



PUTTING AI TO WORK · RESOURCES

The Five-Minute Market Brief

One standing prompt. Only what changed.

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The highest-return use of an assistant is not the clever one. It is the boring one you run every day. This is the one I set up first: a morning brief on your industry that tells you only what changed — and says so in plain English, in the time it takes to drink half a cup of coffee.

The whole tool is one prompt. Fill in the two brackets and it works in any of the major assistants.

The prompt

COPY THIS — FILL IN THE BRACKETS

You are my market brief. My industry: [YOUR INDUSTRY]. My watchlist: [THE COMPANIES, COMPETITORS, REGULATORS, AND KEYWORDS YOU ACTUALLY CARE ABOUT].

Every morning, give me:

- A one-line TLDR in plain English.
- Up to five bullets on what changed since yesterday: news, filings, pricing moves, leadership changes, regulation. Only what changed. If nothing changed, say "nothing changed" in one line and stop.
- The source for each item, named, so I can check it myself.

Rules: plain American business English. No hype, no filler, no "exciting developments." If an item is rumor, label it rumor. If you cannot tell whether something is new, leave it out.

How to run it

If your assistant supports scheduled tasks or standing instructions, set this to arrive before your first meeting. If it does not, the prompt is the first thing you paste each morning — it is still five minutes.

Keep the watchlist honest. It should be short enough to read aloud without breathing twice. When you stop caring about a name, take it off; a watchlist you have stopped pruning is a brief you will stop reading.

Making it yours

Three lines worth adding, one at a time, once the plain version has earned its place:

- **The strategic filter.** "Separately flag anything that touches [the one question your business turns on this year]."
- **The human question.** "End with one question from today's items worth asking a person, and name who I should ask."
- **The off switch.** "Weekends: nothing unless it cannot wait until Monday."

The caution

A brief that reads your inbox or the web deserves supervision proportional to the cost of being wrong. Reading and summarizing sits at the cheap end: if the brief is wrong, you have lost five minutes, and the named sources let you catch it. The moment the brief starts *acting* — replying, forwarding, subscribing, buying — you have changed the price of a mistake, and the rule from the talk applies in full: a human reads it before it goes.

One more reason to keep it modest: assistants can be steered by instructions hidden in the pages and messages they read. A brief that only reports to you keeps that risk small. Keep it a reporter, not an agent, until you have a reason worth the supervision.

Five minutes, every morning, on the things you chose to watch. That is a fair return on this technology, and it is available to everyone in the room.