SMALL BIZ NERD · FREE CHEAT SHEET

LEARN THE LINGO

Your Systeme.io Jargon Cheat Sheet

New to Systeme.io and feeling lost in the techy terms? This cheat sheet explains the words you'll see most, in plain English, with an everyday example for each. Keep it open next to your account, and look a word up whenever something doesn't make sense.

In the examples, Maya is a yoga coach who sells an online course.

Pages & Funnels

Sales funnel
A set of pages that leads a visitor, step by step, toward one goal, such as signing up or buying.
Example: Maya's funnel goes from a free "5-Minute Morning Stretch" PDF to her paid course.
Don't confuse with: Website.

Funnel step
One page inside a funnel, like the signup page or the checkout page.
Example: Maya's funnel has three steps: opt-in page, thank-you page, sales page.

Opt-in page
A page where visitors give their email address in exchange for something free.
Example: "Enter your email to get the free stretch guide."
Don't confuse with: Sales page.

Sales page
A page that explains your offer and persuades people to buy.
Example: Maya's sales page describes her course and links to the order form.

Order form
The checkout page where buyers enter their payment details.
Example: Buyers pay for Maya's course here by card or PayPal.

Thank-you page
The page people see right after they sign up or buy.
Example: "Thanks! Check your inbox for your stretch guide."

Website
A multi-page site with a menu, like Home, About and Contact.
Example: Maya's website introduces her and links to her freebie and course.
Don't confuse with: Sales funnel.

Blog
A section of articles you publish over time.
Example: Maya writes posts like "3 Stretches for Desk Workers," with a signup form inside each one.

Email

Contact
One person in your list, saved by their email address.
Example: Everyone who downloads Maya's PDF becomes a contact.

Tag
A label you add to contacts to sort them into groups.
Example: Maya tags buyers "buyer-course" so she doesn't send them sales emails.
Don't confuse with: Email campaign.

Newsletter
A one-off email you send to your list, or to one group, now or at a time you schedule.
Example: Maya's Friday tip email.
Don't confuse with: Email campaign.

Email campaign
A series of emails sent automatically, in order, with set gaps between them.
Example: A 5-day welcome series that starts when someone downloads Maya's PDF.
Don't confuse with: Newsletter.

Automation

Automation rule
A simple "when this happens, do that" instruction.
Example: When someone signs up on the opt-in page, subscribe them to the welcome campaign.
Don't confuse with: Workflow.

Workflow
A multi-step automation you build visually, with waits and "if/then" branches.
Example: Send an email, wait 2 days, then send a reminder only to people who didn't click.
Don't confuse with: Automation rule.

Selling

Price plan
How you charge for something: one payment, a subscription, a payment plan or a free trial.
Example: Maya offers her course as one payment or three monthly payments.

Coupon
A discount code buyers type in at checkout.
Example: "STRETCH20" takes 20% off Maya's course.

Order bump
A small extra offer with a checkbox, shown on the order form before someone pays.
Example: "Add my printable stretch poster for $7."
Don't confuse with: One-click upsell.

One-click upsell
An extra offer shown on the next page after checkout, which buyers can add without re-entering their card.
Example: "Want a 1-on-1 session? Add it with one click."
Don't confuse with: Order bump.

Courses & Community

Course
Video or text lessons, organized into modules, that students log in to watch.
Example: Maya's "30 Days of Morning Yoga."

Drip content
Releasing course lessons gradually, on a schedule, instead of all at once.
Example: Maya's students get one new lesson each day.

Course bundle
Several courses sold together as one product.
Example: Maya bundles her morning and evening courses.
Don't confuse with: Course.

Community
An online space where members post, comment and talk, organized by topics.
Example: Maya's "Morning Yoga Club," where students share progress.
Don't confuse with: Course.

Domains

Custom domain
Your own web address, connected to your Systeme.io pages.
Example: mayayoga.com
Don't confuse with: Subdomain.

Subdomain
A web address that sits under a main domain, like the free yourname.systeme.io address, or a prefix such as learn.mayayoga.com.
Example: Maya uses learn.mayayoga.com for her course pages.
Don't confuse with: Custom domain.

Most-Mixed-Up Pairs

Newsletter vs Email campaign: a newsletter is a one-off email you send when you choose. A campaign is a series that sends itself, in order, after someone joins.

Automation rule vs Workflow: a rule is one simple "when → then." A workflow chains several steps, with waits and branches.

Order bump vs One-click upsell: a bump is a checkbox on the order form *before* payment. An upsell is an offer on the page *after* payment.

Website vs Sales funnel: a website lets people browse freely. A funnel guides them, one step at a time, toward one action.