

How to grant access to a course automatically after opt-in on a form



One of the most powerful and popular ways to give free access to a course on systeme.io is to do it automatically when someone submits an opt-in form. This method is perfect for lead magnets, free challenges, free modules, or any free course you want to use to grow your list.

Here is the complete step-by-step guide.

1. Prepare your opt-in page and form

You need a sales funnel that contains at least:

- An opt-in page with a form
- A thank-you page (recommended)

Open the funnel, select the page that contains the form, and click **Edit page**.

Make sure the form has at least one field of type **Email** and a button.

2. Set the form button action to “Submit form”

In the page editor, click on the form button to open its settings in the left panel.

In the field **Action when button clicked**, select **Submit form**.

You can also choose where the visitor should be redirected after submitting (usually the thank-you page or the next step of the funnel).

Save the page and close the editor.

3. Create the automation rule

Still on the same opt-in page (outside the editor), open the **Automation rules** tab.

Click **Add rule**.

Click the **+** button to add a trigger and select **Funnel step form subscribed**.

This trigger fires the moment someone successfully submits the form on that page.

4. Add the “Enroll in course” action

Click the **+** button next to the action area and choose **Enroll in course**.

Select the course you want to give access to, then choose the access type:

- **Full access** – immediate access to everything
- **Drip content** – progressive release according to your delays
- **Partial access** – only specific modules
- **Partial access with drip** – combination of both

Click **Save rule**.

That's it! From now on, every contact who opts in on this form will automatically be enrolled in the course and will receive the standard access email.

What the student receives

As soon as they submit the form:

- They are added as a student of the course

- They receive the automatic course access email with their username and the link to set their password
- They can start learning immediately (or according to the drip schedule)

This method is the recommended way to give free access to a course. You can also combine it with tags, email campaigns, or other automations if needed.

For more ways to give access, see [What are the different methods for giving access to a course?](#) and [How to grant free access to a course](#).

If you want to do the same for a course bundle, the process is almost identical (the action is simply “Enroll in a course bundle”).

Conclusion

Automatically granting course access after an opt-in on [systeme.io](#) is one of the cleanest and most effective lead magnet strategies. In just a few minutes you can turn any opt-in form into a free course enrollment machine.

Set up the automation once, and every new subscriber will instantly receive access and the login email.

Use this method for free trainings, free challenges, or free modules and grow both your list and your student base on [systeme.io](#).

Related articles

- [How to grant free access to a course](#)
- [What are the different methods for giving access to a course?](#)
- [How to manually add students to a course](#)
- [How are the different course access types different?](#)
- [How to sell an online course](#)

Last updated: August 2, 2026 · Based on How to grant access to a course automatically after opt-in on a form