

The Ultimate n8n Starter Kit (2025)

Nate Herk | AI Automation



Looking to take your n8n skills further? Check out [AI Automation Society Plus](#) 🚀

Module 1: Introduction to n8n

Lesson 1.1: Understanding Workflow Automation

What is Workflow Automation?

Workflow automation is the process of using technology to perform tasks or processes without manual intervention. It involves setting up rules and triggers that automate repetitive or predictable actions, ensuring tasks happen consistently and efficiently.

For example:

- Automatically sending a “Thank You” email after someone fills out a form.
- Syncing new entries in a Google Sheet to a CRM like HubSpot.

Automation tools like **n8n** act as the bridge between different software applications, enabling them to communicate and work together seamlessly.

Key Components of Workflow Automation:

1. Trigger Events

A trigger is what starts a workflow. For example:

- A new email was received.
- A form submission.
- A specified time or date.

2. Actions

Actions are the tasks performed in response to a trigger. For example:

- Updating a database.
- Sending a notification.
- Posting a message in Slack.

3. Conditions

Conditions ensure that actions only happen when certain criteria are met. For example:

- Only send an email if the contact is marked as a VIP.
- Only add a task to your project manager if the due date is within 7 days.

Why is Workflow Automation Important?

1. Saves Time

Manual tasks like data entry or copying and pasting information are time-consuming.

Automation lets you focus on more strategic or creative work.

Example: Automatically updating your CRM with data from web forms instead of manually inputting it.

2. Reduces Errors

Humans make mistakes, especially when performing repetitive tasks. Automation ensures consistency.

Example: Ensuring every new invoice is recorded correctly in your accounting software.

3. Scales Your Operations

As your business grows, managing repetitive tasks manually becomes unsustainable.

Automation scales with your needs.

Example: Handling thousands of customer queries using an AI chatbot.

Examples of Workflow Automation in Action:

- **Marketing:** Automating email campaigns with tools like Mailchimp or n8n. For example, sending a sequence of welcome emails when someone subscribes to your newsletter.
- **Sales:** Automatically adding leads from LinkedIn to your CRM and assigning them to a sales rep based on location.
- **Customer Support:** Using n8n to route customer tickets from email to a support desk platform like Zendesk or Freshdesk.

Resources for Further Learning:

- [What is Workflow Automation? A Complete Guide](#)
 - [Workflow Automation: How to Get Started](#)
 - [Understanding Workflow Automation: Your Definitive Guide](#)
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Lesson 1.2: Introduction to n8n

What is n8n?

[n8n](#) is a low-code, node-based workflow automation tool that allows users to connect multiple applications and automate tasks. It's known for its visual aspect and flexibility, as it supports custom code and integrations with APIs.

Capabilities

- **n8n:** As a "fair-code" platform, n8n offers extensive flexibility and customization. It allows users to create complex workflows with conditional logic, loops, and error handling. Developers can add custom code through custom Code Nodes, enhancing the platform's versatility. Developers also have the option to self-host their n8n environment.
- **Zapier:** Known for its user-friendly interface, Zapier simplifies the creation of straightforward automations, referred to as "Zaps." While it supports multi-step workflows, it may encounter limitations when handling more intricate automation scenarios.
- **Make.com:** Make.com provides a visual, drag-and-drop interface for building workflows, known as "scenarios." It supports complex automations with advanced features like routers and error handlers, catering to users seeking more intricate workflow designs.
- **Resource:** [n8n Blog](#)

Integrations

- **n8n:** Offers over 300 pre-built integrations and the ability to create custom nodes, enabling connections to a wide range of services. Its source-available nature allows the community to develop and share new integrations continually. There are also a ton of custom nodes called "community nodes" that were built by members of the community!