How to Create A Landing Page (Funnel)

Laura Gibson - 2026-07-28 - Funnels & Landing Pages

A landing page is a single web page built to do one job: usually capture a lead, promote an event, or sell a challenge. In Gym Lead Machine, landing pages live inside **Funnels**. A funnel is just GLM's term for a group of one or more connected landing pages (for example, a sign-up page plus a thank-you page). If you only need one page, your funnel will only contain one page. The terms are often used interchangeably, so anywhere you see "funnel" in GLM, think "landing page."

This article covers how to create a new landing page or funnel from a template, connect a form to it, and set up the workflow that runs when someone submits. If you need to edit a page after it's built, see [Editing a Landing Page or Funnel Template in GLM].

What you can do with landing pages (funnels)

- Create a landing page from the templates preloaded in your account
- Clone templates and forms so you never start from scratch
- Connect a sign-up form to your page with a pop-up
- Set up a workflow that assigns, tags, and notifies when someone submits
- Request additional templates for new events and challenges

Is a landing page the same as a funnel?

Close enough for most gym owners. A landing page is one page. A funnel is one or more pages strung together. In GLM, both are managed in the same place: **Sites → Funnels**.

Before you start: templates are already in your account

Every GLM account ships with a set of pre-built landing page templates loaded at delivery. You do not need to design anything from scratch. The fastest path is:

1. Pick a template that's close to what you need.
2. Clone it.
3. Edit the copy, images, and form.

If none of the loaded templates fit what you're running (or if you've already used your favorite and want a fresh version for a new event), you can request additional templates through the Template Request Form. You can request multiple at once, and you're welcome to clone any template again for future events.

Full walkthrough: building a landing page with a connected form and workflow

This video walks through the entire process end-to-end, ideal for events, challenges, and workshops. It uses the clone function to save time rather than building from scratch. The sections below summarize the same three steps in writing: the form, the page, and the workflow.

Step 1: Create the form

The form is what captures information from people signing up for your event, course, or challenge.

1. Go to **Sites → Forms**.

2. Rather than starting from scratch, duplicate an existing form: click the **three dots** next to a form and select **Duplicate**. Using a form that's already live on your website also keeps your branding consistent.

3. Rename the duplicate so you can identify it (for example, "Nutrition Challenge Form").

4. Open the form and review the existing fields. To add more, drag and drop fields from the panel on the left-hand side.

5. To capture something new (for example, the person's number one nutrition goal), create a new custom field. Choose the answer format (single line of text, drop-down with one or multiple answers, and so on), decide where the information is stored, and click **Save**. After a few seconds the new field appears in the left panel, ready to drag onto your form.

6. Optionally, rename the submit button.

7. Set the form's destination: what happens after someone submits. If the form is the final step, show a thank-you message. If they should do something next (pay, or pick a consult time on a calendar), choose **redirect to URL** and add the link.

8. Click **Save**.

Note

If you're taking payment on the form, turn on order confirmation in the form settings so submitters receive an automated confirmation of their order. See the payments FAQ below for how to set up payment on a form.

Step 2: Build the landing page (funnel)

1. Go to **Sites → Funnels**.

2. Clone the template you want to use and rename it. Cloning keeps the original template untouched for future events, so you won't need to request it again.

3. Add a domain: open the funnel's **Settings**, choose your domain from the list, and press **Save**. Until a domain is added, the page isn't live and can't be published.

4. Check the page's URL. The part after the domain (the slug) is populated from the template. If it's already in use you may see numbers at the end, and you can edit it: click the **settings icon**, adjust, and press **Update step**.

5. Open the funnel editor and work through the template slowly, updating it to reflect your event. Click any element to edit it in the right-hand panel: swap images through the media library, change block and button colors, and type copy directly on the page. If you can't select a block, move the mouse until the outline surrounds the element you want. Delete anything you don't need with the **trash can**, and use **Undo** at the top if you change your mind.

6. Connect the form to your button. Click the button, scroll to its actions, and link it to the **pop-up**. Placing the form in a pop-up (rather than a new page) keeps your landing page visible in the background. If the page has multiple buttons, point them all at the same pop-up.

7. Edit the pop-up itself (its settings are in the icons at the top; hover to identify them). Click **Add**, then add the form element and select your form.

8. In the pop-up's form settings, make sure the redirect action is set to **use action from form builder**. This respects the destination you set on the form in Step 1; you can override it here if needed.

9. Click **Save**, review the SEO metadata prompt (the heading and short description shown by Google and in link previews on places like Facebook; keep it compelling and relevant), press **Update SEO metadata**, then **Publish**.

10. Click **View page** to open your live, shareable link.

Note

Save and Publish do different jobs. Save stores your progress without changing the live page, so you can work on half-finished edits safely. Publish pushes your saved changes to the live link. Only publish when you're ready for visitors to see the changes.

Step 3: Set up the workflow

The workflow is what actually happens when someone submits the form: it notifies your team, organizes the contact, and sends the submitter what they're expecting.

1. Go to **Automation**.

2. Duplicate the existing workflow closest to your use case (for example, an existing form-submitted workflow) and rename it (for example, "Nutrition Challenge Form Submitted").

3. Open the workflow and work through the steps top to bottom, editing, deleting, or adding actions to suit your event.

4. Start with the **trigger**: this fires the workflow when the form is submitted. Change the trigger to your new form (this step is essential), optionally rename the trigger for clarity, and save.

5. Add or review an **assigned user** action so any new leads who submit aren't left unassigned. You can set it to assign only contacts who don't already have an assigned user, so existing client assignments aren't disrupted. If the page is for existing clients only, you may not need this.

6. Review any campaign actions inherited from the workflow you duplicated (for example, adding the contact to a lead nurture campaign or removing them from a pricing campaign). Edit them to point at a campaign built for this event, or delete them if they don't apply.

7. Decide whether to keep the action that adds the contact as a new opportunity in one of your pipelines. If you keep it, select the pipeline you want. If clients as well as leads will sign up, be cautious: adding existing clients to a sales pipeline can mislead your reporting and trigger new-lead emails to current members. If you delete the action, remember to follow up with genuinely new leads manually, since they won't appear in your pipeline.

8. Review the two team **notifications**: an email and an in-app notification. Update the recipient (the default notify email, or a specific coach running the event), subject, and content. If you added a custom field to the form, insert its custom value so the notification includes everything from the submission.

9. Update the **tags**. Choose tags that fit the use case: if clients as well as leads can sign up, avoid a lead tag (it would mislabel existing members). An event-specific identifying tag (for example, a tag naming the challenge and its date) makes it easy to find and bulk-contact everyone afterward.

10. Add a confirmation for the submitter. At minimum, add an email confirming their sign-up, personalized with custom values like their name. You can build this out with additional emails, SMS, or enrollment in another campaign.

11. Publish the workflow and click **Save**.

Note

If you add multiple messages to the workflow, separate them with wait steps; otherwise the contact receives everything at once. Timing is based on when each person submits the form, not on your event date, so early sign-ups move through the messages sooner than late ones. If you need messages timed around the event day itself, contact us at hello@usekilo.com, and we'll help tweak it.

Test before you launch

Best practice is always to test the whole flow before sharing the page with clients or leads. Run through it with a personal or test email address and confirm the form, the page, and every workflow step behave as you expect.

Specific use-case webinars

- [Bring a Friend Event]

- Kids Summer Camp

Frequently asked questions

Where can I get more landing page templates?

If none of the templates in Sites → Funnels fit your needs, request one through the Template Request Form. You can request multiple at once and clone any template for future use.

How do I take a payment on the form?

Integrate a payment processor (Stripe or PayPal) in Payments → Integrations inside GLM. Then:

1. Set up a product

2. Add the payment option to your form (Kids Summer Camp example)

Do I edit the landing page in the same place I create it?

Yes. Once your page is created, you'll edit it through the GLM page builder. See Editing a Landing Page or Funnel Template in GLM for the full editing guide.

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

- Tags
- Gym Lead Machine