# **Bringing Your Market Intelligence System to Life with n8n**

So you've set up your Market Signal Inbox and Second Brain—now it's time to add some automation magic! Let's explore how n8n can connect these systems and automate the flow of market intelligence, without you having to do all the work manually.

## **Airtable + n8n: Automating Your Signal Inbox**

### **Connecting Airtable to n8n**

First, you'll need to introduce Airtable and n8n to each other:

1. **Get your Airtable API key**: In your Airtable account, create a personal access token
2. **Add it to n8n**: Create a new credential in n8n using this token
3. **Test the connection**: Run a simple "Get Base Schema" operation to make sure they're talking

### **What Can You Automate with Airtable?**

Once connected, there's a world of possibilities:

**Trigger workflows when signals arrive**

* Start an analysis workflow when new records are added to your Signal Inbox
* Trigger processing when signals are tagged with specific categories
* Begin pattern recognition when you reach a certain number of signals on a topic

**Process signals automatically**

* Create or update records in your Processed Signals table
* Enrich signals with AI-generated analysis
* Fill in Mind/Heart/Gut intelligence fields
* Calculate relevance scores based on custom criteria

**Organize and connect signals**

* Link related signals together
* Move signals between tables as they progress through your workflow
* Update signal status as processing occurs
* Create views based on emerging patterns

## **Notion + n8n: Powering Up Your Second Brain**

### **Setting Up the Notion Connection**

Connecting Notion requires a slightly different approach:

1. **Create an integration**: In Notion's developer portal, create an internal integration
2. **Get your token**: Copy the "Internal Integration Token"
3. **Configure in n8n**: Add this as a credential in n8n
4. **Grant access**: In Notion, share your databases with the integration

### **What Can You Automate with Notion?**

Your Second Brain can now work smarter with these automations:

**Respond to changes in your thinking**

* Trigger workflows when new pages are added to your Pattern database
* Start processes when you change a pattern's status
* Create new pages when patterns reach a certain strength threshold

**Organize your intelligence**

* Create structured pages for patterns and insights
* Add content blocks with formatted analysis
* Build connections between related pages
* Maintain tables of connected signals

**Generate new content**

* Create weekly intelligence summaries
* Generate pattern overview pages
* Build dashboards of recent insights
* Develop strategic briefings from patterns

## **AI Integration: Adding Intelligence to Your System**

### **Using AI to Enhance Your Market Intelligence**

n8n offers several AI nodes that can supercharge your system:

**OpenAI/Claude Integration**

* Analyze signals through multiple intelligence lenses
* Generate pattern hypotheses from collections of signals
* Extract key themes and concepts from raw signals
* Create structured summaries of complex discussions

**AI Agent**

* Use a React Agent to methodically analyze signals step-by-step
* Employ a Plan & Execute Agent to manage complex intelligence workflows
* Utilize a Conversation Agent to make your system interactively queryable

**Specialized AI Nodes**

* Extract structured information from unstructured signals
* Perform sentiment analysis on customer conversations
* Generate summaries of lengthy content
* Classify signals into emerging categories

## **Building Digital Listening Posts**

### **HTTP Requests: Active Intelligence Gathering**

Use HTTP Request nodes to actively gather signals from digital sources:

**What They Can Do**:

* Check Reddit for new discussions on your topic
* Monitor Twitter for mentions of key terms
* Scan competitor websites for changes
* Pull data from news APIs for industry updates

**How to Use Them**:

* Schedule regular checks (e.g., every few hours)
* Configure proper authentication
* Extract just the information you need
* Send new signals directly to your Signal Inbox

### **Webhooks: Passive Intelligence Reception**

Set up Webhook nodes to receive information when events happen:

**What They Can Do**:

* Receive notifications when your brand is mentioned
* Capture form submissions from team members
* Log customer feedback in real-time
* Record events from other systems immediately

**How to Use Them**:

* Create a unique webhook URL in n8n
* Register this URL with the service you're monitoring
* Configure how to process incoming data
* Send processed signals to your intelligence system

## **Practical Automation Examples**

Here are some real-world examples of how to automate your market intelligence system:

### **Example 1: Automated Signal Processing**

1. **Trigger**: New signal added to Airtable Signal Inbox
2. **Action**: Send signal to OpenAI for analysis
3. **Action**: Update record with Mind/Heart/Gut intelligence analysis
4. **Action**: Change signal status to "Processed"

### **Example 2: Weekly Pattern Recognition**

1. **Trigger**: Schedule (every Monday morning)
2. **Action**: Fetch all signals from the past week
3. **Action**: Use AI to identify patterns across signals
4. **Action**: Create new pattern pages in Notion
5. **Action**: Link relevant signals to these patterns

### **Example 3: Real-Time Alert System**

1. **Trigger**: Signal with high relevance score added
2. **Action**: Analyze signal importance
3. **Action**: If urgent, send Slack notification with details
4. **Action**: Create calendar reminder to review the signal

## **Getting Started: Your First Automation**

Ready to try it yourself? Start with this simple automation:

**"The Signal Analyzer"**

1. In n8n, create a new workflow
2. Add an Airtable Trigger node watching your Signal Inbox
3. Connect it to an OpenAI or Claude node
4. Configure the AI to analyze the signal's Mind/Heart/Gut dimensions
5. Add an Airtable node to update the original record with the analysis
6. Activate the workflow and watch the magic happen!

This single automation will save you hours of manual analysis while enhancing the quality of your intelligence system.

| **🔰 Pre-requisites**  * Airtable account and API key. * OpenAI API key (or Claude via the API provider of your choice like [Anthropic](https://www.anthropic.com/)). * A properly structured Airtable base like the **Market Signal Inbox** you shared.  **🔧 1. Create a New Workflow**  1. Go to your **n8n** dashboard. 2. Click **“New Workflow”** and name it "Signal Analyzer".  **2. Airtable Trigger Node** This node watches for new records (e.g. new signals being added).  **Node**: Airtable Trigger  **Configuration**:   * **Authentication**: Use your Airtable credentials. * **Base ID**: Get from your Airtable base (you can find this via Airtable API docs). * **Table Name**: Signals * **Trigger on**: Create   ✅ This will watch for new rows added to the Market Signal Inbox. **3. OpenAI (or Claude) Node for Mind-Heart-Gut Analysis** This is where the AI magic happens.  **Node**: OpenAI (Function: Chat or Completion)  If using Claude via API: use HTTP Request node with appropriate headers.  **Input Data**: Use the Raw Content field from Airtable as the signal "post". **📥 Prompt Configuration (Use your Megaprompt):** You are an expert cultural analyst, emotional intelligence researcher, and behavioural semiotician. Given a personal post (like one from Reddit, Twitter, TikTok captions, or a transcript from a customer story), your job is to decode it through three levels of human intelligence:  Mind Intelligence (Surface Patterns): What logical, cognitive, or practical patterns can be observed? These include efficiency, routine, productivity, budgeting, planning, organisation, or nutrition.  Heart Intelligence (Emotional / Relational Patterns): What emotions, relational needs, or identity tensions are being expressed or hinted at? This may include pride, guilt, vulnerability, longing for connection, the desire to be seen or validated, or moments of joy, shame, or self-care.  Gut Intelligence (Subconscious Patterns): What deeper, instinctive, often unspoken motivations or tensions are bubbling underneath? Look for clues about autonomy, control, sensory craving, identity outside of roles, boundary-making, rebellion, or existential release. These are the shadow or instinctive signals.  Now take the following post and decode it into those 3 types of intelligence. Present each intelligence layer with a brief label for the key insight themes, followed by short bullet points for each sub-theme:  ...  Post:  {{ $json["Raw Content"] }}  Make sure this prompt is dynamically populated per row using expressions like:  {{ $json["Raw Content"] }}  ✅ This ensures every signal gets analyzed. **4. Set Node (Optional)** To structure or clean the AI's response before sending it back.  **Node**: Set  **Fields**: You can split the response if needed, or label it for writing back cleanly into Airtable (e.g. MindInsight, HeartInsight, GutInsight if you're doing post-processing). **5. Airtable Node to Update Original Record** **Node**: Airtable  **Operation**: Update  **Configuration**:   * **Base ID**: Same as before. * **Table**: Signals * **Record ID**: Use the original id from the Trigger node ({{$json["id"]}}) * **Fields to Update**:    + Mind Intelligence: {{ $json["mind\_section"] }}   + Heart Intelligence: {{ $json["heart\_section"] }}   + Gut Intelligence: {{ $json["gut\_section"] }}   Or if you keep the whole analysis as one field:   * **Insight Analysis**: {{ $json["text"] }} (from OpenAI node)  **6. Activate Your Workflow**  * Turn on your workflow. * Whenever a new signal is added to Airtable, this workflow:    + Triggers,   + Sends the content to AI,   + Decodes the 3 intelligence layers,   + Updates the original row with enriched insight.  **Bonus Tips****Field Mapping Best Practices:**  * Ensure Airtable has columns like: Mind Intelligence, Heart Intelligence, Gut Intelligence. * If needed, use a Function or Code node to parse AI responses.  **Claude Alternative Setup (If not using OpenAI):** Use an HTTP Request node:   * **Method**: POST * **URL**: Claude’s endpoint (e.g. via Poe or Anthropic). * **Headers**: Include your API Key. * **Body**: JSON with prompt, temperature, etc.  **✅ Summary: Node Flow** Airtable Trigger (New Signal)  ↓  OpenAI / Claude Node (Analyze with Megaprompt)  ↓  (Optional) Set or Code Node (Structure Data)  ↓  Airtable Node (Update Row with Analysis) |
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## **Next Steps and Best Practices**

As you build out your automated intelligence system:

* **Start simple**: Begin with one or two key automations
* **Test thoroughly**: Make sure each step works as expected
* **Build incrementally**: Add new capabilities as you grow comfortable
* **Keep humans in the loop**: Automation supports thinking, not replaces it
* **Review regularly**: Refine your workflows based on their effectiveness

Remember that the goal is to free your mind for higher-level thinking while your automation handles the routine aspects of signal collection and processing.

Now you're ready to transform your static Market Signal Inbox and Second Brain into a dynamic, living intelligence system that works even while you sleep!

# **Appendix: Automating Your Market Second Brain with n8n**

This section will help you connect your Market Signal Inbox and Second Brain to automated listening posts using n8n. You'll learn how to set up workflows that automatically gather signals, process them, and enhance your market intelligence system.

## **Part 1: Getting Started with Airtable Automation in n8n**

### **Understanding Airtable Integration with n8n**

Airtable works as both a data source and destination in your automation workflows. You can:

* Pull signals from your Signal Inbox for processing
* Push processed signals back to your Second Brain
* Trigger workflows when new signals are added
* Update records with AI-enhanced analysis

### **Basic Airtable Authentication Setup**

Before creating workflows, you need to connect n8n to your Airtable:

1. Create an Airtable API key:
   * Go to your [Airtable account](https://airtable.com/account)
   * Under API section, create a personal access token
   * Copy the token for use in n8n
2. Configure your Airtable credential in n8n:
   * In n8n, go to Settings → Credentials
   * Click "Create New Credentials"
   * Select "Airtable API"
   * Paste your API key
   * Save the credential
3. Test your connection:
   * Add an Airtable node to any workflow
   * Select your credential
   * Choose "Get Base Schema" operation
   * Run the node to verify connection

### **Triggering Workflows from Airtable Changes**

You can start workflows when new signals are added to your Signal Inbox:

1. Add a trigger node:
   * Click the + button to add a node
   * Search for and select "Airtable Trigger"
   * Configure to watch your Signal Inbox table
2. Configure trigger settings:
   * Select Base ID (find in your Airtable URL)
   * Select Table ID (your Signal Inbox table)
   * Choose trigger event (e.g., "When record created")
   * Set polling interval (how often to check for changes)

### **Sample Workflow: Processing New Signals**

Here's a basic workflow that processes new signals added to your Signal Inbox:

| {  "nodes": [  {  "parameters": {  "event": "newRecord",  "baseId": "appXXXXXXXXXXXXXX",  "tableId": "tblXXXXXXXXXXXXXX"  },  "name": "Airtable Trigger",  "type": "n8n-nodes-base.airtableTrigger",  "position": [200, 300]  },  {  "parameters": {  "authentication": "oAuth2",  "resource": "chat",  "model": "gpt-4",  "prompt": {  "messages": [  {  "role": "system",  "content": "You are a market intelligence analyst looking for patterns in signals. Analyze this signal and provide three distinct analyses: 1) Mind Intelligence (rational analysis), 2) Heart Intelligence (emotional/cultural analysis), and 3) Gut Intelligence (behavioral/instinctual analysis)."  },  {  "role": "user",  "content": "=Signal Title: {{$node[\"Airtable Trigger\"].json[\"fields\"][\"Signal Title\"]}}\n\nSignal Content: {{$node[\"Airtable Trigger\"].json[\"fields\"][\"Raw Content\"]}}\n\nSource: {{$node[\"Airtable Trigger\"].json[\"fields\"][\"Source\"]}}\n\nEmotional Tone: {{$node[\"Airtable Trigger\"].json[\"fields\"][\"Emotional Tone\"]}}"  }  ]  }  },  "name": "OpenAI",  "type": "n8n-nodes-base.openAi",  "position": [400, 300]  },  {  "parameters": {  "operation": "update",  "baseId": "appXXXXXXXXXXXXXX",  "tableId": "tblYYYYYYYYYYYYYY",  "options": {  "id": "={{$node[\"Airtable Trigger\"].json[\"id\"]}}",  "modifyFields": {  "Mind Intelligence": "={{$node[\"OpenAI\"].json[\"text\"].split(\"Heart Intelligence\")[0].replace(\"Mind Intelligence:\", \"\").trim()}}",  "Heart Intelligence": "={{$node[\"OpenAI\"].json[\"text\"].split(\"Heart Intelligence:\")[1].split(\"Gut Intelligence:\")[0].trim()}}",  "Gut Intelligence": "={{$node[\"OpenAI\"].json[\"text\"].split(\"Gut Intelligence:\")[1].trim()}}",  "Status": "Processed"  }  }  },  "name": "Airtable",  "type": "n8n-nodes-base.airtable",  "position": [600, 300]  }  ],  "connections": {  "Airtable Trigger": {  "main": [  [  {  "node": "OpenAI",  "type": "main",  "index": 0  }  ]  ]  },  "OpenAI": {  "main": [  [  {  "node": "Airtable",  "type": "main",  "index": 0  }  ]  ]  }  }  } |
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This workflow:

1. Triggers when a new signal is added to your Signal Inbox
2. Sends the signal to OpenAI for multi-intelligence analysis
3. Updates your Processed Signals table with the Mind, Heart, and Gut analysis

## **Part 2: Working with Notion in n8n**

### **Understanding Notion Integration with n8n**

Notion integration lets you:

* Create and update pages in your Second Brain
* Trigger workflows when database entries change
* Add processed signals to your pattern databases
* Create new insight pages based on pattern detection

### **Basic Notion Authentication Setup**

1. Create an internal integration in Notion:
   * Go to [Notion Integrations](https://www.notion.so/my-integrations)
   * Click "New integration"
   * Name it (e.g., "n8n Connection")
   * Set capabilities (Read content, Update content, Insert content)
   * Copy the "Internal Integration Token"
2. Configure in n8n:
   * In n8n, go to Settings → Credentials
   * Click "Create New Credentials"
   * Select "Notion API"
   * Paste your Integration Token
   * Save the credential
3. Grant access in Notion:
   * Go to the pages/databases you want to automate
   * Click "..." (three dots) → "Add connections"
   * Select your integration

### **Triggering Workflows from Notion Changes**

You can start workflows when Signal Inbox entries are updated:

1. Add a trigger node:
   * Click the + button to add a node
   * Search for and select "Notion Trigger"
   * Configure to watch your Signal database
2. Configure trigger settings:
   * Select your database ID (from the URL)
   * Choose trigger event (e.g., "On page added to database")
   * Set polling interval (how often to check for changes)

### **Sample Workflow: Pattern Recognition with Notion**

This workflow detects patterns across multiple signals in your Notion Signal Inbox:

| {  "nodes": [  {  "parameters": {  "event": "pageAdded",  "databaseId": "XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX"  },  "name": "Notion Trigger",  "type": "n8n-nodes-base.notionTrigger",  "position": [200, 300]  },  {  "parameters": {  "operation": "getAll",  "databaseId": "XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX",  "returnAll": true,  "filters": {  "conditions": [  {  "property": "Status",  "text": {  "equals": "New"  }  }  ]  }  },  "name": "Get New Signals",  "type": "n8n-nodes-base.notion",  "position": [400, 300]  },  {  "parameters": {  "mode": "ai",  "aiModel": {  "model": "gpt-4"  },  "prompt": "Analyze these signals and identify emerging patterns:\n\n{% for item in $json.items %}\n\*\*Signal {{loop.index}}\*\*\nTitle: {{item.properties.Name.title[0].plain\_text}}\nDescription: {{item.properties.Description.rich\_text[0].plain\_text}}\nSource: {{item.properties.Source.select.name}}\nDigital Sense: {{item.properties.\"Digital Sense\".select.name}}\n\n{% endfor %}\n\nIdentify 2-3 potential patterns emerging across these signals. For each pattern, provide:\n1. Pattern name\n2. Brief description\n3. Supporting signals (by number)\n4. Potential business implications",  "options": {}  },  "name": "Pattern Analysis",  "type": "n8n-nodes-base.templateTool",  "position": [600, 300]  },  {  "parameters": {  "operation": "create",  "databaseId": "YYYYYYYYYYYYYYYYYYYYYYYYYYYY",  "title": "={{\"New Pattern: \" + $node[\"Pattern Analysis\"].json.result.split(\"Pattern name\")[1].split(\"\\n\")[0].replace(\":\", \"\").trim()}}",  "propertiesUi": {  "propertyValues": [  {  "key": "Description",  "type": "richText",  "richText": [  {  "text": "={{$node[\"Pattern Analysis\"].json.result}}"  }  ]  },  {  "key": "Status",  "type": "select",  "select": {  "name": "Emerging"  }  }  ]  }  },  "name": "Create Pattern",  "type": "n8n-nodes-base.notion",  "position": [800, 300]  }  ],  "connections": {  "Notion Trigger": {  "main": [  [  {  "node": "Get New Signals",  "type": "main",  "index": 0  }  ]  ]  },  "Get New Signals": {  "main": [  [  {  "node": "Pattern Analysis",  "type": "main",  "index": 0  }  ]  ]  },  "Pattern Analysis": {  "main": [  [  {  "node": "Create Pattern",  "type": "main",  "index": 0  }  ]  ]  }  }  } |
| --- |

This workflow:

1. Triggers when a new page is added to your Signal Inbox
2. Fetches all signals marked as "New"
3. Uses AI to analyze for emerging patterns
4. Creates a new entry in your Patterns database

## **Part 3: Advanced Automation with n8n AI Nodes**

### **Using AI Nodes to Enhance Your Market Intelligence**

n8n's AI nodes can significantly enhance your market intelligence system:

1. **Basic LLM Chain**: For straightforward pattern analysis
2. **AI Agent**: For more complex reasoning and multi-step analysis
3. **Information Extractor**: To pull structured data from signals
4. **Sentiment Analysis**: To understand emotional dimensions

### **Sample AI Agent Workflow for Deep Pattern Analysis**

This workflow uses the AI Agent node to perform deep analysis of signals:

| {  "nodes": [  {  "parameters": {  "event": "newRecord",  "baseId": "appXXXXXXXXXXXXXX",  "tableId": "tblXXXXXXXXXXXXXX"  },  "name": "Airtable Trigger",  "type": "n8n-nodes-base.airtableTrigger",  "position": [200, 300]  },  {  "parameters": {  "agentType": "react",  "systemMessage": "You are a market intelligence analyst with expertise in pattern recognition. Your job is to analyze market signals and identify deeper patterns, emotional currents, and potential strategic implications. Think step by step and be thorough in your analysis.",  "userMessage": "={{\"Analyze this market signal with deep insight:\\n\\nSignal Title: \" + $node[\"Airtable Trigger\"].json[\"fields\"][\"Signal Title\"] + \"\\n\\nSignal Description: \" + $node[\"Airtable Trigger\"].json[\"fields\"][\"Raw Content\"] + \"\\n\\nSource: \" + $node[\"Airtable Trigger\"].json[\"fields\"][\"Source\"] + \"\\n\\nEmotional Tone: \" + $node[\"Airtable Trigger\"].json[\"fields\"][\"Emotional Tone\"] + \"\\n\\nDigital Sense: \" + $node[\"Airtable Trigger\"].json[\"fields\"][\"Digital Sense\"]}}",  "aiModel": "gpt-4-turbo"  },  "name": "AI Agent",  "type": "n8n-nodes-base.aiAgent",  "position": [400, 300]  },  {  "parameters": {  "fields": {  "values": [  {  "name": "AI Analysis",  "value": "={{$node[\"AI Agent\"].json[\"output\"]}}"  },  {  "name": "Status",  "value": "Processed"  }  ]  },  "options": {  "matchOnFields": [  "id"  ]  },  "operation": "update",  "baseId": "appXXXXXXXXXXXXXX",  "tableId": "tblXXXXXXXXXXXXXX",  "id": "={{$node[\"Airtable Trigger\"].json[\"id\"]}}"  },  "name": "Update Airtable",  "type": "n8n-nodes-base.airtable",  "position": [600, 300]  }  ],  "connections": {  "Airtable Trigger": {  "main": [  [  {  "node": "AI Agent",  "type": "main",  "index": 0  }  ]  ]  },  "AI Agent": {  "main": [  [  {  "node": "Update Airtable",  "type": "main",  "index": 0  }  ]  ]  }  }  } |
| --- |

This workflow:

1. Triggers when a new signal is added to Airtable
2. Uses an AI Agent with React thinking to deeply analyze the signal
3. Updates the original record with the analysis

### **Creating an HTTP Request Listening Post**

This workflow uses an HTTP Request node to check Reddit for new sustainability discussions:

| {  "nodes": [  {  "parameters": {  "rule": {  "interval": [  {  "field": "hours",  "minutesInterval": 4  }  ]  }  },  "name": "Schedule",  "type": "n8n-nodes-base.scheduleTrigger",  "position": [200, 300]  },  {  "parameters": {  "url": "https://oauth.reddit.com/r/sustainability/new",  "authentication": "oAuth2",  "headerParameters": {  "parameters": [  {  "name": "User-Agent",  "value": "MarketIntelligence/1.0"  }  ]  },  "queryParameters": {  "parameters": [  {  "name": "limit",  "value": "10"  }  ]  }  },  "name": "Reddit Request",  "type": "n8n-nodes-base.httpRequest",  "position": [400, 300]  },  {  "parameters": {  "jsCode": "const posts = $input.json.data.children.map(child => child.data);\n\nconst lastChecked = new Date(parseInt(process.env.LAST\_CHECKED || 0));\nconst newPosts = posts.filter(post => new Date(post.created\_utc \* 1000) > lastChecked);\n\n// Update last checked time\nprocess.env.LAST\_CHECKED = Date.now().toString();\n\nreturn { json: { newPosts } };"  },  "name": "Process Results",  "type": "n8n-nodes-base.code",  "position": [600, 300]  },  {  "parameters": {  "conditions": {  "string": [  {  "value1": "={{$json[\"newPosts\"].length}}",  "operation": "notEqual",  "value2": "0"  }  ]  }  },  "name": "IF",  "type": "n8n-nodes-base.if",  "position": [800, 300]  },  {  "parameters": {  "operation": "create",  "baseId": "appXXXXXXXXXXXXXX",  "tableId": "tblXXXXXXXXXXXXXX",  "fields": {  "values": [  {  "name": "Signal Title",  "value": "={{$json[\"title\"]}}"  },  {  "name": "Raw Content",  "value": "={{$json[\"selftext\"]}}"  },  {  "name": "Source",  "value": "Reddit"  },  {  "name": "Digital Sense",  "value": "Digital Hearing"  },  {  "name": "Date Observed",  "value": "={{new Date($json.created\_utc \* 1000).toISOString().split('T')[0]}}"  }  ]  }  },  "name": "Create Airtable Records",  "type": "n8n-nodes-base.airtable",  "position": [1000, 300]  }  ],  "connections": {  "Schedule": {  "main": [  [  {  "node": "Reddit Request",  "type": "main",  "index": 0  }  ]  ]  },  "Reddit Request": {  "main": [  [  {  "node": "Process Results",  "type": "main",  "index": 0  }  ]  ]  },  "Process Results": {  "main": [  [  {  "node": "IF",  "type": "main",  "index": 0  }  ]  ]  },  "IF": {  "main": [  [  {  "node": "Create Airtable Records",  "type": "main",  "index": 0  }  ]  ]  }  }  } |
| --- |

This workflow:

1. Runs every 4 hours on a schedule
2. Makes an HTTP request to Reddit's API
3. Processes the results to find new posts
4. If new posts exist, creates records in your Signal Inbox