

V2 · PROTOCOL

COMPLETE BUILD SEQUENCE · FROM ZERO TO LIVE

Build your whole e-commerce business by following one **exact** protocol.

The complete, ordered blueprint for setting up a live online store and an automated marketing system: your domain, website, email funnel, checkout and paid ads. Written for people starting with zero technical experience.

15 STEPS ■ 4 PHASES ■ NO CODE ■ NO GUESSWORK

AN EDUCATIONAL BUILD MANUAL · ROUGHLY 30 PAGES · NO PRIOR EXPERIENCE REQUIRED

The order of operations, handed to you.

Setting up an online business is not hard because the steps are hard. It is hard because **nobody hands them to you in the right order.**

Every tutorial you find online assumes you already did the step before it, and no two of them agree on what that step was. You end up with twelve browser tabs open, half-finished accounts everywhere, and no idea what to do next. That is where most people quit. They did not fail at the work; they got lost in the sequence.

This book removes that problem entirely. It is the exact, start-to-finish sequence used to build the very page that sold you this book. The same domain setup, the same email funnel, the same checkout, the same ads. You do not have to decide what comes next at any point. You just do the next step. The protocol already knows the order.

How to use this book

- 01 **Work in order, top to bottom.** Each step assumes the one before it is finished. Resist the urge to jump ahead to the exciting parts (the ads). The exciting parts only work if the foundation is in place.
- 02 **Keep one notes file open** on your computer. As you go you will collect a domain name, an email address, a few web links (called URLs), and some account details. Paste each one into your notes the moment you have it, so it is always within reach.
- 03 **Use the prompts exactly as written the first time.** Anywhere you see **[words in brackets]**, replace them with your own details, then generate. You can refine afterwards.
- 04 **Finish a whole phase before resting.** Each of the four phases ends with something real and visible that works. That is your checkpoint.

A NOTE ON EXPECTATIONS

This protocol builds the **machine**: a working store and a marketing system that runs on its own. It does not promise income or sales. What you earn depends on your offer, your market, and your effort. What it does guarantee is that you will not get stuck on the setup. Read that as a relief, not a warning.

Plain-English glossary, no jargon left standing.

You do not need to memorise these. Skim them once now, and flip back here any time a word in the steps feels unfamiliar. Every one of them is simpler than it sounds.

DOMAIN

Your website's name and address on the internet, like **yourbrand.shop**. You rent it, usually for about a year at a time.

DNS & RECORDS

Think of DNS as the internet's address book. Small entries called "records" tell the world **where your website lives and where your email should go**. You will add a few of these by copying and pasting.

PROPAGATION

The short wait after you change a DNS record while the update spreads across the internet. Usually minutes, sometimes up to a day or two. If something is not working, it is often just this.

HOSTING

The computer, run by a company, that stores your website's files and shows them to visitors. We use a free host called Netlify.

HTTPS & SSL

The padlock you see in a browser bar. It means the connection is secure and trusted. It is free and switches on automatically in this protocol.

BUSINESS EMAIL

An email address on your own domain, like **hello@yourbrand.shop**, instead of a free gmail address. It looks professional and is required for sending marketing email.

EMAIL AUTHENTICATION (SPF, DKIM, DMARC)

A few DNS records that **prove you are allowed to send email as your domain**. Without them, your emails get treated as spam. You copy these from your tools; you do not write them yourself.

FUNNEL

The simple path a visitor travels: they land on your page, give their email, receive a few automated emails, and buy. A funnel just means those steps connected together.

TAG

A label you stick on a contact, like **lead** or **customer**, so your system can treat different people differently.

WORKFLOW / AUTOMATION

A set of "when this happens, do that" rules that run by themselves, day and night, without you.

CHECKOUT / ORDER FORM

The page where a customer actually pays you.

PAYMENT GATEWAY

The service that handles the money, such as **Stripe** (for cards) or **PayPal**.

PIXEL

A tiny snippet of code from Meta that lets Facebook and Instagram **see when a sale happens** on your site, so the ads can learn who to show themselves to.

Fifteen steps. Four phases. In the exact order you do them.

■ DOC: V2-PROTOCOL · PHASES: 04 · STEPS: 15 · PREREQUISITES: NONE

Phase A Foundation domain, business email, DNS [01 to 04]

Phase B Build website, copy, hosting, domain connection [05 to 08]

Phase C Automate email funnel, checkout, payments [09 to 11]

Phase D Launch social, ad accounts, campaigns, optimisation [12 to 15]

01 Buy your domain

Register the name your business runs on.

02-03 Business email, connected to your domain

A professional address that becomes your sender identity.

04 Configure and verify DNS

So mail sends, receives, and stays out of spam.

05-06 Build the site and write the copy

HTML by AI or a builder, plus tested copy prompts.

07-08 Host it and point your domain at it

Live on the internet, on your own name, with a padlock.

09 Automated tagging and email funnel

A nurture sequence that follows up for you.

10-11 Checkout, payments and delivery

Take real money, deliver the product automatically.

12-15 Paid ads on Meta

Accounts, tracking, campaigns, and daily optimisation.

PHASE A

Foundation

Your name, your inbox, your records.

STEPS 01 TO 04 · TOOLS: GODADDY

Before a single page goes live, three things need to be working: a domain you own, a business email on that domain, and DNS records set so that email is trusted. None of this requires code. Get this foundation right and everything after it, the site, the funnel, the ads, clicks into place.

Register the name your business runs on.

Your **domain** is your address on the internet, for example `yourbrand.shop`. Everything you build, your website, your email, your checkout links, hangs off this one name. You buy it once and renew it each year for a small fee. This is the first thing you own in your new business.

Do this

- 01 Go to **godaddy.com** and type the name you want into the search box. GoDaddy is a **registrar**, a company that sells and manages domain names.
- 02 If your first choice is taken, GoDaddy suggests alternatives. A **.shop ending works well for an online store and is usually cheaper** than **.com**, which is often already taken anyway.
- 03 Pick something short and easy to say out loud. If you have to spell it for someone, it is too clever. Avoid hyphens and numbers, they cause confusion.
- 04 Add the domain to your cart and check out. **Decline the extra upsells** for now: you do not need GoDaddy's website builder or a separate hosting plan, because this protocol uses a free host in Phase B.
- 05 In your account settings, turn on **auto-renew** so the name can never accidentally lapse, and turn on **domain privacy** if it is free (it hides your home address from public records).

■ WHAT SUCCESS LOOKS LIKE

The domain appears in your GoDaddy account under **My Products**, marked as registered to you. Write the exact name into your notes file.

ROUGHLY WHAT IT COSTS

A domain is usually in the region of fifteen dollars a year. You do not need to spend more than that at this stage. Ignore premium domains priced in the hundreds or thousands.

One professional address on your own domain.

A **business email** is simply an email address that ends in your own domain, like `hello@yourbrand.shop`, instead of a free gmail address. It looks trustworthy, and (this is the important part) it becomes the identity your marketing emails are sent as, and the inbox where customer replies arrive. You only need **one** mailbox to begin.

Do this

- 01 In your GoDaddy account, open **Email & Office** and choose the **Professional Email** plan. This is a Microsoft-powered mailbox attached to your domain.
- 02 Buy **one** mailbox. You do not need more than one when you are starting.
- 03 Create your address. Something simple and friendly like `hello@`, `hi@`, or `team@` works well. Set a strong password and save it in your notes.
- 04 Because the mailbox sits on the same domain you just bought, **GoDaddy automatically adds the email DNS records for you** behind the scenes. You do not have to touch anything technical here. Those records are different from the ones you will add later in Step 09; do not confuse the two.

PLAIN ENGLISH: WHY TWO SETS OF RECORDS?

Think of it as two jobs. **Receiving** mail (people emailing you) is set up automatically by GoDaddy when you buy the mailbox. **Sending** bulk mail through your automation tool is a separate job you set up in Phase C. Same address, two different plumbing jobs. We do the receiving one now and the sending one later.

You now have a name and an inbox. **One small step left in the foundation.**

Make sure your mail actually sends and receives.

This step is short, but skipping it is how people lose a week later wondering why nothing works. You are going to prove your new mailbox is alive by sending and receiving a real message.

JOB 1, THE MAILBOX (NOW)

Your GoDaddy mailbox, for reading and replying to real humans. GoDaddy set its records up automatically when you bought it. You just confirm it works.

JOB 2, THE SENDER (LATER)

In Phase C your automation tool sends marketing emails as this address. That needs its own records, which you add in Step 09. Not now.

Verify the mailbox

- 01 Open your new mailbox. GoDaddy gives you a webmail login, or you can add it to your phone's mail app.
- 02 **Send a test email to your personal address** (your everyday gmail or similar). Write anything.
- 03 Check that it **arrives**. Look in the spam or junk folder too, just in case.
- 04 **Reply** from your personal address back to the business one, and confirm that arrives in your business inbox.
- 05 If both directions work, your foundation is finished. If an email has not arrived, wait a few hours for DNS to propagate (see the glossary) and try once more.

WHY THIS TINY TEST MATTERS SO MUCH

Your entire marketing machine runs on email. If the address it sends from is not real and working, your messages quietly fail or land in spam, and you may not notice for weeks. Two minutes now prevents that.

Foundation complete. You own a name, you have an inbox, and mail flows.
Now you build.

PHASE B

Build

A live page, with words that convert.

STEPS 05 TO 08 · TOOLS: AI · NETLIFY · SYSTEME.IO

Now you create the thing people actually see. You will generate a high-converting page using free AI, write its words with tested prompts, put it on the internet for free, and point your own domain at it so it loads with a secure padlock. Still no code knowledge required.

Two ways to get a page. Pick one and commit.

You have two honest options. Both work with the rest of the protocol, so do not agonise. Read both, pick the one that fits how you like to work, and move on.

OPTION 1 HTML BY AI (RECOMMENDED)

HTML is just the language web pages are written in. You will never write it yourself; a free AI writes it for you from plain-English instructions. This gives the most distinctive, best-converting page.

- Open a free AI: **Claude** (claude.ai), **ChatGPT** (chatgpt.com), or **Grok** (grok.com).
- Run the five prompts on the next pages, in order.
- Ask it to deliver **one single HTML file with the styling included**. You will host it in Step 07.

OPTION 2 SYSTEME.IO BUILDER

A **builder** lets you make a page by dragging blocks around, with no file to manage. You will need a free systeme.io account anyway, because it runs your funnel, checkout and emails in Phase C.

- Create a free account at **systeme.io**.
- Go to **Funnels**, click **Create**, choose a template, and edit it on screen.
- You can skip Netlify in Step 07, but Step 08 (connecting your domain) still applies inside systeme.io.

STILL UNSURE? CHOOSE THIS

If you want the most striking page and do not mind a few copy-and-paste moves, choose **Option 1**. If you want the simplest possible path with nothing to download, choose **Option 2**. There is no wrong answer.

The five prompts that build a page that converts.

“Copy” just means the words on your page. These five prompts generate the five sections of a proven layout. Paste each one into your AI, swap the [bracketed] parts for your details, generate, then tell the AI “make this more benefit-focused and tighter.” Assemble the results in this order: **Hero, then Benefits, then Proof, then Offer, then Close.**

PROMPT 1 · HERO AND HEADLINE

TOP OF PAGE

Create a high-converting e-commerce hero section for [Brand] selling [Product], which is [one line on what it is]. Write one bold headline under 10 words that names the customer’s main desire, a one-sentence sub-headline explaining the change they get, 3 to 4 short benefit bullets, and one action button label. Keep every claim realistic and specific. No guaranteed results.

PROMPT 2 · BENEFITS

WHY IT MATTERS

Write the benefits section for [Brand]’s [Product]. Turn each feature into a real-life benefit the customer feels. Format as short, scannable bullets or cards, easy to read on a phone, each one gently leading toward the buy button. Add one small, honest credibility line.

PROMPT 3 · PROOF AND TRUST

MIDDLE OF PAGE

Generate a social-proof section for [Brand] [Product]: 3 to 5 placeholder testimonial quotes, a star-rating row, and trust markers. Make it reduce a nervous buyer’s worry. Label every placeholder clearly so I can replace it with a real one before I launch.

PROMPT 4 · OFFER AND HONEST URGENCY

THE ASK

Create the offer section for [Brand] [Product], which costs [price]. Stack up the value, justify the price simply, and add a risk-reversing guarantee if you have one. Use only genuine urgency, such as a real deadline or a real limited quantity. No fake countdowns and no invented scarcity. One bold price, one clear button.

PROMPT 5 · CLOSING AND BUTTONS

BOTTOM OF PAGE

Write the closing section and repeated call-to-action for the full [Brand] [Product] page: a short reassurance line, a final guarantee reminder, and one primary action repeated. Keep a single clear button style throughout. Give me two headline options I can test against each other.

Assemble and refine

- 01 Paste the five outputs together in order in one document. That is your full page draft.
- 02 Read it out loud once. Anywhere it sounds like a robot or a salesman, ask the AI to “make this sound calmer and more human.”
- 03 Replace every placeholder testimonial with a real one as soon as you have real customers. Never invent fake reviews.
- 04 If you chose Option 1, give the whole assembled text back to your AI and say: “Turn this into one single HTML file, mobile-friendly, with the styling included.”

YOUR FREE GIFT TO COLLECT EMAILS

These five prompts make a perfect free giveaway. People happily trade an email for something genuinely useful, and this is the exact tool that builds the page they are reading. Offer “the 5 prompts” as your opt-in.

Wire your page's email box to your funnel.

Your page needs a small box where visitors type their email. When someone submits it, that email must travel into systeme.io so your automated emails can begin. Connecting the two is simpler than it sounds.

How the connection works, in plain terms

When a visitor clicks submit, their email is “posted” (sent) to a special web address that belongs to your systeme.io form. That web address is called the **action URL**. You just tell your AI to point the form at it. As long as the email box on your page and the one in systeme.io both use a field named `email`, they connect.

Do this

- 01 In systeme.io, create your opt-in form (you will do this fully in Step 09). Open its **embed** or **integration** details and copy the form's **action URL**.
- 02 Give it to your AI: “Make the email form on my page **post** to [paste the action URL], with the email field named exactly `email`.”
- 03 Make sure the **field names match** on both sides. If your page calls it `email`, the systeme.io field must also be `email`.
- 04 **Test it.** Type a real address into your live page, submit, and check that the contact appears inside systeme.io within a minute.

IF THE CONTACT DOES NOT APPEAR

Nine times out of ten it is a name mismatch (one side says `email`, the other says `Email` or `your-email`). Make them identical. The tenth time, you pasted the wrong action URL; copy it again carefully.

Put the page on the internet, free, in minutes.

Hosting means putting your page's file onto a computer that is always on, so anyone in the world can visit it. We use **Netlify**, which hosts simple sites for free and adds the secure padlock automatically. If you chose systeme.io's builder in Step 05, your page is already hosted, so skip ahead to Step 08.

Do this

- 01 Save your page as a single file named exactly `index.html`. The name matters: Netlify treats `index.html` as the front page, and will prompt you to rename the file if it is called anything else.
- 02 Create a free account at netlify.com.
- 03 Choose to deploy manually. **Drag your `index.html` file (or the folder it sits in) onto the upload area.** This feature is sometimes called "Netlify Drop." It uploads and builds in a few seconds.
- 04 When the status reads **Published**, Netlify gives you a live link such as `your-site-name.netlify.app`. Click it. Your page is now live to the world, although still on a Netlify address rather than your own (you fix that in Step 08).

■ DEPLOY CHECKLIST

- ✓ File named `index.html` · ✓ Status reads Published · ✓ The `.netlify.app` link opens
- ✓ The email form submits into `systeme.io`

CHANGING THE PAGE LATER

Edited your HTML and want the new version live? Just drag the updated `index.html` onto the same site's deploy area again. The newest upload replaces the old one instantly. Nothing else to do.

Put your own name on the live page.

Right now your site sits on a `.netlify.app` link. You want it on the domain you bought. “Connecting” a domain means adding two small DNS records that tell the internet “when someone visits my name, show them the page hosted on Netlify.”

Because your **email** also depends on this same domain’s DNS, the cleanest approach is to **keep your DNS at GoDaddy** and simply point two records at Netlify. That keeps your website records and your email records living in one tidy place.

Do this

- 01 In Netlify, open your site, then **Domain management**, then **Add a domain**, and type `yourbrand.shop`. Confirm you own it.
- 02 Netlify shows you the exact values to use. In **GoDaddy**, open your domain and find the **DNS** section. Add the two records below, using the values Netlify displays.
- 03 Save. Then wait for propagation, usually under an hour and up to a day or two. Netlify automatically issues the free secure padlock once it sees your records.
- 04 Visit `yourbrand.shop`. When your page loads with a padlock in the address bar, you are done.

TYPE	NAME / HOST	VALUE
A	@	75.2.60.5 (use the exact IP Netlify shows you)
CNAME	www	your-site-name.netlify.app

IMPORTANT: DO NOT BREAK YOUR EMAIL

Some guides tell you to “change your nameservers” to Netlify. **Do not do that here.** It moves all of your DNS away from GoDaddy and can break your business email and the sender records you add next. Adding the two records above keeps everything intact.

Your store is live, on your own name, secured. **Build complete.**

PHASE C

Automate

The system that sells while you sleep.

STEPS 09 TO 11 · TOOLS: SYSTEME.IO · STRIPE · PAYPAL

A page that just sits there sells very little. Here you build the engine behind it: a tagging and email funnel that follows up with every lead automatically, a checkout that takes real money, and delivery that hands over the product the instant someone pays. You build all of it inside one free tool.

A follow-up sequence that runs itself.

Everything in Systeme.io follows the same simple logic, and once it clicks you will use it forever: a **form** captures a contact, a **tag** labels them, and a **workflow** uses that tag to send the right emails at the right time. That is the whole idea.

A PLAIN ANALOGY

Imagine a new person walks into your shop. You hand them a name badge (a **tag**) that says "new visitor." A helpful assistant (the **workflow**) sees that badge and follows a script: say hello today, share a tip in two days, make an offer in four. The assistant never sleeps and never forgets. That is what you are building.

Do this

- 01 Create your tags.** Go to `Contacts` then `Tags` and add one called `lead`. Add a second called `customer` for people who buy.
- 02 Build the form.** Create the opt-in form your page sends emails to (from Step 06). Set it to apply the `lead` tag automatically when someone subscribes.
- 03 Create the workflow.** Go to `Automations` then `Workflows` then `Create`. Every workflow starts with a **Trigger**: choose "Form subscribed" and select your opt-in form.
- 04 Add the steps.** Click the **+** under the trigger. You can add an **Action** (such as send an email), a **Delay** (such as wait 2 days), or a **Decision** (a yes/no branch, for example: if tagged `customer`, stop selling them that product). Alternate Action and Delay down your emails.
- 05 Activate** the workflow with the toggle. From this moment, every new lead is walked through it automatically, forever.

TIP

Build the workflow with just two emails first and switch it on. Seeing it work end to end builds confidence. You can always add the remaining emails afterwards; new steps apply to everyone still in the sequence.

Prove the emails are really from you.

Email providers like Gmail are suspicious of bulk email. To trust yours and place it in the inbox rather than the spam folder, they want proof that you are allowed to send as your domain. That proof is three small DNS records plus one more, which your tool generates for you. You only copy and paste.

PLAIN ENGLISH: SPF, DKIM, DMARC

These three names sound intimidating but each is just a note in your DNS address book. **SPF** lists who is allowed to send for you. **DKIM** adds a tamper-proof signature. **DMARC** tells inboxes what to do if a message fails the checks. You will not write any of them; [systeme.io](#) produces the exact text and you paste it in.

Do this

- 01 In [systeme.io](#), open **Settings** then **Emails** then **Domains**. Click the line about authenticating your domain. Enter your domain **without** the “www”.
- 02 [systeme.io](#) generates **three CNAME records and one DMARC (TXT) record**. In **GoDaddy**, open your domain’s **DNS** section and add each one, using the exact values from your account. The table below shows only the shape, so you recognise them.
- 03 Save, then wait a few hours for propagation. Come back and add your `hello@yourbrand.shop` address as the **sender** in the email settings.
- 04 Send yourself a test email from [systeme.io](#) and confirm it lands in your inbox, not spam.

TYPE	NAME / HOST	VALUE (COPY YOURS)
CNAME	siXXXXXX	inbound.systeme.io.
CNAME	systemeio1._domainkey	key1.systeme.io.
CNAME	systemeio2._domainkey	key2.systeme.io.
TXT	_dmarc	v=DMARC1; p=none; ...

WHY A FREE GMAIL ADDRESS WILL NOT DO

As of recent provider rules, you cannot use a `@gmail.com` address as your sender for bulk email. This is exactly why you bought a domain email in Phase A. Use that one.

Ten emails that warm a lead into a buyer.

You do not need ten separate prompts. Use the one master prompt below, and change only the **[goal]** line each time, following the map. Build them as one campaign and drop them into your workflow with a delay between each.

MASTER EMAIL PROMPT

USE ONCE PER EMAIL

Write a plain-text marketing email for **[Brand]**, which sells **[Product]** to **[audience]**. The goal of this specific email is: **[goal from the map]**. Give me a subject line under 50 characters, a one-line preview, and a short body of 120 to 200 words in a warm, direct, first-person voice. One idea only, and one clear call to action linking to **[checkout URL]**. No hype, no fake urgency, realistic claims only.

■ THE SEQUENCE MAP, THE **[GOAL]** FOR EACH EMAIL

01 Deliver the free gift and welcome them | 02 Tell the story of the problem you solve
03 Explain why your method is different | 04 Share honest proof and results
05 Introduce the offer for the first time | 06 Answer the biggest objection
07 Show exactly what they get, in detail | 08 Give a real, honest deadline or bonus
09 Last call, short and direct | 10 Final reminder, then what happens next

Build them in [systeme.io](#)

- 01 Go to **Emails** then **Campaigns**, create a campaign, and add each email with its subject, preview, and body.
- 02 Set the **From name** (your brand) and **From email** to your authenticated `hello@yourbrand.shop`.
- 03 In your workflow, alternate **Send email** then **Delay 1 to 2 days** down all ten.
- 04 Send yourself a test of each one before you activate.

Set up a way to take real money.

systeme.io is also your checkout, so you do not need a separate shop. Before you can sell, you connect a **payment gateway**, the service that actually moves the money. Then you create your product and build the buy page.

Connect how you get paid

- 01 Go to `Settings` then `Payment gateways`.
- 02 Connect **Stripe**, which handles card payments. You create a free Stripe account in the process and follow its prompts to verify your details.
- 03 Also connect **PayPal**. Offering both card and PayPal at checkout lifts your sales, because people pay with what they trust.

Create your product

- 01 Add your digital product in systeme.io and **upload the file** you are selling (your PDF, for example).
- 02 Set the **price** and the **currency**.
- 03 Turn on **automatic delivery**, so the file is sent the moment payment succeeds.

Build the sales funnel

- 01 Go to `Funnels` then `Create`, and choose the **Sell** type.
- 02 Name it, and pick the **same currency** as your product. This gives you an **Order form** and a **Thank-you** page automatically.
- 03 Open the order form and add your product to it.

CURRENCIES MUST MATCH

The currency on your funnel and the currency on your product have to be the same, or the product will not show up on the order form. If something is missing, check this first.

Deliver it automatically, and make it match.

Tag the buyer and automate delivery

- 01 Set the order form to apply the `customer` tag automatically on a successful sale.
- 02 Create a small workflow: the **Trigger** is “tag `customer` added,” and the **Action** is “send an email” with the product attached or its access link. Now every sale delivers itself, even at 3am.
- 03 Copy the **order form's URL**. This single link is your **checkout URL**. Put it on every **Buy** button on your site and inside your marketing emails.

Make the checkout feel like your brand

In the funnel editor, restyle the order form to match your site: the same colours, the same fonts, your logo. A checkout that looks like the rest of your brand feels safe, and a checkout that looks like a stranger's page loses sales. Then sharpen the final words with this prompt:

CHECKOUT COPY PROMPT

THE FINAL WORDS

Write concise, reassuring checkout copy for `[Product]`: a one-line value reminder above the form, three short trust bullets (secure payment, instant access, and a money-back guarantee if you offer one), and a calm, confident button label. No hype.

ALWAYS RUN ONE REAL TEST PURCHASE

Buy your own product once with a real payment (you can refund yourself in Stripe afterwards). Confirm three things: the payment lands, the `customer` tag is applied, and the delivery email with the file arrives. Only then send traffic to it. A broken checkout is the most expensive bug there is.

A page that captures, nurtures, sells, and delivers, all on its own. **The engine is running.**

PHASE D

Launch

Put it in front of real buyers.

STEPS 12 TO 15 · TOOLS: META BUSINESS · ADS MANAGER

The machine is built and tested. Now you drive visitors to it with paid ads on Facebook and Instagram. You will set up the accounts and the tracking, write ad copy that gets approved, launch your first campaign, and learn to read the numbers. This is the phase that turns a finished store into a running business.

Build the rails before you spend a cent.

Meta (the company behind Facebook and Instagram) needs a few accounts in place before you can advertise. Set them up calmly and in order. None of this costs anything yet.

- 01 **Facebook Page.** On Facebook, create a **Page** for your business. A Page is different from your personal profile; it is the public face of your brand. Add your logo, your business name, and a short description.
- 02 **Instagram account.** Create an Instagram account for the business and, in its settings, switch it to a **Professional** account. This unlocks advertising features.
- 03 **Business portfolio.** Go to **business.facebook.com** (Meta Business Suite). Create a Business portfolio, which is the container that holds your Page, your Instagram, and your ad account together in one place.
- 04 **Ad account.** Inside Business settings, create an **Ad account**. Set your currency and time zone carefully, because they cannot be changed later, and add a payment method (a card).
- 05 **Link Instagram to the Page** so your ads can run on both platforms at once.

PROTECT YOUR ACCOUNT FROM DAY ONE

Meta's systems watch for sudden, unusual behaviour. Do not rush to spend large amounts on a brand-new account, and avoid logging in from many different devices or locations at once. A slow, steady ramp keeps your account healthy. A flagged account is far harder to recover than a slow start is to wait through.

Let Meta see your sales, so it can find more.

This is the step beginners skip, and then wonder why their ads do not work. A sales campaign tries to find people likely to **buy**. It can only do that if Meta can **see** when a purchase happens on your site. The thing that lets it see is a **Pixel**: a tiny, invisible snippet of code.

PLAIN ENGLISH: WHAT A PIXEL DOES

Picture a quiet shop assistant who notes, “this visitor looked, this one added to cart, this one bought.” The Pixel reports those moments back to Meta. With that information, Meta learns what a buyer looks like and shows your ad to more people like them. Without it, Meta is guessing blind.

Do this

- 01 Open **Events Manager** in your Meta account. Choose **Connect data source**, then **Web**, and create a Pixel (also called a dataset). Copy its ID and its base code.
- 02 **If your site is HTML on Netlify:** paste the Pixel base code into the `<head>` section of your `index.html` (ask your AI to place it for you), then drag the updated file to Netlify again.
- 03 **If your site is in systeme.io:** add the Pixel ID in your funnel’s settings, so the **Purchase** event fires automatically on the thank-you page.
- 04 In Events Manager, use **Test Events** to run a test purchase and confirm a **Purchase** event shows up. When it does, your tracking is live.

DO NOT MOVE ON UNTIL THIS PASSES

Spending on ads before the Purchase event works is like pouring water into a bucket with no bottom. Confirm the test purchase registers first. Everything after this depends on it.

Images and words that earn the click.

An ad has two parts: the **creative** (the image or video) and the **copy** (the words). Generate several options with free AI tools, then run a few at once so Meta can discover which one people respond to. You are not trying to guess the winner; you are letting the data reveal it.

AD IMAGE PROMPT

FREE AI IMAGE TOOL

A clean, scroll-stopping ad image for [Product], aimed at [audience]. Bright and high-contrast, one clear focal point, plenty of empty space, very little text on the image itself. Give me a square version (1:1) and a tall version (4:5) for phones. Modern and trustworthy, not stocky or fake.

AD COPY PROMPT

THE WORDS BESIDE IT

Write 3 variations of Meta ad copy for [Product], which is [offer]. Each variation: one or two sentences of primary text built on a single clear benefit, a headline under 6 words, and a call to action. Use process and benefit language. No income promises, no “quit your job,” no “are you struggling,” no guaranteed results. Keep every claim realistic and specific.

■ A GOOD FIRST TEST

Start with 3 to 5 creatives and 2 to 3 copy variations. Let one ad set hold them all, so Meta can compare fairly without splitting your budget too thin.

Write ads that Meta will not reject or ban.

Money-making and business offers are watched closely by Meta, and the rules tightened recently. Meta now reviews **both your ad and the page it points to**, and it flags not just obvious claims but implied ones. The single most useful habit is this: **talk about the product and the process, never about the reader's personal situation or their future income.**

AVOID THESE

- "Escape your 9 to 5" or "quit your job"
- "Make money" or any income figure
- "Are you broke or struggling?"
- "We know how hard it is for you"
- Fake countdown timers and invented scarcity

USE THESE INSTEAD

- "Build a working online store, step by step"
- "A clear framework for launching faster"
- "A beginner-friendly build sequence"
- "Learn the exact setup, in order"
- Only real, honest deadlines

WHY THIS PROTECTS YOU, NOT JUST META

A rejected ad is an annoyance. A banned ad account is a disaster that can take weeks to appeal. Keeping your wording feature-forward is cheap insurance. Notice that your own landing page already does this well, which is exactly why the ad and the page agree with each other when Meta reviews them together.

IF AN AD IS REJECTED

It is often an automated decision. Read the stated reason, soften the wording (a small change frequently fixes it), and request another review. Many rejections are overturned when the language is neutral and factual.

Build the campaign and turn it on.

A campaign has three levels, like a set of nesting boxes. The **campaign** sets the goal, the **ad set** sets who sees it and the budget, and the **ads** are the creatives themselves. You fill them in from the top down.

- 01 In **Ads Manager**, click **Create** and choose the **Sales** goal. Meta defaults this to an “Advantage+ Sales” campaign, which leans on its own AI to find buyers. Name the campaign.
- 02 **Set the budget.** Choose a daily amount you can sustain for a few weeks. A useful starting floor for a purchase goal is roughly **(your target cost per sale, multiplied by 50, divided by 7)** per day. The system needs enough volume to learn.
- 03 **Ad set: choose the buyer.** Optimise for the **Purchase** event and select your Pixel. **Keep the audience broad:** set locations to **US, UK, CA, AU**, a wide age range, and let Meta’s AI find buyers (you can add a light interest like online shopping or engaged shoppers). Use the automatic placements.
- 04 **Ads: load your creatives.** Add your 3 to 5 images and your copy variations. Set the destination link to your **checkout or landing URL**. Add the primary text, headline, and call to action.
- 05 If Meta asks whether your ad fits a **special category**, answer honestly, then **review and Publish**.

ONE CAMPAIGN, BROAD AND SIMPLE, TO START

Resist building ten clever ad sets on day one. One campaign, one or two broad ad sets, several creatives. Simple structures gather data faster and are far easier to read. You can get sophisticated once you have your first wins.

Read the numbers, then steer.

Your ads are live. Now your job changes from building to watching and adjusting. The biggest mistake here is fiddling too much, too soon. Give the system room to learn before you judge it.

Understand the learning phase

When an ad set is new, it enters a **learning phase**: Meta is working out who to show your ad to. It needs a meaningful number of conversions (around 50 a week) before it stabilises and performs at its best.

- **Do not edit budget or targeting while it learns.** Every significant change restarts the learning clock and wastes spend.
- **Do not split your budget** across many tiny ad sets. If each one is starved, none of them ever learn. Consolidate.
- **Give it 2 to 4 weeks** before major judgements, unless results are clearly terrible.

What to watch, and what to do

- Watch **cost per purchase** and **return on ad spend**, not vanity numbers like raw clicks or likes.
- **Turn off** the creatives and ad sets that clearly lose money over time.
- **Add budget gradually** (about 20% at a time) to what is winning. Big jumps throw it back into learning.
- Check **daily at first** to catch anything broken, then settle into a calmer **weekly** review.

You built the whole machine and you turned it on. **Now you read the numbers and steer.**

Everything you should have running by the end.

Tick these off. If every box is checked, you have built the same machine that sold you this book.

- A registered domain and a working business email, both verified.
- A live website on your own domain, secured with the padlock.
- An authenticated sending domain, so your emails reach the inbox.
- A tagging and email funnel that nurtures every new lead on its own.
- A checkout connected to Stripe and PayPal, delivering the product automatically.
- A Meta Pixel firing the Purchase event, confirmed in Events Manager.
- A live ad campaign with several creatives, pointed at your offer.
- A simple weekly habit of reading the numbers and adjusting.

AN HONEST FINAL WORD

You now have the same system that sold you this book. A system does not guarantee sales. Your offer, your audience, and your effort decide that. What you **can** count on is this: you will never again sit staring at a screen wondering what the next step is. The order of operations belongs to you now. Go and build, and when you get stuck, come back to the step you are on and read it again, slowly.

The hard part was never the idea. **It was the order. Now you have it.**

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