

THE AUTOMATION TEMPLATE KIT

Package one small n8n or Make workflow for a local business: build it, test it, write the setup guide, price it, and know the license limits

Small businesses repeat the same chores every week. One chore, one small workflow, one setup guide: that is a template you can hand over. This kit is the process I would follow, with the n8n and Make rules quoted from their own pages (checked October 9, 2026). Educational only. Not legal advice. Not affiliated with n8n or Make. No income is promised.

THE 5 STEPS

- Step 1. Pick ONE repeat chore you can describe in one sentence. Example used in this kit: ask a customer for a review after a finished job. Others to try later: appointment reminders, follow-up after a web form, an invoice nudge.
- Step 2. Build the smallest workflow: a trigger, a short wait, one message. Three boxes, no more (map on page 2). Build it in n8n or in Make.
- Step 3. Test it with fake data. Use your own email address and a made-up name, never a real customer's details. Run it until the message arrives and the log shows it.
- Step 4. Package it: the workflow file, a one-page setup guide, and a list of every account the buyer has to connect (page 3).
- Step 5. Price the template, then add a separate setup fee, so your time is paid for (worksheet on page 3). Never promise results.

WHAT THE TWO TOOLS SAY (OCTOBER 9, 2026)

n8n Docs, License FAQ (self-hosted Community license)

Under "What you can do": "Charge your customers for workflow creation, setup, and maintenance services." Under "What you cannot do": "Host n8n as a service and allow your clients to build workflows".

Make pricing page, Free plan

"Free includes: 1,000 credits/month ... 15-minute minimum interval between runs". In its comparison table, "Maximum number of active scenarios" is 2 on Free and unlimited on Core. Core is "\$12 /mo, Price for 10k credits/mo".

PLAN FOR SUPPORT REQUESTS

- Apps change and workflows can stop. Decide now what you do when that happens, and write it in the setup guide.
- Say what is included (a setup call? a fix window?) and what costs extra. Do not leave it vague.
- Keep the first workflow small. A three-box workflow is easier to fix than a twenty-box one.

THE SMALLEST WORKFLOW (EXAMPLE: A REVIEW REQUEST)



- **TRIGGER:** a job is marked done (a new row or a changed cell in the sheet the business already uses).
- **WAIT:** one day, so the request arrives after the customer has had time to see the finished job. Change it to suit the business.
- **SEND:** one email with the review link. One message only, so there is little to break.

THE EMAIL TO SEND (FILL THE BRACKETS)

Subject: [BUSINESS NAME]: how did we do?

Hi [FIRST NAME], thanks for choosing [BUSINESS NAME]. If you were happy with [THE JOB], would you leave a short review? It takes about a minute: [REVIEW LINK]. If anything was not right, reply to this email and [OWNER NAME] will fix it. Thank you, [OWNER NAME]. (Not interested? Just reply "no thanks" and we will not ask again.)

TEST IT WITH FAKE DATA (RUN ALL THREE ROWS)

Test	Name	Email	Job done?	Expect
1	Pat Example	[your own email]	Yes	Email arrives
2	Lee Example	[your own email]	No	Nothing sent
3	Alex Example	[left blank]	Yes	Error you can see

- Row 2 and row 3 matter most: prove it does NOT send when it should not, and that a blank email shows an error instead of failing silently.
- Only after all three rows pass, turn it on for the business and watch the first real run with them.

WHERE IT RUNS (CHECKED OCTOBER 9, 2026)

Option	What its own page says
Make Free	\$0/mo. 1,000 credits/month. 2 active scenarios. 15-minute minimum interval between runs.
Make Core	\$12/mo for 10k credits/mo. Unlimited active scenarios; scheduled scenarios down to the minute.
n8n Community	Self-hosted. Free if workflows are only created or modified by you or people in your organization. n8n Cloud is a paid subscription with its own terms.

Make: "Each module action in your scenario ... counts as one credit." Count the modules in your scenario, then multiply by how many times it runs a month. Example only: a 3-module scenario that runs 100 times uses about 300 credits.

WHAT GOES IN THE BOX

- 1) The workflow file, exported from the tool's own menu (check the tool's help pages for the current export and import steps), and tested by importing it into a second, empty account.
- 2) The one-page setup guide (below).
- 3) A list of every account the buyer must connect: where the job list lives, the email account that sends, the review link. Say who owns each login.
- 4) A line on what is NOT included. Put it in writing before you sell.

THE ONE-PAGE SETUP GUIDE (COPY, FILL THE BRACKETS)

[WORKFLOW NAME] setup guide for [BUSINESS NAME]

What it does: [ONE SENTENCE]. You need: [ACCOUNT 1], [ACCOUNT 2], [ACCOUNT 3]. Connect: open the workflow in [TOOL] and add [ACCOUNT] when it asks. Turn on: [WHERE THE SWITCH IS]. Test: add one row with your own email and [WHAT TO TYPE]; the email should arrive within [TIME]. If it stops: [WHO TO CONTACT] and [HOW QUICKLY I REPLY]. Not included: [LIST].

PRICE IT IN TWO PARTS (WORKSHEET)

Line	Hours	Price	Notes
Template (the file + guide)			Built once, sold again
Setup (connect + test)			Per customer
Fix or change after launch			Decide: included or extra?
Their tool cost per month			From the tool's own pricing page

- Check each customer's tool plan before you quote. Make's Free plan is 2 active scenarios; n8n Cloud is a paid subscription with its own terms (n8n's FAQ).
- Write the price on the proposal as two lines, template and setup, so the buyer sees what your time pays for.
- No dollar amount in this kit is a recommendation or an income figure.

FREE PROOF TEST BEFORE YOU SELL ANYTHING

- Offer your tested workflow free to five people and ask what they would pay. Write the answers down; do not guess.

Person	Business	Did it work?	What they would pay
1			
2			
3			
4			
5			

THE CATCH: LICENSES AND PLANS (OCTOBER 9, 2026)

n8n License FAQ: what you can do

"Build automations for your clients on your instance, as long as your clients do not have the possibility to create or edit them." "Charge your customers for workflow creation, setup, and maintenance services."

n8n License FAQ: what you cannot do

"Host n8n as a service and allow your clients to build workflows"; "Allow external end users to build or configure their own workflows through your product ..."; "White-label n8n by removing our branding and offering n8n as is."

n8n License FAQ: who to ask

"For licensing questions, contact license@n8n.io". The FAQ page does not mention selling workflow files, so if you plan to sell downloadable n8n workflow files, ask them first.

Make

Make's pricing page lists "Create and share scenario templates" as a Teams plan feature ("Teams" is \$38/mo for 10k credits/mo on that page). It does not explain reselling rules. Make's Terms and conditions page says its Master Services Agreement governs use of its services: read it before you sell, and ask Make if unsure.

WHERE THIS COMES FROM

- n8n Docs, License FAQ: docs.n8n.io/n8n-community-license/community-license/license-faq
- n8n Docs, Sustainable Use License: docs.n8n.io/n8n-community-license/sustainable-use-license
- Make, Pricing: make.com/en/pricing
- Make, Terms and conditions: make.com/en/terms-and-conditions

Checked October 9, 2026. Licenses, limits and prices change; read the live page before you rely on any of them. Educational only. Not legal advice. Not affiliated with n8n or Make. No income or results are promised.

Want local businesses to sell to?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)