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

Mavilyn Carlos - 2026-05-18 - [Funnels & Landing Pages](#)

You have the option to convert your link-out style Nutrition Challenge landing page to direct purchase by integrating Stripe with GLM and adding an Order Form to the page.

The instructions below can also assist you in converting any GLM funnel or landing page so it has a Stripe order form in place.

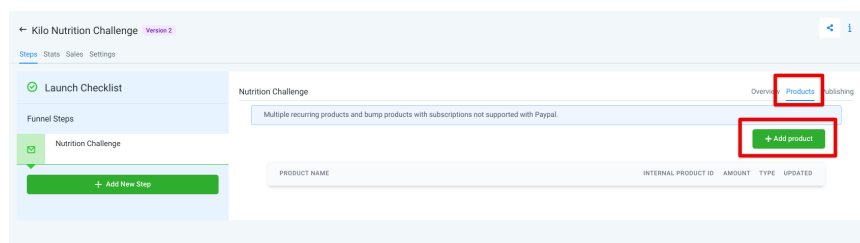
Preparing Stripe and Product

You must complete these steps before your funnel will be ready for the Order Form to function correctly.

In your GLM account, go to:

1. Settings -> Integrations
 1. If you haven't, integrate with Stripe by going to Settings -> Integrations -> Continue (under Stripe logo)
 2. You will integrate via Stripe Connect
2. In the main, left-hand menu, click Payments -> Products
 1. Add the Product you're going to sell in Payments -> Products. These payments can be set as one-time or recurring.
 2. Click the " +Create Product" button to get started with this step.
 3. *Recurring* payments can also be made in Stripe first, then imported into GLM by selecting the "Import from Stripe" button rather than "Create a Product."
3. Proceed to Builder -> Funnels
 1. Click on the funnel or landing you'll be using for this product.

2. Select the Product there as well by clicking Products (between Overview and Publishing) on the right side of the screen.
1. Select the Product you just created from the drop down menu. This tells the system which Product, in particular, will fill into the Order Form place on this page.



Adding the Order Form to the page

Now, you are ready to add the Order Form to your landing page.

Follow the steps in the video below to update the pop-up on the Nutrition Challenge page. The video will also explain customization options related to the form.

Your landing page can now take orders!

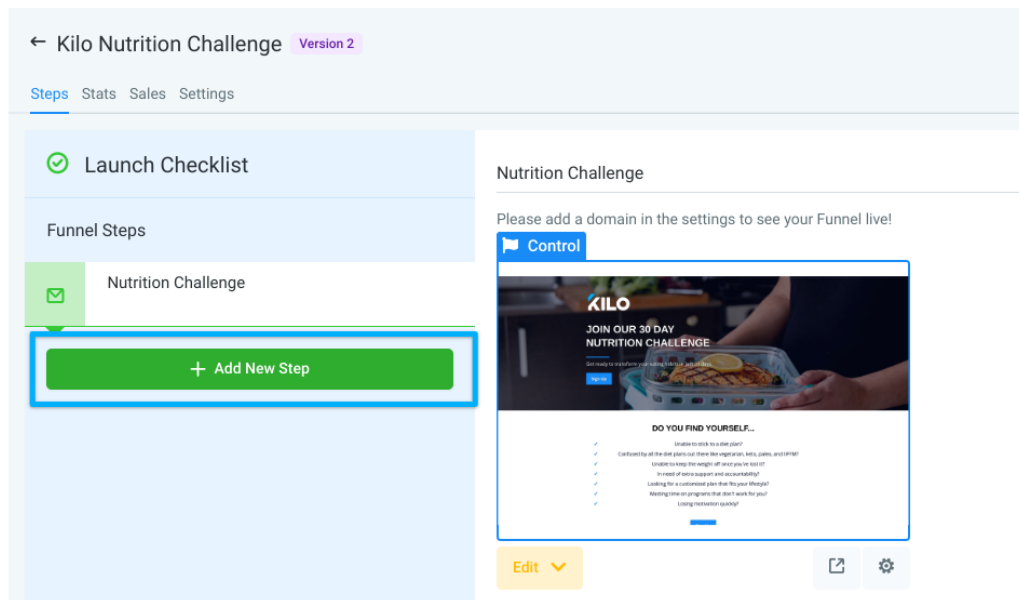
Note that the Dynamic Item on the order form when you are in editor view will automatically update to the product when you preview or launch the page. That is why it's important to do the step of adding the Product to the funnel settings before you begin.

Post-order form action

Due to the order form set up, it must direct to a thank you page or a website URL when the order is complete. Otherwise, the payment *will process*, but your contact will see an error message. We suggest a simple thank you page be added to the funnel.

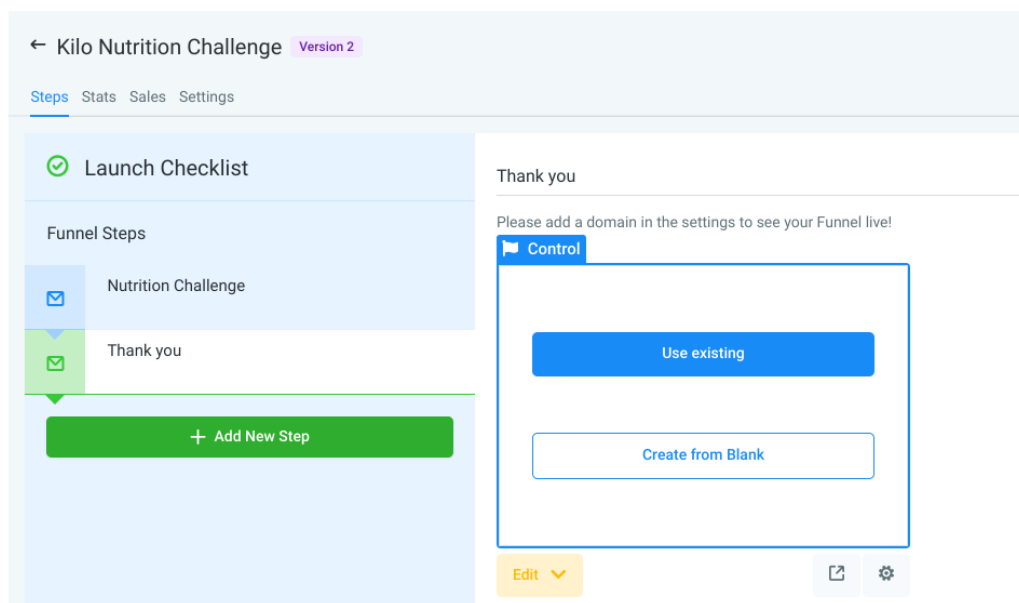
To add a simple landing page:

1. Go to the main page for this funnel and click "Add a New Step"

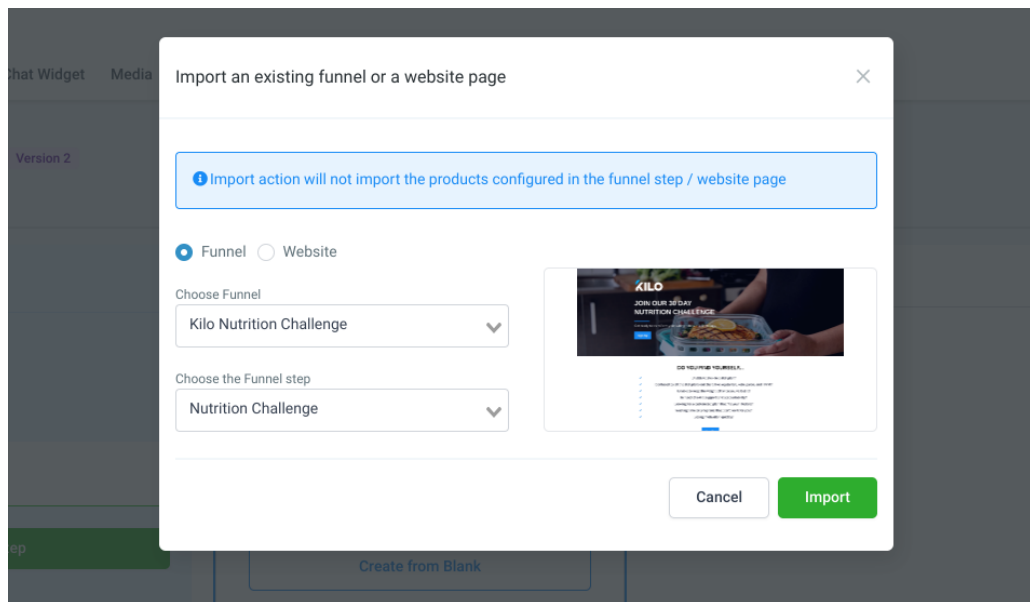


2. Name the page "Thank you" and use "/thank-you" or something similar for the path.

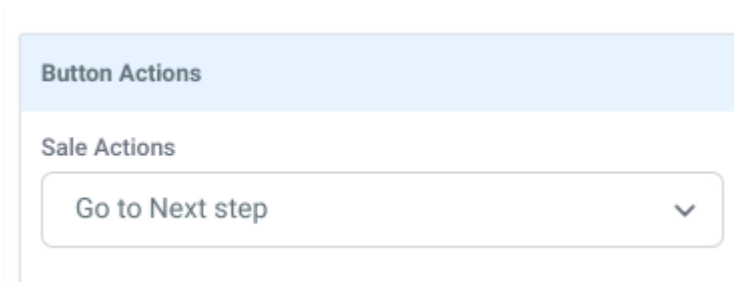
2. Select "Use Existing"



3. Then, opt to duplicate the Kilo Nutrition Challenge funnel's main page.



4. When the page is created, click on it to Edit.
 1. Delete all of the unnecessary elements of the page, including the elements on the pop-up.
 2. Update the heading at the top of the page to something relevant to thanking them for their purchase or registration.
 3. Save all changes.
5. Return to the main Nutrition Challenge page and click on it to Edit.
 1. Click on the "Pop Up" button to open the pop-up settings.
 2. Click on the Order Form.
 3. In the left menu, scroll down to Sale Actions and be sure that is set to "Go to Next step."



4. Save all changes before exiting.

To check on purchases made through your order form, visit the Payments -> Orders tab on the left menu of your GLM account.