Add an Order Form to a Funnel (Nutrition Challenge Example)

Mavilyn Carlos - 2026-11-24 - Funnels & Landing Pages

You can take payments directly on a Gym Lead Machine funnel or landing page by connecting Stripe and adding an **Order Form** to the page. This article uses the Kilo Nutrition Challenge landing page as its example, converting it from a link-out page to direct purchase, and the same steps work for any funnel or landing page in Gym Lead Machine.

What you can do with order forms

- Connect Stripe to Gym Lead Machine
- Sell one-time or recurring products from a funnel or landing page
- Convert a link-out landing page, like the Nutrition Challenge, to direct purchase
- Send buyers to a thank-you page after checkout
- Review purchases in **Payments → Orders**

Set up Stripe and your product

Complete these steps before you add the Order Form. The form pulls its product details from your funnel settings, so it can't work correctly until Stripe is connected and a product is attached to the funnel.

Connect Stripe

1. Go to **Settings → Integrations**.
2. Click **Continue** under the Stripe logo.
3. Follow the prompts to connect your account through Stripe Connect.

If Stripe is already connected, skip to the next section.

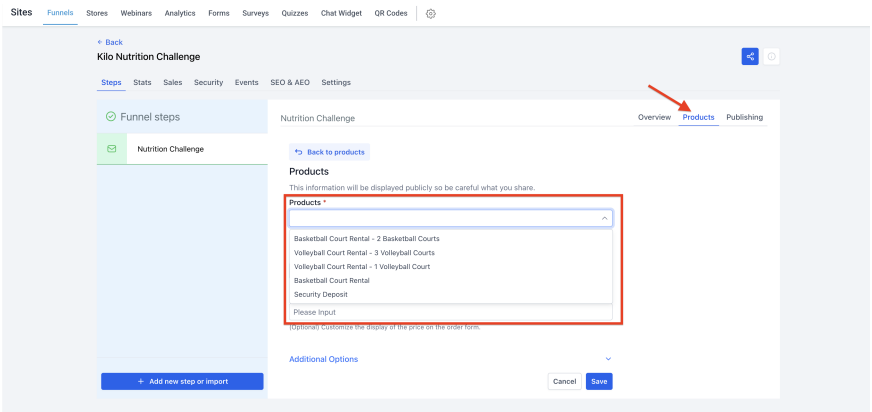
Create the product you're selling

1. In the left menu, go to **Payments → Products**.
2. Click **+ Create Product**.
3. Set the product up as a one-time or recurring payment.

Recurring products can also be created in Stripe first. To bring one into Gym Lead Machine, click **Import from Stripe** on the **Products** page instead of creating the product from scratch.

Attach the product to your funnel

1. Go to **Builder → Funnels**.
2. Click the funnel or landing page you're using for this product.
3. Click **Products** on the right side of the screen, between **Overview** and **Publishing**.
4. Select the product you created from the drop-down menu.



5. Confirm the price and the product name, then click **Save.**

This tells Gym Lead Machine which product to fill into the Order Form on this page.

Add the order form to your page

With Stripe connected and your product attached, you're ready to add the Order Form. The video at the top of this article walks through adding the form to the pop-up on the Nutrition Challenge page and covers the form's customization options.

Note

In the editor, the order form shows a **Dynamic Item** in place of your product. It updates to your product automatically when you preview or launch the page, as long as the product is attached in the funnel settings.

Send buyers to a thank-you page

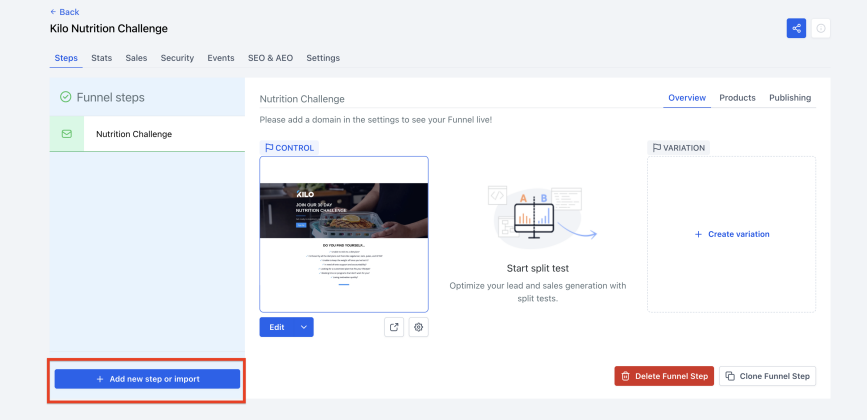
When an order is complete, the Order Form has to send the buyer to a next step: a thank-you page in your funnel or a URL on your website.

Warning

If the Order Form has no next step, the payment still processes, but your buyer sees an error message after paying. Set up a thank-you page before you publish the page.

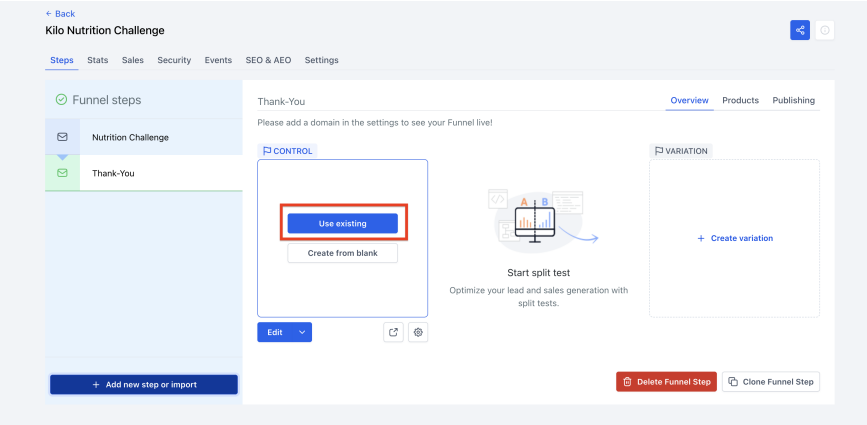
Create a thank-you page

1. Open the main page for your funnel and click **Add New Step**.

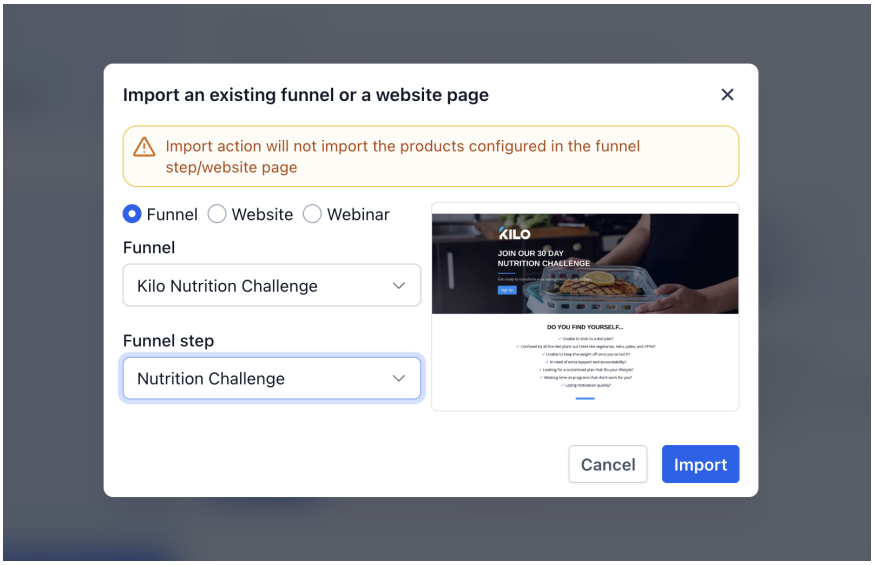


2. Name the page **Thank You** and enter **/thank-you**, or something similar, as the path.

3. Select **Use Existing**.



4. Choose to duplicate the Kilo Nutrition Challenge funnel's main page.



5. When the new page is created, click it to edit.

6. Delete the elements you don't need, including the elements on the pop-up.

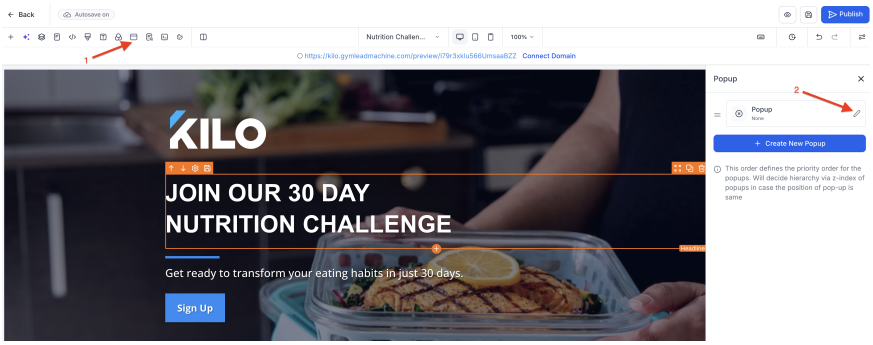
7. Update the heading at the top of the page to thank the buyer for their purchase or registration.

8. Save all changes.

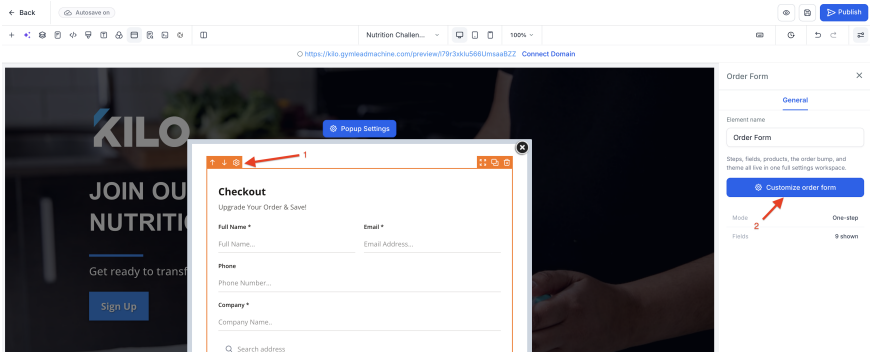
Set the order form to go to the next step

1. Return to the main Nutrition Challenge page and click it to edit.

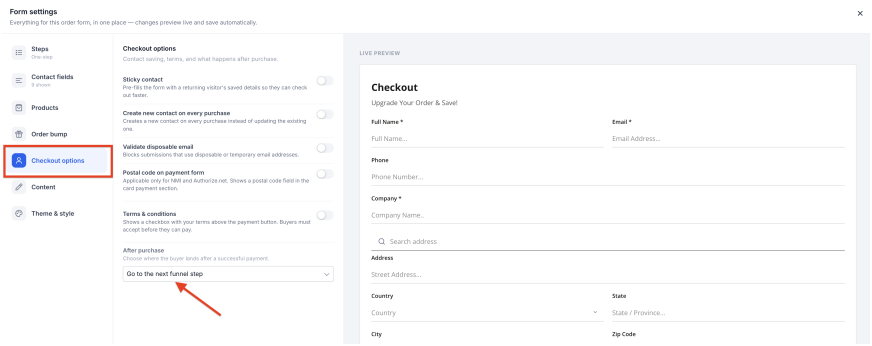
2. Click the **Pop Up** button to open the pop-up settings.



3. Click the Settings icon on the Order Form, then Customize Order Form



4. In the left menu, click on **Checkout options** and make sure it's set to **Go to the next funnel step**.



5. Save all changes before you exit.

Your landing page is now ready to take orders.

Frequently asked questions

Where do I see purchases made through my order form?

Go to Payments → Orders in the left menu of your Gym Lead Machine account. Every purchase made through an Order Form appears there.

Why does my order form say Dynamic Item instead of my product?

That's expected in the editor. The Dynamic Item updates to your product when you preview or launch the page. If it still doesn't show your product, check that the product is attached in the funnel's **Products** settings.

Why did my buyer see an error message after paying?

The Order Form probably isn't sending buyers to a next step. The payment still went through. Open the Order Form, scroll to **Sale Actions**, and set it to **Go to Next Step**, with a thank-you page added to the funnel.

Can I sell a recurring membership or subscription with an order form?

Yes. Products can be one-time or recurring payments. You can create a recurring product in **Payments → Products**, or create it in Stripe and bring it in with **Import from Stripe**.

Can I add an order form to a funnel other than the Nutrition Challenge?

Yes. The same steps work for any Gym Lead Machine funnel or landing page. Connect Stripe, attach your product to the funnel, add the Order Form, and give it a next step to send buyers to.

Helpful tips

- Attach the product to your funnel before you add the Order Form, so the form has a product to fill in
- Add a thank-you page to every funnel that takes payments
- Preview the page after adding the form to confirm the right product appears
- Check **Payments → Orders** after your first sale to confirm purchases are coming through

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When this feature is most helpful

- Converting a link-out landing page, like the Nutrition Challenge, to direct purchase
- Selling a challenge, program, or one-time offer from a funnel
- Selling a recurring product without sending buyers to a separate checkout

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If you have questions about order forms in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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