

The Newsletter-to-Product Engine

A complete system architecture for building a self-funding email audience that converts to recurring digital product revenue — automated from first subscriber to product delivery.

7 days

Full build timeline

\$0-\$9

Monthly running cost

\$1K-\$3K

Target monthly revenue

Blueprint your automated income. Own the system. stackr.bywillo.ai

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#{item.num} **#{item.title}** #{item.sub} #{item.p
`
`).join('')}

System Overview

This blueprint builds a single, automated system that does three things: captures an email subscriber, converts them into a buyer over 7 emails, and delivers a digital product without your involvement. The system runs on free tiers. The economics work from subscriber one.

The Core Logic

"An email subscriber costs nothing to store. A digital product costs nothing to duplicate. The gap between zero and profitable is purely a wiring problem — and this blueprint solves the wiring."

What you build

```
{[ 'A lead magnet landing page (Resend or ConvertKit)', 'A 7-email automated sequence (nurture + pitch)', 'A digital product page on Gumroad', 'A Make.com automation connecting all three', 'A zero-touch delivery system', ].map(item ⇒ `
  →  ${item}
` ).join('')}
```

What you own

```
{[ 'Your email list (not rented, not platform-dependent)', 'Your product (hosted on Gumroad, yours to move)', 'Your automation logic (Make.com, exportable)', 'Every subscriber\'s contact and purchase data', 'The system — no vendor can turn it off', ].map(item ⇒ `
  ✓  ${item}
` ).join('')}
```

Architecture Map

The full automation graph. Every node represents a tool. Every arrow is a trigger or webhook. Every box is something you configure once and never touch again.



Every trigger fires automatically. Your only job is writing the emails and building the product.

Tech Stack

Every tool is chosen for its free tier capability, not its marketing claims. This stack runs at \$0/month until you're generating revenue — then scales to \$9/month maximum.

TOOL	ROLE	COST	FREE TIER LIMIT
<pre>`\${[{ tool: 'Resend', role: 'Email delivery', cost: '\$0/mo', limit: '3,000 emails/month · 100/day' }, { tool: 'ConvertKit (Free)', role: 'Subscriber + sequences', cost: '\$0/mo', limit: '1,000 subscribers · unlimited emails' }, { tool: 'Make.com', role: 'Automation logic', cost: '\$0/mo', limit: '1,000 operations/month' }, { tool: 'Gumroad', role: 'Product + checkout', cost: '0% + 10% per sale', limit: 'Unlimited products · unlimited sales' }, { tool: 'Notion', role: 'Product creation / writing', cost: '\$0/mo', limit: 'Unlimited personal pages' }, { tool: 'Vercel', role: 'Landing page hosting', cost: '\$0/mo', limit: 'Unlimited static deploys' },].map((row, i) ⇒ `</pre>			
<code>\${row.tool}</code>	<code>\${row.role}</code>	<code>\${row.cost}</code>	<code>\${row.limit}</code>
<code>`)}.join('')`</code>			
\$0/month			
Until first revenue			
\$9/month			
At scale (ConvertKit paid)			
10%			
Gumroad fee per sale (no monthly)			

7-Day Build Protocol

Each day has one primary output. Complete it before moving to the next day. The sequence is ordered by dependency — skipping ahead breaks downstream steps.

```

$[{ { day: 'Day 1', phase: 'Validate', time: '2–3 hrs', task: 'Niche selection and demand proof', actions: [
'Search 3 Reddit communities (r/entrepreneur, r/sidehustle, r/solopreneur) for the exact pain your
product addresses', 'Find 10 posts asking the question your product answers. Screenshot them.', 'Check
Google Trends: confirm the topic has stable or rising search interest', 'Write a one-sentence product
hypothesis: "I will sell [PRODUCT] to [WHO] who struggle with [PAIN]"', ], output: 'Validated niche brief
(one page, Notion)', }, { day: 'Day 2', phase: 'Architecture', time: '3–4 hrs', task: 'System map and tool
setup', actions: [ 'Create accounts: Resend (or ConvertKit), Make.com, Gumroad', 'In Make.com: create a
new scenario. Add a Webhook trigger — copy the URL.', 'In Resend: verify your domain or use their
shared sending domain for now', 'Sketch your automation graph on paper: capture → sequence → offer
→ delivery', ], output: 'All accounts live · Make.com scenario started', }, { day: 'Day 3', phase: 'Product',
time: '4–6 hrs', task: 'Create and package your digital product', actions: [ 'Write your product in Notion
(target: 1,500–3,000 words for a guide/blueprint)', 'Export as PDF or use a PDF tool (Canva PDF export
works)', 'Upload to Gumroad: set a price of $19–$49 (test with $19 first)', 'Write the Gumroad product
description: one problem, one solution, three bullet benefits, price', ], output: 'Product live on Gumroad
(in draft mode)', }, { day: 'Day 4', phase: 'Distribution', time: '2–3 hrs', task: 'Build the lead magnet and
landing page', actions: [ 'Create your lead magnet: a free mini-version of your product (5 key points, one
page)', 'Build a simple landing page: headline, 3 bullets, email form. Use ConvertKit\'s built-in pages or a
Vercel template.', 'Connect the email form to your Resend/ConvertKit account', 'Test the signup flow:
enter your own email, confirm you receive the welcome email', ], output: 'Landing page live · email
capture working', }, ].map(item ⇒ `

```

```

${item.day} ${item.task}
${ITEM.PHASE}
${item.time} ${item.actions.map(a ⇒ `
  → ${a}
`).join('')}
OUTPUT: ${item.output}

`).join('')}

```

```

$${ [ { day: 'Day 5', phase: 'Automation', time: '3-4 hrs', task: 'Wire the Make.com automation graph',
actions: [ 'In Make.com: Trigger = new subscriber webhook from ConvertKit/Resend', 'Action 1: Delay 1
hour → send Welcome Email via Resend', 'Action 2: Delay 24 hours → send Value Email 1 (from
sequence)', 'Repeat delays for all 7 emails (use Make.com\'s "Sleep" module)', 'Final trigger: Gumroad
purchase webhook → tag subscriber as "buyer" → send delivery email', 'Test the full scenario with a test
subscriber email', ], output: 'Complete automation scenario running in Make.com', }, { day: 'Day 6',
phase: 'Sequence', time: '3-5 hrs', task: 'Write all 7 emails', actions: [ 'Email 1 (Day 0): Welcome + deliver
lead magnet. Set expectations for the week.', 'Email 2 (Day 1): One insight from your product topic. No
pitch.', 'Email 3 (Day 2): A story — a problem you or someone else faced. Still no pitch.', 'Email 4 (Day 3):
A tool, tip, or resource. Pure value.', 'Email 5 (Day 4): First soft offer — mention the product, no pressure.
Include link.', 'Email 6 (Day 5): Answer the objection. Address the #1 reason people don\'t buy.', 'Email 7
(Day 6): Direct offer. Deadline or limit. Clear CTA.', ], output: 'All 7 emails written and loaded into
Make.com sequence', }, { day: 'Day 7', phase: 'Launch', time: '2-3 hrs', task: 'Go live and run pre-launch
checklist', actions: [ 'Publish your Gumroad product (set to live)', 'Run through the full launch checklist
(Section 07)', 'Post your landing page URL in 2 relevant communities (Reddit, Twitter, LinkedIn)', 'Send
the landing page to 5 people who match your ICP and ask for honest feedback', 'Set up Umami or
Plausible (free) to track landing page visitors', ], output: 'System live · first traffic driving · monitoring
active', }, ].map(item ⇒ `

```

At the end of Day 7, you have a live, automated system. Subscribers enter. Revenue exits. You built the pipes once.

Email Sequence Templates

Use these subject lines and opening hooks verbatim, then customize the body for your niche. The structure — especially the delay on the pitch — is not negotiable.

```

$[ { num: '01', delay: 'Immediately', subject: 'Your [Lead Magnet Name] is here', hook: 'Here it is — [brief description]. One thing before you open it:' }, { num: '02', delay: '+24 hours', subject: 'The mistake that costs [niche people] months', hook: 'I see it all the time. Someone builds [X], skips [Y], and wonders why [Z] doesn\'t work.' }, { num: '03', delay: '+48 hours', subject: 'How [real person/archetype] went from [A] to [B]', hook: 'Three months ago, [name/archetype] was [pain state]. Here\'s what changed:' }, { num: '04', delay: '+72 hours', subject: 'The tool I use for [specific problem]', hook: 'No fluff — this is the exact setup I use and why it beats the obvious alternatives.' }, { num: '05', delay: '+96 hours', subject: 'Something I built that might help you', hook: 'If [specific pain from email 2] sounds familiar, I put together something specific for this.' }, { num: '06', delay: '+5 days', subject: 'The real reason most [niche] projects stall', hook: 'It\'s not [obvious excuse]. It\'s [real objection your product solves].' }, { num: '07', delay: '+6 days', subject: 'Last chance: [product name]', hook: 'I\'m sending this once. If [product] isn\'t the right fit, no worries — but if [pain] is still real, here\'s the direct link:' }, ].map(item => `

```

```

${item.num}, ${ITEM.DELAY} Subject: ${item.subject}
"${item.hook}"

```

```

`).join('')}

```

Rule: Never pitch before Email 5. Broken trust costs more than a delayed sale.

Launch Checklist

24 items. Do not go live until every box is checked. Each unchecked item is a known failure mode.

```

$[ { category: 'Landing Page', items: [ 'Headline states exact benefit (not clever, not vague)', 'Email form
submits and triggers Make.com webhook', 'Confirmation message shown on submission', 'Welcome
email received within 5 minutes of signup', 'Lead magnet file link works and downloads', 'Page loads in
under 3 seconds (check on mobile)', ] }, { category: 'Product & Checkout', items: [ 'Gumroad product is
set to "live" (not draft)', 'Product description uses your exact ICP language', 'Price is set ($19–$49 for
first launch)', 'Test purchase completed with a real card', 'Delivery email received within 2 minutes of
purchase', 'Product file downloads correctly from delivery email', ] }, { category: 'Automation', items: [
'Make.com scenario is active (not paused)', 'Full 7-email sequence tested with a real email address',
'Buyer tag applied correctly on Gumroad purchase', 'Delivery email fires on Gumroad webhook (not just
manually)', 'All emails render correctly on mobile', 'Unsubscribe link present in every email', ] }, {
category: 'Analytics & Operations', items: [ 'Analytics installed on landing page (Umami or Plausible)',
'You know your ConvertKit/Resend subscriber count baseline', 'Gumroad payout details (bank or PayPal)
are configured', 'You have a support email address in your footer', 'You\'ve read Gumroad\'s creator
terms of service', 'You\'ve tested the end-to-end flow at least twice', ] }, ].map(cat => `
${CAT.CATEGORY}

```

```

${cat.items.map(item => `

```

```

☐ ${item}

```

```

`).join('')}

```

```

`).join('')}

```

You have the system. Build it.

Blueprint 001 is the simplest Stackr system. It generates \$1K–\$3K/month per product. Once it's running, the next blueprint shows you how to build a parallel system on top of it.

Blueprint 002

The SaaS Affiliate Machine

A fully automated comparison site generating \$2K–\$6K/month in recurring affiliate commissions.

\$49 · stackr.bywillo.ai/systems

Blueprint 003

The \$29/Month Tool

A productised Micro-SaaS with Stripe, Supabase, and Vercel. Your first recurring revenue system.

\$99 · stackr.bywillo.ai/systems

Stackr Pro

Every blueprint. One subscription.

Full library + source files + monthly new blueprint + architecture office hours.

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per month

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