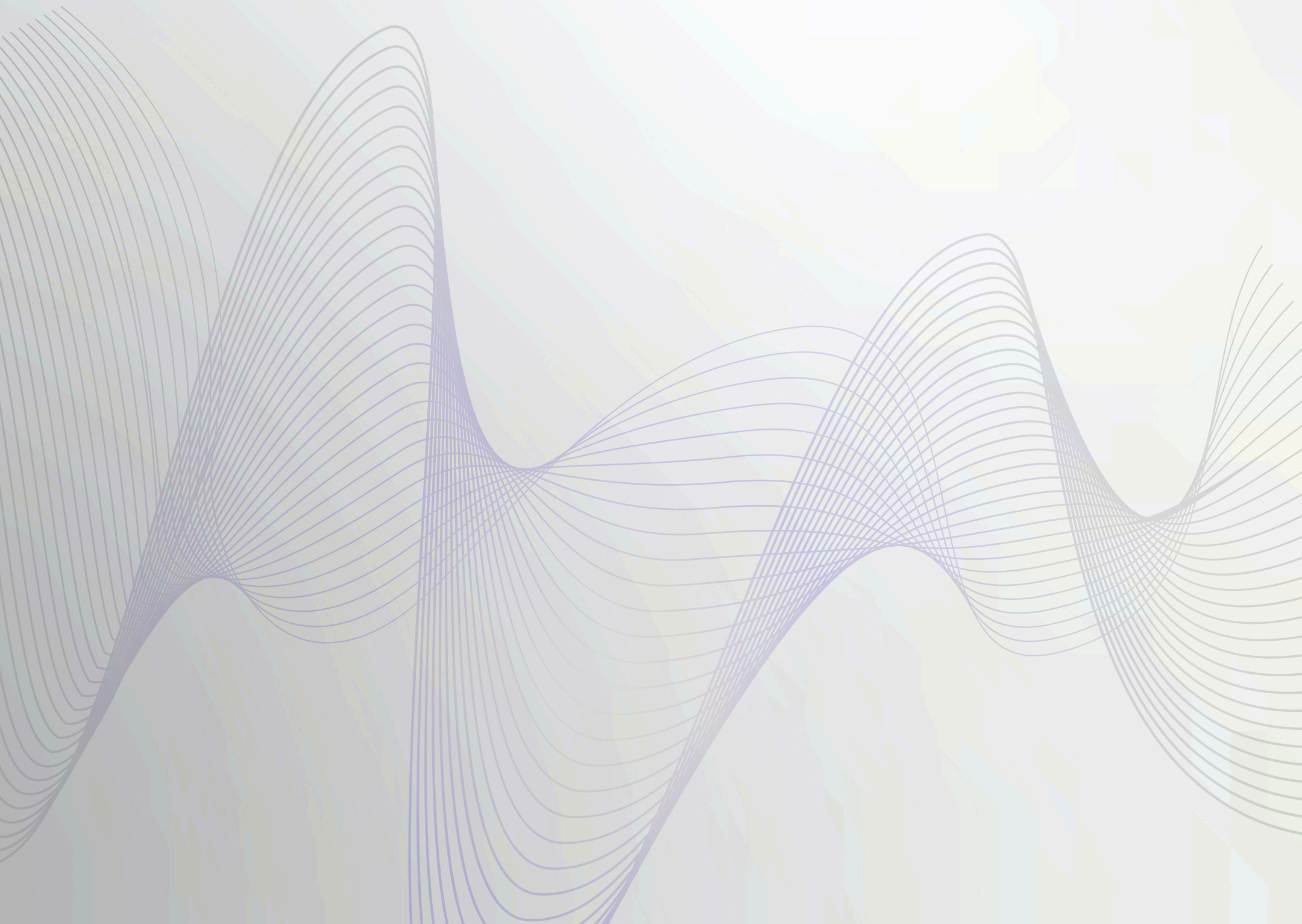


Free Guide

**Build Your
First Funnel in 1 Day**



What is a Funnel (and why you need one)

What it Is

This is the page where someone lands and decides whether they want what you're offering. It's the point where interest turns into action.



Why it Matters

Instead of relying on social media every day, a funnel works for you in the background. It usually includes:

- A page to collect emails
- A thank you page
- A download OR n email that delivers something valuable

If this page isn't clear, nothing else works. People only sign up when what they see makes sense immediately.



Once set up, it allows you to grow an audience and start selling digital products or services automatically.

The 3 Parts of a Simple Funnel

A funnel is a simple system that turns strangers into email subscribers, and subscribers into customers.



Every simple funnel is made up of three core parts.

1. Opt-in page - This is where someone lands and enters their email to get your free guide or offer.
2. Thank you page - After signing up, they are directed here. This page confirms their signup and can guide them to the next step.
3. Email delivery - This is the email that sends them the free guide and begins building a relationship with them.



A simple funnel has three steps: capture an email, confirm the signup, and deliver value to start building trust.

What needs to be clear - before someone enters their email, they should understand: -

What they're getting -

Why it matters to them -

What happens next

If any of these are unclear, they won't take action.

What to Do Next

What to include on the page:

- A clear headline explaining what they get -
- A short explanation of why it's useful -
- A form (name and email) - One clear action to take

What to avoid -

- Overdesigning the page -
- Adding too much information -
- Trying to make it perfect before it works

The goal is clarity, not complexity.

Now that you understand the basic structure, the next step is to build your own simple funnel.



Start with just one goal:

Create a Landing Page
Collect Emails



You don't need perfection — just a working system, that functions and is fit for purpose.

Once it's live, you can improve and grow from there.

WHERE TO BUILD IT - IF YOU DON'T HAVE YOUR OWN LANDING PAGES, YOU CAN CREATE YOUR FUNNEL USING **SYSTEME.IO**.

Sign up here: [Open a Systeme.io Account](#) Once inside, create a new funnel and choose an opt-in page template to start.

If you're using Systeme.io

Build Your Funnel (Inside Systeme.io)

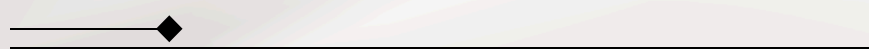
Now take what you've learned and set it up.

1. Log into Systeme.io - Go to your dashboard, Sites and click "Sales Funnels"
2. Create a new funnel click "Create" and choose: Build an audience.
3. Add your first page - select an opt-in page template. This will be the page where people enter their email.
4. Edit the page. Add your headline (what they get) - A short explanation and then add your form (to collect name and email).
5. Add a Thank-You page. Create the next step in your funnel, this is where people land after signing up. Edit in the same way as above.
6. Deliver your guide - Go to dashboard, assets, files - Upload your file. Back to thank you page - Add a button and link it to your file so they can download it.
7. Test the full flow in 'view funnel' - Enter your own email and make sure:

You reach the thank you page

Your guide downloads properly

That's it — you now have a working funnel.





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