FREE STARTER GUIDE · PREVIEW OF THE AI AUTOMATION & LEAD GENERATION PLAYBOOK

n8n Lead Gen Workflow Blueprint

Map a consent-aware Telegram-to-lead workflow in n8n — with routing, qualification, opt-outs and a quality gate before any human follow-up.

For	Level	Time	Next level
Automation builders and growth teams	Intermediate	Half a day	Chapter 2 of the full playbook

THE MICRO-PAIN THIS GUIDE FIXES

Automation should speed up the handoff — not hide who's responsible.

Telegram bots and n8n make it easy to capture messages, qualify people with AI and push them into a CRM. Without a blueprint, you end up with duplicated contacts, people who never agreed to be contacted, missed hot leads and a workflow nobody dares to touch.

This blueprint maps each stage — message, consent, qualification, owner, next action — and makes duplicates, missing fields and opt-outs explicit, then tests everything with synthetic chats before a real campaign.

Lost leads

Hot conversations that never reach a human because routing failed silently.

Complaints

Messaging people who didn't consent or who opted out.

Rebuilds

Workflows rebuilt from scratch because nobody understood the old one.

When you finish this free guide you will have

- A stage map: message → consent → qualify → route → follow-up
- An n8n workflow structure with clear nodes per stage
- Explicit handling for duplicates, missing fields and opt-outs
- A synthetic-chat test suite run before launch

THIS FREE STARTER

- One working route for one problem
- 7 short steps and a copy-and-use prompt
- One worked example and a final checklist

THE FULL PLAYBOOK · $39

- 6 chapters that take the whole job end to end
- 11 ready-to-use templates, a worked case, 133 PDF pages
- **See The AI Automation & Lead Generation Playbook →**

STEP BY STEP

The working method

Map stages first, build nodes second, test with fake chats third, launch last.

You need: n8n (cloud or self-hosted); A Telegram bot token from @BotFather (store as an n8n credential); Your CRM or a Google Sheet as the destination. **Rule:** Bots may only message users who started the conversation, per Telegram's model — respect it.

STEP 01 OF 07

Map the stages

- Stages: Trigger (message) → Consent → Collect fields → Qualify → Route → Follow-up → Log.
- For each stage: input, output, owner.
- Mark decisions (if/else) and where humans step in.

Example: Qualify → score ≥70 → sales Telegram group alert; else → nurture list.

Done when: Stage map on one page. **Avoid:** Building nodes before agreeing on stages.

STEP 02 OF 07

Capture consent explicitly

- First bot message explains what data you collect and why, with a privacy link.
- Ask for explicit agreement (button) before collecting details.
- Store consent: timestamp, wording version, Telegram user ID.

Example: "We'll use your answers to recommend a plan. OK?" [Yes] [No]

Done when: Consent stored for every lead. **Avoid:** Collecting email and phone before any consent step.

STEP 03 OF 07

Collect minimal fields

- Ask 2–4 questions tied to qualification.
- Validate formats (email, company size) in n8n.
- Handle missing answers with one reminder, then mark incomplete.

Example: Company size, main use case, email.

Done when: Fields map to scoring criteria. **Avoid:** Long questionnaires in chat.

STEP 04 OF 07

Qualify with AI — with a rubric

- Use an AI node with a fixed rubric and JSON output (score, reasons).
- Validate the JSON; on failure route to human review.
- Keep the raw conversation for audit.

Example: Score 0–100 by size, use case fit, urgency; reasons listed.

Done when: Valid JSON score for every test chat. **Avoid:** Asking the AI 'is this a good lead?' with no criteria.

> **In the full playbook** · The AI Automation & Lead Generation Playbook includes ready n8n patterns for capture, enrichment and routing. See what is inside · Get it for $39

STEP 05 OF 07

Deduplicate and route

- Upsert by Telegram user ID and email.
- Route by score: hot → instant alert to owner; warm → nurture; cold → log.
- Assign an owner and due time for hot leads.

Example: Hot lead → CRM + Telegram group message tagging the on-duty rep, due in 1 hour.

Done when: Repeat messages update, not duplicate.

Avoid: Creating a new CRM contact every time the user messages.

STEP 06 OF 07

Handle opt-outs

- Recognise /stop and phrases like 'stop', 'unsubscribe'.
- Mark opted-out in CRM and stop all sequences.
- Confirm to the user.

Example: User sends 'stop' → CRM flag set → confirmation message → no further messages.

Done when: Opt-out test passes end-to-end.

Avoid: Opt-out that only stops one sequence.

STEP 07 OF 07

Test with synthetic chats, then launch

- Write 10 test personas: hot, warm, cold, incomplete, duplicate, opt-out, gibberish, multilingual.
- Run each through the workflow; check every branch and record.
- Launch to a small audience; review daily for a week.

Example: Gibberish persona crashed the AI node → added validation fallback.

Done when: All 10 personas pass.

Avoid: Launching a campaign on an untested bot.

COPY AND USE

Prompts and template

Paste into your AI tool and replace everything in [brackets].

PROMPT 1 · QUALIFICATION RUBRIC (AI NODE)

```
Score this lead 0–100 using ONLY this rubric:
- Company size: [bands and points]
- Use case fit: [criteria and points]
- Urgency: [criteria and points]
Conversation:
{{ $json.conversation }}
Return JSON only: {"score": number, "reasons": [string], "missing": [string]}. If information is
missing, score it 0 for that criterion and list it in 'missing'.
```

PROMPT 2 · SYNTHETIC PERSONA GENERATOR

```
Create 10 realistic Telegram test conversations for a bot that qualifies leads for [product].
Include: 2 hot, 2 warm, 1 cold, 1 incomplete answers, 1 duplicate user, 1 opt-out mid-flow, 1
gibberish, 1 non-English. Format each as a list of user messages.
```

WORKED EXAMPLE

A Telegram lead bot that sales actually trusts

An online school's bot pushed every chat into the CRM; sales ignored it.

1. Stage map agreed with sales; hot leads defined.
2. Consent button added; consent stored.
3. 3 qualification questions; AI rubric with JSON output.
4. Upsert by user ID; hot leads alert the on-duty rep with 1-hour SLA.
5. Opt-out handling tested end-to-end.
6. 10 personas passed; small launch reviewed daily.

RESULT

Sales now responds to hot leads within the hour — and the CRM holds only real, consented, deduplicated contacts.

FINAL CHECKLIST

Before you call it done

- [ ] Stage map agreed
- [ ] Credentials stored in n8n credentials
- [ ] Consent step with stored record
- [ ] 2–4 qualifying questions
- [ ] AI rubric with JSON output
- [ ] JSON validation and fallback
- [ ] Upsert deduplication
- [ ] Owner and SLA for hot leads
- [ ] Opt-out works everywhere
- [ ] 10 synthetic personas pass

In the full playbook · The full playbook adds scoring rubrics and follow-up sequences for qualified leads. See what is inside · Get it for $39

WHEN IT GOES WRONG

SYMPTOM	LIKELY CAUSE	FIX
Duplicate contacts	No upsert key	Upsert by Telegram user ID + email
AI node errors	Unstructured output or odd input	JSON-only output, validation, fallback route
Hot leads ignored	No owner or SLA	Assign owner and due time; alert
Complaints	Missing consent or broken opt-out	Consent step; test opt-out

LOCKED IN THE FULL PLAYBOOK · TOOLKIT PREVIEW

This free starter shows the method. The AI Automation & Lead Generation Playbook ships the ready-to-use files:

- Automation builder 6 month roadmap
- Automation catalog
- Automation readiness test
- Email deliverability setup guide
- Human review card
- Lead pipeline spec template
- Lead qualification rubric
- Local business offer playbook
- Outreach templates
- Pipeline offers playbook
- n8n installation and first pipeline guide

Unlock all templates — $39 one-time →

WHERE THIS FREE GUIDE STOPS

You fixed one problem. The full system fixes the job around it.

This starter gave you one route through one step. It deliberately leaves out what makes the result hold up at work:

- **The steps before and after this one.** The AI Automation & Lead Generation Playbook covers the whole job in six chapters, not one slice of it.
- **Ready-to-use templates.** 11 copy-and-use files, so you do not rebuild the structure every time.
- **A full worked case** that shows every decision on a realistic project, start to finish.
- **Checks for when it fails**, so a result you ship tomorrow is still right next month.

YOUR NEXT STEP · THE AI AUTOMATION & LEAD GENERATION PLAYBOOK

Build lead gen that runs itself — responsibly

What you will be able to do:

- Choose automations by measured pain and readiness, not hype
- Design each workflow as a contract with a defined failure path
- Build a lead pipeline in n8n with qualification and human review
- Set up email deliverability and send outreach people actually answer

6 chapters	***11*** templates	***1*** worked case	***133*** PDF pages

You just read a preview of **Chapter 2: Design every workflow as a contract with a defined path for failure**.

~~*$69*~~ ***$39*** one-time · instant access in your CosynkAI Library

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