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Sell a Product on a Form

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Want to sell a product like a summer camp registration or a training package directly through a form? Here's how you can do it in GLM!

▣ Step 1: Connect Your Stripe Account

Before you can accept payments, make sure your Stripe account is connected.

1. Go to **Payments > Integrations**.
2. Connect your **Stripe** account (this is the provider we recommend).

Need help connecting Stripe? Check out our [Stripe Integration guide](#).

▣ Step 2: Create or Import Your Product

Now that payments are set up, let's create your product.

1. Head to **Payments > Products**.

You can either:

- **Create a new product**, or
- **Import a product from Stripe** (*only available for recurring/subscription products*).

To Create a New Product:

- **Click Create Product.**

Fill out the product details:

- **Title**
- **Description**

- **Image** (optional)
- **Payment Type** (one-time or recurring)
- **Price**
- Click **Save** at the bottom and again at the top to finish.

□ **Step 3: Create the Form**

Next, you'll add the product to a form so customers can purchase it.

1. Go to **Sites > Forms > Builder**.

Either:

- Click **Add Form** to build one from scratch, or
- **Duplicate** an existing form (useful if you have a layout you already like).

Rename the form for clarity (e.g. **Kids Summer Camp Payment Form**).

□ **Step 4: Add Contact and Custom Fields**

1. Make sure the form includes at least:

- **Full Name**
- **Email**
- **Phone**

Email is essential—it links the submission to the contact record in GLM.

1. Add any custom fields you need:
 - For example, to collect the child's age, drag in a **Custom Field** (Object Field), name it, and assign it to a folder like "Kids Info."

□ **Step 5: Add the Product to the Form**

1. In the form builder, go to **Quick Add** and drag in the **Sell Products** element.

Click into the product box and:

- Add your product (e.g. *Summer Camp: Ages 4-7*).

Choose whether to display:

- Description
 - Image
 - Quantity option
- Click **Add Product**.

*By default, the form will be in **Test Mode**. Toggle it off to go live.*

▢ **Step 6: Use the Form on a Landing Page**

1. Preview the form to see how it looks.

If needed, attach it to a landing page:

- Go to **Sites > Funnels**.
- Duplicate an existing page or create a new one.
- Inside the page editor, **drag in the Form element**.
- Select the form you just made.

You can also attach the form to a pop-up linked to a button on the page.

▢ **Step 7: Publish and Share Your Page**

1. Click **Save** and then **Publish** your landing page.
2. Under **Settings**, select a **domain** for your page.
3. Share the link!

That's it! You're now ready to collect payments through a form in Gym Lead Machine. If you need help at any step, don't hesitate to reach out.