



The Setup Checklist.

The 3 things to set up before you run The Signup Page Builder: an email on your domain, a free Klaviyo account connected to Claude, and a Netlify account. About 30 minutes, start to finish.

The one thing to understand first: your emails have to come from your domain. Klaviyo will not send from a Gmail, Yahoo, Outlook or iCloud address. So before anything else, you need an email address on the domain you bought, like hello@yourbrand.com. It is free, and it forwards to the Gmail you already check.

START HERE

What you need before you start

- **Your domain.** You bought it in the Your Social Presence lesson. Know which company you bought it from (GoDaddy, Namecheap, Porkbun or Cloudflare) and how to log in.
- **Your brand Gmail.** The one you set up for your brand accounts.
- **About 30 minutes.** Most of it is waiting for records to take effect.

The order

- 1** Get an email on your domain (section 1). About 10 minutes.
- 2** Open Klaviyo and connect it to Claude (section 2). About 10 minutes.
- 3** Open a Netlify account, or log in to the one you have (section 3). About 2 minutes.
- 4** Run The Signup Page Builder. It checks all 3 before it builds anything.

SECTION 1

Get an email on your domain

Free with ImprovMX. Emails sent to `hello@yourbrand.com` land in your brand Gmail.

- 1 Go to **improvmx.com** and sign up for the free plan with your **brand Gmail**.
- 2 Type your domain, like `[yourbrand.com]`, and click **Create a free alias**.
- 3 In the alias box, type **hello**. In the forward box, type your brand Gmail. Click **Add**.
- 4 ImprovMX now shows you 3 records to add where you bought your domain. Keep this tab open.
- 5 In a new tab, log in where you bought your domain and open its **DNS** page. On GoDaddy: **My Products**, then **DNS** next to your domain.
- 6 Add the 3 records from the table below, 1 at a time. Click **Add New Record**, pick the type, fill in the name and value, and save.
- 7 Go back to ImprovMX and click **Check again**. When all 3 show green, it works. This can take a few minutes, sometimes up to an hour.
- 8 Test it. From your personal email, send an email to `[hello@yourbrand.com]`. It should show up in your brand Gmail.

TYPE	NAME	VALUE	PRIORITY
MX	@	mx1.improvmx.com	10
MX	@	mx2.improvmx.com	20
TXT	@	v=spf1 include:spf.improvmx.com ~all	

If the test went to spam, fix it once.

New forwarding addresses often land in spam the first time. In your brand Gmail, open the email and click **Not spam**. Then make a filter so it never happens again: click the search bar, click the filter icon, type `[hello@yourbrand.com]` in the **To** box, click **Create filter**, tick **Never send it to Spam**, and click **Create filter** again.

Already have a TXT record that starts with v=spf1?

A domain can only have 1 of these. Do not add a second one. Edit the one you have and add `[include:spf.improvmx.com]` before the `[~all]` at the end.

SECTION 2

Open Klaviyo and connect it to Claude

Klaviyo is where your email list lives. Claude sets it up for you once it is connected.

Open your free account

- 1 Go to **klaviyo.com** and sign up for a free account. You can log in with your brand Gmail.
- 2 Answer the questions about your business. If it asks for a website, type your domain.
- 3 If it asks you to connect a store, **skip it**. You connect your store later, in Your Store in a Day.
- 4 When it asks for sender details, use your **brand name** as the sender name and your **email on your domain** as the sender email, like [hello@yourbrand.com]. Never your Gmail.
- 5 When it asks for an address, use a **PO box or a virtual mailbox**. Never your home. The law requires a postal address at the bottom of every marketing email, so this address goes out to everyone on your list.
- 6 Open the confirmation email Klaviyo sends you and click the link.
- 7 Check it saved: in Klaviyo, open **Settings**, then **Account**, then **Contact information**. The default sender email should be your email on your domain. If it shows your Gmail, change it and click **Save**.

Stay on the free plan.

It covers up to 250 people on your list and 500 emails a month (checked September 2026). When you get close, Klaviyo tells you. That is a good problem.

Connect Klaviyo to Claude

- 1 Open Claude (the app or claude.ai). Open **Settings**, then **Connectors**.
- 2 Click **Browse connectors**, search **Klaviyo**, and click it.
- 3 Click **Connect**. A Klaviyo window opens. Log in and click **Allow**.
- 4 Open your brand project and start a new chat. Open the tools menu under the message box and make sure **Klaviyo is switched on**.
- 5 Test it. Type: [What is the name of my Klaviyo account?] If Claude answers with your account name, you are connected.

Claude cannot read your sender email.

The connector reads most of your account, but not the sender email. The Signup Page Builder asks you for it instead. Have it ready.

SECTION 3

Get your Netlify account ready

Netlify is where your signup page lives on the internet. Free.

Did the MVP Accelerator

You already have an account. Go to **app.netlify.com** and check you can log in. That is it.

Did not do the MVP Accelerator

Go to **app.netlify.com** and click **Sign up**. Sign up with your brand Gmail. Skip any questions about teams or Git. You do not need to make a site yet. The Signup Page Builder walks you through that.

SECTION 4

What Claude sets up once you run the prompt

Sending domain: send.yourbrand.com

Lets Klaviyo send from your domain without landing in spam. Claude makes it and gives you 4 records to add where you bought your domain.

List: Waitlist

Where every signup lands.

Template: Welcome

Your welcome email, in your brand colors.

Flow: Welcome

Sends the Welcome email the moment someone joins the Waitlist list. Claude leaves it as a draft. You switch it on once your page is live.

Done when

☐ Email on my domain forwards to my brand Gmail

☐ Gmail filter set so it never goes to spam

☐ Klaviyo account open

☐ Klaviyo sender email is on my domain

☐ Klaviyo address is a PO box or virtual mailbox

☐ Klaviyo connected to Claude

☐ I can log in to Netlify

☐ I know how to log in where I bought my domain

SECTION 5

If something does not work

ImprovMX still shows red after an hour

Check each record against the table in section 1. The most common mistake is typing the whole domain in the Name box. Use @.

My test email never arrived

ImprovMX is not showing all green yet. Wait, then click Check again. Also check spam in your brand Gmail.

Klaviyo will not accept my sender email

You typed a Gmail or other free address. Use your email on your domain from section 1.

Claude says it cannot see Klaviyo

Klaviyo is not switched on in this chat. Open the tools menu under the message box and switch it on, or start a new chat.

I cannot find Klaviyo in Connectors

Search for it by name. If you are on a Claude work or team account, the account owner may need to allow it.

SECTION 6

Three rules

01 Never share your private API key.

Not with Claude, not on the page, not with anyone. The connector does not need it. The page only uses the public key, which is safe to show.

02 Only your domain email goes out.

On the page, in the privacy policy and in every email. Never your Gmail and never your home address.

03 Texts stay off until launch.

Texting needs its own separate permission. You turn it on in Klaviyo after launch, with its own checkbox.

Not legal advice. The rules for email and texting differ by country and change. Check the current rules where you sell. ImprovMX, Klaviyo, Netlify and Claude change their menus from time to time. If a button has moved, search for it by name.