



Google Form responses → Slack

A free Make.com template. When someone fills in your Google Form, Make posts their answers to **one Slack channel** you choose. It reads the Form's **response sheet**, so you don't change how you build or share the form. Empty answers show as a dash.

What it does

- Checks the Form's response sheet on your schedule (Google Sheets > Watch New Rows).
- Skips rows without a **Timestamp**.
- Posts **Name, Email, Company, Message**, the timestamp and the sheet row to Slack.
- Each response is posted once. Edited rows are not posted again.

In the download

- **Flowpaja_Form_to_Slack_FREE_blueprint.json**: the Make scenario (2 modules, no connections or account IDs inside).
- **Form_to_Slack_EXAMPLE_sheet.xlsx**: the 5 columns with 3 fictional responses.
- **Form_Responses_1_tab.csv**: the same rows as CSV.
- **README.txt** and this guide.

You need a Make.com account (the Free plan works), a Google account with Forms and Sheets, and a Slack workspace.

The response sheet (tab "Form Responses 1")

A Timestamp	B Name	C Email	D Company	E Message
9/14/2026 9:12:44	Mira Example	mira@example.com	Example Studio	Need a landing page refresh in October.
9/14/2026 11:03:10	Tom Sample	tom@example.org	(empty)	Can you quote a monthly bookkeeping setup?
9/15/2026 16:47:02	Ana Test	ana@example.net	Test Bakery Ltd	Looking for help with online ordering.

Google Forms creates these headers from your question titles: name the questions **Name, Email, Company, Message**, or re-map them in Slack. With the Form setting "Collect email addresses" the column is called "Email Address". The timestamp format follows the sheet's locale.

What the Slack message looks like

Posted by your Slack connection to the channel you chose (example built from the sheet row above)

New form response (9/14/2026 11:03:10)

Name: Tom Sample

Email: tom@example.org

Company: —

Message: Can you quote a monthly bookkeeping setup?

Sheet row: 3

Limits (please read)

- **Credits:** every scheduled check uses 1 credit, even when nothing is new, plus 1 per response. Every 15 minutes = up to 96 checks a day (about 2,900 a month). Make's Free plan has 1,000 credits a month, so on Free choose **every hour** or less often.
- **Duplicates:** the same person submitting twice gives two messages. Nothing is merged or saved anywhere else.
- **Blank rows:** Watch New Rows stops reading at a completely blank row. Don't leave empty rows inside the response sheet.
- **Errors:** no custom alert. Make's standard error emails apply.



● Set it up in 7 steps

- 1 Link the Form to a sheet.** Google Forms > your form > Responses > **Link to Sheets** > Create a new spreadsheet. Name the questions Name, Email, Company, Message. (No Form yet? Import the example .xlsx just to look at the columns.)
- 2 Import the blueprint.** In Make: Scenarios > Create a new scenario > ... (More) at the bottom > Import Blueprint > choose `Flowpaja_Form_to_Slack_FREE_blueprint.json` > Save.
- 3 Module 1 (Google Sheets > Watch New Rows):** add your Google connection, choose the linked spreadsheet and the tab `Form Responses 1`. Keep "Table contains headers: Yes". Click OK.
- 4 Choose where to start:** right-click module 1 > **Choose where to start** > **From now on** > OK. If you skip this, old responses are posted too.
- 5 Module 2 (Slack > Create a Message):** add your Slack connection. In **Channel ID or name** type your channel, e.g. `#form-responses` (for a private channel you must be a member). Edit the text if you like. Click OK and save.
- 6 Test:** submit one test response in your Form, then click **Run once**. You get one Slack message with the four answers. Leave Company empty in a second test: it shows "—".
- 7 Schedule it.** Clock icon > At regular intervals > e.g. every 60 minutes (or every 15 minutes on a paid plan) > OK > Save > switch the scenario ON.

Watch the credits. Imported scenarios often start at "Every 15 minutes". That is up to 96 checks a day even with no responses. On Make's Free plan, use every hour or longer.

● If something goes wrong

Old responses were posted	The start point was not set. Right-click module 1 > Choose where to start > From now on.
No message for a new response	Check the tab name, that the row has a Timestamp, and that there is no blank row above it. Open the run in History to see where it stopped.
"channel_not_found" / "not_in_channel"	Check the channel name or use the channel ID. For a private channel, join it with the Slack user you connected.
A field shows the wrong answer	A Form question was added or renamed. Re-map the fields in the Slack text.
Scenario switched off by itself	Make switches a scenario off after repeated errors. Open History, fix the cause, switch it on again.

Want each response saved in HubSpot too? Lead Router (\$19) sends Google Form leads to HubSpot (created or updated by email, so no duplicate contacts) and to Slack, routes \$10k+ budgets to #sales-hot, marks repeat submissions "(updated)" and sends error alerts to #automation-alerts.
flowpaja.gumroad.com/l/lead-router-make-template · all 3 templates: \$39 bundle on flowpaja.com/templates

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