

Front Page to Follow-Up

One coaching & psychology brand's entire Kajabi build — pages, offers, automations, and email, connected end-to-end.

When a coaching brand needs its website, programs, and communication to work together, I build the whole thing inside one platform. This is a single client's Kajabi setup: the **public-facing pages**, the **offers** behind them, the **automations** that route new clients, and the **email** that keeps them moving. Client identity is redacted throughout.

01

Pages

BUILT & CUSTOMIZED

02

Offers

COURSES · COACHING ·
COMMUNITY

03

Automation

PURCHASE → ONBOARDING

04

Email

CAMPAIGNS & SEQUENCES

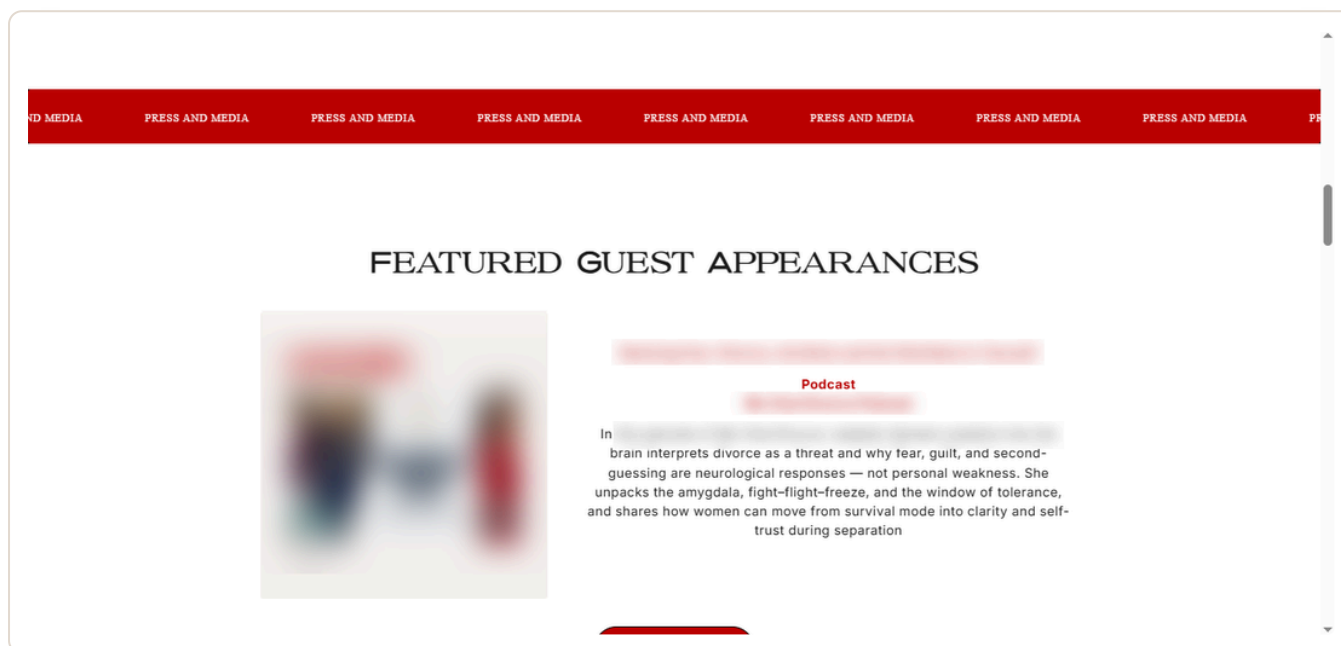
01

FRONT-END • CUSTOM KAJABI PAGES

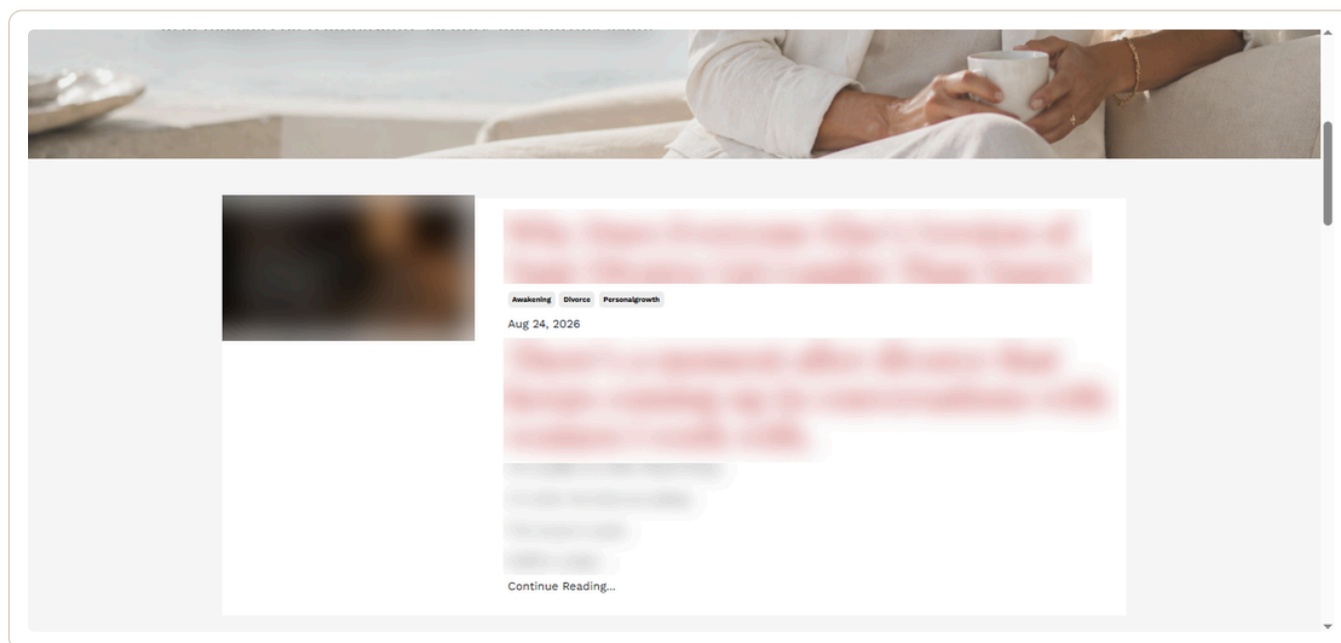
Pages built to match the brand

WHAT IT IS

I build and customize the brand's pages directly in Kajabi, past the default templates — controlling layout, typography, imagery and section structure. Two examples: a Press & Media page with an animated marquee and a featured-appearance layout, and a blog with a hero, post cards, a category system, and a clear type hierarchy.



Press & Media page. Custom editorial layout — animated marquee and a featured-appearance card. Names and imagery redacted.



Blog. Hero, post cards, category system and typographic hierarchy. Post content redacted.



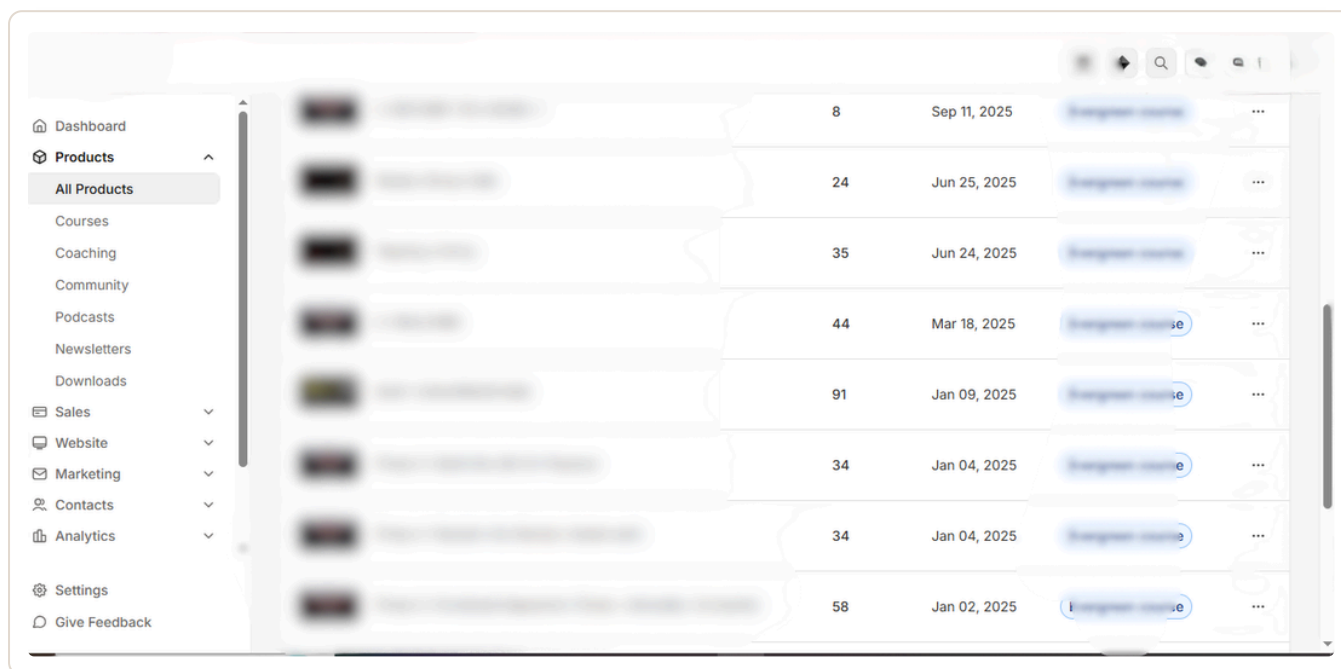
WHY IT MATTERS

The visual build and the brand have to feel like one thing. I keep the structure consistent across pages, so new content drops into a system — not onto a blank canvas.

The programs behind the pages

WHAT IT IS

Courses, coaching, community and evergreen offers organized in one product library — each one the destination a page or automation points to.



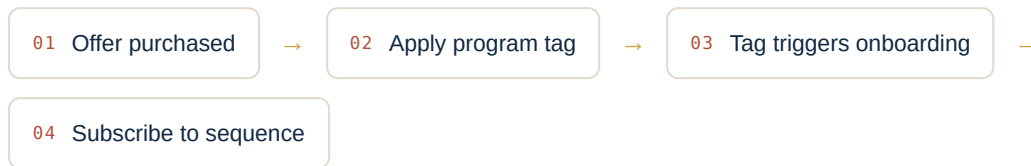
Product library. Courses, coaching, community and evergreen offers in one place. Product names redacted.

WHY IT MATTERS

Pages sell; offers deliver. Keeping them in one place is what lets an automation connect a purchase to the right program.

Turning a purchase into onboarding

THE LOGIC



THE EVIDENCE

Edit Automation

Created October 14, 2025 10:10 AM (CEST)

WHEN

Offer is purchased

1:1 Program

THEN

Add a tag

1-13 months

Add Condition

Step 1 – identify. WHEN offer purchased (1:1 Program) → THEN add tag (1-13 months).

Client and program names redacted – the automation logic is unchanged.

Edit Automation

Created October 06, 2025 05:34 PM (CEST)

WHEN

Tag is added

ProgramRoom2025

THEN

Subscribe to an email sequence

Program Room Onboarding (6-Month Program)

Add Condition

Step 2 – communicate. WHEN tag added (ProgramRoom2025) → THEN subscribe to sequence.

WHY I STRUCTURED IT THIS WAY

I separated purchase identification from onboarding communication. The purchase records what the client bought; the tag identifies the program; the tag triggers the right sequence — so it stays easy to maintain when offers or programs change.

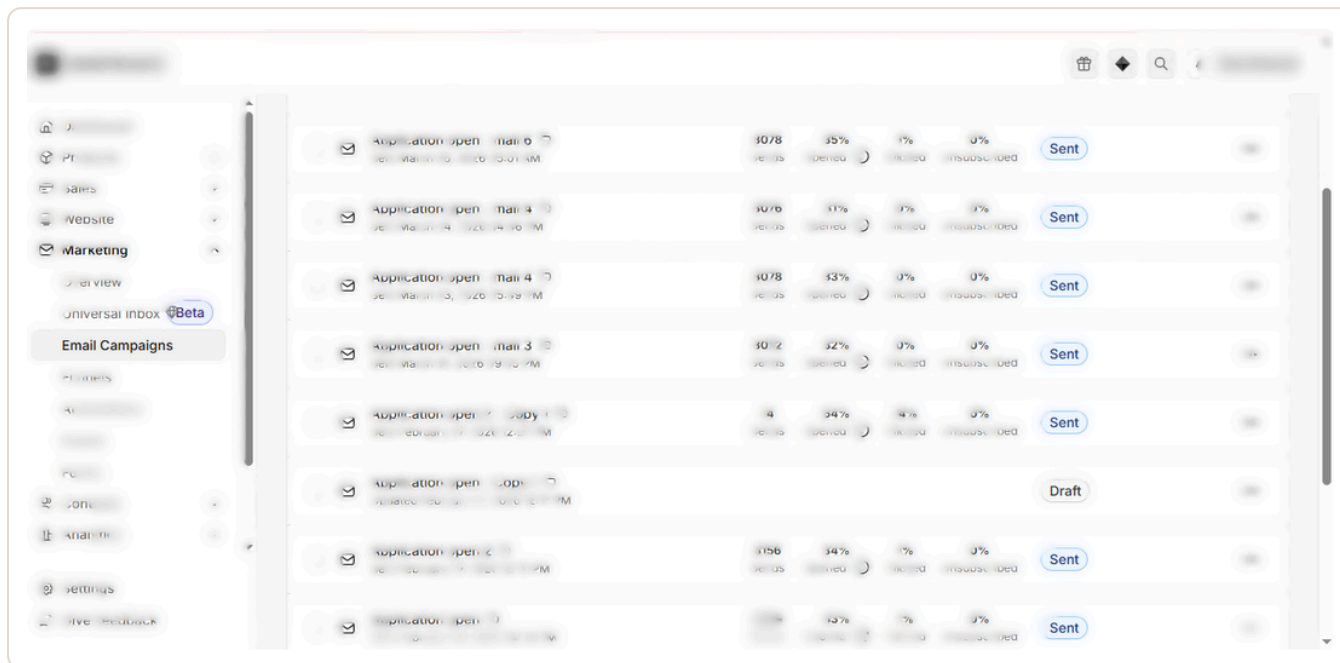
04

EMAIL • CAMPAIGNS & SEQUENCES

Email that goes out on time

WHAT IT IS

Campaigns and sequences built, scheduled and sent from the same platform — with opens and clicks tracked, so communication isn't guesswork.



Email campaigns. Built, scheduled and tracked in Kajabi. Subjects redacted; open and click rates visible.

WHY IT MATTERS

The follow-up that matters shouldn't depend on someone remembering to send it.

One platform — front page to follow-up.

Beby Karina

KAJABI • WEBSITE • OFFERS • AUTOMATION • EMAIL