Set Up an Online Store in GLM

Laura Gibson - 2026-11-14 - Payments & Documents

Gym Lead Machine includes a full **online store**, so you can sell water bottles, shirts, supplements, and other retail items to anyone with a link. Your store gets its own set of pages on your domain, customers browse and add items to a cart, and every order and buyer contact record stays inside Gym Lead Machine.

Watch the video below for a walkthrough, or read on for the full guide.

What you can do with an online store

- Sell retail products to anyone with a link, no login required for the buyer
- Create products with photos, descriptions, prices, and variations
- Group products into collections such as shirts or supplements
- Put your store on your own domain
- Customize every store page to match your branding
- Let customers browse, add multiple items to a cart, and adjust quantities
- Test the entire buying experience before you take real money

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Step 1: Connect your payment provider

Do this first. If no payment provider is connected, your checkout page will come up empty and no one will be able to buy anything, no matter how finished the rest of your store looks.

1. Go to **Payments → Integrations**.

2. Find **Stripe**, which is the provider Kilo recommends.

3. If you already have a Stripe account, log in to connect it. Your existing Stripe information syncs automatically.

4. If you do not have a Stripe account, follow the prompts to create one.

Step 2: Create your products

Everything your store sells has to exist as a product first.

1. Go to **Payments → Products**.

2. Click to create a product.

3. Enter a name, such as Water Bottle or Shirt.

4. Upload a photo of the product.

5. Enter the price.

6. Add a description if you want one. The description appears on the product details page when a customer clicks into the product.

7. Assign a **product collection** if you want to group similar items together, such as shirts or pants.

8. Set the payment type as either a one time payment or a recurring payment.

9. Add variations if the product comes in more than one size or color.

10. Fill in the SEO fields if you want the product to be findable in search engines.

11. Click **Save**.

Repeat for every product you want to sell. You can always come back and add more later.

Note

Only the name, photo, and price are required to get a product live. Descriptions, collections, variations, and SEO settings can all be added later.

Step 3: Create your store

1. Go to **Sites → Stores**.

2. Click the blue **Store** button.
3. Name your store, for example Unbeaten Fitness Store.

Gym Lead Machine builds five pages for you automatically:

- **Products List**, where customers browse everything you sell
- **Product Details**, where one product appears with its description and photo
- **Cart**, where customers review and adjust what they have selected
- **Checkout**, where customers enter their details and pay
- **Thank You**, the confirmation page after a successful purchase

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Step 4: Set your domain, favicon, and test mode

1. Connect a **domain** for your store.
2. Upload a **favicon**, which is the small logo that appears in the browser tab when someone views your store on a desktop.
3. Turn on **test mode** so you can run through a purchase yourself before real money moves.
4. Click **Save**.

Tip

Turn on test mode before you start customizing. It saves you from remembering to switch it on later, right when you are eager to see the store live.

Step 5: Customize your store pages

The pages are built from a template, so the images you see on them at first are placeholders. Your actual products appear once the pages are pointed at your product list.

Work through the pages one at a time and apply the same changes to each:

1. Open the page in the editor.
2. Scroll down the right hand panel and upload your **logo**, then resize it to fit.
3. Add a **search bar** to the top of the page.
4. Delete any menu items or navigation links you are not using.
5. For the links you keep, set the destination to **Products List**.

6. Toggle **open in a new tab** off, so customers stay in your store instead of opening extra browser tabs.

7. Click **Save**.

You can keep the default navigation items and rename them rather than deleting them. Every element on these pages is editable.

Step 6: Publish and check the mobile view

Once your pages are saved, publish the entire site.

Then open each page and switch between the desktop view and the mobile view to confirm both look right. Most customers will be shopping on their phones, so the mobile view matters as much as the desktop one. Check the products list, the product details page, the cart, the checkout, and the thank you page.

Look for your logo displaying at a sensible size, the search bar sitting where you put it, and the navigation reading clearly on a narrow screen.

Step 7: Test a purchase

Walk through the store the way a customer would.

1. Open your **Products List** page and confirm every product appears.

2. Click a product to open its details page and check that the description, photo, and price are correct.

3. Add the product to your cart.

4. Continue shopping and add a second product.

5. Click **view cart** and change a quantity to confirm the total updates.

6. Go to **checkout** and confirm the payment fields appear.

7. Enter an email address and complete a test purchase.

Note

If nothing appears in the payment area of the checkout page, your payment provider is not connected. Go back to **Payments → Integrations** and connect Stripe.

Frequently asked questions

Why is my checkout page empty, and why can't customers pay?

Your payment provider is not connected. The checkout page has nothing to display until a payment provider is integrated. Go to **Payments → Integrations** and connect your Stripe account, then reload the checkout page.

Why doesn't my product show up in my store?

Check that the product is set to appear in the online store. Products are not automatically included in a storefront just because they exist in your product list. If a product is missing, open it under **Payments → Products** and confirm its store visibility setting is turned on.

The checkout asks for a shipping address, but I'm not shipping anything. Can I turn that off?

Set the product up as a digital product rather than a physical one. Physical products collect shipping information at checkout; digital products do not. If your products are being picked up at the gym rather than mailed, the shipping fields will still appear unless the product type is changed.

Can I sell memberships or anything billed monthly through the store?

The online store is built for one time purchases. Products with recurring pricing are generally sold through a form or a landing page rather than a browsable storefront. If you need to sell something on a repeating schedule, contact Support and we will point you to the right setup.

Can I sell the same shirt in different sizes?

Yes. Use variations when you create the product. Add each size or color as a variation so customers can choose at the point of purchase.

How do I group products into categories like shirts and supplements?

Use product collections. When you create or edit a product under **Payments → Products**, assign it to a collection. Collections keep a large catalog easy for customers to browse.

Do customers need a login to buy from my store?

No. Anyone with the link can browse and purchase. They enter their email and payment details at checkout. The purchase creates a contact record in your Gym Lead Machine account.

Can I change the store pages after I publish?

Yes. Open the page in the editor, make your changes, save, and publish again. Every element on the five store pages is editable, including the logo, the navigation, the search bar, and the text.

Helpful tips

- Connect your payment provider before you build anything else. Everything downstream depends on it.
- Turn on test mode early, then run a full purchase yourself before you share the link.
- Check every page in mobile view. Most of your customers will be shopping on a phone.
- Upload a favicon so your store looks finished in the browser tab.
- Toggle **open in a new tab** off on your navigation links so customers stay inside the store.
- Add product photos even when you are in a hurry. A product with no image sells poorly.
- Start with two or three products and expand once the store is working. You can add products at any time.

When an online store is most helpful

- Selling branded shirts, water bottles, and gym merchandise
- Retailing supplements and equipment without handling each sale in person

- Running a seasonal or holiday merchandise offer
- Giving members a link they can shop from at home
- Taking payment for gear that members pick up at the gym

If you have questions about setting up an online store in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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