Build and Edit Funnels with AI in GLM

Tom Regier - 2026-11-19 - Funnels & Landing Pages

Funnel AI lets you create and edit funnel pages in Gym Lead Machine with AI. You can generate a page from a prompt, guided inputs, a link, or an image, then keep refining it through chat requests while the standard builder controls stay available for manual changes.

What you can do with Funnel AI

- Generate a new funnel page from guided inputs or your own prompt
- Use a public web page or an image as a reference for style and structure
- Revise copy, theme, or design for a single section or the whole page
- Add new sections, such as pricing, testimonials, or FAQs, without regenerating the rest of the page
- Regenerate a section or page when you want a fresh version
- Get suggested SEO titles, descriptions, and content to review before publishing
- Keep editing colors, typography, images, and spacing with the standard builder controls

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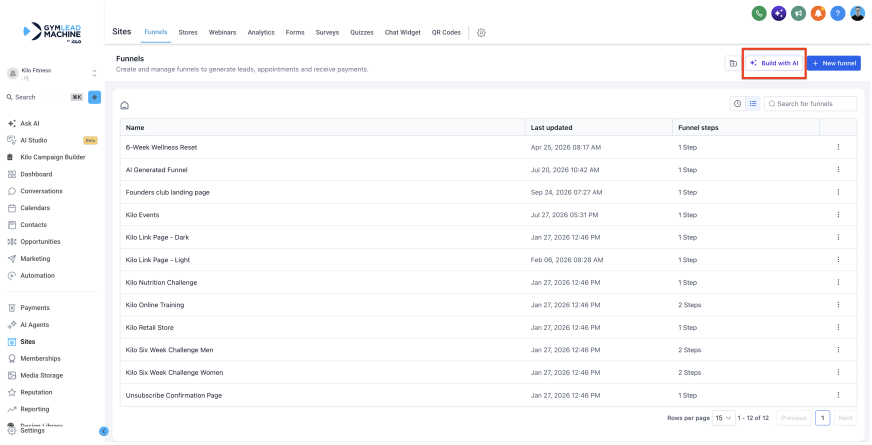
How do I turn on AI features for my account?

Funnel AI is one of the AI premium features, so it needs to be turned on for your Gym Lead Machine account before you can use it. If you don't see **Build with AI** when you go to **Sites → Funnels**, AI features aren't on for your account yet.

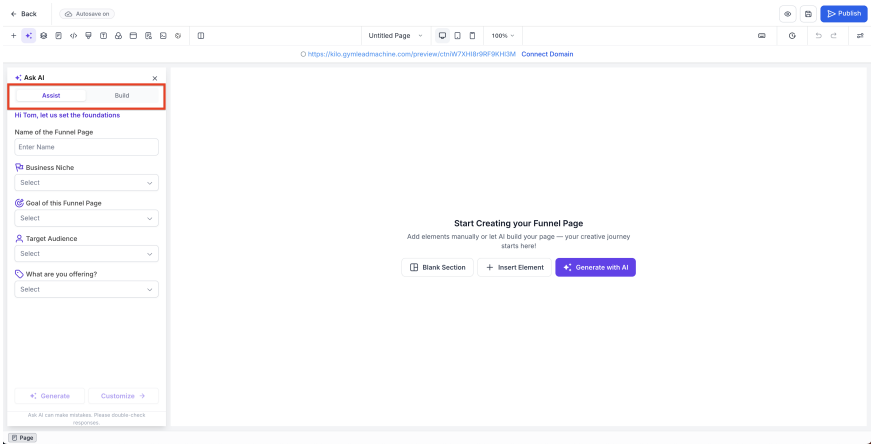
To request access, submit the AI premium features request form. Once AI features are on, the **Build with AI** option and the **Ask AI** panel in the builder become available.

How do I build a funnel page with AI?

1. Go to **Sites → Funnels**.
2. Click **Build with AI** to start a new funnel. To work on a funnel you've already built, open it instead.



3. Choose your creation path: **Assist** for guided inputs, or **Build** to describe the page in your own words.

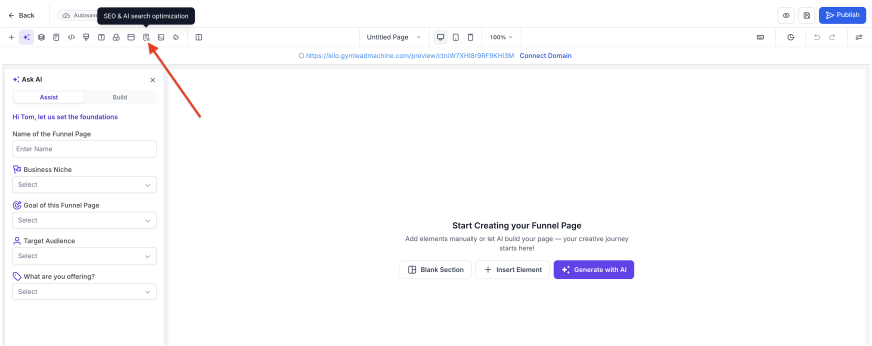


4. Enter your details. With **Assist**, fill in the funnel page name, business niche, page goal, target audience, and what you're offering. With **Build**, type a prompt that explains the page's purpose, audience, messaging, and style.

5. Generate the page.

6. Refine the page with the **Ask AI** chat and the builder settings. See the next section for the kinds of changes you can request.

7. Review the page's SEO fields and make any final edits.



8. Publish the page once your content, layout, and settings are ready.

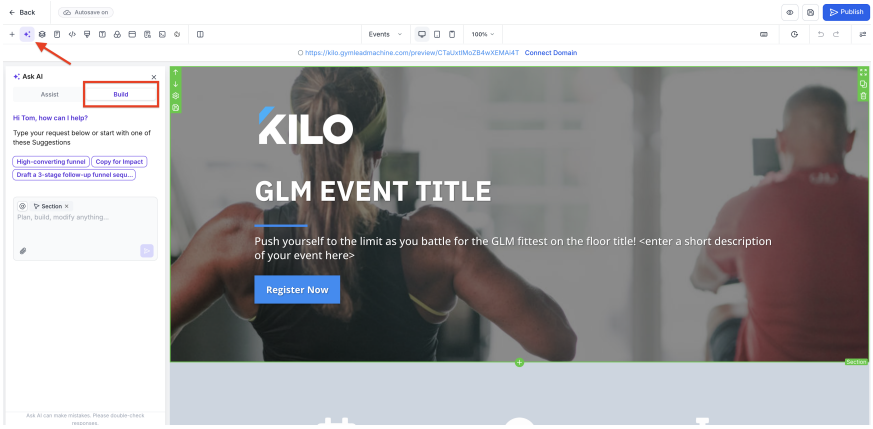
   NOTE: Review everything the AI generates before you publish, including copy, offers, prices, contact information, links, and images. The AI works from what you give it and can get business-specific details wrong.

How do I make changes with AI chat?

Once a page is open in the builder, you can describe the change you want in the **Ask AI** chat and the AI applies it to your page.

1. Open the funnel, then open the page in the builder.

2. Open the **Ask AI** panel.



3. Type your request, for example, "Add a testimonials section below the pricing table" or "Make the headline shorter and more energetic."

4. Review the result, then send another request or switch to the builder controls for manual adjustments.

You can ask for several types of changes:

- **Revise copy** in one section or across the page while keeping the design in place
- **Revise the theme** to change the visual style while keeping your content
- **Redesign** a single section or the full page for a different visual direction
- **Regenerate** a section or page when you want a completely new version
- **Add a new section**, such as a pricing table, testimonials, or FAQs, without touching the rest of the page

Colors and typography the AI applies stay editable in the standard builder controls, so you can switch between chat requests and manual edits as often as you like.

Assist vs. Build: which should you use?

Situation	Use Assist	Use Build
You want guidance shaping the page	Yes	
You're not sure how to word a detailed prompt	Yes	
You have a clear page concept in mind		Yes
You want to describe copy and design in your own words		Yes
You want to move quickly with structured inputs	Yes	

Build also offers suggested prompt starters, such as creating a high-converting funnel or improving copy for impact, if you want a head start on your prompt.

Frequently asked questions

Can I use AI to edit a funnel page I've already built?

Yes. Open the existing funnel, open the page in the builder, and use the **Ask AI** chat to request changes to copy, theme, or design, add sections, or regenerate parts of the page.

Can I build a funnel page based on another page or an image?

Yes. You can give the AI a link to a public web page or an image as a reference for style, structure, or creative direction. The AI uses the reference as inspiration, so the generated page won't reproduce every design element, layout, interaction, or piece of content from the original.

Can I still edit the page manually after the AI generates it?

Yes. Every AI-generated page stays fully editable with the standard funnel builder controls. You can adjust content, colors, typography, images, spacing, and other page settings by hand, and go back to the **Ask AI** chat whenever you want.

Will the AI write my SEO title and description?

The AI suggests page titles, descriptions, and content direction, and you review and refine them before publishing. Check that the title is clear, the description matches what people search for, the headings fit the page's purpose, and the copy sounds like your gym. You can also update the page's metadata manually.

What happens if I close my browser while a page is generating?

Generation keeps running in the background. The page continues to generate even if you close your browser or temporarily lose your connection.

Do I need design experience to use Funnel AI?

No. The AI generates the layout, copy, and page structure for you. Assist walks you through the inputs it needs, and you can refine the result with plain-language chat requests.

Helpful tips

- Give the AI specifics: your program name, who it's for, the offer, and the action you want visitors to take
- Use Assist the first few times to see what inputs produce strong results
- Ask for one change at a time in the chat so you can review each result
- Use **Add a new section** instead of regenerating when the rest of the page already works

- Double-check prices, schedules, and contact details before publishing
- Rewrite AI-suggested SEO text so it matches your gym's voice and location

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When this feature is most helpful

- Launching a landing page for a new challenge, program, or seasonal promotion
- Building a free trial or intro offer funnel quickly
- Refreshing the copy or design on an existing funnel page
- Adding testimonials, pricing, or an FAQ section to a funnel page that's already live
- Creating a page inspired by a design you like elsewhere

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

- Tags
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