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Customize Your Custom Lead Magnet Elements

Mavilyn Carlos - 2026-05-19 - [Forms, Surveys & Quizzes](#)

Looking for Custom Lead Magnets? Check out the In Gym tab of our [Kilo Design Library](#).

Choose "Try this design" to open the lead magnet in Canva. Opt to use the lead magnet guide as is or make updates to brand it for your gym!

Gym Lead Machine users can request the Customer Lead Magnet assets be added to your Gym Lead Machine account - [here](#)

When you complete the Custom Lead Magnet Request Form, the Kilo Support team will add a Landing Page, Form, and Workflow to your Gym Lead Machine account.

These three assets are **not** customized for a specific lead magnet, so it is necessary for you to **update the Page, Form, and Workflow** to match the guide you are providing.

Update the Custom Lead Magnet Form

In your Gym Lead Machine account, go to Sites -> Forms

1. Click on the Custom Lead Magnet Form
2. Click on the button
3. Change the button color to your brand color via the hex code or color picker
4. Save

Update the Custom Lead Magnet Landing Page

In your Gym Lead Machine account, go to Sites -> Funnels.

1. Search for and click on the Custom Lead Magnet page
2. Click Edit
3. Required updates:
 1. Update the logo
 2. Update the copy on the page to customize it for your free guide offer and your gym.
 3. Update SEO Metadata
4. Optional updates:
 1. Update branding color
 2. Update photos
5. Save and Publish

Update the Custom Lead Magnet Workflow

In your Gym Lead Machine account, go to Automation.

1. Go to the Form Submissions folder
2. Click on the Custom Lead Magnet Form Submitted workflow
3. Required update:
 1. In the Send Email (to lead) action, update the subject line and body of the email to match your business
 2. Link the "click here" language to open your free guide when selected.
 1. Check out the video for a tip about using GLM's Media Storage to store and link your free guide PDF!

4. Check the Assign User action and update to a new team member if needed.
5. Add a guide-specific tag, if you'd like.
6. Change the subject lines of the alert email and push notification to be guide-specific

Duplicate Assets to Reuse

If you have more than one Custom Lead Magnet you can duplicate these three assets for reuse as many times as needed.