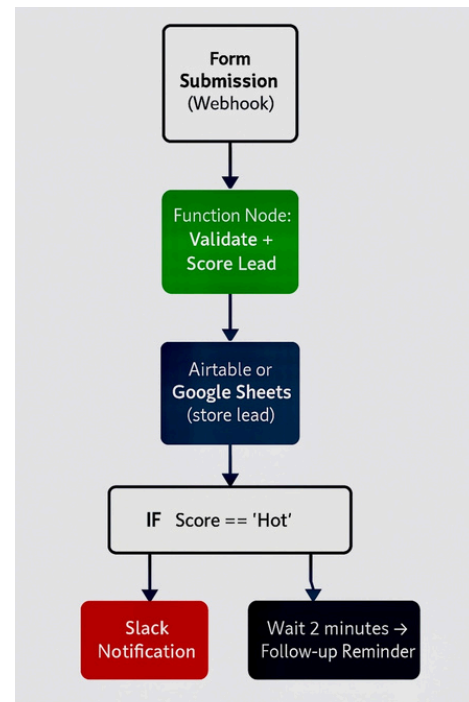# n8n Lead Automation – Walkthrough Document

✳ Workflow Overview

This diagram outlines the lead automation flow: a form submission triggers data validation and scoring, stores the lead in a database, and sends real-time Slack alerts for hot leads. A delayed follow-up ensures timely engagement. The flow is modular, error-resilient, and built entirely with free tools.

Workflow diagram

✳ Lead Scoring Logic – Explained

The scoring logic is implemented in a Function node inside the n8n workflow. It assigns a score to each lead based on budget and interest level, with the following rules:

✳ Rules Used:

☑ Hot led
- Budget is greater than or equal to 5000
- AND Interest level is "high"
  - ➡ This lead shows high buying power and strong intent.

☑ Warm Lead
- Budget is greater than or equal to 3000
- BUT Interest level is not high
  - ➡ Moderate budget, moderate interest.

☑ Cold Lead
- Anything below the above thresholds
  - ➡ Low budget and/or low interest.

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✅ Assumptions

These assumptions define how the workflow was designed and tested:

☑ Lead Source

- Leads are submitted via custom form (HTTP Request node)
- The form is connected to the n8n webhook URL via POST method.

☑ Incoming Data Format

The form submission payload is expected to include these fields:

```json
{
  "full_name": "Jane Doe",
  "email": "jane@example.com",
  "phone": "0700111222",
  "company_size": "50",
  "budget": 8000,
  "interest_level": "High"
}
```

☑ Cold Lead

- Slack notifications use an incoming webhook URL.
- All hot leads are posted to a dedicated Slack channel for the sales team.

☑ Lead Storage

- Data is stored in either Google Sheets, depending on the implementation.
- Each record includes: name, email, budget, interest level, score, and timestamp.

☑ Execution Environment

- The n8n instance is self-hosted or running on n8n.cloud.

⚠️ Limitations

These assumptions define how the workflow was designed and tested:

❌ No Duplicate Check

- Leads with the same email can be submitted multiple times.
- Improvement: Add deduplication by querying Airtable/Sheets before insert.

🔒 Hardcoded Scoring Logic

- Rules are fixed inside a JavaScript node.
- Improvement: Externalize scoring logic using a config file.

✉️ No Email Validation

- Email fields are not validated for structure or deliverability.
- Improvement: Integrate a free email verification API or regex validation.

🚫 Only Hot Leads Trigger Slack

- "Warm" or "Cold" leads are silently stored.
- Improvement: Add conditional Slack routing or different follow-up paths for Warm leads.