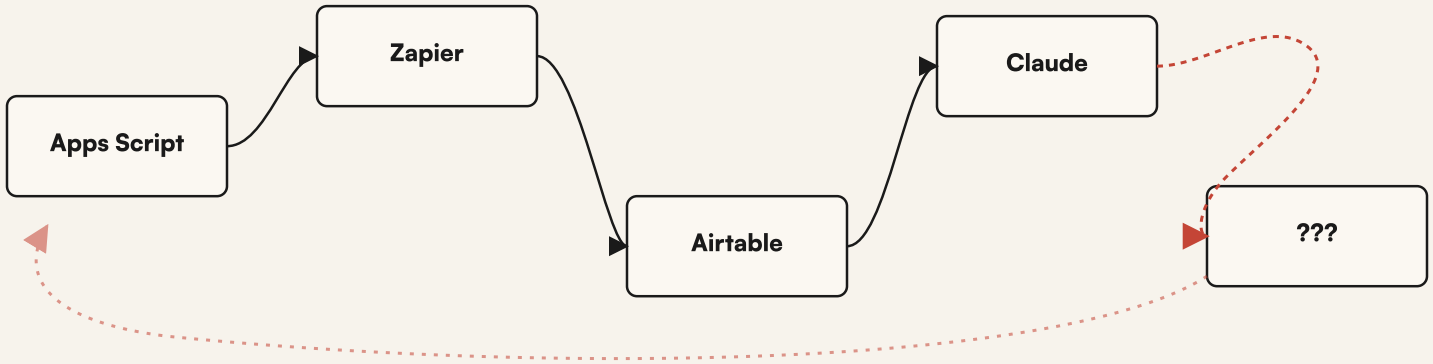
Not sure where to start?_

How to think about an automated workflow — before you pick a tool.

Sharice Wells
Originally made for a content and marketing team

The tool-first trap.



Pick a tool. Add another. Add another.
End up… somewhere.

Anchor the endpoints first.



Define both ends before you touch the middle.

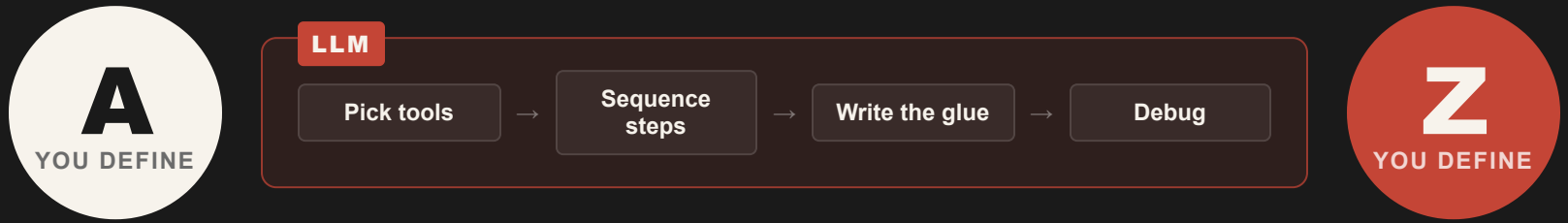
Endpoints take judgment. The path between them does not.

Working backwards: Market Movers.

01	**What's the outcome?**	A curated list of stocks that moved past a threshold, in a format writers can act on.
02	**Who consumes it?**	Tech vertical writers — expanding to adjacent verticals as the system grows.
03	**What's the cadence?**	Weekly, aligned to the editorial planning cycle.
04	**What inputs satisfy this?**	One-week price data, a movement threshold, plus ticker, magnitude, direction, sector.
05	**What tools deliver those inputs?**	CapIQ screener → Sheets / Airtable → Slack or an Airtable view.

→ Tools fall out of the design. Not the other way around.

LLMs are great at the middle.



Endpoints take human judgment. **The middle is automatable.**

Five questions before you build.

1 What's the outcome?

2 Who consumes it?

3 What's the cadence?

4 What inputs satisfy this?

5 What tools deliver those inputs?

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