

THE LAUNCH MACHINE

BUILD EVERYTHING BEHIND THE YES BEFORE YOU SEND PEOPLE IN

I DIDN'T WRITE THIS FROM THEORY. I FOLLOWED THE FIRST VERSION MYSELF - AND HIT THE WALLS BEFORE YOU HAD TO.

This continues **LAUNCH_SETUP**. It does not replace the work you already completed. It takes you from 'I know I need a customer path' to 'my machine can actually receive one.'

DOMAIN / IDENTITY → FRONT DOOR → YES PATH → DELIVERY → FOLLOW-UP → TRAFFIC

You are not building a perfect company here. You are building the minimum working operation that can explain the offer, receive a YES, deliver what was promised, and learn from reality.

FROM MY JOURNEY

I WAS ABOUT TO FIND TESTERS. THEN I REALIZED I WASN'T READY FOR ONE.

I had reached Launch. The product existed. I had people I could contact. My instinct was simple: go find testers.

THE QUESTION THAT CHANGED THE ORDER

Then I asked myself: **If one of them says YES five minutes from now, where exactly do I send them?**

That question exposed the holes. I needed a place for them to register. I needed delivery. I needed instructions. I needed feedback. If somebody wanted to BUY instead of test, I needed checkout, payment, confirmation and automatic delivery.

I was about to create attention first and build the road underneath it afterward.

THE LESSON: Build backward from YES. Operation first. Traffic second.

BUILD THE MACHINE → TEST THE MACHINE → CHOOSE YOUR ROUTE → SEND PEOPLE THROUGH IT

What follows is the exact road I took for Business Planner, simplified to DIY level. I will tell you what I used and why. You can use another tool if it performs the same job.

STEP 1

START WITH WHAT YOU ALREADY HAVE

Before buying another tool, look in the drawer.

I ALREADY HAD A DOMAIN HANGING AROUND

I discovered I already owned **100ksolution.com** from an earlier project. It was sitting there unused. Instead of buying another domain just because this was a new product, I reused an asset I already had.

That gave me a home for a professional email and a business identity behind MarcoBusinessPlanner.

THE LESSON: Before spending, inventory what you already own: domains, email accounts, software, audiences, contacts and usable assets.

If you already own a domain: log in to the registrar where you bought it. Check that it is active and that you control the DNS. If the name still fits the business infrastructure, reuse it.

If you do not own one: buy a simple domain from a registrar. I used **Namecheap**, so that is the route I can speak from experience about. Other registrars can work too. Search the name you want, buy the domain, and keep access to the account where its DNS is managed.

**DIY GOAL: CONTROL ONE DOMAIN YOU CAN USE FOR YOUR BUSINESS IDENTITY.
DO NOT TURN DOMAIN SHOPPING INTO A THREE-DAY NAMING PROJECT.**

STEP 2

CREATE A BUSINESS EMAIL PEOPLE CAN RECOGNIZE

A real operation should have a real reply path.

Using the domain I already owned, I created **support@100ksolution.com**. The exact address is not the important part. The principle is: give buyers and testers a recognizable place to hear from you and ask for help.

1	Choose the mailbox Examples: support@yourdomain.com, hello@yourdomain.com or yourname@yourdomain.com.
2	Create it with your email/domain provider I used Namecheap Private Email because my domain was already there.
3	Use it as your sender Connect that address to the platform sending your delivery and follow-up emails.
4	Authenticate the domain Follow your sending platform's domain-verification instructions. You do not need to become a DNS expert.
5	Send yourself a real test Check Inbox, Promotions and Spam. Make sure replies have somewhere to go.

THE EMAIL WORKED - BUT THAT WASN'T THE END

One delivery landed in Spam. A later tester email landed in Promotions. I checked the actual message authentication and SPF, DKIM and DMARC all passed.

That taught me a distinction I would have missed if I had only checked whether the automation said 'sent.'

THE LESSON: SENT is not the same as SEEN. Test the customer side, not only the software side.

REVISED STEP 3

THE PLATFORM I ACTUALLY USED

I am not sending you to a random 'Top 10 funnel builders' list. I built the Business Planner launch machine on Systeme.io.

WHY I CAN RECOMMEND THIS ROUTE

I used Systeme.io to build the real Business Planner buyer funnel, order page, payment path, automatic ZIP delivery, tester registration and tester follow-up.

I also hit its limits. One automation slot was already used. A redirect failed. I had to work around the free-plan structure. That is exactly why this recommendation has value: I know the road because I drove it.

THE LESSON: Recommend from experience, not from a comparison article.

If you already have a selling platform that can do the same jobs, you do not need to abandon it. But if you are starting from zero and want to follow the same road I tested, start with the same platform.

START YOUR FREE SYSTEME.IO ACCOUNT →

Affiliate disclosure: This is my affiliate link. If you later purchase a paid Systeme.io plan through it, I may earn a commission at no additional cost to you.

Why this matters to you: you can begin on the free account, build the core machine, and learn the platform before deciding whether you ever need a paid plan. Systeme.io currently promotes a free plan with no credit card required; plan features and limits can change, so always check the current offer.

DIY ROAD

FROM ACCOUNT TO A WORKING SALES HOME

Enough detail to get you there. Not 47 screenshots of every button.

1	Open your free account Use the Business Planner link: Start Systeme.io free .
2	Create one funnel Create a funnel for the product or offer you are launching. Give it a name you will recognize.
3	Create the front door Build the sales page: problem, promise/result, what they receive, price, proof where available, and one clear CTA.
4	Create the YES page For a digital product this is usually an order form. For another vehicle it may be booking, application, quote request or contact.
5	Connect payment if you sell online I connected Stripe and PayPal. Use the payment method appropriate to your business and market.
6	Create confirmation Tell the buyer the transaction worked, what happens next, where delivery will arrive and how to get support.
7	Create delivery For Business Planner: New Sale → Send Email → Product ZIP / access instructions.
8	Test it yourself Do not stop because the pages look right. Complete the same journey your customer will complete.

SALES PAGE → ORDER / ACTION → PAYMENT → THANK YOU → DELIVERY

START YOUR FREE SYSTEME.IO ACCOUNT →

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A BUSINESS DECISION I ALMOST MISSED

THE TOOL ITSELF CAN BECOME PART OF THE BUSINESS MODEL

There was another lesson hiding inside the platform decision.

I WAS ALREADY SENDING PEOPLE THERE

I was preparing to tell every future Business Planner customer: 'Go create a Systeme.io account.' Then I realized I was about to send those referrals through the generic front door.

That meant the customer could get the same tool, but MarcoBusinessPlanner would receive no attribution for making the recommendation.

So I corrected the path before customers started flowing through it.

THE LESSON: When you genuinely use and recommend a tool, check whether it has an affiliate program before you send your audience there.

Systeme.io's current affiliate documentation says referrals who sign up through an affiliate link are attached to that affiliate, and paid-plan sales can generate lifetime recurring commissions. That does **not** change the recommendation: I would still only send you to a tool I actually used and believe fits this job.

YOUR BUSINESS LESSON: Use it → test it → decide whether you would recommend it anyway → check for an affiliate program → disclose the relationship → use your tracked link.

START YOUR FREE SYSTEME.IO ACCOUNT →

Affiliate disclosure: This is my affiliate link. If you later purchase a paid Systeme.io plan through it, I may earn a commission at no additional cost to you.

WHERE DIY STOPS - AND EXPRESS BEGINS

SCREENSHOTS DO NOT REMOVE THE VALUE OF EXPRESS

This is important. DIY must be complete enough to launch. Express must save time and decisions.

A screenshot in DIY answers: **'What does this kind of thing look like?'** It should make the road less intimidating. It should not contain every field, every copy block, every decision rule and every troubleshooting branch.

DIY	THE ROAD Which platform I tested; what pages you need; what each page must accomplish; basic automation logic; enough examples/screenshots to recognize the destination; Definition of Done.
EXPRESS	THE SHORTCUT Exact recommended route; ready-to-use page structure; copy prompts; email copy; tester copy; feedback questions; automation map; setup checklist; decision rules; troubleshooting; copy/paste assets.
FULL	THE DEMONSTRATION Screen recording: watch me create the funnel, connect the pieces, configure the automation, test the sale, diagnose the failure and fix it.

Example: DIY says: 'Create an automation: New Sale → Send Email → Deliver Product.' Express gives the exact delivery email, subject line, automation map, checklist and troubleshooting decision tree. Full System shows Marco building and testing it on screen.

So yes: we can use real screenshots in DIY and still have **a lot** of legitimate value left for Express. In fact, the screenshots make Express easier to sell because the customer now understands the job and can feel where the friction is.

BUSINESS PLANNER EXPRESS

WHEN YOU KNOW WHAT TO DO - BUT WANT TO GET THERE FASTER

The upgrade should appear at the moment the reader feels the work, not as a random blue square.

Business Planner Express — \$197

You can absolutely keep building with DIY. Express is for the person thinking: *I understand the road. Now give me the shortcuts, words, templates and decisions so I can move faster.*

✓	Funnel blueprint A recommended page order instead of deciding the structure yourself.
✓	Sales-page framework Prompts and section-by-section copy structure.
✓	Checkout checklist What must be connected and tested before traffic.
✓	Delivery email Ready-to-adapt subject/body structure.
✓	Automation map Trigger → actions → delay → follow-up.
✓	Tester kit Invite copy, tester instructions, feedback questions and permission language.
✓	Troubleshooting What to check when email, redirect, payment or delivery does not behave as expected.
✓	Launch-ready check A faster pass/fail route before turning on traffic.

Need the platform first? Start your free Systeme.io account here →

Affiliate disclosure: I may earn a commission if you later purchase a paid Systeme.io plan through this link, at no additional cost to you.

Express CTA: Business Planner Express purchase destination will be inserted once its checkout is live.

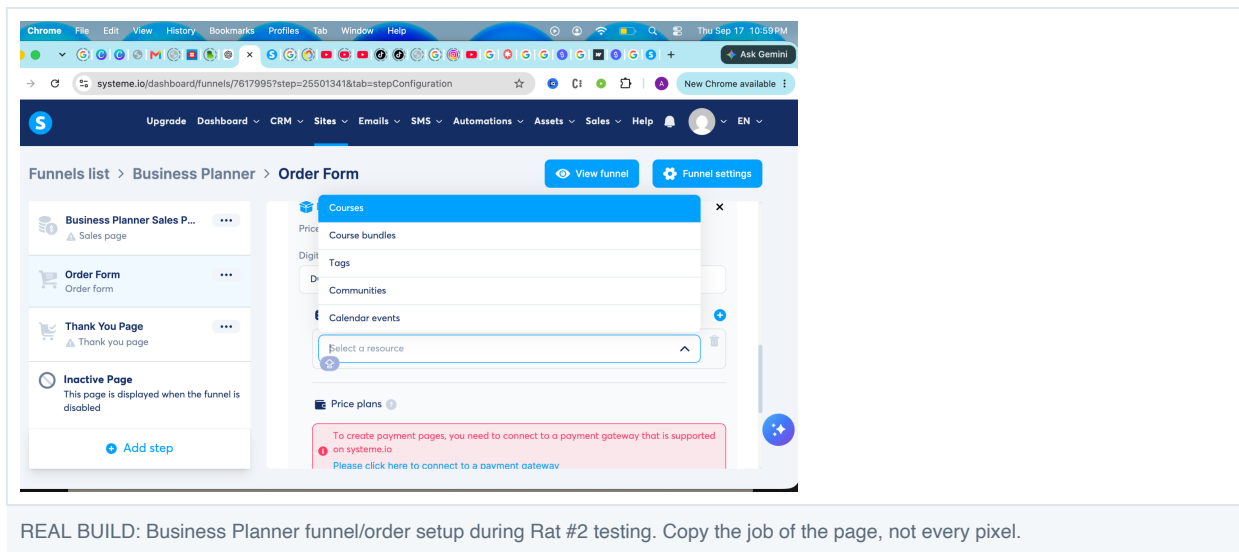
STEP 4

BUILD THE FRONT DOOR

A stranger should understand what you sell without you standing beside them.

Create the sales page first. It should make the customer understand the problem, the result, what is included, the price, and the next action.

1	Problem Show that you understand what is frustrating them.
2	Result Explain what your product/service helps them move toward.
3	What they get Make the deliverables concrete.
4	Price Do not make the customer hunt for it.
5	Call to action One obvious next step: buy, book, apply, request, contact.



REAL BUILD: Business Planner funnel/order setup during Rat #2 testing. Copy the job of the page, not every pixel.

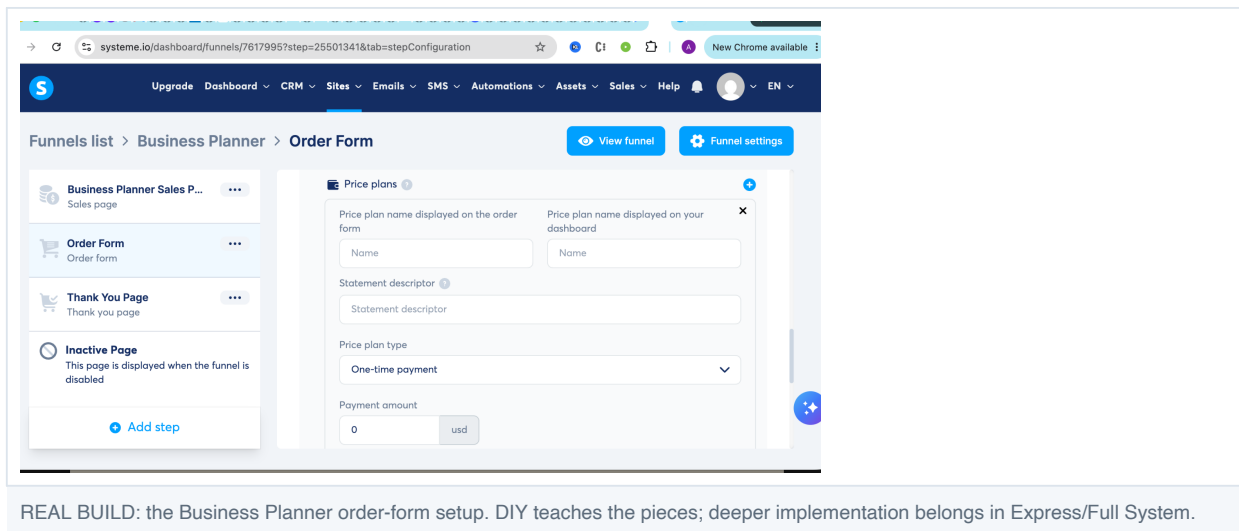
STEP 5

MAKE THE YES ACTUALLY WORK

The button is not the transaction.

For Business Planner, the buyer path needed checkout. I connected payment providers, created the product price, and made sure the order page knew what was being sold.

1	Connect a payment method I connected Stripe and PayPal.
2	Create the product/price The checkout must know what the buyer is purchasing.
3	Keep billing clear We changed a confusing shipping label to Billing Details.
4	Confirm the next step After payment, send the buyer to a clear thank-you/confirmation page.
5	Give support Put a working support contact where a buyer can find it.



STEP 6

AUTOMATE THE HANDOFF

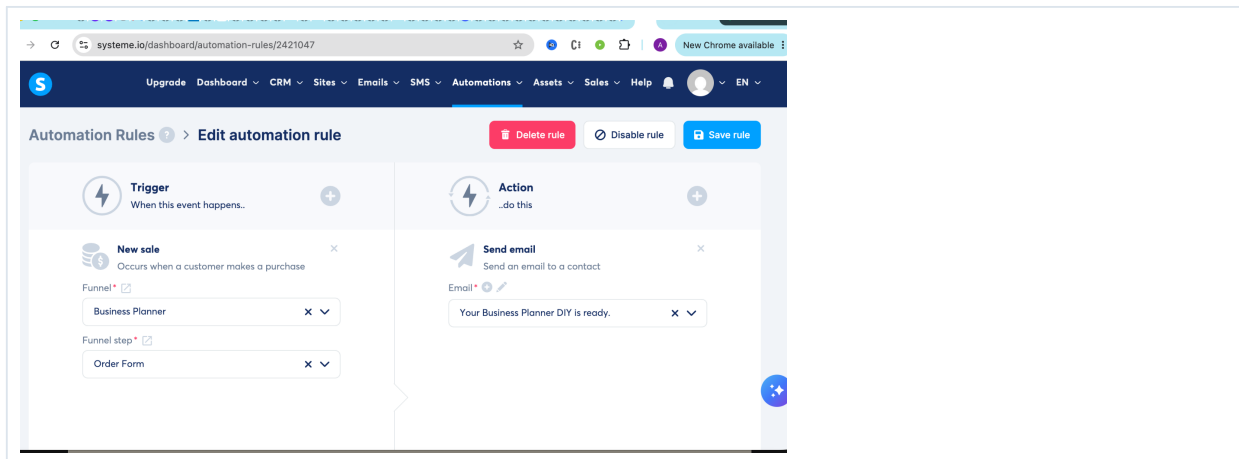
If someone buys while you are asleep, what happens?

For a digital product, I did not want to manually notice every sale and then remember to send a ZIP. I created a simple automation:



At DIY level, that is the job: create an automation triggered by a new sale, then send the buyer an email with the product or access instructions and the support path.

Do not obsess over the exact label of every dropdown. Platforms change. Understand the logic: **EVENT** → **ACTION** → **DELIVERY**.



REAL BUILD: one of the automation screens used during the Business Planner setup.

BUSINESS PLANNER EXPRESS - \$197

If you understand WHAT needs to happen but want less guessing while you build it, Express adds recommended routes, page/copy frameworks, email templates, automation maps, tester frameworks and troubleshooting shortcuts.

GET BUSINESS PLANNER EXPRESS - destination/link added when available.

STEP 7

I PAID MYSELF TO FIND OUT IF THE BUSINESS WORKED

This was one of the most useful tests in the entire build.

THE \$1 TEST

I did not want to trust a pretty checkout screen. I temporarily created a low-cost test product and bought it myself.

Payment succeeded. The buyer receipt arrived. The seller notification arrived. The delivery automation fired. The ZIP arrived.

Then the thank-you routing exposed a problem. I fixed it before a real customer had to discover it.

THE LESSON: Do not test whether the pieces EXIST. Test whether the JOURNEY works.

SEE OFFER → BUY → PAY → CONFIRM → RECEIVE → OPEN

For your business, perform the closest safe equivalent. Buy your own digital product if practical. Submit your own booking form. Request your own quote. Register as your own lead. Then experience what the customer experiences.

BECOME YOUR FIRST CUSTOMER BEFORE YOU ASK FOR YOUR FIRST CUSTOMER.

STEP 8

IF YOU WANT TESTERS, BUILD A DIFFERENT LANE

Free access and paid checkout do not have to be the same road.

I originally started mixing the tester idea into the buyer funnel. That was unnecessary. A tester does not need to pretend to be a paying customer. I created a separate simple tester entry point.

TESTER PAGE → **NAME + EMAIL** → **PRODUCT EMAIL** → **USE PRODUCT** → **FEEDBACK**

The tester page only needs to explain the exchange clearly: they receive free access, and you are asking for honest feedback. Do not demand praise. Do not make the process feel like unpaid employment.

REAL BUILD: Business Planner Tester Hub. The job is simple - explain, register, deliver.

A tester can also become a silent observer of your business and potentially a future customer. Treat them like a person entering a relationship, not a disposable survey response.

STEP 9

THE FREE PLAN TOLD ME I WAS FULL

This is where a small limitation could have turned into another monthly bill.

AUTOMATION RULES: FULL

I had already used the available automation rule for the buyer path. When I tried to create another one for testers, the free plan stopped me.

Instead of upgrading immediately, I looked at what was still available. The account still had a workflow available, so I used the workflow for the tester delivery path.

THE LESSON: A software limit is not automatically a command to spend. First ask whether the same outcome can be reached with the tools you already have.

FORM SUBMITTED



SEND PRODUCT



WAIT 24 HOURS



SEND FEEDBACK
EMAIL

That became a better system anyway. The tester receives the product immediately, gets time to use it, then receives the feedback request later.

Your software may have different limits. The principle is reusable: **understand the outcome first, then find the simplest available route to produce it.**

STEP 10

ASK FOR FEEDBACK AFTER THEY HAVE SOMETHING TO FEEDBACK

I almost asked too early.

I used **Tally** to create a short feedback form. I chose it because it let me build a clean form quickly, including with its built-in AI assistance. You can use another form tool if you already have one.

The form asks things that can actually improve the product:

1	Progress How far did you get?
2	Value What was most useful?
3	Friction What was confusing or difficult? Where did you get stuck?
4	Missing What did you expect that was not there?
5	Improve What would you change?
6	Recommend Would you recommend it to someone trying to build a business?
7	Testimonial Optional. Never require a positive testimonial.
8	Permission Ask separately before using their testimonial/name publicly.

The screenshot shows a Tally form titled "My workspace / Business Planner Feedback". The form contains the following sections:

- Would you recommend the Business Planner to someone else?** with "Yes" and "No" radio button options.
- Share a testimonial about your experience** with a text input field labeled "Your thoughts...".
- May I publicly use your feedback, testimonial, and first name for marketing purposes?** with "Yes" and "No, please don't." radio button options.
- A **Submit** button at the bottom.
- A **Ask Tally** button with a question mark icon.

The left sidebar shows a navigation menu with items like "home", "search", "members", "domains", "settings", "Upgrade plan", "spaces", "My workspace", "chat", "templates", "What's new", "roadmap", "feature requests", "rewards", and "trash".

REAL BUILD: the bottom of our Tally form - recommendation, optional testimonial, and separate permission.

Because testers received the product free, any testimonial later used publicly should be presented honestly and with the appropriate disclosure for your market.

STEP 11

REMOVE UNNECESSARY STEPS

The machine got simpler while I tested it.

At first I had a separate tester thank-you page. Later I realized the tester could be redirected directly to the feedback destination after registering. The page itself tells them the Business Planner is on the way, tells them to check spam/promotions, and tells them **not to fill the feedback form yet** - use the product first.

Then the 24-hour email brings them back to the same form.



THIS IS WHAT IMPROVEMENT LOOKS LIKE

Nothing dramatic happened. I simply noticed an extra page that was not doing enough work and removed it.

That is V1 thinking: simplify the road when reality shows you a cleaner route.

THE LESSON: Do not confuse 'we changed something' with 'the original project failed.' Adjust the route.

STEP 12

MAKE SURE THE EMAIL IDENTITY IS REAL

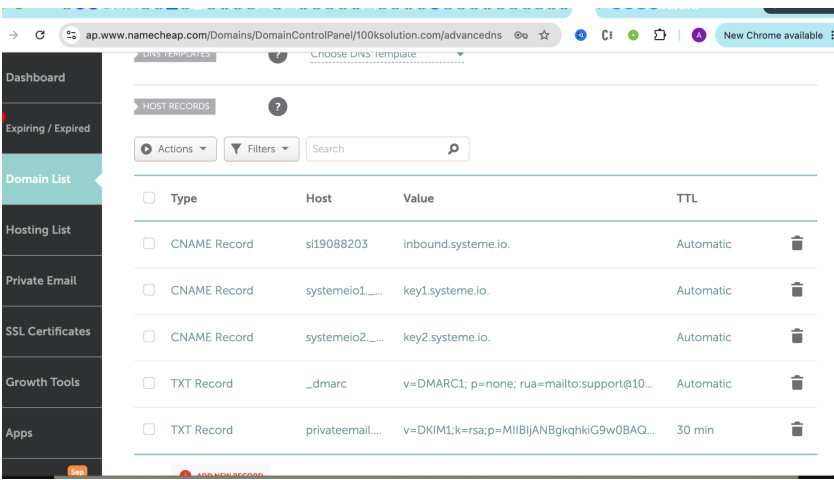
You do not need to learn DNS. You do need to verify the result.

When I connected the business email to the sending platform, the platform gave me domain records to add where the domain was managed. I added the required records and later checked a real Gmail message.

The result I cared about was simple:

SPF - PASS | DKIM - PASS | DMARC - PASS

Those checks help receiving email systems verify that the message is legitimately connected to the sending domain. Your provider will give you its own instructions.



The screenshot shows the Namecheap Domain Control Panel interface. The left sidebar contains navigation links: Dashboard, Expiring / Expired, Domain List (highlighted), Hosting List, Private Email, SSL Certificates, Growth Tools, and Apps. The main content area is titled 'HOST RECORDS' and includes a search bar and a table of DNS records. The table has columns for Type, Host, Value, and TTL. There are five records listed: three CNAME records and two TXT records. A red banner at the bottom of the table says 'ADD NEW RECORD'.

Type	Host	Value	TTL
CNAME Record	si19088203	inbound.systeme.io.	Automatic
CNAME Record	systemeio1_...	key1.systeme.io.	Automatic
CNAME Record	systemeio2_...	key2.systeme.io.	Automatic
TXT Record	_dmarc	v=DMARC1; p=none; rua=mailto:support@10...	Automatic
TXT Record	privateemail...	v=DKIM1;k=rsa;p=MIIBIjANBgkqhkiG9w0BAQ...	30 min

REAL BUILD: domain records in Namecheap. This screenshot is proof of the kind of setup involved - not an instruction to copy these exact values.

DIY rule: follow the platform's domain-authentication guide, then inspect a real test email. Do not copy somebody else's DNS values.

WHEN THE ROAD STARTS FEELING TECHNICAL

YOU DO NOT HAVE TO TURN DIY INTO A SOFTWARE COURSE

The Business Planner gives you enough to reach the destination. Some people will want to see the actual implementation.

If you are comfortable following the logic above, keep going. You do not need another product to finish.

WANT MORE HELP AT THIS STEP?

Business Planner Express - \$197 gives you the faster execution layer: recommended routes, page/copy frameworks, email templates, automation maps, tester frameworks and troubleshooting shortcuts.

Business Planner Full System - \$497 is the SHOW ME layer: video walkthroughs, real setup demonstrations and deeper implementation.

The point is not to hide essential information from DIY. The point is that reading *create an automation* and watching someone create it on screen are two different learning experiences.

STEP 13

TEST BOTH ROADS FROM THE OUTSIDE

You are almost at the switch.

BUYER ROAD

OFFER → CHECKOUT → PAYMENT → THANK YOU → DELIVERY → SUPPORT

TESTER ROAD

TESTER PAGE → REGISTER → DELIVERY → USE → FOLLOW-UP → FEEDBACK

- | | |
|---|---|
| 1 | Desktop
Open the experience as a stranger. |
| 2 | Phone
Repeat the important steps on mobile. |
| 3 | Email
Open the actual emails. Check links and folders. |
| 4 | Files/access
Download, unzip or enter the product exactly as the customer will. |
| 5 | Forms
Submit the tester/feedback forms and confirm the response is stored. |
| 6 | Support
Make sure the help path is visible and working. |

IF SOMETHING BREAKS: ENCOUNTER IT → NOTE IT → FIX THE BLOCKER → TEST AGAIN → KEEP MOVING

STEP 14

NOW CHOOSE HOW YOU ENTER THE MARKET

This is where Test First / Hybrid / Go Live finally belongs.

A	TEST FIRST Invite a small group of testers. Learn. Improve the important problems. Then sell.
B	HYBRID Invite testers while the real offer is also available for sale.
C	GO LIVE Sell the working V1 immediately and let paying customers become part of the evidence loop.

The route is not a personality test. It is a decision about how you want to collect the first evidence. Pick one and move.

For Rat #2, the machine was built so all three routes became possible. That was the entire reason for preparing backward from YES.

YOU ARE NO LONGER CHOOSING A LAUNCH ROUTE FOR AN IMAGINARY BUSINESS. YOU ARE CHOOSING WHICH SWITCH TO TURN ON.

STEP 15

NOW SEND PEOPLE IN

The ad is almost the last switch, not the first.

1	Warm contacts People who already know you, previous contacts, referrals and relationships.
2	Organic content Videos, posts, stories, email and useful public teaching.
3	Direct outreach Relevant one-to-one conversations when appropriate.
4	Paid traffic Ads that send targeted attention into the machine you already tested.

We are now at this exact checkpoint in the Rat #2 journey: the machine exists, the lessons are being put back into the product, the final product replaces the demo, and then traffic can be turned on.

WHY THIS ORDER MATTERS

Had I run the ad first, every response would have created pressure: build the page, fix delivery, create feedback, set up support - while people were already waiting.

By building first, the ad becomes what it should be: a traffic source, not an emergency.

THE LESSON: Traffic amplifies whatever is behind it. Give it a working road to amplify.

THE FOUR ROUTES THROUGH BUSINESS PLANNER

SAME DESTINATION. DIFFERENT LEVEL OF HELP.

You can continue with the DIY roadmap you already own. The other products exist for people who want more speed, more demonstration, or everything together.

1	BUSINESS PLANNER DIY - \$97 The roadmap. Learn what to do, why it matters, and enough HOW to reach launch.
2	BUSINESS PLANNER EXPRESS - \$197 The faster execution layer: routes, prompts, templates, checklists and shortcuts.
3	BUSINESS PLANNER FULL SYSTEM - \$497 The SHOW ME layer: video demonstrations, walkthroughs and deeper implementation.
4	ALL-IN-ONE ACCELERATOR - \$697 DIY + Express + Full System together: roadmap + speed + guidance.

YOU DO NOT NEED TO UPGRADE TO KEEP MOVING. UPGRADE ONLY IF THE NEXT LEVEL OF HELP SOLVES A REAL FRICTION FOR YOU.

Business Planner is the GPS. You are still the driver.

LAUNCH MACHINE CHECKPOINT

BEFORE YOU TURN ON TRAFFIC

Check the road once. Then stop hiding behind setup.

- I control the domain/business identity I need for this launch.
- I have a working business/contact email or support path.
- My offer has one clear sales home/front door.
- My customer can take the intended action.
- Payment or registration works.
- Confirmation works.
- Delivery works.
- I tested the buyer/customer journey myself.
- If using testers, the tester path works separately.
- Feedback is short, useful and permission-based.
- My follow-up happens after the person has had time to use the product.
- I tested email delivery and know where the message lands.
- I chose Test First, Hybrid or Go Live.
- I chose the first traffic source.

ALL TRUE? THE MACHINE IS READY. NEXT: SEND PEOPLE IN.

NEXT IN BUSINESS PLANNER: execute your discovery/traffic route, then move into THE REPS. Sell. Create. Improve. Repeat.