

Systeme.io — what it actually is, and whether you need it

A plain-English explainer for someone who has never built anything online. No jargon, no hype, and an honest section about who should not bother.

THE PROBLEM IT SOLVES

Selling anything online normally takes five tools

Say you want to give away a free guide, collect email addresses, and later sell something. The standard advice hands you a shopping list:

- a **website or landing page builder**, to make the signup page
- an **email tool**, to store the addresses and send to them
- a **payment system**, to take money
- a **course or membership host**, if you sell something to learn
- an **automation tool**, to glue the other four together

Each is a separate monthly bill, a separate login, and a separate thing to learn. Most people stall somewhere around tool three, having spent money and built nothing.

WHAT IT IS

All five in one place, with a free plan that is not a trial

Systeme.io puts landing pages, email lists, payments, courses and automations behind a single login. The interesting part is not that it is cheap — it is that **the free plan has no time limit and needs no card**, which is rare enough to be worth a page of its own.

The honest framing: it is not the best tool in any one of those five categories. It is the only one where a beginner can have all five working by this evening without paying anything.

THE FREE PLAN

What you get for nothing

Contacts	2,000
Emails you can send	Unlimited
Sales funnels	3
Online courses	1
Custom domain	1, permanently
Transaction fees	0%
Time limit / card required	None / none

Two thousand contacts is a great deal further than most people ever get. Unlimited sending on a free tier is the genuinely unusual line — nearly every email tool meters that, because sending is what costs them money.

THE PLANS

What it costs when you outgrow it

PLAN	PER MONTH	CONTACTS	ADDS
Free	\$0	2,000	3 funnels, 1 course
Startup	\$17	5,000	Unlimited funnels, 5 courses
Webinar	\$47	10,000	Automated webinars
Unlimited	\$97	Unlimited	Sub-accounts, free migration

Annual billing gives two months free. Every plan, including the free one, takes 0% of what you sell. Prices checked July 2026 — confirm on their pricing page, because these move.

BE HONEST ABOUT THIS BIT

Who should not bother

You want it to look exactly so

All-in-one builders trade design control for speed. If you care about pixel-level control, you will fight it.

You already have a stack

If your email tool and site already work, moving everything to save £20 a month is rarely worth the fortnight.

You only need one of the five

Just want an email list? A dedicated email tool will do that job better. All-in-one earns its keep when you need most of the five.

You are not selling anything

Half of what you are paying for is the selling half. If nothing is ever for sale, you are carrying weight you never lift.

IF YOU DO WANT IT

Twenty minutes to something real

- 1 **Make the free account.** No card. Do not pick a plan yet — you cannot outgrow 2,000 contacts on day one.
- 2 **Build one funnel, not five.** A single page with an email box and a thing you give away. Their templates are fine; do not redesign one.
- 3 **Write the email that follows.** One. It says thank you, hands over the free thing, and tells them what to expect next.
- 4 **Send it to yourself.** Sign up with your own address and walk the whole path. This is where you find the broken bits, and there will be broken bits.
- 5 **Put the link somewhere real.** A page nobody visits converts at exactly zero however good it is.
- 6 **Only then look at courses, webinars and automations.** They are the reason people stall for three weeks before shipping anything.

The one mistake to avoid: spending your first week exploring features. The free plan is generous enough that you can build the whole thing before deciding whether you like it — so build the small version first and let it teach you what you actually need.

[Start on the free plan](#)

No card, no time limit, 2,000 contacts

[Download this as a PDF](#)

AD · AFFILIATE LINK

Full disclosure. That is an affiliate link — if you end up on a paid plan, I earn a commission, at no extra cost to you. And the honest version of my own story: I signed up, tested it properly, and then built my own newsletter stack instead — because I can code and I wanted to own every piece. That is not most people. If you cannot or do not want to build it yourself, this is still the tool I would hand a beginner: all five jobs, one login, free to start.

WHERE THIS CAME FROM

Nocturne

One email a week: what actually happened in AI, what it means for you, and one thing you can use. Three minutes, no jargon, no hype. If a tool is bad I say so; if a week is boring the email is short.

Prices and plan limits checked July 2026 against systeme.io's own pricing page. They change — confirm before paying for anything.