Simple Setup Club

First edition
2026

Sell your first digital product: sales page, checkout and download

First Product.

✓ Sales page ✓ Checkout ✓ Thank-you page ✓ First-sale checklist

Copy the set-up into your free account in two clicks

Free Systeme.io plan · No code

Ready to sell.

Selling one small thing online usually means a sales page, a checkout, a way to get paid and a way to hand the product over. This kit gives you three of them already built, and shows you how to connect the fourth. You copy it in, change the words, connect a way to get paid, and test it with a $1 purchase.

Links with a star (*) are ads. We earn a commission if you later pay for Systeme.io through them.

DO THIS FIRST

Open your free account

Your set-up goes into it. It takes about 2 minutes and needs no card.

Open my free account → *

What is inside

01 The two-click set-up
A sales page, a checkout and a thank-you page that drop straight into your account. PAGE 03

02 Pick it, price it, word it
Product ideas, a price guide and fill-in-the-blanks words for every part of the page. PAGES 04–05

03 Get paid and hand it over
Connect your card payments, set the price, and deliver the product the moment someone pays. PAGES 06–08

04 The selling rules, in plain English
The UK and EU rules for selling digital products. The set-up is built to help you follow them. PAGE 09

05 The $1 test and your checklist
Buy from yourself, check it all works, refund yourself, then go live. PAGES 10–12

Your first afternoon.

Five steps, in this order. Times are a guide, not a promise.

STEP 1

ABOUT 5 MINUTES

Copy the set-up in

Open your free account, then use the copy link on page 03.

STEP 2

FROM 1 HOUR

Pick your product and write the page

Use pages 04 and 05. A short, useful PDF is the easiest first product.

STEP 3

ABOUT 15 MINUTES

Connect a way to get paid

Connect Stripe so people can pay by card (page 06). Stripe checks who you are first.

STEP 4

ABOUT 20 MINUTES

Set the price and the hand-over

Set your price, upload your product and switch on the order email (pages 07 and 08).

STEP 5

ABOUT 15 MINUTES

Test it with $1, then go live

Buy it yourself, check everything, refund yourself (page 10). Then tick off page 11.

WHAT YOU NEED

A computer, a bank account for Stripe to pay into, your own domain (paid), and a business address to show on your page (many countries require one). Plus your product as a PDF, or an idea for one.

BEFORE YOU TAKE REAL MONEY

Buyers must get an order email (page 08), so you need your own domain (paid, usually yearly). Gmail and Yahoo will not work. Connect it: profile picture › **Settings** › **Custom domain** › **Add domain**, then add the two CNAME records it shows at your seller. Stuck? Systeme.io support does it free. Email set-up: our free Starter Kit, "Emails not sending?" page.

Copy it in. Two clicks.

You get the exact pages we built, with buyer-protection wording already in place. No templates to hunt for. No design work.

Links with a star (*) are ads.

1

2 MINUTES

Open your free Systeme.io account

Sign up for the free plan: **Open the free sign-up page***

No card needed. Already have an account? Log in and skip to step 2.

2

1 MINUTE

Copy the set-up into your account

Stay logged in, then open this link in the same browser:
Copy the set-up into my account*

3

1 MINUTE

Find it

Go to **Sites** › **Sales funnels** and open **First Product Kit**. Systeme.io calls a set of linked pages a "sales funnel". You will see three steps, in order: Sales page, Order Form and Thank You Page.

STEP 1

Sales page

Eight short sections with blanks to fill in.

STEP 2

Checkout

Price summary, the instant-access tick box and a "Buy now" button.

STEP 3

Thank-you page

An order summary and a download button.

ONE THING LEFT TO ADD

The copy comes without a product or price, because those belong to you. You add them in about 5 minutes (page 07). Until then, Systeme.io does not show the checkout page to visitors. Link not working? Log in first, in the same browser, then try again. The free plan allows 3 sales funnels, so if you already have 3, delete one you do not use.

Pick one small thing.

Your first product should solve one clear problem for one kind of person. Pick something you can finish in a weekend.

1. Pick a format

EASIEST

A checklist pack

3 to 5 one-page checklists for one job, from start to finish.

MOST COMMON

A short how-to guide

10 to 20 pages that take someone from stuck to done.

HANDY TO KEEP

A template pack

Ready-made plans, scripts or messages people copy and change.

QUICK TO USE

A swipe file

A set of examples that work, with a line on why each one works.

2. Pick a price

For a first small product, $9 to $29 is a sensible range. That is our opinion, not a rule. Use one clear price. No "was $97" unless you really charged $97 recently, for a fair length of time.

What you keep: Systeme.io takes 0% of your sales. Stripe charges a fee that depends on your country. In the US it is 2.9% + 30 cents per sale on a US card (cards from abroad cost more), so on a $19 sale you keep about $18.15. In the UK it is 1.5% + 20p on a standard UK card.

3. Name it

Formula: The result _____ format _____ for who it is for _____.

Example: The first-week meal plan pack for new runners.

Keep the promise small. In many countries, what you say about your product becomes part of the deal. Say what is inside, and make sure it is there.

Prices from stripe.com/pricing (US), stripe.com/gb/pricing (UK) and systeme.io/pricing, checked October 2026.

Fill in the blanks.

Open your sales page and click **Edit page**. Click any words to change them. The page has eight sections, in this order.

1 **Headline**

" Result _____ in time _____, without the hard part _____."

Example: "A week of runner meals planned in 20 minutes, without counting calories."

2 **Who it is for, and who it is not for**

Two short lists. Saying who should not buy helps the wrong people stay away.

3 **The problem**

Two or three lines, in your buyer's own words.

4 **What is inside**

One line per part, with a number: "8 pages", "5 templates", "1 checklist".

Example: "7 dinner recipes. 1 shopping list. 1 prep checklist."

5 **A real sample**

A picture of one real page, so people can see what they are paying for.

6 **The price**

The full price, once, including any tax: "$19. Instant download."

7 **Questions**

What format is it? Will it work on my phone? Can I cancel? The template already answers that last one for you.

8 **Your details**

Your name or business name, address and email, in the footer.

NEVER DO THESE

No made-up reviews. No "was" price you never charged. No countdown timer that starts again. No promises of how much money someone will make. In the UK and EU, these break consumer law or advertising rules.

Connect card payments.

Stripe takes card payments for you and pays the money into your bank. It is free to join. You pay a small fee on each sale.

1

Connect Stripe

Click your profile picture, then **Settings** › **Payment gateways**. Click **Connect** next to Stripe. Log in to Stripe, or make a Stripe account.

2

Prove who you are

Pick your country and business type, then fill in your details. Stripe needs this before you can take payments. Then click **Authorize access to this account**.

3

Switch it on for your set-up

Open the **Order Form** step. In **Configuration**, choose the ways people can pay, such as card. Save.

4

Set tax

Not registered for VAT or sales tax? In Sales funnels, click ··· beside your funnel, then **Settings**, and tick "Don't charge tax to customers on payment pages for this funnel". Save. If you skip this, your checkout may add tax you are not allowed to charge.

GOOD TO KNOW

Your first payout

Stripe usually pays your first sale into your bank 7 to 14 days after it, depending on your country.

OPTIONAL

PayPal

Needs a free PayPal Business account, one extra PayPal setting and a Last name box on your checkout. Search Systeme.io's help centre for "PayPal integration".

Checked against Systeme.io's help pages and docs.stripe.com in October 2026. If a menu looks different, search Systeme.io's help centre for "connect Stripe".

Set your price.

Connect a payment provider first (page 06). Then follow these four steps.

1

Pick your currency first

Not selling in US dollars? In the funnel's **Settings**, change the currency now. Changing it later removes the product and price.

2

Add the product

Open the **Order Form** step. Under Choose offer type, click **Digital product**, then **Create new product**. Type your product's name and click **Add product**.

3

Add the price

Next to Price plans, add a new price plan. Choose a one-time payment, type the price and save it. Then click **Save**.

4

Change the words in square brackets

Click **Edit page**, change the words in square brackets to match, including the button, then click **Save**. Visitors only see the button once Stripe is connected.

The three lines the law asks for at checkout

LINE ABOVE THE BUTTON

[Product name] (PDF, [number] pages). [Price] total. Instant download.

THE TICK BOX (REQUIRED, NEVER TICKED IN ADVANCE)

☐ I want instant access to [product name]. I agree you can start supplying it now, and I understand I will lose my 14-day right to cancel once access begins.

THE BUTTON

Buy now – pay [price]

Page 09 explains why each line is there. Keep the tick box set to required.

Hand it over.

Two jobs. The thank-you page gives the product to the buyer straight away. The order email confirms the sale, in writing.

1 Link the download

Open the **Thank You Page** step and click **Edit page**. Click the Download button. Under **Action when button clicked**, choose **Download file**. Click the cloud icon and upload your PDF. Save.

2 Switch on the order email

Open the **Order Form** step and click **Automation Rules**. Add a rule: **New sale** › **Send email**. Paste in the email below. For [link], click the cloud icon in the email and upload your PDF (5 MB or less). Save the rule.

Subject: Your order: [product name] STRAIGHT AFTER EACH SALE

Hi {first_name},

Thank you for buying [product name] (PDF, [number] pages) for [price]. Here is your download: [link].

At checkout, you asked for instant access and confirmed you understood you would lose your 14-day right to cancel once access began. If the product is faulty or not as described, reply to this email and I will fix, replace or refund it.

Seller: [your name or business name], [address], [email].

ONE RULE ON THE FREE PLAN

The free plan allows 1 automation rule. Use it for this email, because UK and EU law ask you to confirm each sale in writing, and buyers everywhere expect it. Need more rules later? Paid plans allow more (the Startup plan allows 10). Links with a star (*) are ads. **Visit Systeme.io***

The selling rules, on one page.

These are the UK and EU rules. They can apply whenever you sell to buyers there, wherever you live. The set-up is built to help you follow most of them. Check your own country's rules too.

1 **Say who you are**
Show your name or business name, a real address and an email on your pages. A UK limited company also shows its full registered name, number, where it is registered and registered office. Show any VAT number too.

2 **Show the full price first**
The price people see must be the price they pay, including any tax. No extra charges at the end. Right above the button, repeat what they are buying and the total.

3 **Make the button say "pay"**
The button must make clear that clicking it means paying, such as "Buy now – pay $19". If it does not, the buyer is not bound by the order.

4 **Use the instant-access tick box**
UK and EU buyers can normally cancel within 14 days. That right ends once access begins only if they tick the box, and you then send the order email confirming it. Miss either, and they may download it and still get a full refund.

5 **Confirm it in writing**
Send an order email that includes what they agreed to (page 08).

6 **Faulty means fix it**
The tick box does not cover faulty products, or ones that are not as described. Fix, replace or refund those.

7 **Check your sales tax**
Tax rules depend on where you live and where your buyers live. Some places tax digital sales from the very first one. Check with your tax office before you sell abroad.

8 **Be honest in your adverts**
No made-up reviews, no fake "was" prices and no timers that start again. Only make claims you can prove.

This is a plain-English guide, not legal or tax advice. In the UK and EU you also need a privacy notice, because you collect buyers' details. In the UK, you may also need to pay a data protection fee to the ICO (the UK's data protection office). Check the official rules where you live.

Buy it yourself.

Systeme.io has no pretend test mode for card payments. So you test with a real card, for $1 (or £1, or €1), and then refund yourself.

1

Set the price to $1

On the checkout (page 07), remove your real price plan for now and add a $1 one. Change the button and the line above it to say $1.

2

Buy it

Open your sales page in a private browser window (in Chrome, an Incognito window). Click through and pay with your own card.

3

Check four things

The thank-you page shows your order. The download button gives you the right file. The order email arrives. The sale shows under **Sales** › **Transactions**.

4

Check the tick box was saved

In Transactions, click ··· next to the sale, then **Customer consent record**. You should see the tick box words, the date and time. This is your proof if anyone asks.

5

Refund yourself

Click ··· again, then **Refund**. Refunds are always the full amount.

6

Set your real price

Put your real price plan back, and change the button and the line above it to match.

STRIPE FEES ON THE TEST

Stripe may keep its fee on a refunded payment, so the test can cost you about 20 to 35 cents or pence.

Tick it off.

Do not share your sales page until every box is ticked.

☐	Free account open and the set-up copied in (page 03)	5 MIN
☐	Product made and saved as a PDF (in Google Docs: File › Download › PDF)	VARIES
☐	All eight sales page sections filled in (page 05)	45 MIN
☐	Stripe connected and your details checked by Stripe (page 06)	15 MIN
☐	Card payments switched on in the Order Form step (page 06)	1 MIN
☐	Tax set correctly for you (page 06)	1 MIN
☐	Currency picked first, then product name and price set (page 07)	5 MIN
☐	Line above the button and button words match your price (page 07)	2 MIN
☐	Tick box set to required and not ticked in advance (page 07)	1 MIN
☐	Your PDF linked to the download button (page 08)	3 MIN
☐	Domain bought and connected, so your emails can send (page 02)	VARIES
☐	Order email rule saved (page 08)	5 MIN
☐	Your name, address and email in every page footer	3 MIN
☐	Privacy notice: in your funnel, Add step › Info page, paste in your notice (free: "ICO privacy notice generator"), then copy its address (copy icon beside URL Path) into every footer	10 MIN
☐	No [left on any page: open each page and press Ctrl+F (Cmd+F on a Mac), then type [	3 MIN
☐	$1 test done, checked and refunded (page 10)	10 MIN
☐	Sales page link copied and checked on your phone	2 MIN

What free gets you.

The set-up is built to fit inside the free plan. Here are the limits that matter for selling, so nothing surprises you.

Fee on your sales	0%. Stripe or PayPal still charge their own fee.
Total sales	Up to $10,000 (US dollars) in total. At $10,000, your checkout stops taking payments until you upgrade.
Contacts	Up to 2,000 people on your list.
Emails	Unlimited. Each one ends with a "Sent with Systeme.io" link, which you cannot remove on the free plan.
Systeme.io badge	Your pages show a small Systeme.io badge, which you cannot remove on the free plan.
Sales funnels	3. This kit uses 1.
Automation rules	1. Use it for the order email (page 08).
Courses	1, with up to 500 students.
Extras at checkout	1 discount code, 1 add-on at checkout (an "order bump") and 1 offer after checkout (an "upsell").
Your own web address	1 domain. You buy the domain yourself.

WHEN TO UPGRADE

Only when you need to: when you get close to $10,000 in sales, need more than 1 automation rule, or need more room. The Startup plan is $17 a month, plus tax where it applies. Links with a star (*) are ads. **See the plans***

Limits checked on systeme.io/pricing and Systeme.io's help pages in October 2026. Plans can change.

You are ready.

You now have a sales page, a checkout that takes card payments, and a product that is delivered for you. Here is how to start finding buyers.

Three ways to start selling this week

1

Tell your email list first

Only people who agreed to get your emails. Send three short emails: why you made it, what is inside, and a reminder.

2

Put the link in your bio

Open the Sales page step and click the copy icon beside URL Path. That is your sales page link. Put it in your bio on every social media account you use.

3

Add one small extra

The free plan gives you 1 order bump: a small add-on people can tick at checkout, such as a $7 bonus checklist. Leave it unticked and show its price.

A REAL DEADLINE ONLY

Launch prices are fine if they really end on the date you say, and do not come straight back. A timer that starts again misleads buyers, and in the UK it is against the law.

No email list yet? Our free Starter Kit builds your sign-up page and welcome emails. Both kits fit in the free plan's 3 funnels, but both need its only automation rule, so running both at once needs a paid plan. Get it at **simplesetupclub.com**.

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