Forms Overview

Mavilyn Carlos - 2026-11-20 - Forms, Surveys & Quizzes

Your Gym Lead Machine account comes with **pre-built forms** that bring leads in from your website and your marketing landing pages. Each form is already connected to a pipeline, and leads are sourced by the form they filled out, so you can see where every lead came from.

What you can do with forms

- Capture leads from your website and marketing landing pages
- Send leads to your Fitness Pipeline or Nutrition Pipeline automatically
- See which page or campaign each lead came from by its form source
- Collect feedback from canceling members
- Create new forms for landing pages or internal uses like intake forms and goal-setting meetings

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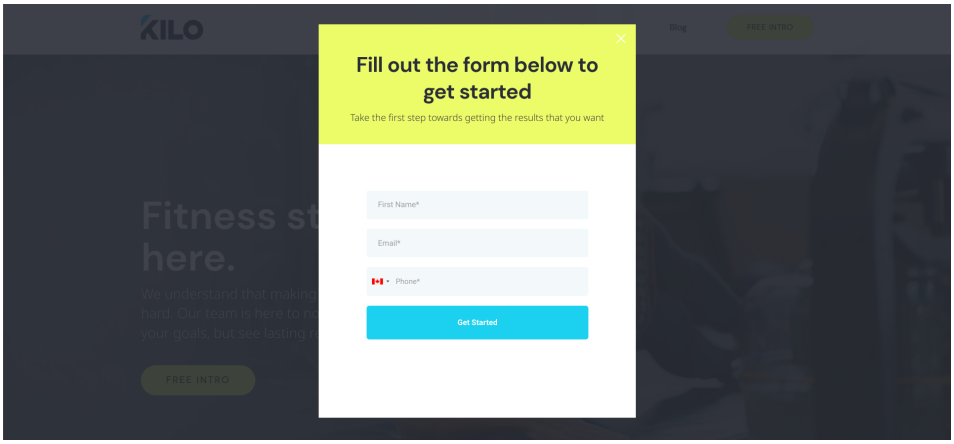
Your pre-built forms

These forms are already created and connected in your Gym Lead Machine account.

Form	Where it's used	Where leads go
Website Form	Most pages of your website	Fitness Pipeline
Program forms	Personal Training, Kids Program, Teens Program, and Online Training pages	Fitness Pipeline
Nutrition Form	Your website's Nutrition page	Nutrition Pipeline
Facebook Form	Standard marketing landing pages	Fitness Pipeline
Lead Magnet Form	Near the bottom of your website's Home page	The Lead Magnet Campaign, with no pipeline
Pricing Form	Your website's pricing section, or the button under a membership	Fitness Pipeline
Drop In Form	Your website's Drop In page	The Drop In Campaign, with no pipeline
Cancellation Form	Feedback from canceling members	An alert to you

Website Form

The **Website Form** appears on most pages of your website, including Home, More Info, About, Group Training, and Blog. Leads who fill it out enter your Fitness Pipeline.



Program forms

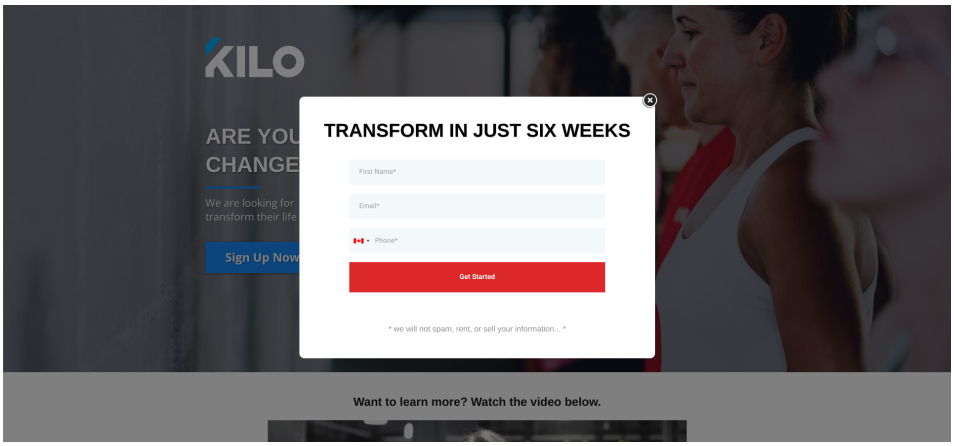
If your website has a Personal Training, Kids Program, Teens Program, or Online Training page, each of those pages has its own form, such as the **Personal Training Form** or the **Kids Form**. These leads also enter your Fitness Pipeline, sourced by the form they completed, so you can tell which program they're interested in.

Nutrition Form

The **Nutrition Form** is on the Nutrition page of your website. Leads who fill it out enter your Nutrition Pipeline.

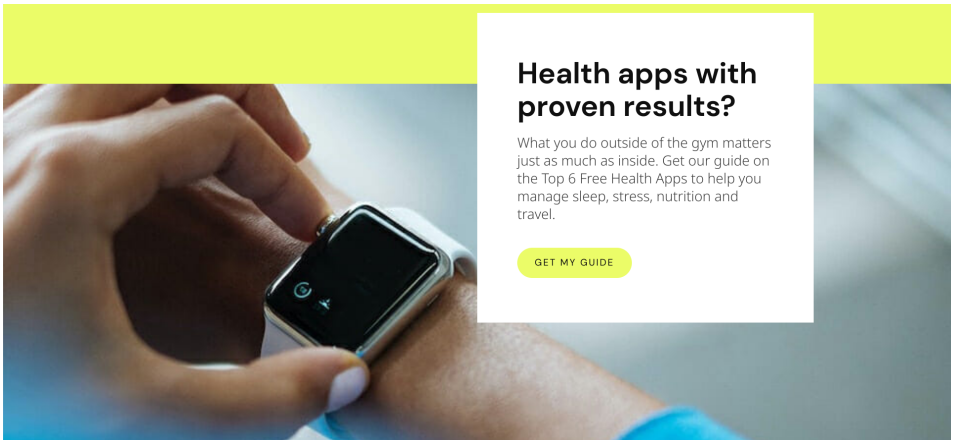
Facebook Form

The **Facebook Form** is on the standard marketing landing pages built into your Gym Lead Machine account, such as the 6 Week Challenge landing pages. These leads enter your Fitness Pipeline, and their source shows they came from marketing or social media instead of from your website.



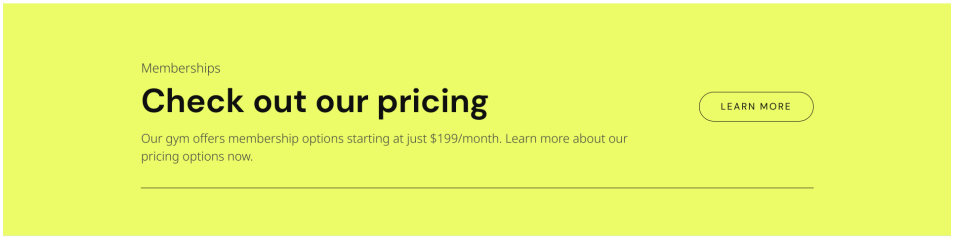
Lead Magnet Form

The **Lead Magnet Form** sits near the bottom of your website's Home page and offers visitors a free guide in exchange for their name and email. These contacts enter the Lead Magnet Campaign but not a pipeline, since the form doesn't collect a phone number. For details, see Your Lead Magnet Form and Campaign.



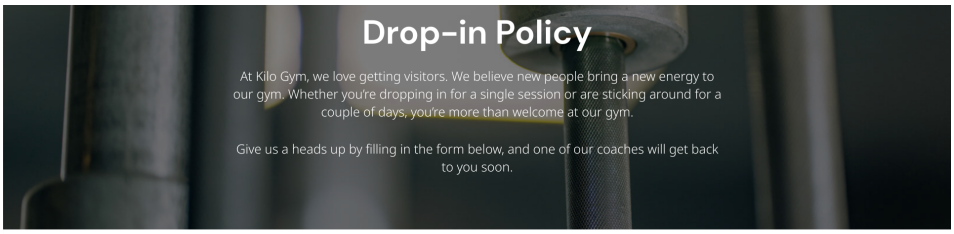
Pricing Form

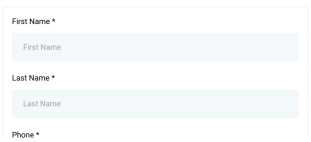
The **Pricing Form** collects contact details from visitors who want pricing information. It appears in your website's pricing section, or as the button under a membership if your website lists prices. Leads enter your Fitness Pipeline. For details, see Your Pricing Form and Campaign.



Drop In Form

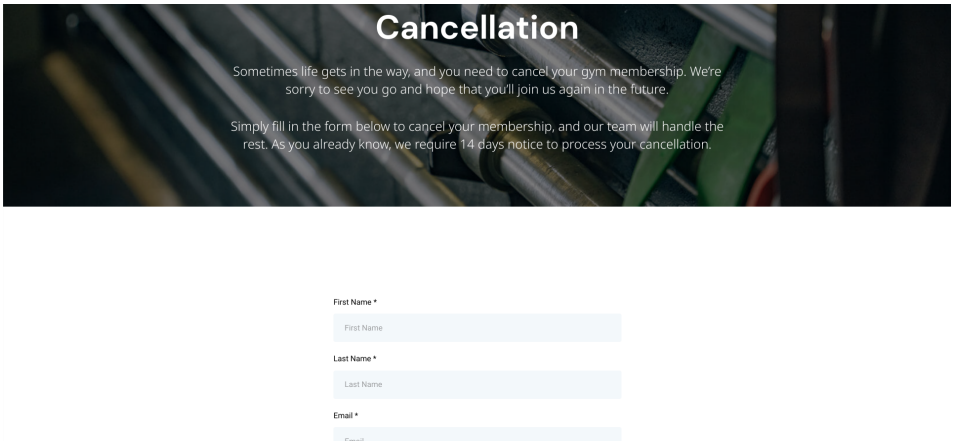
The **Drop In Form** is on your website's Drop In page and invites athletes from other gyms to visit for a class. These contacts enter the Drop In Campaign but not a pipeline, since drop-ins usually belong to another gym. For details, see Your Drop-In Form and Campaign.





Cancellation Form

The **Cancellation Form** collects feedback from members who cancel. You receive an alert each time it's submitted.



Create your own forms

You can create new forms in Gym Lead Machine for lead capture on new landing pages, or for internal uses like intake forms and goal-setting meetings.

Note

New forms don't send you an alert when they're submitted by default. To be notified about submissions, add a workflow that alerts you when the form is submitted.

Frequently asked questions

Do I need to set up forms for my website?

No. Your website and landing page forms are already created and connected in Gym Lead Machine. Leads who fill them out go straight into the right pipeline.

Which pipeline do my website leads go into?

Most website leads go into your Fitness Pipeline. That includes the Website Form, the program forms, the Pricing Form, and the Facebook Form on your marketing landing pages. Leads from the Nutrition Form go into your Nutrition Pipeline. Lead Magnet Form and Drop In Form contacts don't enter a pipeline.

How can I tell whether a lead came from my website or from social media?

Check the lead's source. Leads from your marketing landing pages come through the Facebook Form, so their source shows they came from marketing or social media. Leads from your website show the website form they filled out.

Will I get notified when someone fills out a form I created?

Not automatically. New forms don't generate alerts on their own. Add a workflow that alerts you when the form is submitted.

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

- Tags
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