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Membership Builder Overview in GLM

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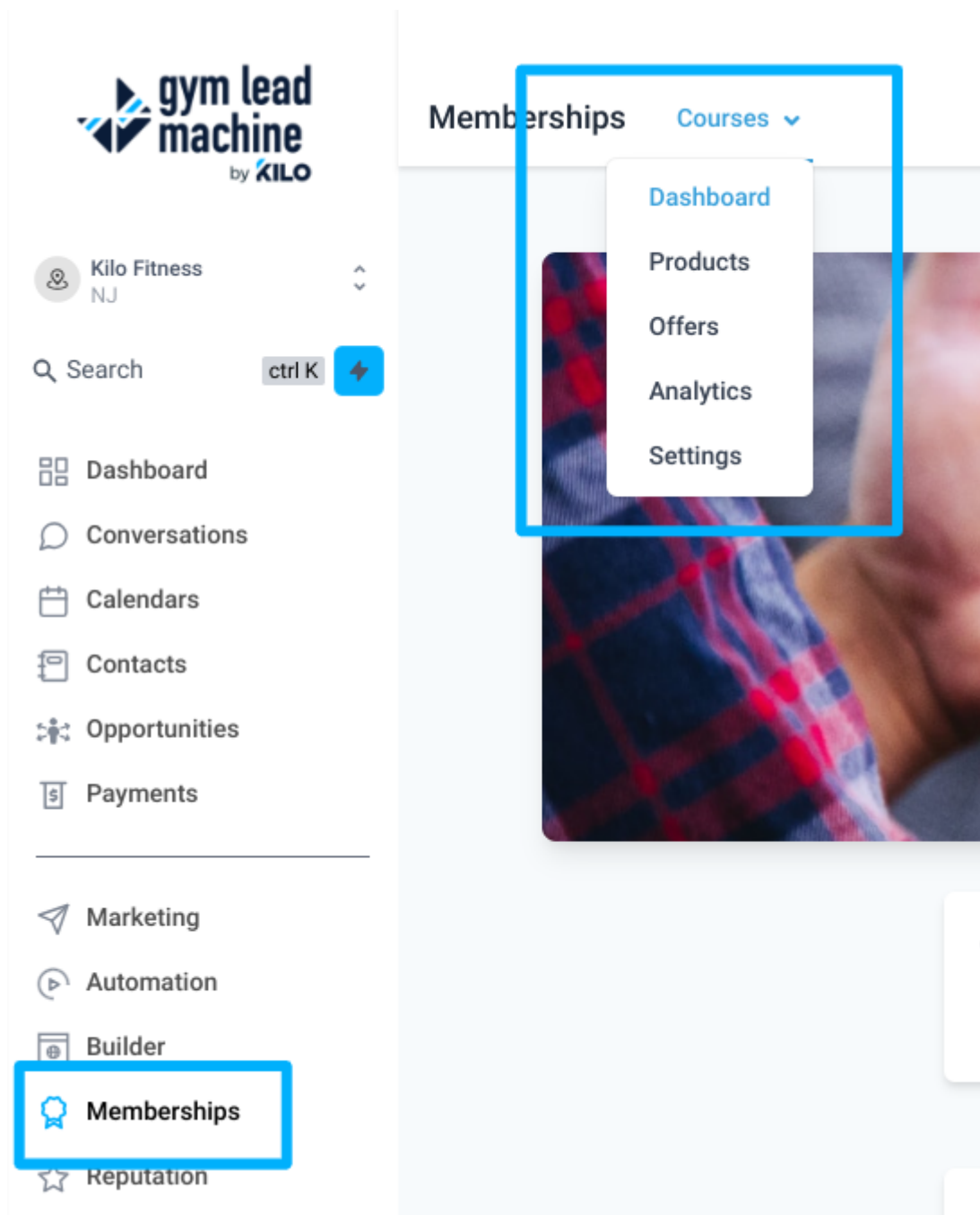
The **Membership Builder** in Gym Lead Machine lets you create and manage online courses. You build course content as Products, grant access to that content through Offers, and track opt-ins, sales, and participant progress from inside the Memberships area of your account.

What you can do with the Membership Builder

- Create and manage online courses inside Gym Lead Machine
 - Build as many Products as you need, with no limit
 - Grant access to a Product through a free or paid Offer
 - Group several Products under a single Offer
 - Review a 30-day snapshot of opt-ins, sales, members, and checkouts
 - Track participant progress, assessment results, and revenue in Analytics
 - Set your subdomain, branding, custom domain, emails, and mobile viewing options
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Where to find the Membership Builder

1. Select **Memberships** in the left menu of your Gym Lead Machine account.
2. Hover over **Courses** in the upper menu to move between the sections of the Membership Builder.



The main sections of the Membership Builder

Dashboard

The Dashboard is a 30-day snapshot of your **Opt-ins**, **Sales**, **Members**, and **Checkouts**.

Products

Products are the courses you create in the Membership Builder. There is no limit on the number of Products you can create, and a Product can be paid or free depending on the Offer you attach to it.

There is no direct link to a Product. Contacts reach a Product only by opting in through an Offer, so every Product needs an Offer before anyone can see it.

Offers

An Offer is how you generate a link and grant access to your Products. After you create a Product, you create the Offer that goes with it.

An Offer can be set to \$0 for a free Product, or it can cost any dollar amount you choose once you have connected a payment portal such as Stripe to your Gym Lead Machine account. A single Offer can also grant access to more than one Product, so related courses can be bundled behind one opt-in.

Analytics

Analytics is where you check the progress of participants through your courses, view assessment results, and explore revenue analytics tied to your paid Offers.

Settings

Settings is where you control how your Membership courses look and behave:

- **Site Details:** set your subdomain and branding, and connect an existing domain using the Custom Domain feature.
- **Email Settings:** update the welcome, drip, and offer access emails.
- **App Settings:** control how your Membership courses are viewed on mobile devices.

Products vs. Offers: which do you need?

Situation	Use a Product		Use an Offer
Building the course content itself	Yes	No	
Giving a contact access to that content	No	Yes	
Charging for a course	No	Yes, once a payment portal is connected	
Giving a course away for free	No	Yes, priced at \$0	
Bundling several courses behind one opt-in	No	Yes, one Offer can cover multiple Products	

You need both. The Product holds the material and the Offer is what people actually receive.

Frequently asked questions

Do I need an Offer for every Product I create?

Yes. There is no direct link to a Product, so contacts can only reach one by opting in through an Offer. Create the Product first, then create the Offer that grants access to it.

Can I charge for a Membership course?

Yes, once you connect a payment portal such as Stripe to your Gym Lead Machine account. With a payment portal connected, an Offer can be priced at any dollar amount you choose.

Can I give a course away for free?

Yes. Set the Offer price to \$0. The Product itself is neither paid nor free; the Offer determines what someone pays to get in.

Is there a limit on how many courses I can create?

No. There is no limit on the number of Products you can create in the Membership Builder.

Can one Offer give access to more than one course?

Yes. Products can be grouped so that a single Offer grants access to several Products once the opt-in is complete.

What does the Memberships Dashboard show me?

A 30-day snapshot of Opt-ins, Sales, Members, and Checkouts. For progress, assessment results, and revenue detail, use Analytics instead.

Helpful tips

- Create the Product first, then build the Offer that grants access to it
 - Connect your payment portal before you build a paid Offer
 - Price an Offer at \$0 when you want to give a course away
 - Group related Products under one Offer instead of sending several separate links
 - Use Analytics rather than the Dashboard when you want participant progress or assessment results
 - Set your subdomain and branding in Site Details before you share your first Offer link
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If you have questions about the Membership Builder in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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