FUNNELS — Your first sales funnel for $0

Free guide from Fin Ventures AI. Disclosure: the Systeme.io link is an affiliate link; we may earn a commission at no cost to you.

What you're building

A 3-step funnel, entirely on **Systeme.io's free plan** (re-checked Nov 5, 2026: 2,000 contacts, 3 funnels, unlimited emails, 1 course, 1 blog, 1 custom domain, no credit card, 0% transaction fees).

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Content (video, article)  →  Opt-in page  →  Thank-you page + offer  →  Email sequence
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Open a free account: https://finventures-ai.github.io/go/systemeio/

Step 1 — The offer (30 minutes)

- **Free lead magnet**: a quick win (checklist, template, 3-video mini-course).
- **Next offer**: a low-ticket product ($7–$27, a common format among the creators we studied, e.g. @itsmodernmillie) OR an affiliate link to a tool you actually use.
- Write the promise: "[Outcome] in [time] without [obstacle]".

Step 2 — The opt-in page (45 minutes)

In Systeme.io: Funnels → Create → Build an audience. - ☐ Headline = the promise. - ☐ 3 benefit bullets. - ☐ A visual of the gift. - ☐ 1 email field + action-verb button ("Send me the blueprint"). - ☐ Consent wording and a link to your privacy policy.

Step 3 — The thank-you page (20 minutes)

The most under-used page. The visitor just said yes. - ☐ "Check your inbox". - ☐ A 60-second video: who you are, what they'll get. - ☐ A soft offer: your recommended tool or your low-ticket product.

Step 4 — Automation (15 minutes)

The free plan includes **1 automation rule**: use it for "Funnel signup → send delivery email + add tag FUNNELS". - ☐ Email #1 delivers the gift. - ☐ Emails #2–5: the free campaign (1 campaign included) or a weekly send. - ☐ Every email: identified sender, postal address, unsubscribe link (CASL / CAN-SPAM).

Step 5 — Free traffic (ongoing)

- Link in bio → opt-in page (pattern observed: @clickfunnels "DM FUNNELS").
- "Comment FUNNEL" under every video → link sent by DM (map: content/cta-keywords.md).
- One blog post (blog included on the free plan) per frequently asked question.

Step 6 — The 4 numbers to track

Metric	Formula	Starting benchmark
Opt-in rate	signups ÷ visitors	measure it (no verified benchmark)
Email #1 open rate	opens ÷ sends	measure it
Offer click rate	clicks ÷ signups	measure it
Sales	sales ÷ clicks	measure it

Fix one step at a time, starting with the leakiest.

When to upgrade?

Only when a limit costs you money: more than 2,000 contacts or more than 3 funnels → Startup at $17/month (5,000 contacts, 10 funnels). ClickFunnels starts at $97/month (Launch): useful for some, but nothing requires it for a first funnel.

Copy template — opt-in page

> **Headline:** The free blueprint to [outcome] in 7 days **Subhead:** Even if you're starting from zero subscribers. - What to do each day - The free tools to use - The mistakes that waste weeks **Button:** Send me the blueprint

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