

## Zapier Practice Projects – Beginner to Intermediate

Each project below is structured as if submitted by an Upwork client. The goal is to help you practice practical Zapier automation workflows using real-world business needs. All projects are scoped for beginner to intermediate skill levels and assume you're using common tools like Google Sheets, Airtable, Gmail, Slack, Notion, Typeform, and more.

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### Project 1: Lead Capture to CRM Entry

**Client Name:** Momentum Digital

**Objective:** Automatically capture leads from a Typeform and insert them into an Airtable CRM.

**Scope:**

- Trigger: New submission in Typeform
  - Action: Create record in Airtable CRM table
  - Bonus: Add filter step to only add qualified leads (budget > \$1,000)  
**Deliverables:** Working Zap with mapped fields and basic lead qualification
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### Project 2: Auto-Assign IDs to New Asana Tasks

**Client Name:** BuildBright Agency

**Objective:** Assign unique IDs to Asana tasks created via form submissions.

**Scope:**

- Trigger: New task in Asana
  - Action: Formatter to get current year
  - Action: Use Storage by Zapier to count
  - Action: Append counter to create ID (e.g. BB-2025-004)
  - Action: Update task with new ID in name  
**Deliverables:** Working zap with task ID generation logic
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## Project 3: Email Parsing to Google Sheets

**Client Name:** NeoLogistics

**Objective:** Extract key details from customer inquiry emails and store them in a structured sheet.

**Scope:**

- Trigger: New email in Gmail (with label "Leads")
  - Action: Parse content using Email Parser by Zapier
  - Action: Add parsed data to Google Sheet
- Deliverables:** Fully working zap and email parser mailbox
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## Project 4: Slack Task Alerts from Notion

**Client Name:** FlexCreative Studio

**Objective:** Alert team members on Slack when new tasks are added in Notion.

**Scope:**

- Trigger: New database item in Notion (Tasks table)
  - Action: Filter for high priority or due within 3 days
  - Action: Send Slack message with task summary
- Deliverables:** Slack alert zap with conditionals
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## Project 5: Booking Confirmation via Gmail

**Client Name:** Glow Skin Lounge

**Objective:** Send a branded booking confirmation email when a new Airtable booking is created.

**Scope:**

- Trigger: New record in Airtable Bookings table
- Action: Formatter for date/time formatting

- Action: Send Gmail message with confirmation template  
**Deliverables:** Customized email zap using mapped Airtable fields
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## Project 6: New Row → Slack Digest

**Client Name:** DataWatch Pro

**Objective:** Send a daily Slack summary of new rows added to a shared Google Sheet.

**Scope:**

- Trigger: New row in Google Sheet
  - Action: Digest by Zapier (every 24 hours)
  - Action: Slack message with digest body  
**Deliverables:** Digest automation setup with readable formatting
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## Project 7: Duplicate Airtable Record When Checkbox is Checked

**Client Name:** StudioVibe

**Objective:** Duplicate a record into another table when a checkbox is ticked.

**Scope:**

- Trigger: Updated record in Airtable
  - Condition: Checkbox = true
  - Action: Create new record in a different table with same fields  
**Deliverables:** Duplication zap with conditional logic
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## Project 8: Auto Slack Invite on Form Submission

**Client Name:** JoinTheBuild

**Objective:** Automatically send a Slack invite when someone fills out an onboarding form.

**Scope:**

- Trigger: New form submission (Typeform or Google Form)
  - Action: Invite user to Slack channel via Email Invite API  
**Deliverables:** Slack onboarding workflow with user email mapping
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## Project 9: Email Invoice Notification

**Client Name:** LedgerBoost

**Objective:** Notify the accounting team when a new invoice is created in Airtable.

**Scope:**

- Trigger: New invoice record in Airtable
  - Action: Filter (status = Pending)
  - Action: Send Gmail to finance@company.com  
**Deliverables:** Airtable-to-email zap for invoice alerts
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## Project 10: Social Post Approval Pipeline

**Client Name:** ClickHive Media

**Objective:** Build a content approval flow from Google Sheets to Slack to Airtable.

**Scope:**

- Trigger: New row in Google Sheet (social calendar)
  - Action: Slack message with approval buttons (via reaction or link)
  - Action: On approval, create record in Airtable  
**Deliverables:** Multi-step zap with approval logic
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## Project 11: Form Submission → Notion Project Card

**Client Name:** PixelWise Studio

**Objective:** Add a project card in Notion from a Typeform submission.

**Scope:**

- Trigger: New form entry in Typeform
  - Action: Create database item in Notion (Projects DB)  
**Deliverables:** Simple form-to-Notion zap setup
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## Project 12: Auto Email Reminder for Unchecked Task

**Client Name:** PathDone

**Objective:** Send reminder emails if a checkbox in Airtable remains unchecked 48 hours after creation.

**Scope:**

- Trigger: New record in Airtable
  - Delay: Delay by Zapier (48 hours)
  - Condition: Checkbox still unchecked?
  - Action: Send email reminder  
**Deliverables:** Delayed zap with conditional logic
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## Project 13: Auto-Tag Emails Based on Content

**Client Name:** SupportDeskX

**Objective:** Apply auto-labels to incoming Gmail emails based on keywords.

**Scope:**

- Trigger: New email matching filter
  - Action: Formatter to extract text
  - Action: Paths or Filter to apply label  
**Deliverables:** Email routing zap with logic-based tags
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## Project 14: Daily Mood Tracker via Email to Airtable

**Client Name:** ZenTrackr

**Objective:** Allow users to email in their mood for the day and store results in Airtable.

**Scope:**

- Trigger: New email with subject line "Mood"
- Action: Parse mood (happy, okay, sad)
- Action: Log entry in Airtable Mood Tracker table

**Deliverables:** Mood email-to-Airtable zap

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## **Project 15: Create Google Calendar Event from Notion Task**

**Client Name:** TimeCrate

**Objective:** Create a Google Calendar event when a task is marked "Scheduled" in Notion.

**Scope:**

- Trigger: Updated item in Notion (status = Scheduled)
- Action: Create calendar event in Google Calendar

**Deliverables:** Calendar sync zap from Notion status

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