Your GLM Automation Workflows

Mavilyn Carlos - 2026-07-25 - Automation (Workflows)

Your Automation folders are the organizational structure behind every pre-built workflow that ships with your Gym Lead Machine account. Each folder groups related workflows together based on what triggers them and what they're designed to do. Understanding this structure helps you know where to look when you want to review, customize, or troubleshoot a specific automation.

This article walks through what you'll see in the **Automation** section of your Gym Lead Machine account and explains what each folder is for.

Terminology

Three terms come up a lot in this section, and they're easy to mix up. Here's how Gym Lead Machine uses each one.

Automation is the umbrella term. It covers every type of workflow, trigger, and automated message in your account.

Workflow is a sequence of actions that a contact travels through. A workflow can include system actions (like adding or removing a tag), internal actions (like notifications for staff), and contact-facing actions (like emails and SMS to your client).

Campaign typically refers to the marketing actions inside a workflow, like the emails and SMS your clients receive. Some pre-built workflows are named "Campaign" (for example, the **New Lead Campaign** or the **Drop In Campaign**) because their primary purpose is marketing outreach.

The Folders You'll See

The folders described below are what appears in a standard Gym Lead Machine account with a **Fitness Pipeline** only. If you have additional pipelines (for example, a Nutrition Pipeline or a Kids Program Pipeline), you'll see additional folders in your account that follow the same naming pattern.

Fitness Calendar Triggers. This folder contains the workflows (including appointment reminders) that relate to the calendar where new leads book. Typically this is your **Free Intro** or **Consultation** calendar.

Fitness Campaigns. This folder contains the marketing workflows designed to nurture your leads and members. This is where you'll want to focus your customization work. See the deep dive below.

Fitness Pipeline Triggers. These workflows fire when a contact's stage in the Fitness Pipeline changes (for example, moving a lead to **Won** or **Lost**). They're pivotal to the system's function and are responsible for adding contacts to and removing them from other workflows.

Form Triggers. These workflows fire the moment a new contact fills out a form. Each one includes notification actions to alert staff and adds the contact to the relevant campaigns.

General Appointment Calendar Triggers. This folder contains workflows (including appointment reminders) tied to your member calendar, typically named the **Athlete Check-In** or **Goal Review** calendar.

New Lead Task Creation. These workflows assign new leads to the appropriate user and create tasks to prompt manual follow-up.

Fitness Campaigns: Where to Focus Your Customization

The Fitness Campaigns folder is the one we recommend focusing on first. These are the marketing workflows that speak directly to your leads, members, and alumni. Tweaking the language in these workflows to match your voice and reflect your gym's offering is the single highest-impact edit you can make.

In your Gym Lead Machine account, the workflows in this folder are listed alphabetically. Below, they're grouped by audience for easier navigation.

For Leads

Drop In Campaign. A short, two-message campaign designed to start a conversation with potential drop-ins by asking when they plan to visit.

Fitness Pipeline - New Lead. A 30-day email and SMS campaign written for new leads, encouraging them to take the next step and book an appointment at the gym.

Pricing. A 7-message new lead campaign spanning 9 days, specifically written to address pricing requests.

Lead Magnet. A 4-email campaign spanning 5 days that delivers the free lead magnet advertised on your website homepage.

Fitness Pipeline - Long Term Lead Nurture. A 10-email sequence spanning 257 days, designed to follow on from the New Lead campaign and continue nurturing leads after the initial 30 days.

For Members (Current Clients)

Fitness Pipeline - New Member. A 31-message nurture sequence covering the first 100 days of your member journey.

Fitness Pipeline - Long Term Member Nurture. A 22-message sequence following on from the New Member campaign, nurturing the client through their first year at your gym.

For Alumni (Former Members)

Fitness Pipeline - Cancelled - Reactivation. A 17-message sequence tailored to former members, written to keep the door open and re-engage them, spanning 365 days.

Optional Workflows

The remaining workflows in your account aren't connected to anything when you first join Kilo and are optional to use. Reach out to the Kilo team for tips and support on activating them.

Returning Clients Workflows. A special version of the New Member campaign, adjusted to suit returning members.

Imported Contact Campaigns. A folder of three campaigns designed for the contacts you import when you first join Kilo:

- **Imported Alumni**
- **Imported Lead**
- **Imported Member**

Frequently Asked Questions

Which folder should I customize first?

Start with Fitness Campaigns. The workflows in this folder are the ones that speak directly to your leads, members, and alumni, and they benefit most from being rewritten in your voice. The other folders contain

system triggers and appointment reminders that are functional out of the box.

What's the difference between a workflow and a campaign?

A workflow is the full sequence of actions a contact travels through, while a campaign usually refers to the marketing actions inside a workflow. In the Automation section, some pre-built workflows are named "Campaign" because their primary purpose is marketing outreach. You'll interact with them the same way you would any other workflow.

Should I edit the pre-built workflows or build new ones?

Editing the pre-built workflows is almost always faster. They're already wired into the pipeline triggers and form triggers, so any edits you make to the language flow through automatically. Building a new workflow from scratch is worth doing only when you need something truly different from what's included.

Why are there different folders for Fitness Calendar Triggers and General Appointment Calendar Triggers?

Because they're tied to different calendars. Fitness Calendar Triggers relate to your new lead calendar (typically Free Intro or Consultation), while General Appointment Calendar Triggers relate to your member calendar (typically Athlete Check-In or Goal Review). Keeping them separate lets you adjust the language for each audience independently.

What happens if I have more than one pipeline in my account?

You'll see additional folders following the same naming pattern. For example, a Nutrition Pipeline would add folders for Nutrition Calendar Triggers, Nutrition Campaigns, Nutrition Pipeline Triggers, and so on. The structure works the same way for each pipeline.

Do I have to use the Imported Contact Campaigns?

No, they're optional. They're built to make importing contacts smoother when you first join Kilo, but if you'd rather welcome imported contacts in another way, you can leave them off. Reach out to the Kilo team if you want help deciding.

Can I create my own folders in the Automation section?

Yes. The folders described here are the pre-built defaults, but you can create additional folders to organize any custom workflows you build.

Helpful Tips

- Start with the **Fitness Campaigns** folder when you're customizing. It's the highest-impact edit you can make.
- Review the language in each workflow at least once before it goes live to a client. The default copy is a solid starting point, but your voice should come through.
- Leave the **Pipeline Triggers** and **Form Triggers** folders alone unless you understand exactly what a change will affect. They're wired into the system's core behavior.
- Use the folder names as a mental map. When you're troubleshooting why an automation did or didn't fire, the folder tells you what kind of trigger you're looking for.

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

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