FIX YOUR FUNNEL FRIDAY Meeting 1 - July 25 10AM PST

[VIEW RECORDING - 78 mins](#)

Meeting Purpose

[To teach participants how to build an effective sales page using Systeme.io](#)

Key Takeaways

- [A 6-section framework for structuring sales pages: Hero, Experience, Why Different, Who For/Not For, About Me, Support/Details](#)
- [Using a copy prompt with ChatGPT to generate initial sales page content](#)
- [Step-by-step process for building a sales page in Systeme.io, including layout and design tips](#)
- [Importance of mobile optimization, compliance documents, and final polish after initial build](#)

Topics

Sales Page Strategy

- [Use a 6-section framework: Hero, Experience, Why Different, Who For/Not For, About Me, Support/Details](#)
- [Focus on attracting clients who already value your offer, rather than convincing skeptics](#)
- [Make CTAs personal and engaging, e.g. "Yes, I'm ready to heal with you" instead of generic "Sign Up"](#)
- [Include energetic filters in "Who For/Not For" section to allow self-selection](#)

Copy Creation Process

- [Fill out a structured copy prompt with offer details, ideal client info, pain points, desired results, etc.](#)
- [Use ChatGPT to generate initial copy based on the prompt](#)
- [Refine and customize the AI-generated copy as needed](#)
- [Organize copy into the 6-section framework](#)

Systeme.io Page Building

- Create a new sales funnel and sales page
- Use drag-and-drop elements to build each section (text, images, buttons, etc.)
- Customize fonts, colors, and styling in global settings and individual elements
- Add form inputs and link checkout buttons to payment pages
- Utilize pre-built blocks for elements like testimonials when available

Design and Layout Tips

- Use full-width banner images with text overlay for hero sections
- Create two-column layouts for comparisons (e.g. "Why Different", "Who For/Not For")
- Adjust padding and margins to improve spacing and readability
- Ensure consistent branding (colors, fonts) throughout the page

Post-Build Optimization

- Preview and optimize for mobile devices
- Add compliance documents (privacy policy, terms & conditions)
- Fine-tune button styling and global design elements
- Consider working with an expert for strategy and polishing

Next Steps

- Complete sales page builds using the framework and Systeme.io tutorial
- Optimize pages for mobile and add compliance documents
- Reach out to Nirali for support or to book a Feminine Funnel Strategy call
- Attend future workshops for more in-depth funnel building techniques

Action Items

- **Complete sales page in Systeme.io - fill remaining sections, adjust branding, colors, fonts** - WATCH (5 secs)
- **Finish building sales page in Systeme.io - complete all sections, update branding elements** - WATCH (5 secs)
- **Finalize sales page in Systeme.io - populate all sections, customize branding and design** - WATCH (5 secs)
- **Build out full sales page in Systeme.io - add content to all sections, apply brand styling** - WATCH (5 secs)