Repeat Workflow Actions with the Loop Action in GLM

Tom Regier - 2026-11-05 - Automation (Workflows)

The **Loop action** lets a workflow in Gym Lead Machine run a group of actions once for each item in a list, or once for each number in a range. Use it when a single trigger brings in several records at once, such as a webhook carrying three program requests, and you want to create an opportunity, a task, or a note for each one. You build the repeating logic with the same drag-and-drop actions you already use in your workflows, with no code required.

What you can do with the Loop action

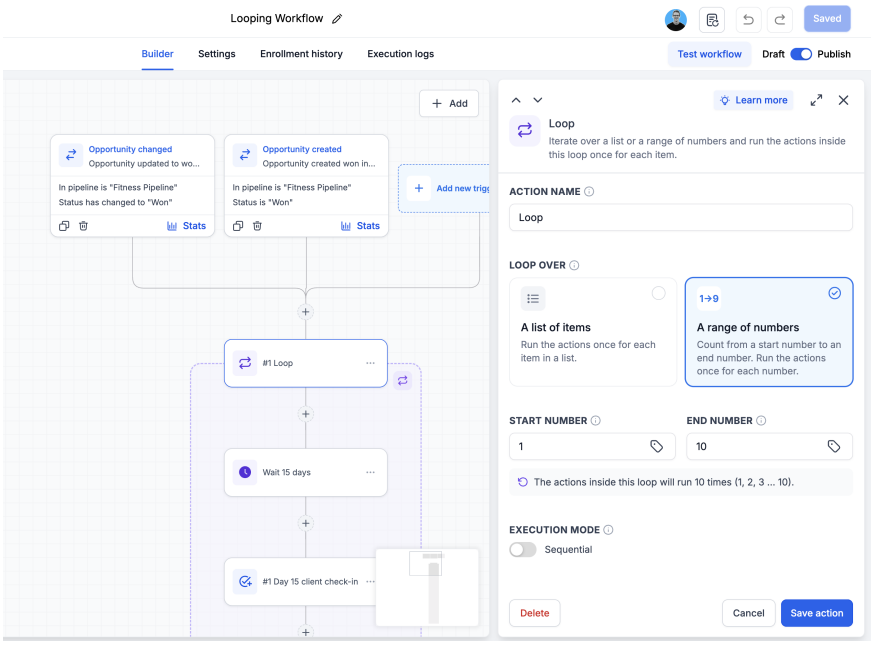
- Create several opportunities, tasks, or notes from one webhook or form submission
- Pull each item's details into your actions using **Loop Item** values
- Repeat a set of actions a fixed number of times using a number range
- Run iterations one after another, or several at the same time
- Review every iteration, and every action inside it, when you test the workflow

---

How do I add a Loop action to a workflow?

These steps follow the most common setup: a trigger that brings in a list, followed by a loop that handles each item in that list.

1. Open your workflow in the workflow builder.
2. Click the **+** icon below the step that should come right before the loop.
3. In the **Actions** panel, search for **Loop** and select it.
4. Under **Loop Over**, choose **A range of numbers** to run them once for each number between a start and end number. Hover over the **i** icon next to any field for a short explanation.

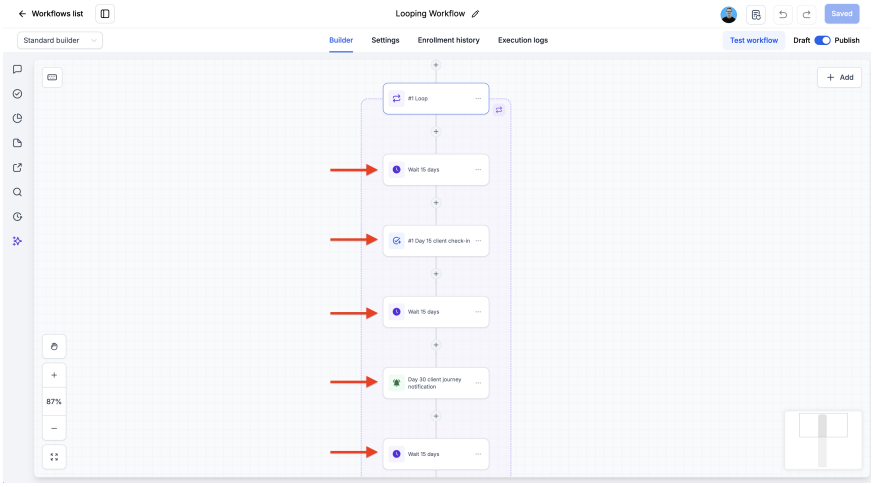


5. For a range, enter a **Start Number** and an **End Number**. The helper text below the fields shows how many times the actions inside the loop will run.

6. Set the **Execution Mode** toggle. Leave it off for **Sequential**, where each iteration finishes before the next one starts, or turn it on for **Parallel**, where several iterations run at the same time.

7. Click **Save action**. The loop appears on the canvas as a dashed box with a **Please select action** placeholder inside it.

8. Click the **+** icon inside the dashed box and add the actions you want to repeat.



Every action inside the dashed box runs once per item. Actions placed below the box run once, after the loop finishes.

Frequently asked questions

How many times will the loop run?

Once for each item in the list, or once for each number from the Start Number to the End Number. A list of three items runs the actions inside the loop three times. For a range, the helper text below the number fields shows the count.

Should I use Sequential or Parallel execution mode?

Sequential is the default and runs one iteration at a time, in order. Parallel runs several iterations at the same time. With Sequential, iteration 2 starts only after iteration 1 completes all its actions. Parallel is faster when the actions inside the loop call external systems that take time to respond.

Execution mode	How iterations run	Best for
Sequential (toggle off)	One at a time, in order	Most loops
Parallel (toggle on)	Several at the same time	Actions that call external systems

Do actions placed after the loop run for every item?

No. Only actions inside the dashed loop box repeat. Actions below the box run once, after every iteration has finished.

How do I repeat actions a set number of times?

Set Loop Over to A range of numbers and enter a Start Number and End Number. For example, a Start Number of 1 and an End Number of 10 runs the actions inside the loop 10 times.

Helpful tips

- Put only the actions you want repeated inside the dashed box, and place anything that should run once below it
- Leave **Execution Mode** on **Sequential** unless the actions inside the loop call external systems
- Use the loop counter, not item fields, when looping over a range of numbers

---

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

- Tags
- Gym Lead Machine