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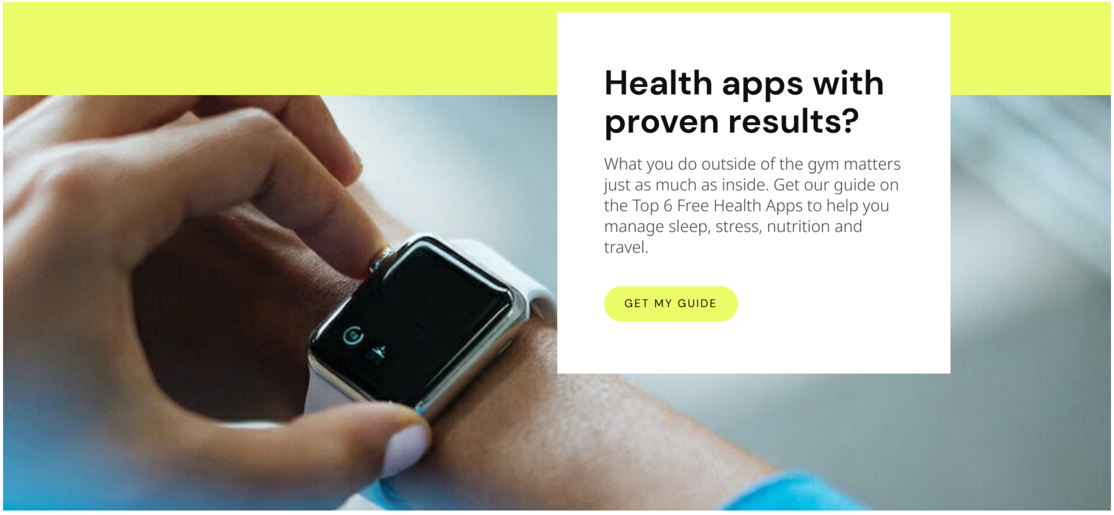
Lead Magnet Form Explained

Mavilyn Carlos - 2026-09-07 - Forms, Surveys & Quizzes

Understanding your Lead Magnet

The Lead Magnet Form is a prebuilt form found toward the bottom of the Home page on most Kilo websites.



While the goal of your website is to drive people to your main call to action, meaning to book an appointment, some people won't be ready for that. That's where the secondary call to action comes in. A secondary call to action provides an alternative conversion opportunity.

Secondary calls to action are a great way to further engage and capture people who may not find the offer in your primary call to action appealing. So the Lead Magnet Form is the form associated with your secondary call to action.

The goal here is to capture prospects' contact information in exchange for a free incentive, such as a guide. The guides that we supply are:

- 15 At-Home Workouts
- 10 Easy Meal Prep Recipes
- 6 Free Health Apps (North America only).

Our most recent guide, or the one applicable to your region, will be placed on your website at the time of the build. Additionally, you can opt to update this guide to another Kilo-provided asset or one of your own via this change lead magnet request form.

After someone submits the Lead Magnet Form, they will see a "thank you" message but stay on the same page.

There are a few automated actions that fire after this form is submitted.

1. The contact enters your Gym Lead Machine database.

2. They receive a tag labeled 'lead magnet form,' and they will receive the general 'lead' tag.

3. A notification about the lead is also sent to your staff via email and push notifications via the app.

4. The contact will be placed into an automated messaging campaign labeled Lead Magnet.

   This campaign includes 3 automated emails. The first e-mail contains the guide PDF and a message thanking them for their inquiry. The subsequent emails are meant to nurture the prospect to keep them engaged and encourage them to book an intro.

Contacts that submit the lead magnet form will *not* move into either opportunity pipeline. We exclude the phone number field from the lead magnet form and therefore do not count them as a "true" lead because this is our last-ditch effort to grab some contact details from a prospect before they leave our website and abandon the session.

We want to do everything that we can to increase our chances of getting an opt-in and that includes limiting form fields. Studies show that the more form fields you add to a form, the worse your conversion rate gets. So if we can just grab an e-mail from the prospect before they leave the page, that's better than nothing. Because this form is so sparse, this person would be considered a “cold” lead. But you can always move the contact into the sales opportunities pipeline at a later date.

A great benefit of this Lead Magnet Form is that you are capturing the names and emails of prospects that otherwise would be lost. This way you can reach out via a prospect newsletter, or other means at a later date.

Editing the Lead Magnet & Lead Magnet campaign

Since the Lead Magnet block and the campaign are so closely connected (you want to be sure you're sending the guide that is advertised), you don't want to update one without the other.

To update the Lead Magnet that is shown on the website, submit the change lead magnet request form.

If you opt for one of the Kilo-provided guides, we'll also update the Lead Magnet campaign for you so the proper guide is linked from the emails.

If you opt for a custom lead magnet of your own, we'll ask you to provide that file so we can update your campaign or you'll need to make those changes.

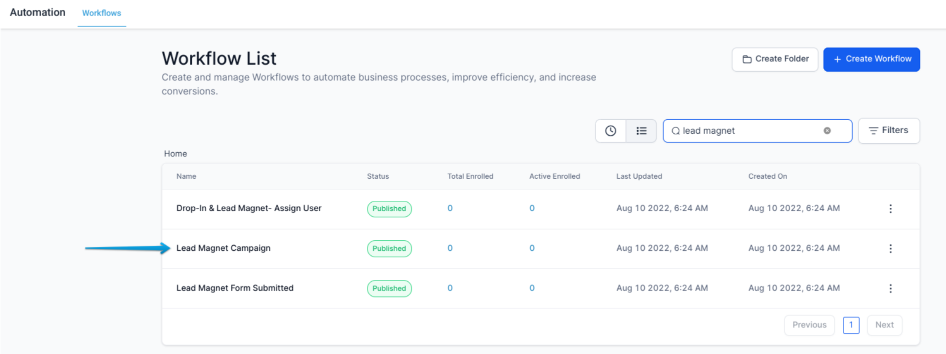
To edit the Lead Magnet campaign in GLM:

1. Start by going to the "Automation" option in your Gym Lead Machine menu.

2. Click on the folder titled, "Fitness Campaigns."

3. Look for the campaign titled "Lead Magnet Campaign."

    1. You can also search for "Lead Magnet" via the search field in the right-hand corner.



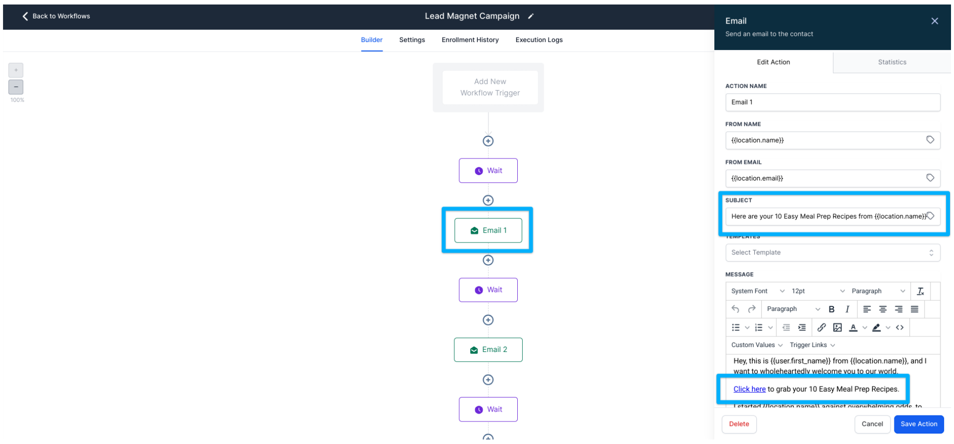
4. Click on the Lead Magnet campaign to enter the campaign and make edits.

5. Here you will see the automated messages, as well as a series of wait steps that determine when the automated messages are sent.

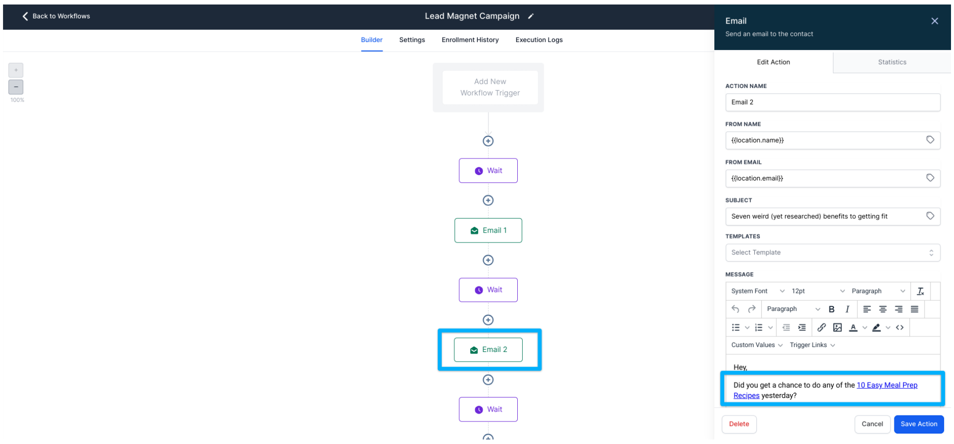
6. To edit the contents of one of these messages, you'll click on the message that you want to edit. You can change the text by typing in the box on the right-hand side.

7. To change the lead magnet guide, you'll need to edit the copy and linked text in Emails 1 and 2.

    1. In Email 1, update the Subject line as well as the linked text and copy in the second paragraph of the email.



2. In Email 2, update the linked text and copy in paragraph 1.



8. You may opt to edit any of the text in the emails if you wish.

9. To edit the timing of these messages by editing or rearranging the order of the " Wait " steps. These wait steps are set to a default time delay to maximize your lead conversion but can be edited to suit your preferences.

10. You may also add additional steps by clicking the plus button. This will allow you to add additional messaging ('Send Email' or 'Send SMS' are the commonly used actions), wait steps, or other automated actions.

11. If needed, you can delete a message or a wait step entirely by clicking the circle with the three dots and then clicking delete. This setting will also allow you to move, copy or delete a step in the campaign.

If you have further questions regarding the Lead Magnet Form or campaign, please contact the support team at hello@usekilo.com.