Edit a Workflow

Mavilyn Carlos - 2026-11-05 - Automation (Workflows)

When your Gym Lead Machine account is built you are offered standard campaigns that correspond with your Opportunity pipelines. Generally, each Pipeline has the following campaigns to match the lead and client journeys:

- New Lead
- Pricing
- Long Term Lead
- New Client
- Long Term Client
- Cancelled-Reactivation

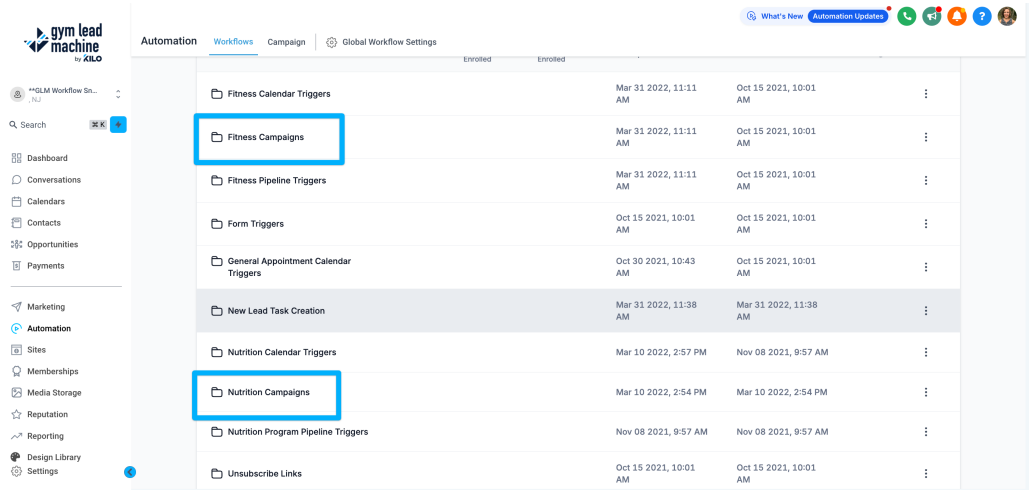
In addition, your GLM account has auxiliary Lead Magnet and Drop In campaigns that are not associated with any pipeline.

> Click here to review a video with the following information.

While plenty of GLM gyms utilize the campaigns in their given form, we encourage you to read and edit the campaigns to match your voice and business practices.

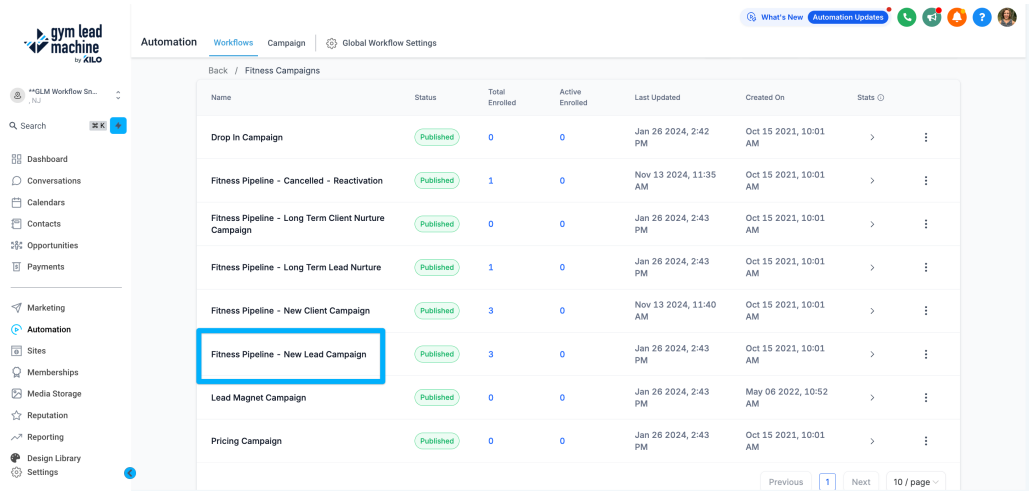
To Access and Edit Your Workflow Campaigns:

1. Open your GLM account at app.gymleadmachine.com
2. Click "Automation" in the nav bar on the left
3. You'll see a series of workflow menus, look for the ones labeled "[Pipeline Name] Campaigns." For most accounts, this will be Fitness Campaigns and Nutrition Campaigns. Specialty accounts may have Sports Performance Campaigns, Kids Campaigns, etc. upon request.

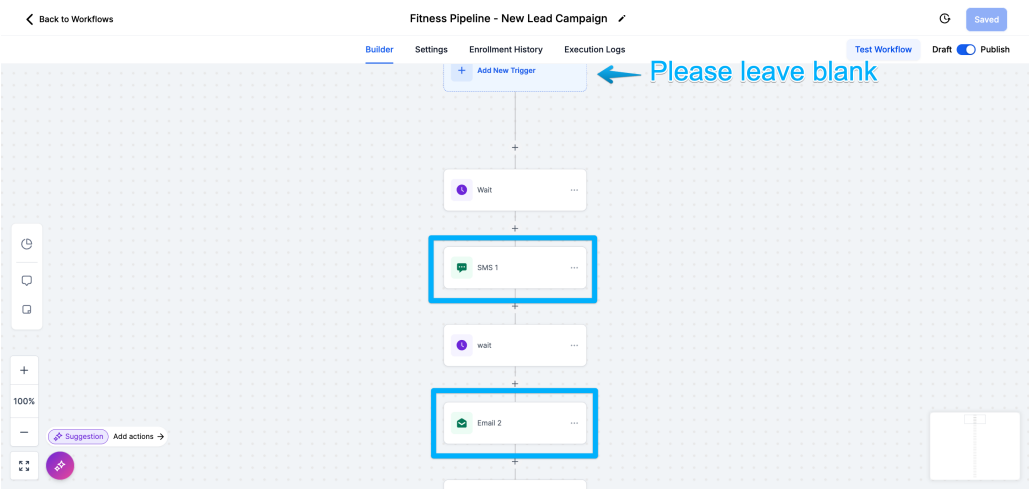


4. Click on one of the Campaign folders.

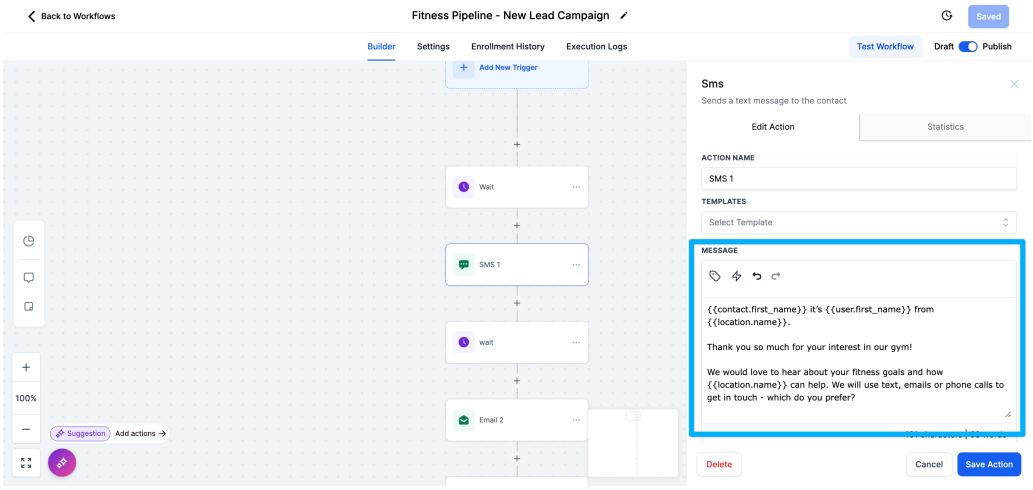
5. Next, you'll see the list of workflow campaigns contained in the folder. Click on the one you'd like to edit.



6. When the workflow opens, please do not make any changes to the trigger - normally, there is *not* one there. Rather, proceed down to the SMS and Email actions contained in the flow.



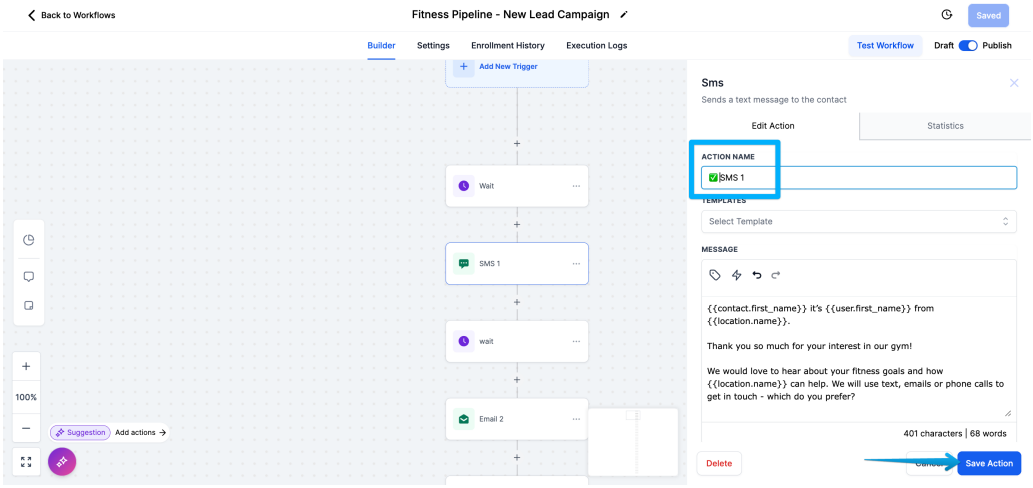
7. Click on a message action and a sidebar editor will open to the right.



8. Make changes to the content of the message.

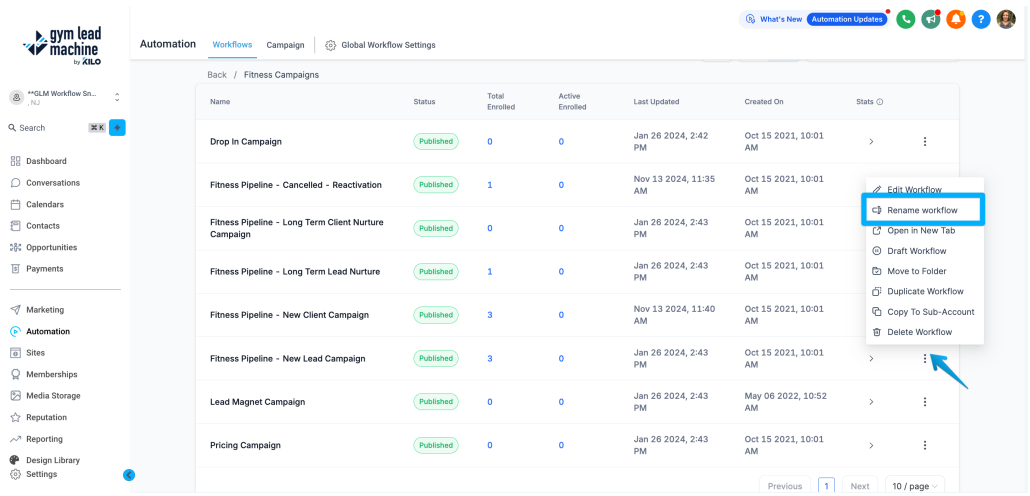
9. "Save Action" each time a message is changed.

   Note: If you'll be updating the entire campaign and want to keep track of your progress, we suggest adding a to the action name before you save. This will act as a visual reminder to you that you've completed updating that message.



10. Before exiting the workflow, save all updated actions by clicking **Save** in the upper right.

11. When an entire workflow campaign is checked or updated, you can also add the to the workflow name to know that the entire campaign is complete. To do so, click the three dots to the far right of the workflow and select Rename Workflow.



12. Add the check emoji to the front of the workflow name. Save.

