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Create Offers for Membership Products in GLM

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Offers are how people get access to your Membership courses in Gym Lead Machine, whether those courses are free or paid. You create an Offer for one or more Products, and clients opt in (and pay, if there is a price) to receive access. Once they opt in, clients can view their Product library, and first-time users receive a Welcome Email containing a username, a password, and a link back to their course.

What you can do with Offers

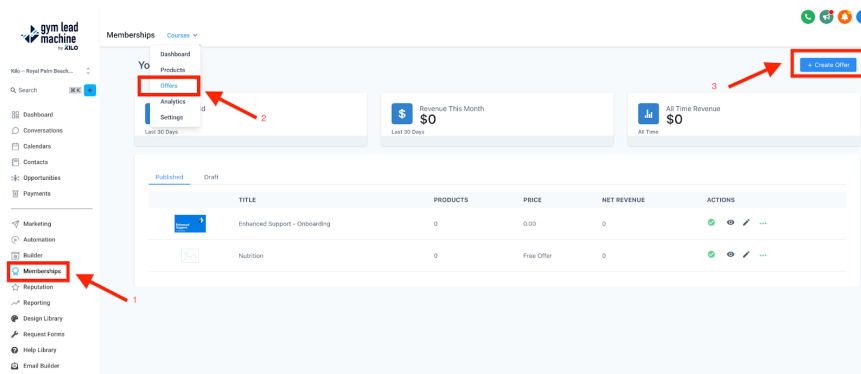
- Grant access to one or more Products through a single opt-in
 - Create free Offers with no payment portal connected
 - Charge a one-time payment or set up a recurring subscription
 - Change an Offer's price and products after it is created
 - Customize the checkout page with your own banner, logo, video, and copy
 - Collect an address or phone number alongside the standard contact fields
 - Require a service agreement before checkout completes
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Create an Offer

Note

You only need a payment portal such as Stripe if you plan to collect payments. Free Offers can be created without connecting one.

1. Go to **Memberships** in the left menu.
2. Hover over **Courses** and select **Offers**.
3. Click **Create Offer** in the upper right.



4. Name the Offer.
5. Select the main Product you want to include. You can add more Products later.
6. Set the price. It can stay at 0 for now and be changed later.
7. Set the mode to **Live**.
8. Click **Create**.

The 'New Offer' form contains the following fields and instructions:

- 1. Edit Offer Title:** Points to the 'Title' field, which contains 'Best Offer Ever'. Below the field is the text: 'Something that describes the products you are selling or could be funny and catchy.'
- 2. Select product in the offer:** Points to the 'Product' dropdown menu, which is set to 'The Best Course Ever'. Below the dropdown is the text: 'Choose the product for this offer.'
- 3. Set Price:** Points to the 'Price' field, which contains '0'. To the right of the field is a 'USD' currency selector. Below the field is the text: 'You can change price and currency later.'
- 4. Set to "live" if you want to start accepting payments:** Points to the 'Payment Mode' toggle, which is currently set to 'Test' and has a 'Live' option.
- 5. Create:** Points to the 'Create' button at the bottom right of the form.

Creating the Offer takes you straight to its detail page.

Add details and set the price

On the Offer detail page you can add an Offer description, add more Products to the Offer, and adjust the price and payment type.

The screenshot shows the 'Best Offer Ever' offer detail page. Red annotations highlight the following elements:

- Upsell:** Allows for upsell to another offer.
- Get Link:** Link for this specific offer.
- Preview:** See what the client sees.
- More Actions:** Lets you delete the offer.
- When done hit save then edit checkout:** Points to the 'Edit Checkout' and 'Save' buttons.
- Adjust Price:** Points to the 'Price' section.
- Offer specific image:** Points to the 'Select image' button.
- Add multiple products to your offer:** Points to the 'Add Product' button.

The form includes fields for Title, Nickname, Description, and Price. The Price section shows 'Free Offer' and 'Edit Price'. The 'Included Products' section shows 'The Best Course Ever' and 'Add Product'.

To change how the Offer is paid for:

1. Click **Edit Price**.
2. Choose a free Offer, a one-time payment, or a recurring subscription.

The 'Pricing Plans' modal shows the 'Free' tab selected. The text indicates that members will not be charged for this offer. The 'Price text override' field is set to 'Free Offer'. The 'Save Plan' button is at the bottom.

3. Set the Offer to **Published**.
4. Click **Save**.
5. Click **Edit Checkout** to move on to the checkout page.

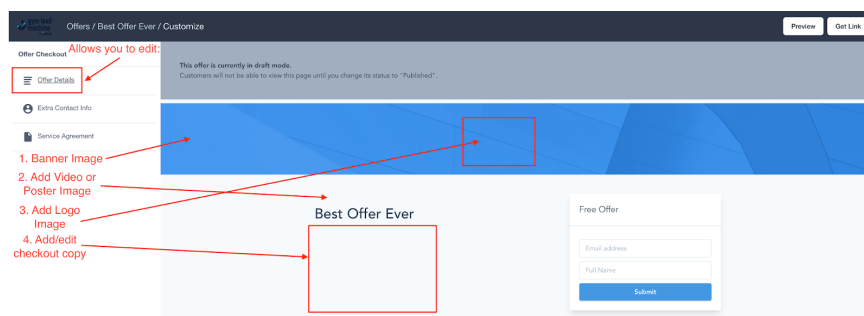
Note

The price cannot be set to anything other than 0 until a payment portal is connected to your Gym Lead Machine account.

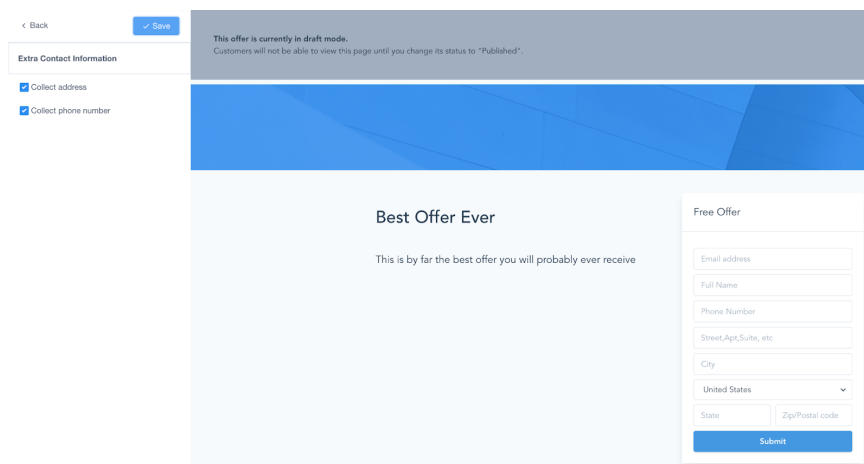
Edit the checkout page

The checkout page is what clients see when they open your Offer link. Everything below is edited from the checkout page itself.

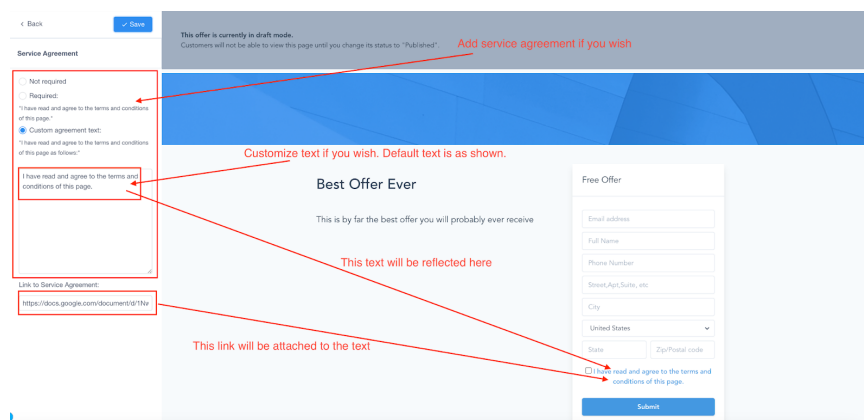
1. Open **Offer Details** to edit the **Banner Image** and its height.
2. Add a **Video** or a **Poster Image**. Either one appears above the Offer title, and if you add both, the video is what displays.
3. Edit the **Logo Image**, which appears in the middle of the banner.
4. Edit the **Checkout Copy**, which appears below the Offer title.



5. Open **Extra Contact Info** to add an address field, a phone number field, or both.



6. Open the **Service Agreement** section to choose whether the agreement is required, keep or customize the default text, and add your service agreement link.



Tip

Use **Preview** regularly while you work so you can see how each change looks to a client before you finish.

Frequently asked questions

Do I need Stripe to create an Offer?

Only if you want to charge for the course. Free Offers can be created and published without any payment portal connected. To set a price above 0, connect a payment portal such as Stripe first.

Can one Offer include more than one course?

Yes. You select a main Product when you create the Offer, then add additional Products from the Offer detail page afterward. Clients who opt in get access to every Product in the Offer.

Can I change the price after I create the Offer?

Yes. Open the Offer and click **Edit Price** to switch between free, one-time payment, and recurring subscription, or to change the amount.

What payment types can an Offer use?

Free, a one-time payment, or a recurring subscription. You choose between them on the Edit Price page.

What happens after someone opts in to an Offer?

They get access to their Product library, and first-time users receive a Welcome Email with a username, a password, and a link back to the course. Returning clients use the login they already have.

Can I use both a video and an image on the checkout page?

You can add both, but only the video will display. The video and the poster image occupy the same spot above the Offer title, and the video takes priority.

Helpful tips

- Connect your payment portal before you build a paid Offer, so you are not blocked at the price field
- Leave the price at 0 while you build, then set it once the Offer is ready
- Add your main Product at creation and attach the rest from the detail page

- Preview the checkout page after every change rather than at the end
- Add your service agreement link before publishing if the agreement is required
- Keep checkout copy short, since it sits directly under the Offer title

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

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