⏱️ 15 MIN SETUP

Weekly Sales Summary Email From Square

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Logging into reports every week gets skipped. A weekly email with your totals keeps you on top of the numbers with no effort.

What you need

- Square
- Zapier or Make
- Gmail
- Google Sheets (optional)

Setup with Zapier

1. Create a Zap with **Square, New Payment** that adds a row to Google Sheets for each sale.
2. Add a summary tab that totals the last 7 days.
3. Create a second Zap: **Schedule by Zapier** every Monday at 8am, then **Google Sheets, Get Values**, then **Gmail, Send Email** to yourself.
4. Check the first email, then leave it running.

Setup with Make

1. Run a weekly schedule, then **Square, List Payments** for the last 7 days.
2. Add an Aggregator for the totals and an email step.
3. Turn it on.

Message template

> Last week: [total] sales from [count] transactions. Average sale [avg]. Best day: [day].

Consent and local rules

This is an internal message to you and your staff, not to customers. Only message staff on numbers or addresses they've agreed to use for work. This isn't legal advice.

FAQ

Doesn't Square already email sales reports?

Square has built-in summaries, so check those first. This version lets you choose exactly what's included and when it arrives.

Can my bookkeeper get the weekly summary too?

Yes, just add them as a recipient on the email step. You can also share the Google Sheet with them for the full detail.

Do I have to use Google Sheets?

No. The Make version pulls the last 7 days of payments straight from Square and totals them. Sheets is handy if you also want a running history.

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One-page checklist: Weekly sales summary email from Square

- ☐ Create a Zap with Square, New Payment that adds a row to Google Sheets for each sale.
- ☐ Add a summary tab that totals the last 7 days.
- ☐ Create a second Zap: Schedule by Zapier every Monday at 8am, then Google Sheets, Get Values, then Gmail, Send Email to yourself.
- ☐ Check the first email, then leave it running.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/weekly-sales-summary-square