

## ✓What is Schedule by Zapier?

**Schedule by Zapier** is a **built-in trigger app** that lets you run a Zap **at a specific time or on a recurring schedule**—without needing an external app.

Think of it as a **timer** for your automation.

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## ✓Why use it?

- Send **daily reminders**.
  - Generate **weekly reports**.
  - Trigger **monthly tasks** (like invoices).
  - Automate **time-based workflows** without manual effort.
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## ✓How does it work?

When you create a Zap:

1. Choose **“Schedule by Zapier” as the Trigger**.
  2. Pick **how often** you want it to run:
    - **Every Day** (e.g., at 9:00 AM)
    - **Every Week** (e.g., every Monday at 10:00 AM)
    - **Every Month** (e.g., on the 1st day of the month)
    - **Every Hour** (for frequent checks)
  3. Set the **time zone** (important for accuracy).
  4. Add **actions** after the trigger (e.g., send email, update spreadsheet, post to Slack).
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## ✓Example Use Cases

- **Daily**: Post a motivational quote to Slack at 9 AM.
  - **Weekly**: Email a summary report every Friday.
  - **Monthly**: Create an invoice on the 1st of each month.
  - **Hourly**: Check for new data and update a dashboard.
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## ✓Visual Analogy

Imagine a **digital alarm clock**:

- You set the time.
- When the alarm rings, Zapier runs your actions.

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### ✓ **Best Practices**

- **Set correct time zone** in Zap settings.
  - Combine with **Filters or Paths** for more control (e.g., only run if today is a weekday).
  - Use **Formatter** if you need dynamic dates (like “first Monday of the month”).
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### ✓ **Limitations**

- It **cannot run every minute** (minimum is hourly).
  - It **cannot handle complex calendars** (like holidays) unless you add extra logic.
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