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Forms Overview

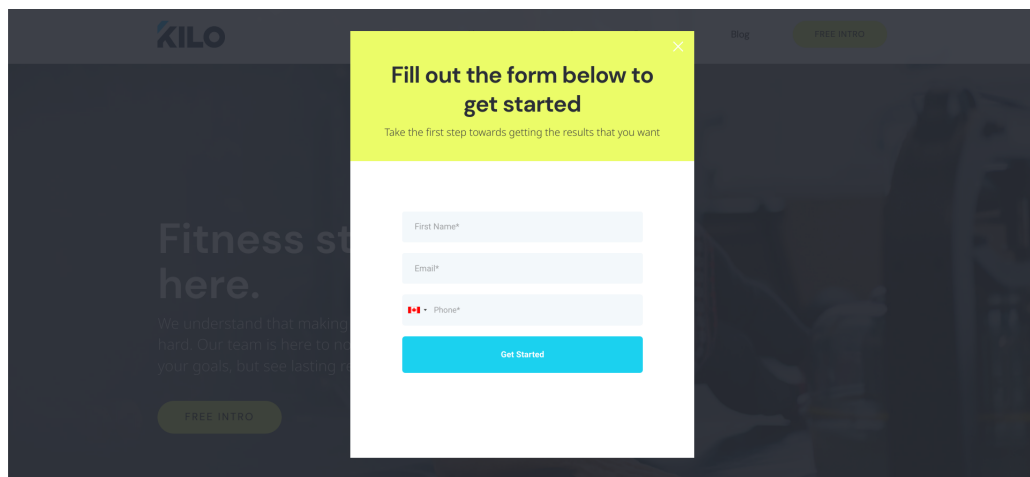
Mavilyn Carlos - 2026-09-08 - [Forms, Surveys & Quizzes](#)

Welcome to Forms!

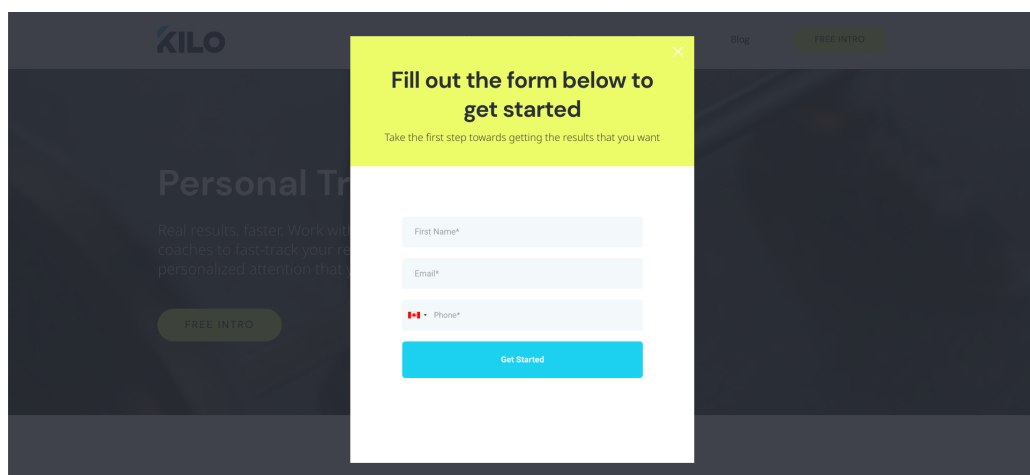
The way we get contacts into your Gym Lead Machine platform is through pre-built forms that are used on your website or marketing landing pages.

Here's a brief look at how we use forms on these pages:

- Your Website Form is found on most of the pages on your website - Home, More Info, About, Group Training, and Blog. When leads fill out this form they are entered into the primary Fitness Pipeline.



- If your website has a Personal Training, Kids Program, Teens Program, or Online Training page, these pages have their own forms (Personal Training Form, Kids Form, etc.). These forms also lead to the Fitness Pipeline, but the leads will be sourced from the particular form they completed.



- The Nutrition Form is found on the Nutrition page of your website. This form places leads into your Nutrition Pipeline in GLM.

The screenshot shows a website for 'KILO' with a 'Nutrition' section. A yellow and white modal form is overlaid in the center. The form has a yellow header with the text 'Fill out the form below to get started' and a sub-header 'Take the first step towards getting the nutrition results that you want'. Below this are three input fields: 'First Name*', 'Email*', and a phone number field with a Canadian flag icon and the label 'Phone*'. At the bottom of the form is a blue button labeled 'Get Started'.

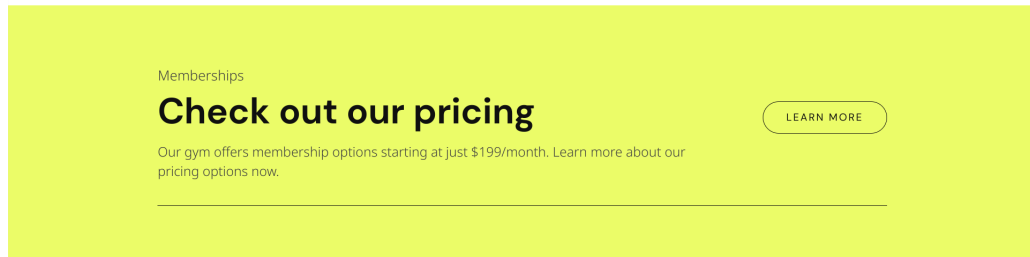
- The Facebook Form is placed on the standard marketing Landing Pages that we build into your Gym Lead Machine account (6 Week Challenge Men & Women). This form also places leads in the Fitness Pipeline, but by their source, you will know they came from marketing or social media rather than via organic traffic on your website.

The screenshot shows a website for 'KILO' with a '6 Week Challenge' section. A white modal form with a red 'Get Started' button is overlaid. The form has a header 'TRANSFORM IN JUST SIX WEEKS' and three input fields: 'First Name*', 'Email*', and a phone number field with a Canadian flag icon and the label 'Phone*'. Below the form is a red button labeled 'Get Started'. At the bottom of the form is a small disclaimer: '* we will not spam, rent, or sell your information... *'. The background of the website shows a woman in a white tank top.

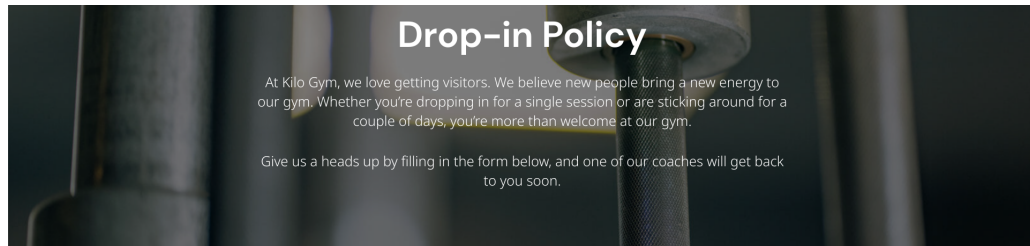
- The Lead Magnet Form is explained in further detail in [this](#) article.

The screenshot shows a website for 'KILO' with a 'Health apps' section. A white modal form with a yellow 'GET MY GUIDE' button is overlaid. The form has a header 'Health apps with proven results?' and a sub-header 'What you do outside of the gym matters just as much as inside. Get our guide on the Top 6 Free Health Apps to help you manage sleep, stress, nutrition and travel.' Below the form is a yellow button labeled 'GET MY GUIDE'. The background of the website shows a person's hand holding a smartwatch.

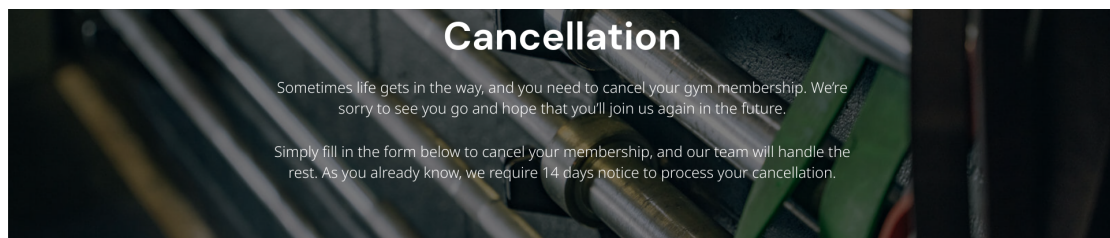
- The Pricing Form is explained in more detail [here](#).



- The Drop In Form is explained in [this](#) Help article.

A form with three input fields. The first field is labeled "First Name *" and contains the placeholder text "First Name". The second field is labeled "Last Name *" and contains the placeholder text "Last Name". The third field is labeled "Phone *" and is currently empty.

These forms are already created in and connected to your Gym Lead Machine platform, along with the Cancellation Form which is used to collect feedback from cancelling members. You'll receive an alert when that form is submitted.

A form with three input fields. The first field is labeled "First Name *" and contains the placeholder text "First Name". The second field is labeled "Last Name *" and contains the placeholder text "Last Name". The third field is labeled "Email *" and contains the placeholder text "Email".

You are welcome to create new forms in GLM for lead capture on new landing pages or for internal purposes like intake forms or goal-setting meetings. Forms in GLM can have a wide variety of uses and we welcome you to be creative with them!

Do note, though, that the addition of a new form will not automatically generate an alert for that form - a workflow will need to be added to alert you of submissions. We'll talk more about that later.

If you have further questions regarding forms, please contact the support team at hello@usekilo.com.