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Pricing Form Explained

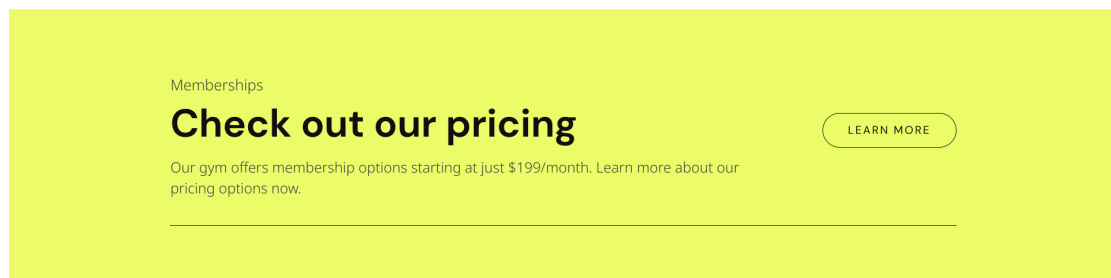
Mavilyn Carlos - 2026-05-18 - [Forms, Surveys & Quizzes](#)

This article is applicable to those that do not list their prices on your website.

If you would like to remove your Pricing Form in favor of open pricing, please complete this [Open Pricing Block request form](#).

Understanding your Pricing Form

The pricing form is a prebuilt form found on the pricing section of your website in most of our design templates. You can access this page in the More Info menu in the navigation bar.



The goal of your website is to generate as many conversions as possible and one way to help with that is to remove specific pricing from your website. This increases the likelihood of converting a prospect who might have been turned off by your rates before experiencing your great service.

The Pricing Form, like the other lead capture forms on your site, has three fields - first name, email, and phone.

After someone submits the Pricing Form, they are directed to the Free Intro page for the opportunity to book a sales meeting.

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

1. The contact enters your Gym Lead Machine database.
2. They receive a 'requested pricing' tag as well as the 'fitness lead' and 'lead' tags.
3. They are added to your Fitness Pipeline as a New Lead.

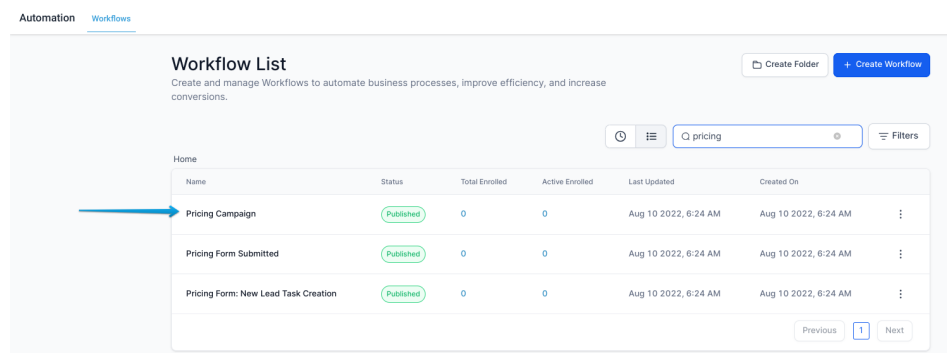
4. A notification about the lead is also sent to your staff via email and push notifications via the app.
5. A series of tasks are assigned to a staff member, encouraging your team to reach out to the client.
6. The lead is entered into the Pricing campaign.

Editing the Pricing Campaign

This campaign includes automated e-mails and SMS messages sent over the course of several days.

To edit this campaign:

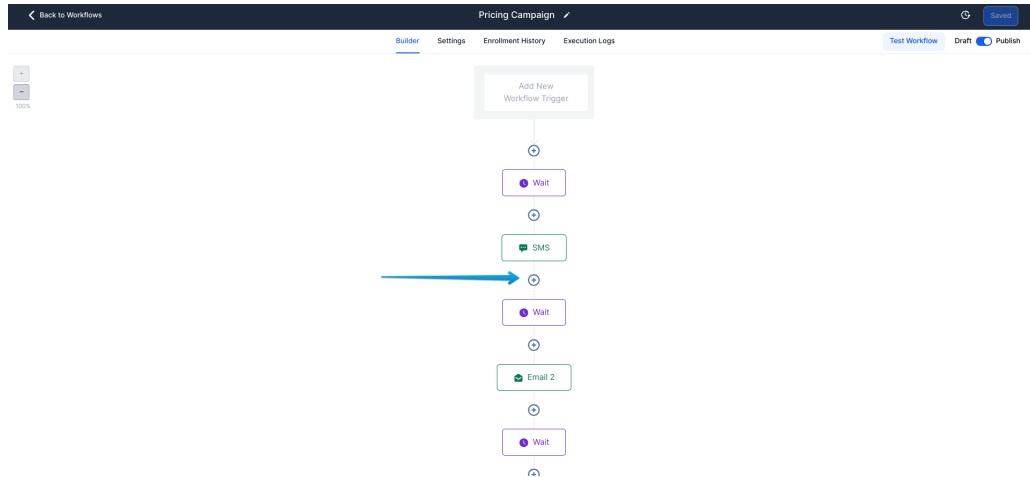
1. Start by going to the "Automation" option in your Gym Lead Machine menu.
 2. Click on the folder titled, "Fitness Campaigns."
 3. Then look for the campaign titled "Pricing."
1. You can also search for the Pricing Campaign in the search bar in the right-hand corner.



4. Click on the Pricing Campaign label 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. There are different formatting options depending on if the message you are editing is an SMS or an email.
- In both cases, you can change the text by typing in the box on the right-hand side.
7. You can 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.

8. You can 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.



9. 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 Pricing Form or campaign, please contact the support team at hello@usekilo.com.