Pricing Form Explained

Mavilyn Carlos - 2026-11-20 - Forms, Surveys & Quizzes

The **Pricing Form** is a pre-built form on Kilo websites that collects contact details from visitors who want to hear about your pricing. It adds those visitors to your Fitness Pipeline and follows up through the **Pricing Campaign** in Gym Lead Machine. The form works whether or not your website lists prices.

What you can do with the Pricing Form

- Capture leads who want pricing information from your website
- Add pricing leads to your Fitness Pipeline automatically
- Assign follow-up tasks to your staff for every pricing request
- Use the form as the button under a membership in your open pricing blocks
- Edit the messages, timing, and steps in the Pricing Campaign

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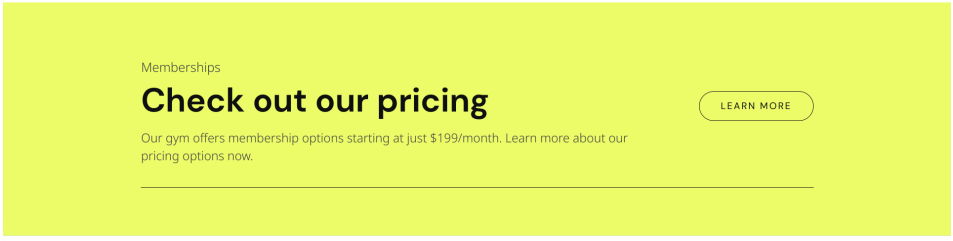
How does the Pricing Form work?

The Pricing Form appears in one of two places, depending on whether your website lists prices.

- **If your website doesn't list prices,** the form sits in the pricing section of your website. In most Kilo website designs, you reach that page from the **More Info** menu in the navigation bar.
- **If your website has open pricing blocks,** the form can be the button under any membership, so visitors see the price and can still ask your team for more information.



Kilo recommends listing pricing on your website, since pricing with clear context helps search engines and AI search tools show your gym to people searching in your area. The Add Pricing to Your Website article covers your options.

Like the other lead capture forms on your website, the Pricing Form asks for first name, email, and phone

number. After a visitor submits it, they go to your Free Intro page, where they can book a sales meeting.

What happens when someone submits the Pricing Form?

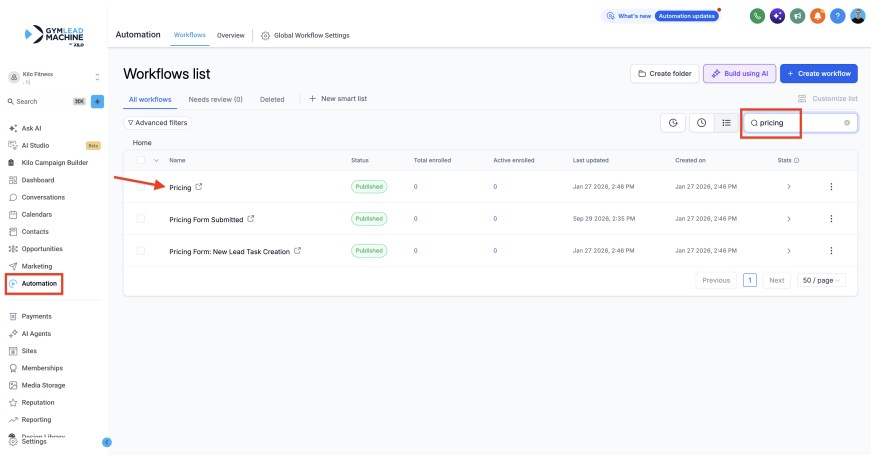
The visitor goes to your Free Intro page, and several automated actions run in Gym Lead Machine:

1. The contact is added to your Gym Lead Machine database.
2. The contact receives the **requested pricing**, **fitness lead**, and **lead** tags.
3. The contact is added to your Fitness Pipeline as a **New Lead**.
4. Your staff get an email notification and a push notification in the app.
5. A series of tasks is assigned to a staff member as reminders to reach out.
6. The contact enters the **Pricing Campaign**, which sends emails and text messages over several days.

Edit the Pricing Campaign

Open the campaign

1. Go to **Automation** in the Gym Lead Machine menu.
2. Click the **Fitness Campaigns** folder.
3. Find the **Pricing** campaign. You can also search for it in the search bar in the upper right corner.



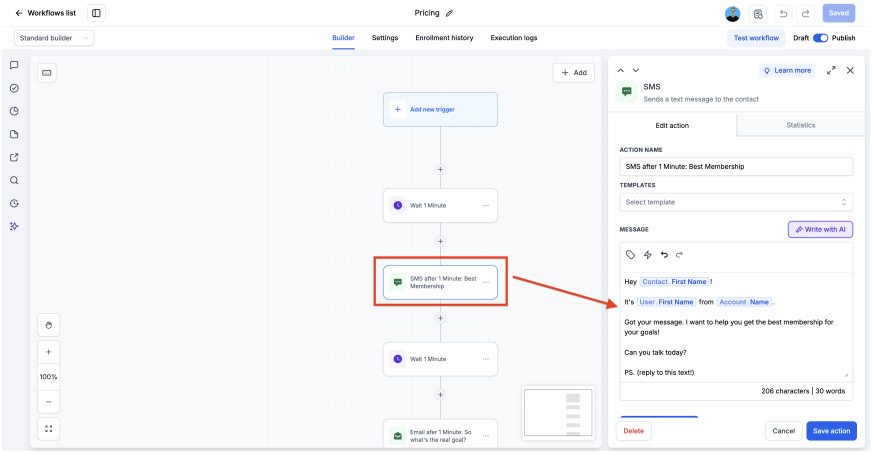
4. Click the **Pricing** campaign to open it.

The campaign shows its automated messages and the wait steps that control when each message sends.

Edit a message

1. Click the message you want to edit.

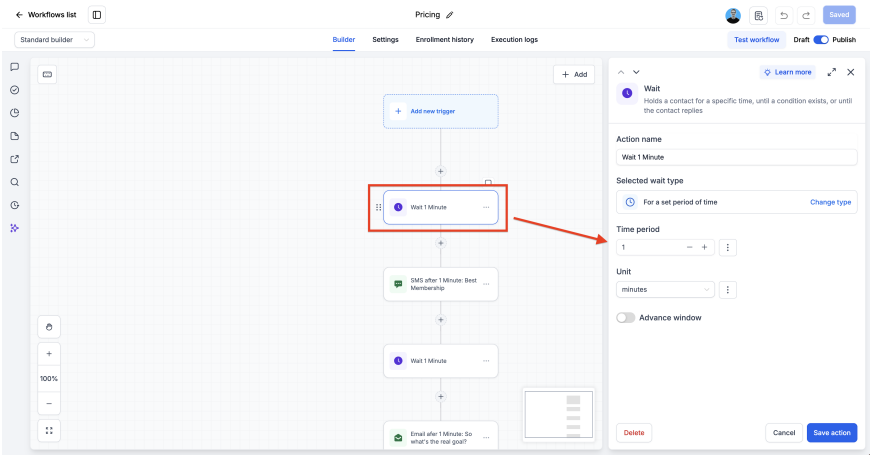
2. Change the text in the box on the right side of the screen. Text messages and emails have different formatting options.



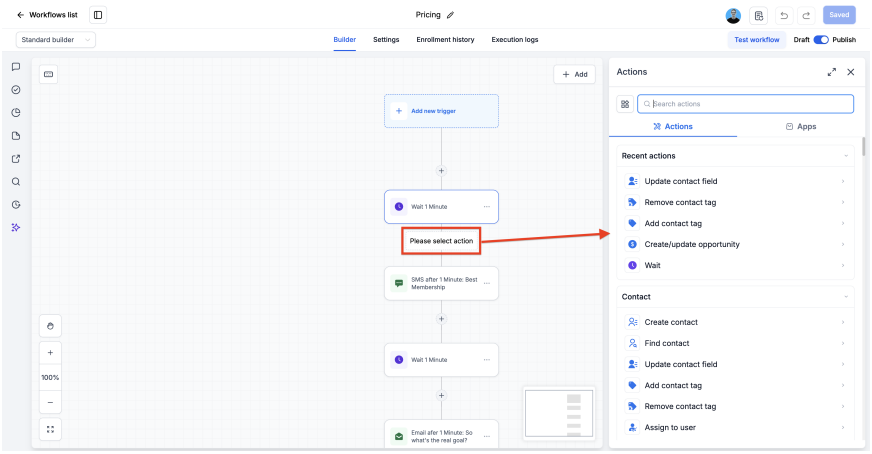
1. Once editing is complete, click **Save Action** in the bottom right corner, then save the workflow by clicking **Save** in the top right corner.

Change the timing and steps

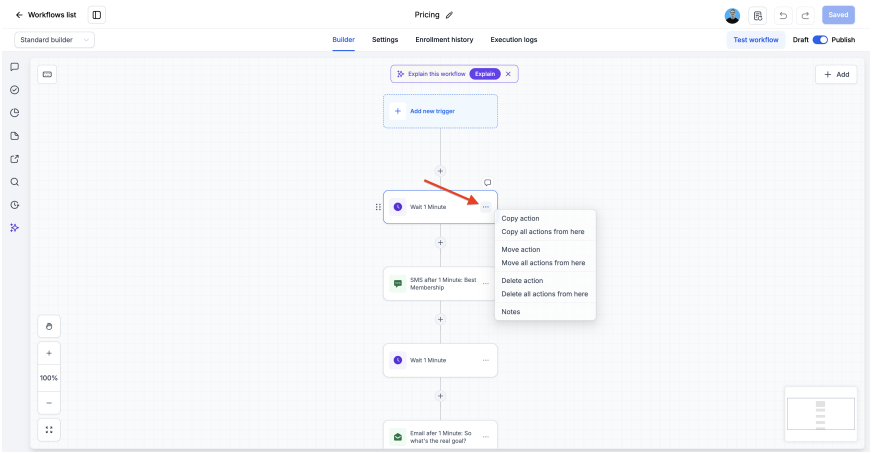
- **Change when messages are sent** by editing or rearranging the **Wait** steps. They're set to default delays chosen to help convert leads, and you can adjust them.



- **Add a step** by clicking the plus button. You can add messages, such as **Send Email** or **Send SMS**, wait steps, or other automated actions.



- **Move, copy, delete or add a note to a step** by clicking the circle with three dots on that step.



Frequently asked questions

Do Pricing Form leads go into my pipeline?

Yes. Contacts who submit the Pricing Form are added to your Fitness Pipeline as New Leads, and a staff member is assigned tasks to follow up.

Can I keep the Pricing Form if I list my prices?

Yes. When you request open pricing blocks, you can set the button under any membership to open the Pricing Form. Visitors see your prices and can still ask your team to follow up.

Helpful tips

- Follow up on the assigned tasks quickly, since Pricing Form leads asked for information directly
- Use the Pricing Form as the button for memberships that usually start with a conversation

If you have questions about the Pricing Form or campaign in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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