Edit a Workflow

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

You can **edit the workflow campaigns** in your Gym Lead Machine account so the SMS and email messages match your voice and the way you run your gym. Plenty of gyms use the standard campaigns as they come, and reading through and editing them to fit your business is encouraged.

What you can do with workflow campaigns

- Find the campaign folder for each of your pipelines
- Open any workflow campaign in a folder
- Edit the content of the SMS and email actions in a workflow
- Mark actions and workflows as reviewed so you can track your progress

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The standard campaigns in your account

Your Gym Lead Machine account is built with standard campaigns that correspond to your Opportunity pipelines. Each pipeline generally has the following campaigns to match the lead and client journeys:

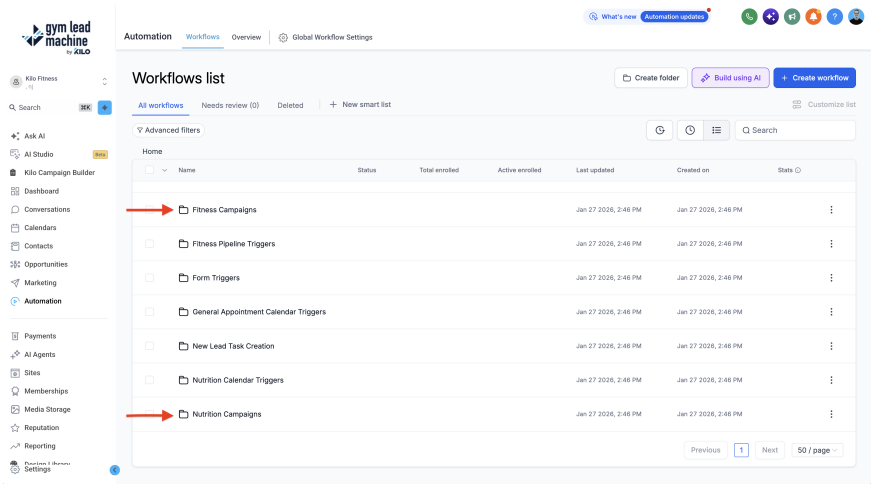
- New Lead
- Pricing
- Long Term Lead
- New Client
- Long Term Client
- Cancelled-Reactivation

Your account also includes Lead Magnet and Drop In campaigns, which are not tied to any pipeline.

How do I edit a workflow campaign?

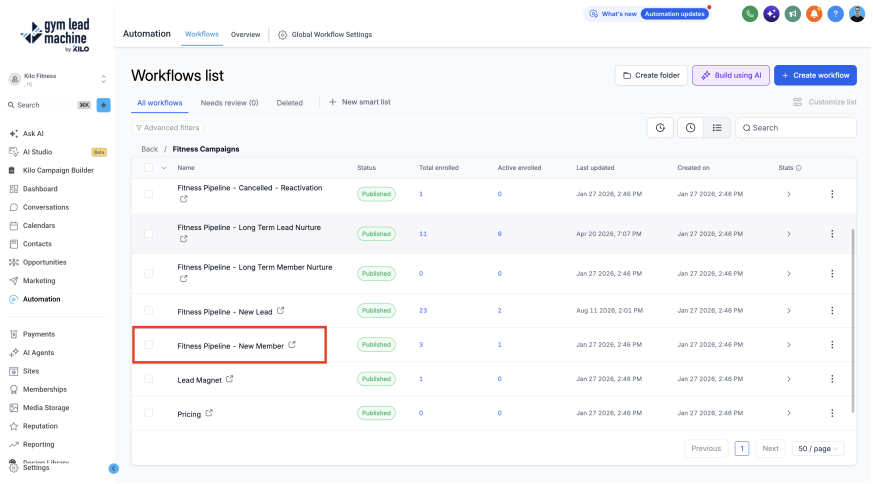
1. Log in to your Gym Lead Machine account at app.gymleadmachine.com.
2. Click **Automation** in the left menu.

3. Find the folders named for your pipelines, followed by "Campaigns." For most accounts, these are **Fitness Campaigns** and **Nutrition Campaigns**. Specialty accounts may also have folders such as **Sports Performance Campaigns** or **Kids Campaigns**, which are added on request.



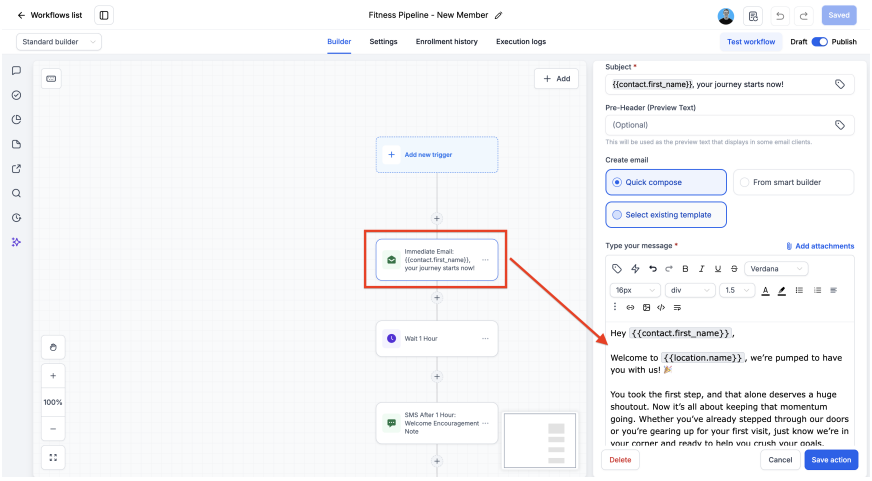
4. Click a campaign folder to open it.

5. Click the workflow campaign you want to edit (i.e. the New Member Campaign)



6. Move past the trigger at the top of the workflow to the SMS and email actions below it. Leave the workflow trigger as it is.

7. Click an SMS or email action. An editor opens in a sidebar on the right.

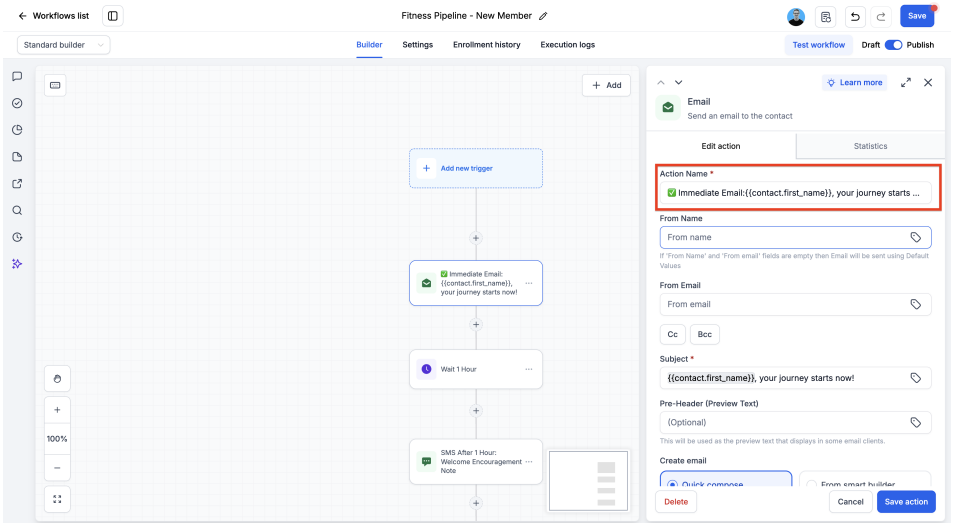


8. Edit the content of the message.
9. Click **Save Action**.
10. Repeat steps 7–9 for each message you want to change.
11. Before you leave the workflow, click **Save** in the upper right to save all of your updated actions.

How do I keep track of which campaigns I've updated?

Add a check mark to the start of an action name or workflow name once you've finished updating it. This is optional, but when you're working through a full campaign, it gives you a quick visual reminder of what's done.

To mark a single message as done, add a check mark to the start of the action name in the sidebar editor before you click **Save Action**.

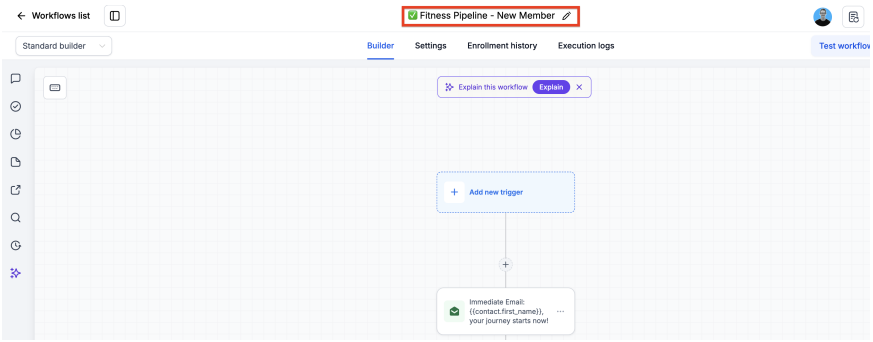


To mark an entire workflow campaign as done:

1. Click on the workflow name at the top

2. Add a check mark to the start of the workflow name.

3. Click **Save**.



Helpful tips

- Click **Save Action** after every message you change
- Click **Save** in the upper right before you leave the workflow
- Edit the SMS and email actions and leave the trigger as it is
- Mark finished actions and workflows with a check mark when you're updating a full campaign

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