



[Knowledge Base](#) > [Gym Lead Machine](#) > [Marketing](#) > [Brand Boards](#) > [Create and Manage Brand Voices in GLM](#)

Create and Manage Brand Voices in GLM

Mavilyn Carlos - 2026-08-25 - [Brand Boards](#)

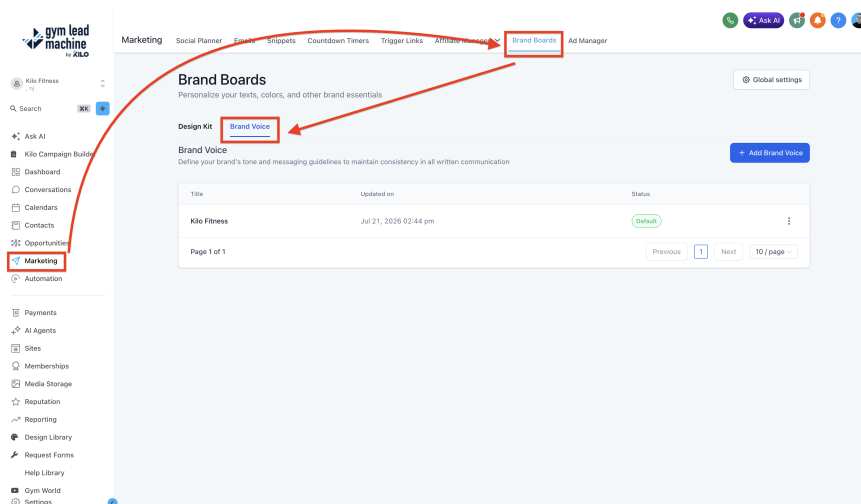
Your **Brand Voice** is the tone and personality your gym uses across texts, emails, social captions, and AI chats. It's how your gym communicates with members and prospects, and Gym Lead Machine uses it to keep AI-generated content on-brand wherever it's applied.

What you can do with Brand Voice

- Generate a Brand Voice automatically from your gym's website or a short text description
- Build a Brand Voice manually by starting from scratch
- Review and edit every generated field before saving
- Create multiple Brand Voices for different audiences, programs, or locations
- Set one Brand Voice as your default
- Apply your Brand Voice to AI-generated content across Gym Lead Machine

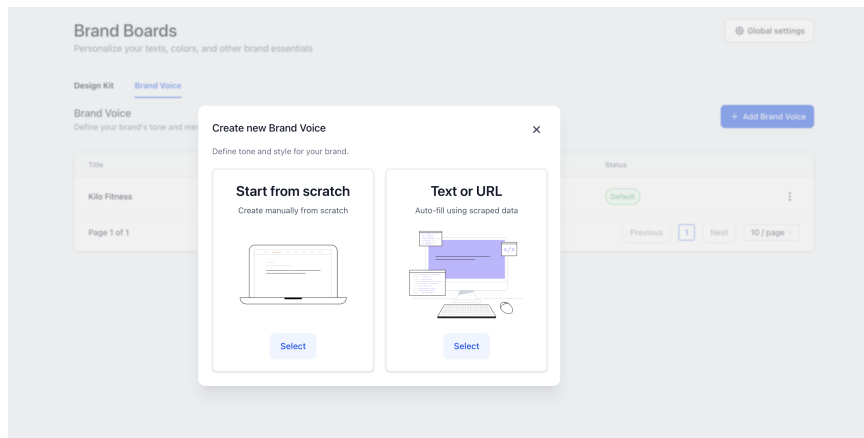
How do I create a Brand Voice from your website or a text description?

1. Go to **Marketing** → **Brand Boards**.
2. Click **Brand Voice**.



3. Click **+ Add Brand Voice**.

4. Choose the **Text or URL** option.



5. Enter a name for this Brand Voice.

6. Provide either your gym's website URL or a 50 to 100 word description of your gym's brand. You only need one; you don't have to provide both.

7. Gym Lead Machine generates your Brand Voice automatically from what you provided, filling in your business information, brand values, tone and style, and intended calls to action.

8. Review the generated content and edit any field to make sure it's accurate and sounds right for your gym.

The screenshot shows the 'Kilo Fitness' brand voice configuration form. It includes sections for 'Business info' (Brand name, Type of business, Name of the brand, Company website), 'Location and contact info' (Company email, Phone number, Company address, Business hours), 'Brand communication and personality' (Tone of voice), and 'Brand identity and market positioning' (Target audience, Customer pain points, Brand promise, Brand values). The form is partially filled with example data for 'Kilo Fitness'.

9. Click **Save Brand Voice**.

Tip

For the best result from a URL, point Gym Lead Machine at a page with rich, representative copy about your gym, such as your About page or homepage, rather than a page with little text.

Start from scratch vs. Text or URL: which should you use?

Situation	Use Start from Scratch	Use Text or URL
You want full manual control over every field from the beginning	Yes	No
You have a website or a short brand description ready to go	Not necessary	Yes
You want a ready-to-edit starting point in seconds	Not necessary	Yes
Your gym doesn't have a website yet	Yes	Use the text description option instead

How do I edit a Brand Voice after it's created?

Click the three-dot icon next to the Brand Voice and select Edit. All generated fields, including business information, brand values, tone, style, and calls to action, stay fully editable after saving.

How do I set a default Brand Voice?

Click the three-dot icon next to the Brand Voice you want to use by default and select the option to make it your default. Your default Brand Voice is the one Gym Lead Machine applies automatically when a Brand Voice toggle is available in an AI tool.

Frequently asked questions

What is a Brand Voice and what does it do?

A Brand Voice is a communication profile for your gym: your business information, brand values, tone and style, and intended calls to action, in one reusable place. Gym Lead Machine uses it to keep AI-generated content, such as captions and AI chat replies, consistent with how your gym actually sounds.

Do I need a website to create a Brand Voice?

No. If you don't have a website, or prefer not to use one, you can generate a Brand Voice from a 50 to 100 word text description of your gym instead. You can also skip generation entirely and build a Brand Voice manually with Start from Scratch.

Can I create more than one Brand Voice?

Yes. You can create separate Brand Voices for different programs, audiences, or locations, and switch between them as needed. Set the one you use most often as your default.

Can I edit the fields Gym Lead Machine generates for me?

Yes. Every generated field is editable. Review the generated content carefully after creation and adjust anything that doesn't sound right for your gym before you save.

Helpful tips

- Use a page with substantial, representative copy (an About page or homepage works well) if generating from a URL
- Keep your description between 50 and 100 words if you use the text option instead of a URL

- Review every generated field before saving; auto-generated content is a starting point, not a final draft
 - Set your most commonly used Brand Voice as the default so it's applied automatically where available
 - Create separate Brand Voices for programs with a distinct tone, such as a kids program versus adult personal training
-

When this feature is most helpful

- Setting up AI content tools for the first time on a new gym account
 - Refreshing your messaging tone after a rebrand
 - Keeping social captions and AI chat replies consistent with how your gym actually communicates
 - Managing distinct tones for different programs or locations under one account
-

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

- [Tags](#)
- [Gym Lead Machine](#)