Systeme.io

---

### Step-by-Step

1. Go to Zoho Mail
  2. Choose a plan
  3. Enter:
    - Your name
    - Your domain (yourdomain.com)
- 

### Important

You are creating an email tied to your domain  
NOT a free Gmail-style account

---

## **37. Verify Your Domain in Zoho**

Zoho needs to confirm that you own your domain.

---

Zoho will give you:

**A TXT record**

---

Go to:

Wix → DNS Records

---

Add TXT record

Field	Value
Type	TXT
Host	yourdomain.com
Value (Zoho verification code)	

---

Save → [Go back to Zoho](#) → [Click Verify](#)

---

## 38. Set Up MX Records

Now we connect your domain to Zoho's email servers.

---

In Wix → DNS

Add (or replace) MX records:

Priority	Value
10	mx.zoho.com
20	mx2.zoho.com
50	mx3.zoho.com

---

Important

Delete any old MX records

Only Zoho MX records should remain

---

## 39. Add DKIM (What It Is and Why It Matters)

DKIM sounds technical, but it's simple:

It proves your emails are legitimate

---

In Zoho

1. Go to:

Admin Console → Domains → yourdomain.com

---

2. Click:

**DKIM**

---

3. Click:

**Add Selector**

---

Enter a name

Example:

zmail

---

Zoho will give you:

- Host: zmail.\_domainkey
  - Value: long code
- 

Add this in Wix

<b>Field</b>	<b>Value</b>
--------------	--------------

Type	TXT
------	-----

Host	zmail._domainkey
------	------------------

Value (Zoho DKIM value)	
-------------------------	--

---

Save → Go back to Zoho → Click Verify

---

## Important Concept: What You Just Did

You connected three systems:

- Domain (Wix)
  - Email provider (Zoho)
  - Email authentication (DKIM + MX)
- 

This allows you to:

send emails professionally

avoid spam filters

connect your email to Systeme.io

---

## Common Mistakes to Avoid

Trying to use Gmail

→ leads to blocked or unreliable sending

---

Skipping domain verification

→ email won't work

---

Not updating MX records

→ emails won't arrive

---

Skipping DKIM

→ emails go to spam or fail verification

---

## **Quick Check Before You Move On**

Make sure:

Zoho account is created

Domain is verified

MX records are set

DKIM is verified

---

## **Take a Breath**

This is the most technical step in the process.

You just set up:

A real business email system

---

This is what separates a hobby setup from a professional one.

### 40. Add Your Sender Email

Now that your business email is set up, we connect it to Systeme.io so you can send emails from your domain.

---

#### Step-by-Step

1. Go to Systeme.io
2. Click:

**Emails** (top menu)

---

3. Look for:

#### **Settings**

*(This is inside the Emails tab — not the main settings menu)*

---

4. You will see fields like:
    - Name
    - Sender Email Address
    - Description
- 

Enter:

- **Name:** Your brand name
  - **Sender Email:** your business email  
*(example: hello@yourdomain.com)*
- 

#### Important Note

If the dropdown is empty:

That is normal at this stage

---

## 41. Why the Dropdown Might Be Empty

This is where many people get confused.

You might click the sender email dropdown and see:

**“This list is empty”**

---

Why this happens

Systeme will NOT allow you to use an email address until:

Your domain is fully authenticated

---

Translation

Your email exists

BUT

Systeme does not trust it yet

---

## 42. Fix the “Domain Pending” Issue

This is the exact issue you likely encountered.

---

What “Pending” actually means

Systeme sees your domain

BUT

it has not confirmed your DNS records yet

---

# There are TWO ways to resolve this

---

## Option 1 — Standard Setup (Sometimes Works)


- SPF record
  - DKIM record
  - MX records
- 

In theory, this should be enough

---

## Option 2 — Full Authentication (What Actually Works When It's Stuck)

If your domain stays stuck on “Pending,” you will see:

An  (eye icon)

---

Click the eye

Systeme will show:

- 3 CNAME records
  - 1 TXT record
- 

What to do

Go to Wix → DNS

Add ALL of them exactly as shown

---

Important

Do NOT delete:

Your existing CNAME (cloudfront)  
SPF record

MX records  
Zoho DKIM

---

You are adding — not replacing

---

Why this works

This is **full domain authentication**

It forces Systeme to:

fully trust your domain

---

After adding

- Save DNS
  - Wait a few minutes
  - Refresh Systeme
- 

Your domain should change to:

**Verified / Active**

---

## 43. When to Wait vs When to Fix

This is where most frustration happens.

---

When you should WAIT

- You just added DNS records
- It has been less than 30 minutes

This is normal propagation

---

When you should FIX

- It has been hours
- Status is still “Pending”
- You already added SPF + DKIM

---

This is when you use:

**Full authentication (CNAME + TXT)**

---

## What Happens After Verification

Once your domain is verified:

The sender email dropdown will work

---

You can now:

select your email

create campaigns

send emails

automate delivery

---

## Common Mistakes to Avoid

Trying to use email before verification

→ dropdown stays empty

---

Waiting too long when stuck

→ unnecessary frustration

---

Deleting DNS records

→ breaks working setup

---

Confusing website domain with email authentication

→ wrong changes

---

## **Quick Check Before You Move On**

Make sure:

Your domain shows Verified (or is updating)

Your sender email is selected

The dropdown is no longer empty

---

## **Take a Breath**

This was the hardest and most confusing part of the entire process.

And now:

You understand it clearly

## PART 12 — TROUBLESHOOTING (FIX PROBLEMS FAST)

---

### 44. Read This First

Before we fix anything, understand this:

**Nothing is actually “broken” — it’s just not connected yet**

Systeme.io works like a system of switches.

If one piece isn’t connected:

the whole thing feels like it’s not working

---

Your job is simple:

Find the missing connection

Fix only that

---

### 45. Buttons Don’t Work

---

Problem

You click a button and:

- nothing happens
  - page reloads
  - it doesn’t move forward
- 

Cause

The button has no action assigned

---

Fix

1. Go to **Edit Page**
2. Click the button
3. Set:

Action → **Open URL**

4. Paste your **checkout page link**
- 

Reminder

A button is just design until you give it instructions

---

## 46. Checkout Page Shows No Product

---

Problem

You land on checkout and:

- no product name
  - no price
  - just empty fields
- 

Cause

No product or no price plan attached

---

Fix

1. Open checkout page
  2. Find **Digital Product**
  3. Add:
    - product name
    - price plan
-

Without a price plan, nothing charges

---

## 47. Customer Doesn't Receive Product

---

### Problem

Payment goes through...  
but no email, no product

---

### Cause

No automation or missing tag

---

### Fix

1. Create a **tag**
2. Attach tag to product
3. Create **email campaign**
4. Add automation rule:

Trigger: Funnel Step Form Subscribed

Action: Subscribe to Campaign

---

No tag = no delivery

---

## 48. Email Dropdown Is Empty

---

### Problem

You try to select sender email and see:

“This list is empty”

---

Cause

Domain is not verified

---

Fix

1. Go to **Emails** → **Settings**
  2. Check domain status
- 

If stuck on pending:

Add full authentication (CNAME + TXT from eye icon)

---

Then refresh

---

## 49. Domain Shows “Pending” Forever

---

Problem

Your domain won't verify

---

Cause

Usually one of these:

- missing DNS records
  - incorrect host name
  - records not propagated yet
-

## Fix Checklist

CNAME (www → cloudfront) is correct

SPF record exists

DKIM is verified

MX records point to Zoho

---

Still stuck?

Add Systeme authentication records (eye icon)

---

## 50. 404 Page Error

---

### Problem

You visit your domain and see:

Page not found

---

### Cause

No homepage assigned

---

### Fix

1. Go to your funnel
2. Select main page
3. Set path to:

empty or /

---

This tells Systeme what page to load first

---

## 51. Emails Go to Spam

---

### Problem

Emails are sent... but land in spam

---

### Cause

- no DKIM
  - weak SPF
  - using Gmail
- 

### Fix

Use business email

Verify DKIM in Zoho

Confirm SPF record:

```
v=spf1 include:zoho.com include:spf.systeme.io ~all
```

---

This improves deliverability immediately

---

## 52. “Nothing Is Working” Feeling

---

### Problem

Everything feels broken

---

### Reality

You're overwhelmed — not broken

---

What to Do

Pause and check:

1. Does the button link work?
2. Does checkout show product?
3. Is tag attached?
4. Is email connected?

---

Fix ONE thing at a time

---

## 53. The Golden Rule

If something isn't working:

Don't rebuild everything

---

Instead:

Trace the path

- Where does it stop?
- What didn't trigger?
- What's missing?

---

Fix that one point.

---

## Final Perspective

You just built something most people never finish:

A complete digital sales system

---

And now:

You know how to fix it  
You know how it works  
You're not guessing anymore

---

## **Take a Breath**

This is the moment where confusion turns into clarity.

Everything you struggled with:

is now part of your advantage

---

## **You're Ready**

At this point, you have:

Funnel structure  
Product setup  
Payment system  
Email delivery  
Domain connection  
Troubleshooting skills

---

You are ready to launch

## PART 13 — YOUR LAUNCH MOMENT

---

### 54. You're Not “Still Setting Up” Anymore

At this point, something important has shifted.

You are no longer:

- learning
- experimenting
- figuring it out

You now have a **working system**

---

That means:

You are officially in the **launch phase**

---

### 55. What “Launching” Actually Means

Most people think launching is:

a big announcement  
a perfect website  
everything flawless

---

That's not true.

---

Launching really means:

Letting real people go through your funnel

---

That's it.

---

## **56. Your First Goal (Keep This Simple)**

Do NOT overcomplicate this part.

Your only goal is:

**Get your first real customer**

---

Not:

- 100 sales
  - viral content
  - perfect branding
- 

Just ONE person.

Because once one person buys:

Your system is validated

Your funnel works

Your confidence skyrockets

---

## **57. Where to Get Your First Traffic**

You don't need ads yet.

Start with:

- Your personal social media
- Pinterest (your strategy )
- Short-form videos
- Direct outreach

---

You already have the system  
Now you just need people to see it

---

## **58. What Happens Next**

Once your funnel is live:

You do NOT rebuild it every day

---

Instead:

- watch how people move through it
  - fix small issues
  - improve clarity
- 

Small improvements = big results

---

## **59. The Truth Most People Don't Say**

Your first version will not be perfect.

And that's exactly how it should be.

---

Because:

You improve with real data — not guessing

---

## **60. Your New Identity**

This is the shift I want your customers to feel:

---

You are no longer someone:

trying to make money online

---

You are now someone:

who owns a system

who sells digital products

who understands the process

---

That's a completely different position.

---

## **Final Words**

If you followed this guide step-by-step:

You just built something most people never start much less finish

---

And more importantly:

You now understand it

---

That means you can:

- repeat it (create more funnels and income streams)
  - improve it
  - scale it
-

# Take a Breath

You did it. Now go get your first sale.

**BONUS — QUICK START CHECKLIST (PRINT THESE PAGES)**

---

## **FUNNEL SETUP**

Funnel created

Pages added (Sales, Checkout, Thank You)

Page order correct

---

## **BUTTONS**

Sales page button links to checkout

No broken or dead buttons

---

## **PRODUCT**

Digital product created

Price plan added

Price displays correctly

---

## **TAGS**

Tag created

Tag attached to product

---

## **EMAIL DELIVERY**

Campaign created

Email written

Download link included

---

## **AUTOMATION**

Rule added:

Trigger → Funnel Step Form Subscribed

Action → Subscribe to Campaign

---

## **DOMAIN (OPTIONAL BEFORE LAUNCH)**

Domain connected

Homepage set

No 404 error

---

## **EMAIL SETUP**

Business email created (Zoho)

MX records added

DKIM verified

SPF record added

---

## **SYSTEME EMAIL CONNECTION**

Domain verified (not pending)

Sender email selected

---

## TESTING

Tested using “View Funnel”

Completed full flow

Email received

Product delivered

---

## READY TO LAUNCH

Everything works

You tested it

You are ready

---

---

## FINAL STEP — HOW TO TURN THIS INTO A SELLABLE PDF

---

### 61. Document Setup (Keep It Clean & Premium)

Use:

- **Font:** Times New Roman (your brand choice )
  - **Spacing:** 1.15–1.3 (not double spaced)
  - **Margins:** Normal (1 inch)
-

## Style Rule

Clean > Fancy

Clarity > Decoration

---

## 62. Section Design

Each part should feel like a *chapter*

---

Use this structure:

- Large Title (PART X)
  - Section headers (bold)
  - Short paragraphs
  - White space between sections
- 

This prevents overwhelm

---

## 63. Add Visual Breaks (Very Important)

To keep readers engaged:

- Divider pages between parts
  - Simple icons (optional)
  - Checklist boxes
- 

You don't need heavy graphics  
You need **breathing room**

---

## 64. Highlight Key Concepts

Use subtle emphasis:

- bold for important steps
  - arrows ( ) for direction
  - checkmarks ( ) for completion
- 

This makes it feel interactive

---

## 65. Add a Cover Page

Title idea:

**The Beginner's Guide to Systeme.io**

*Build Your First AI Income Stream (Without Losing Your Mind)*

---

Optional subtitle:

*A Step-by-Step System for Beginners Who Want Results Fast*

---

## 66. Final Export Settings

When finished:

1. Save as **PDF**
2. Choose:

Standard (not print-heavy)

Lock editing (critical)

---

This makes your own product ready to sell immediately

---

## 67. Positioning (This Is Your Advantage)

What makes your guide, book, digital product different:

You include:

- real confusion points
  - real fixes
  - real walkthroughs
- 

That's what people pay for.

---

### Final Thought

You don't just create a digital products, you add value to the lives of real people.

You create **shortcuts through frustration and eliminate trial and error** (wasted time).  
And time is the most valuable resource on earth.