Create and Use Snippets in GLM

Laura Gibson - 2026-10-05 - Messaging

Snippets are saved messages you build once in Gym Lead Machine and pull into a conversation whenever you need them. Everything to do with snippets happens in the **Conversations** tab: you create them there, and you insert them there while messaging a lead or member. Each snippet is either a text snippet or an email snippet, matching the format you plan to send it in.

Watch the video below for a walkthrough, or read on for the full guide.

What you can do with snippets

- Save message wording you send often
- Create either a text snippet or an email snippet
- Write email snippets with a subject line and full formatting
- Send yourself a test of an email snippet
- Insert a saved snippet into any conversation, by SMS or email
- Search your snippets by name while you are mid-conversation

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How do I create a text snippet?

1. Go to **Conversations**.

2. Select **Snippet** in the menu at the top of the page.
3. Choose to create a new snippet.
4. Select the **text** format.
5. Enter a name for the snippet. The name is internal, so clients never see it. It is what you will scan for in the menu later.
6. Add the body of the message, the same way you would write a normal text message.

How do I create an email snippet?

An email snippet works the same way as a text snippet, with more to fill in: it carries a subject line, and you get the formatting tools you would normally have in an email.

1. Go to **Conversations**.
2. Select **Snippet** in the menu at the top of the page.
3. Choose to create a new snippet.
4. Select the **email** format.
5. Enter a name for the snippet. The name is internal, the same as with a text snippet.
6. Enter the subject line.
7. Write the message, using the formatting tools as needed.

Note

You can send yourself a test of an email snippet. It is worth doing on anything with heavy formatting, so you can see how the message lands in an inbox before a lead receives it.

How do I use a snippet in a conversation?

Snippets are inserted from the same message box you type in, so you never have to leave the conversation to go find one.

1. Open the conversation you want to reply to.
2. Go to the type a message section at the bottom of the conversation.
3. Confirm you are on the format you want to send, SMS or email.
4. Click the icon that looks like a memo.
5. Search for or select the snippet you want.

The snippet's content drops into the message box, where you can edit it before sending. The process is the same whether you are sending an SMS or an email, so once you know where the control is, it works everywhere.

Note

Only snippets that match the format you are sending in are available to choose from. If your snippet list looks empty, check whether you have switched between SMS and email, and whether you have created any snippets in that format yet.

Frequently asked questions

Where do I find snippets in Gym Lead Machine?

All of the work for snippets happens in the Conversations tab: select Snippet in the menu at the top of the page to create or manage them, and use the memo icon in the message box to insert one. There is nowhere else you need to go.

Do clients see the name I give a snippet?

No. The snippet name is internal. It exists so you can recognize the right snippet in the menu when you are partway through a reply, which means it is worth naming snippets the way you would search for them rather than the way they read.

What is the difference between a text snippet and an email snippet?

An email snippet includes a subject line and the full email formatting tools, and can be test sent; a text snippet is just a name and a plain message body. Choose whichever matches the format, SMS or email, that you plan to send in.

How do I find the right snippet when I am in the middle of a conversation?

Click the memo icon in the message box and search, or pick the snippet from the list. Searching works the same way for both SMS and email snippets, so a clear naming habit pays off every time you reply.

Can I preview an email snippet before I send it to a lead?

Yes. Email snippets can be test sent. Send one to yourself and check the subject line and formatting before the snippet goes into regular use.

Can I edit a snippet after it drops into the message box?

Yes. The snippet fills in the message box, and you can adjust the wording before you send. That makes snippets a starting point rather than a locked template, so you can add a name, a class time, or anything else specific to the person you are replying to.

Helpful tips

- Name snippets the way you would search for them, not the way they read
- Match the snippet format to the channel you send from
- Write snippets so the wording works for any recipient, since the same text is reused
- Leave out dates, prices, and other details that go out of date quickly
- Test send email snippets that use heavy formatting
- Build snippets for your most repeated replies first, then add to the list over time

When this feature is most helpful

- Replying quickly to a new lead
- Following up after a missed appointment
- Answering repeat questions about hours, programs, or your facility
- Sending the same intro email to every prospect who books a consultation
- Getting new staff sending consistent messages from day one

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

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