Simple Setup Club

First edition
2026

Email list set-up kit for complete beginners

Starter Kit.

✓ Sign-up page ✓ Thank-you page ✓ 3 welcome emails ✓ 60-minute checklist

Copy it all into your account in two clicks

One free tool · No code

Skip the blank page.

Starting from a blank screen can eat a whole weekend. This kit gives you a finished, working set-up instead. You copy it, change the words, and switch it on.

Links with a star (*) are ads.

DO THIS FIRST

Open your free account

Everything in this kit goes into it. It takes about 2 minutes and needs no card.

Open my free account → *

What is inside

01 The two-click copy
A ready-made sign-up page and thank-you page that drop straight into your account. PAGE 03

02 Fill-in-the-blanks words
Headlines, button words and a free-thing idea picker, so you never start from nothing. PAGE 04

03 Three welcome emails
Written for you, plus how to switch them on. Copy them in one click, or paste them in yourself. PAGES 05–06

04 "Emails not sending?" fix sheet
Get your emails sending from your own domain. PAGE 07

05 The 60-minute checklist
Every step in order, with a box to tick. PAGE 08

Your first hour.

Four short steps, in this order. Times are a guide, not a promise.
Take as long as you need.

0-5 MIN

Copy everything in

Open your free account, then use the two links on page 03.

5-40 MIN

Make it yours

Make your free thing and change the words, using page 04.

40-50 MIN

Switch it on

Link your download, switch on the emails (page 06) and add your privacy notice.

50-60 MIN

Test it, then share it

Sign up with a second email address and tick the box. Check the page, the download and the thank-you page work, check it on your phone, then share the link. Your emails start sending once your domain is set up (page 07).

WHAT YOU NEED

A computer, an email address and about an hour. Later, a domain, so your emails can send (page 07).

BEFORE YOU START

To send emails to your list, you need your own web address (a domain), such as yourname.com. A domain costs money, usually paid once a year. A Gmail or Yahoo address cannot be used as the sender. Page 07 shows you exactly what to do. You can build everything and test your pages first, and add the domain after.

Copy it in. Two clicks.

You get the exact pages we built, ready to edit. 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. The free plan holds up to 2,000 contacts and 3 sales funnels. Already have an account? Skip to step 2.

2

2 MINUTES

Copy the pages into your account

Stay logged in. Then open this link in the same browser: **Copy the pages into my account***

Find it under **Sites** › **Sales funnels**.

3

1 MINUTE

Copy the three welcome emails in

Open this link the same way: **Copy the emails into my account***

Find them under **Emails** › **Campaigns**.

WHAT YOU GET

Sign-up page

Headline, short description, name and email boxes, an optional email tick box and a button.

WHAT YOU GET

Thank-you page

Gives everyone your free thing straight away, with a download button.

LINK NOT WORKING?

Make sure you are logged in first, in the same browser, then click the link again. Using a printed copy? Open the PDF on your computer and click the link there. Emails did not copy? The free plan allows 1 email campaign, so delete any you do not use.

Fill in the blanks.

Open your new sign-up page and click **Edit page**. Click any words to change them. Use the formulas below.

1. Pick your free thing

People give their email for something small and useful. Make one in 10 minutes and save it as a PDF, or copy ours (page 09):

EASIEST

A one-page checklist

"The 5-step checklist for who to result"

QUICK WIN

A short list of tips

"5 topic mistakes beginners make, and the fix"

HANDY TO KEEP

A simple template

"My copy-and-paste thing template"

EASY TO SHARE

A one-week plan

"A 7-day goal plan for who"

2. Write the headline

Formula: The free thing for who it is for who want result.

Example: The 10-minute meal-prep checklist for busy parents who want calmer weeknights.

3. Three short bullets

Say what is inside, not how great it is. Start each one with a number or a verb: "The 3 things to…", "How to…", "A ready-made…".

4. Button and cover

Say what they get: **"Get the checklist"** beats "Submit". Keep the button black with yellow words, or match your own colours. Click the cover picture to upload your own, or delete it.

KEEP THESE AS THEY ARE

The tick box (keep it unticked and optional), the small print and the privacy link. They help you follow UK email rules. Change only the words in square brackets. If you change how many emails you send, change the number in the tick box.

Emails that send themselves.

Only people who tick the box get these. Change the words in square brackets. Keep the "Sent with Systeme.io" line (that link is an ad) unless a paid plan removes the link.

Subject: Here is your [free thing] — STRAIGHT AWAY

Hi {first_name},

The "Sent with Systeme.io" link at the very bottom of this email is an ad.

Thank you for signing up for my emails. Here is your [free thing] again, so you do not lose it: [your thank-you page address].

Try this first: [one line].

Over the next four days, I will send you two more short emails to help you use it.

[Your name]

Subject: A common mistake with [topic], and the fix — DAY 2

Hi {first_name},

The "Sent with Systeme.io" link at the very bottom of this email is an ad.

When people start with [topic], a common mistake is [mistake]. It feels sensible, but it [why it causes a problem].

Try this instead: [the simple fix].

Reply and tell me how it goes. I read every reply.

[Your name]

Subject: What to do next with your [free thing] — DAY 4

Hi {first_name},

The "Sent with Systeme.io" link at the very bottom of this email is an ad.

By now you have had a few days with your [free thing]. If you want to go one step further, here is what I would do next: [next step].

[Only people who ticked your box get this email. Keep it helpful. Offers need their own tick box (see page 06). Delete this note before you send.]

[Your name]

The emails copy in switched off. Once your domain is set up, switch them on in order (page 07, step 5). Keep {first_name} exactly as it is, or use Systeme.io's insert-name option.

Switch it on.

Two jobs. First, link the download, so everyone gets your free thing. Then set the tick box, so only people who tick it get your emails.

1 Link the download

Open your thank-you page and click the Download button. Under **Action when button clicked**, choose **Download file**. Click the cloud icon beside File and upload your PDF. Then copy the thank-you page address (the copy icon beside URL Path) into email 1.

2 Open the tick box settings

On your sign-up page, click the tick box. Check it is optional and starts unticked.

3 Add the rule

Click **Add automation rule**, then **Subscribe to campaign**, then pick the welcome emails. This is the 1 rule the free plan allows, and it is all you need.

Want a second box later, for tips and offers? It would need a second rule. A box with no rule does not save who ticked it. Paid plans allow more rules (the Startup plan allows 10), but you do not need a paid plan for this set-up. Links with a star (*) are ads. **Visit Systeme.io***

4 Save it

Click **Save** in the top-right corner.

WHO TO EMAIL

On the free plan, every email ends with a "Sent with Systeme.io" link. That link is an ad. Under UK email rules, an email with an ad in it counts as marketing. So only email people who tick the box. Everyone else still gets your free thing from the button. If you add a link that is an ad, put a star (*) after it, and add this line under "Hi": Links with a star (*) are ads.

CHECK IT WORKED

Once your domain is set up (page 07), sign up twice: once ticking the box, once not. Use two addresses you can check. Gmail lets you add +1 before the @ (yourname+1@gmail.com). Only the ticked one should get an email. Look in spam too.

Emails not sending?

This is the trickiest step. Here is why it happens, and the fix.

Why it happens

Since July 2024, Systeme.io does not let you send emails to your list from a Gmail address. Yahoo addresses are blocked too. You need an email address on your **own domain**, such as hello@yourname.com.

The fix, step by step

1

Get a domain

Buy one from any domain seller. In Systeme.io: profile picture › **Settings** › **Custom domain** › **Add domain**. Type it with www, save, then add the two CNAME records it shows at your seller. Then in Sales funnels, click ⋯ beside your funnel › **Settings**, pick your domain under Funnel domain and save. Systeme.io will not send until your page shows on it. Stuck? Systeme.io support will connect it for you, free: search their help centre for "free DNS setup".

2

Tell Systeme.io about it

Go to **Settings** › **Emails**. Under Domains, click the link to authenticate (prove you own) your domain and follow the steps on screen.

3

Copy four records to your domain seller

Systeme.io shows three CNAME records and one DMARC (TXT) record. Add all four in your domain seller's DNS settings (the page where you add records), exactly as shown. Stuck? Ask the seller to add them.

4

Confirm your sender address

Back in **Settings** › **Emails**, under Verified email addresses, add hello@yourdomain and click the link in the email you receive.

5

Switch on the three emails, in order

They copy in switched off. Fill in every [blank] first. Then open the emails in **Emails** › **Campaigns**. Click ⋯ beside email 1 (at the bottom) › **Activate**, 0 days. Then email 2 › **Activate**: sent after email 1, 2 days. Then email 3: after email 2, 2 days.

6

Wait, then test

Changes can take up to 48 hours to work. Then sign up to your own page with a second email address, tick the box, and check that the first email arrives. Look in spam the first time.

Checked against Systeme.io's help pages in October 2026. Settings can move, so if a menu looks different, search their help centre for "authenticate your domain".

Tick it off.

Print this page, or keep it open next to your account.

☐	Open your free Systeme.io account	2 MIN
☐	Copy the sign-up and thank-you pages in (page 03)	2 MIN
☐	Copy the three welcome emails in (page 03)	1 MIN
☐	Pick your free thing and make it (one page is enough)	10 MIN
☐	Change the headline, bullets and button words	10 MIN
☐	Change the business name in the small print and footer	2 MIN
☐	Edit the thank-you page and link your free thing to the download button (page 06)	3 MIN
☐	Change the words in square brackets in all three emails	10 MIN
☐	Set the tick box rule (page 06)	3 MIN
☐	Under [Your name] in each email, add your business name (a limited company also adds its number and registered office)	2 MIN
☐	Privacy notice: in your funnel, Add step › Info page. Paste in your notice (free: "ICO privacy notice generator") and link it in the small print and footers	5 MIN
☐	Set up your domain, then switch on the emails in order (page 07)	VARIES
☐	Search pages and emails for any [left and fill it in	3 MIN
☐	Sign up twice, ticking the box once, and check every step works	5 MIN
☐	Open the page on your phone and check it looks right	2 MIN
☐	Copy the page link and put it in your social media bio	2 MIN

IF SOMETHING DOES NOT WORK

No thank-you page? Click the button on your sign-up page and check it is set to **Submit form** and **To the next step**. **No email?** Check you ticked the box, its rule is saved, the emails are switched on and your sender is confirmed (page 07).

You are live.

Once your domain is set up, you have one page that gives away your free thing and three emails that send themselves to people who tick the box.

Three ways to use it this week

1 **Put the link in your bio**
On every social media account you use. It is how viewers join your email list.

2 **Mention it once in every post**
One line at the end is enough: "Free [thing], link in my bio."

3 **Read your replies**
Email 2 asks people to reply. Their answers tell you what to make next.

READY-MADE CHECKLIST (FROM PAGE 04)

Type this into any document, fill the gaps and save it as a PDF.

The 5-step checklist for who **to** result

1. first step 2. next step 3. mistake to avoid
4. what to check 5. how to know it worked

NEXT: SELL YOUR FIRST PRODUCT

Our free First Product Kit builds your sales page and checkout. Both kits use the free plan's only automation rule, so running both at once needs a paid plan.
simplesetupclub.com/first-product

WHEN YOU OUTGROW THE FREE PLAN

The free plan holds up to 2,000 contacts and 3 sales funnels. If you need more room later, the paid plans add it. Upgrade only when you need to.

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