

How to set up a public course store and promote courses to existing students



On systeme.io you can showcase your courses to the general public and also promote additional courses to students who are already enrolled. This is a powerful way to increase visibility and generate more sales.

This guide covers both parts clearly.

Part 1: Set up a public course store

The public course store is created through your **school page**. It acts as a catalog where anyone can discover your courses.

To set it up:

1. Make sure each course you want to display has a linked sales funnel (sales page).
2. Go to the course settings of the courses you want to promote.
3. In the sales page section, select the funnel and the specific step (sales page) that will be used when someone clicks to get access.

4. Save the changes.

Once configured, your courses can appear on the public school page and be visible to visitors who are not yet students.

Part 2: Promote courses on the student dashboard

Existing students are already warm leads. Showing them other courses inside their dashboard is an excellent way to increase sales.

Here's how to do it:

1. Go to the **Courses** tab.
2. Open the settings of the course you want to promote.
3. Scroll to the **Sales page** section.
4. Select the funnel and the sales page step that should be linked.
5. Save.

When a student is logged into their dashboard, they will be able to see other available courses and click to purchase them easily.

This feature works especially well if you have complementary courses or a course bundle (see [How to create a course bundle](#)).

Best practices

- Always link a clear and well-designed sales page to each course you want to promote.
- Use attractive course covers and clear titles.
- Promote related courses so the recommendation feels natural to the student.

You can combine this with the different access methods available on [systeme.io](#). For more information, check [What are the different methods for giving access to a course?](#).

Conclusion

Setting up a public course store and promoting courses to existing students are two simple but very effective ways to increase your course sales on [systeme.io](#).

Once your sales pages are linked, both new visitors and current students can easily discover and buy more of your content.

Related articles

- [How to create a course using systeme.io](#)
- [How to sell an online course](#)
- [How to create a course bundle](#)
- [What are the different methods for giving access to a course?](#)

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