Customize Your Custom Lead Magnet Elements

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A **custom lead magnet** lets you offer your own free guide in exchange for a lead's contact details. Kilo adds a landing page, a form, and a workflow for it to your Gym Lead Machine account, and you customize all three to match the guide you're offering.

What you can do with a custom lead magnet

- Choose a lead magnet guide from the Kilo Design Library and brand it in Canva
- Request a custom lead magnet landing page, form, and workflow for your account
- Customize the landing page with your logo, copy, and branding
- Deliver your guide automatically by email when a lead submits the form
- Duplicate the setup for as many lead magnets as you want to offer

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Get a custom lead magnet

1. Open the In Gym tab of the Kilo Design Library.
2. Choose a lead magnet and click **Try this design** to open it in Canva.
3. Use the guide as is, or update it with your gym's branding.
4. Submit an add custom lead magnet landing page request form.

Kilo Support adds a landing page, a form, and a workflow to your Gym Lead Machine account. These assets aren't set up for any specific guide, so update all three to match the guide you're offering, using the steps below.

Update the custom lead magnet form

1. Go to **Sites → Forms**.
2. Click the **Custom Lead Magnet Form**.
3. Click the form's button.
4. Change the button color to your brand color with a hex code or the color picker.
5. Click **Save**.

Update the custom lead magnet landing page

1. Go to **Sites → Funnels**.
2. Search for and click the **Custom Lead Magnet** page.
3. Click **Edit**.

4. Replace the logo with your gym's logo.
5. Update the copy on the page to describe your free guide and your gym.
6. Update the SEO metadata.
7. Click **Save**, then **Publish**.

You can also update the page's branding color and photos before you publish.

Update the custom lead magnet workflow

1. Go to **Automation**.
2. Open the **Form Submissions** folder.
3. Click the **Custom Lead Magnet Form Submitted** workflow.
4. In the **Send Email** action that goes to the lead, update the subject line and body to match your gym.
5. Link the "click here" text in the email to your free guide, so the lead can open it.
6. Check the **Assign User** action and change it to a different team member if needed.
7. Update the subject lines of the alert email and push notification so they name your guide.

You can also add a guide-specific tag to the workflow, so you can tell which guide each lead requested.

The video above includes a tip for storing your guide PDF in Gym Lead Machine's Media Storage and linking to it from the email.

Offer more than one custom lead magnet

To offer another guide, duplicate the landing page, the form, and the workflow, then update each copy for the new guide. You can duplicate these assets as many times as you need.

Frequently asked questions

Do I have to customize the assets Kilo adds to my account?

Yes. The landing page, form, and workflow aren't set up for a specific guide. Update all three so the page describes your guide, the form matches your brand, and the email delivers the right file.

Can I offer more than one custom lead magnet?

Yes. Duplicate the landing page, form, and workflow for each additional guide, then customize each copy.

Where should I store my guide so the email can link to it?

Gym Lead Machine's Media Storage works well. The workflow video walks through storing your guide PDF there and linking to it from the lead's email.

Helpful tips

- Brand your guide in Canva before you request the assets, so it's ready to link
- Add a guide-specific tag to each workflow if you offer more than one lead magnet
- Name each guide in the alert email and push notification subject lines, so your team knows which guide a lead requested
- Submit a test entry on the landing page to confirm the email delivers your guide

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

- Tags

- Gym Lead Machine