COVER

A USER GUIDE • FROM SEPT 17, 2026

The Muse User Guide

Everything I use Muse for — and how you can do the same. Written for you, the reader, from seven weeks of daily use.

Second person, throughout

You, your business, your blanks to fill in.

Plain & direct

No hype. No income promises.
Every use in here is real.

15 prompts inside

Copy, fill in the blanks, paste, review before you act.

HOW TO USE THIS GUIDE

Use it like a manual

This guide is a working manual. It is not a story about one person. It lists every job the helper does in a real business. The jobs are grouped by type. Each job has a prompt you can copy.

What is inside

- **What an AI agent is** — plain words, on page 03.
- **The origin** — where this started, and the setup to copy first.
- **The full list** — seven groups, every use in one place.
- **15 prompts to copy** — plain words. No names. Blanks where your details go.
- **Proof** — real pictures of real pages, with dates.
- **Results, in percentages** — what changed in seven weeks, and what drove it.

How to use it — four steps

1 Fill in your profile
Your name, what you sell, who you serve.

→

2 Pick the job
Find the job in the list. Open its page.

→

3 Copy the prompt
Fill in every blank. Paste the whole thing.

→

4 Review before you act
Check names, numbers, prices, dates, links.

> **The one rule that matters most:** the helper can research, draft, plan, and check. The last check is always yours. If it says it could not check something, treat that as not checked.

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START HERE

What is an AI agent?

An AI agent is a computer helper. You tell it what to do in plain words. Then it does the job for you.

Think of it like a new team member who is very fast at reading, writing, and checking. It is not a person. It does not know your business until you tell it. You stay in charge. You check its work. You say yes before anything goes out.

An everyday example

> **You say:** “Find three good dates for my class. Check my calendar first.”
> **The helper does this:** it checks your calendar. It lists three open dates.
> **You do this:** you pick one. That is the whole job.

What it can do

- Read a lot, fast.
- Write a first draft.
- Make a plan.
- Check a page, link by link.
- Turn a long call into short lessons.

What it cannot do

- It cannot know what you never told it.
- It cannot send, post, or pay without your yes.
- It cannot tell a guess from a fact unless you ask it to check.

Three words to know first

Prompt	The words you type to tell the helper what to do.
Funnel	A set of web pages that guide a visitor, step by step, to one action. Like booking a call.
CRM	Short for “customer relationship management.” A tool that keeps your contacts, notes, and sales in one place.
Lead	A person who shows interest in what you sell. Like filling in a form.

More words are in the glossary on page 22. If a word in this guide still feels hard, look it up there first.

THE ORIGIN

Found in a community, put to work the same day

Muse was found on September 17, 2026, inside the AI Execution Club — a group of people who share how they use AI in their work. It was not bought and put on a shelf. It was given real work the same day.

The start was simple. One person did everything. Hiring help for expert work was slow. And the help that was hired did not do the jobs that needed doing. The work that ate the days was building: pages, systems, and content. All done by hand, one at a time.

What changed things was a method, not a feature. Give the helper a skill. Let it learn the skill well. Then let it do the work. Check the result in the real system before you call it done.

SEPT 17, 2026
Found in a community. Given real work the same day.

FIRST 3 WEEKS
It got a name, rules, and six skills. It shipped work across the business.

7 WEEKS
15 prompts, seven groups of jobs, and a full guide. This one.

Set up first — before the first prompt

Name it & set the rules

Give your helper a name. Write its rules down. Three rules to start: ask before you move on. Show the exact words and get a yes before anything sends.

Connect your tools, safely

Connect only on the official screens. A key is like a card number. It goes nowhere else. Test with one read first. Never start with a write.

Approval gates stay on

Nothing sends, posts, or gets paid without your yes on the exact words. That gate is not a limit. It is why you can trust the work.

Train once, stop re-typing

When you fix something, save the fix as a rule. Next time the job comes up, the rule is already there. Never say it twice.

The honest part: work that repeats needs check-ins. A job that ran three times a day can stop, and no one tells you. Teach the helper what you do *not* want, early. And keep the human jobs human: emails you send by hand, and anything that touches your card — plane tickets included — stay yours.

RESULTS

Seven weeks, in percentages

These numbers are percentages only. No dollar amounts are in this guide. The numbers compare 51 days with the 50 days before them. The drivers are named, too. A number without its driver is a sales line, not a result.



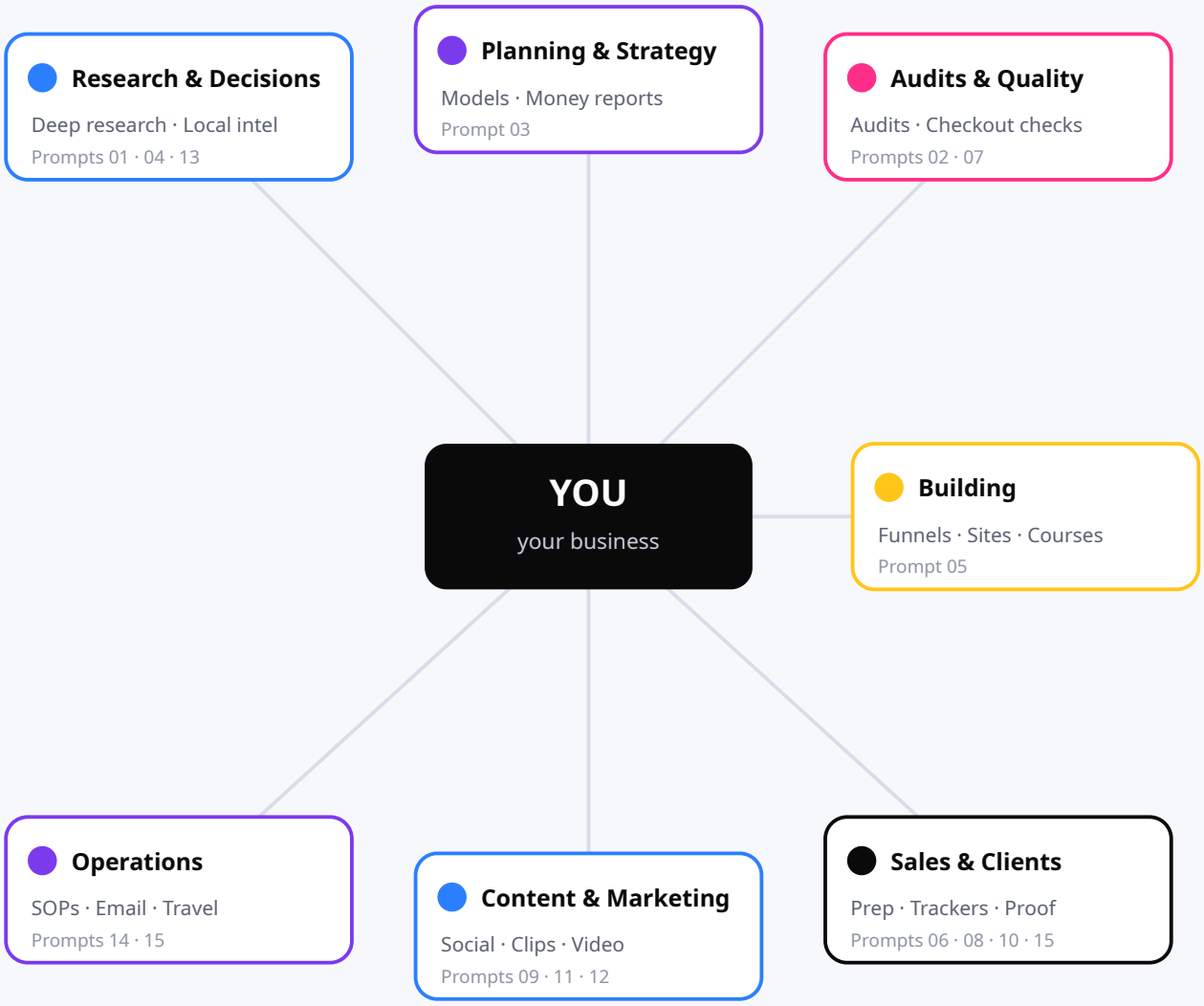
What drove the growth: a few large client invoices. Done-for-you work and consulting. Not small digital products. Subscription income fell 28% in the same window. So read the +79% with both facts. The helper freed the owner to close and deliver big work while it did the buildouts. That is the honest story. It is still a strong one.

How we counted: paid payments only, two business accounts, failed and $0 payments left out. The two periods are 51 days and 50 days. So the per-day number (+76%) is the fairest one. Percentages are rounded to whole numbers. The first numbers were checked at the source.

THE INVENTORY

Seven groups. Every use, in one place.

Everything the helper is used for, grouped by the job. Not by the day it happened. Never as a list of single tasks. Find the job. Read its page. Use its prompt.



Start in the middle: your business. Each group is one kind of job. The numbers are the prompts for that job, on pages 15–19.

How to read a group page

What it is
The job, in one line.

How it works
What the helper does, and what you do.

What you need
The inputs before you start.

Try prompt #
The prompt for that job, pages 15–19.

Six everyday prompts are used alongside the fifteen — morning briefing, end-of-day closeout, weekly money report, revenue radar, delegating a goal, and “am I missing anything?” — and are listed as one-line starters on the pages where they belong.

CATEGORY 1 · RESEARCH & DECISIONS

Research that ends in a decision

CATEGORY 1 OF 7 · RESEARCH & DECISIONS · TRY PROMPTS 01, 04, 13

The most-used job of all. Research is only worth doing if it ends in a choice you can act on. With the risks. With the numbers to watch. With the questions you forgot to ask.

1. **Ask one question**
   One clear choice you must make.
2. **Read real sources**
   True sources, not guesses.
3. **Split facts from guesses**
   Say what is proven, and what is not.
4. **Decide, with a plan**
   A next step, the risks, 30 days.

Deep research that ends in a decision

Ask about one topic. The helper reads real sources. It splits facts from guesses. Then it gives you a clear next step, the risks, and a 30-day plan. If the proof is thin, it says so.

Used for: pricing, a new offer, a new tool, a buy — any choice where a wrong call costs time or money.

Local opportunity intel

The helper scans your area for the week ahead. For each event, it lists the date, the price, and the place. It rates each one High, Medium, or Low for meeting good people. It ends with the top three.

Used for: a weekly list of rooms worth being in.

Turn expert research into a learning product

The helper studies a topic in depth. Then it turns what it learned into lessons. Each lesson starts with a real example. Each one ends with questions, cards, and a quiz.

Used for: training, member lessons, and turning research into teaching you can sell.

What you need: the decision, your audience, your limits (time, budget), and your sources. **Try prompts 01, 04, 13.**

CATEGORY 2 · PLANNING & STRATEGY

Plan the business, then watch the money

CATEGORY 2 OF 7 · PLANNING & STRATEGY · TRY PROMPT 03

Planning turns a big idea into something you can run, price, and staff. Then the weekly numbers tell you if the plan is working.

1. **Vision** — The big idea, in plain words.
2. **Offers & prices** — A ladder: entry, core, premium.
3. **Costs** — What it costs at each stage.
4. **Hire order** — Who you need first, and next.
5. **90-day plan** — What happens first.

Build the full business model

Turn a big idea into a model. A ladder of offers, with prices. Costs at each stage, with guesses marked as guesses. The roles you need, and the order to hire them. Weekly numbers to watch. The big risks. A 90-day plan.

Used for: turning a big idea into a model you can run.

Weekly money report

Each Monday, pull the numbers that matter. Proposals sent. Invoices past due. Renewals in the next 30 days. Member counts. Then name the three best money moves for the week.

Try this starter: “Run my weekly money report. Pull proposals sent and their status, overdue invoices, renewals in the next 30 days, and member counts. Give me the three highest-leverage revenue actions this week, ranked by money.”

Revenue radar — money left on the table

Look for money left on the table. Proposals with no reply. Invoices past due. Talks that stalled. Members near the end. Old clients with no follow-up. For each one, draft a follow-up. Do not send it. Rank them by money.

Try this starter: “Scan for money I am leaving on the table: unanswered proposals, overdue invoices, stalled conversations, and past clients with no follow-up. Draft each follow-up for my approval and rank them by likely money recovered.”

What you need: your offers and prices, your stage now, your money goal, and access to proposals, invoices, and renewals. **Try prompt 03.**

CATEGORY 3 · AUDITS & QUALITY

Audit first. Launch second.

CATEGORY 3 OF 7 · AUDITS & QUALITY · TRY PROMPTS 02, 07

An audit is read-only. It looks at proof first. It ends in a verdict, not a vague “looks good.” It is the cheapest safety net a launch has.

1. **Read only** — Nothing changes. You only look.
2. **Check every path** — Each page, each link, each step.
3. **Verdict** — Ready, ready with fixes, or not ready.
4. **Fix list** — Most important first, with examples.

Ruthless audit with proof

Audit a page, account, course, or offer. Read only. Nothing changes. Check every tab and every path a buyer can take. Report what works, with proof. Report what is broken. Then give a verdict: ready, ready with fixes, or not ready.

Used for: checking anything before you trust it or share it.

Checkout & fulfilment quality check

Walk every buyer path. Do not pay. Check each one: name, price, and any crossed-out price. A coupon box that works only where it should. The right tag, email, booking, or access after paying. Words on the thank-you page that match the promise.

Used for: checking an offer before launch, so buyers never hit a broken payment.

> **The rule for both:** check inside the real system before you call anything done. Read printed words out loud, word for word, before you call them live. If the helper could not check a claim, treat it as not checked.

What you need: the link, what it should do, who it is for, and the product and payment links. **Try prompts 02 and 07.**

CATEGORY 4 · BUILDING

Brief it completely, or do not brief it at all

CATEGORY 4 OF 7 · BUILDING · TRY PROMPT 05

The most common way a build goes wrong is a short brief. A page is missing. A checkout is missing. A form leads nowhere. The fix is a brief that names everything up front.

1. **Brief** — Every page, every step, named.
2. **Build** — Pages, forms, and links.
3. **Wire the money path** — Product, payment, tag, follow-up.
4. **Test** — Click the main action. Check mobile.
5. **Approve** — You say yes. Then it goes live.

Complete build briefs — funnels, sites, pages, apps

Brief the build in full. Every page. The one main action. Your colors and fonts. The system it must join. What must happen after someone acts. Add checkout, thank-you, mobile view, and error states. Match each form box to the right type. Test the main action. Leave it unpublished until you say yes.

Used for: pages, funnels, booking flows, dashboards, and apps.

Courses, lessons & membership content

Turn teaching into lessons. The lesson words. A picture baked into the video. The lesson page. The path through it. Check each lesson like a checkout: the video plays, the links work, the next step is clear.

Used for: lessons, recorded classes, and member libraries.

The commercial wiring around a build

A page is not a product until the money path works. The product. The payment link. Coupons and their rules. The tag or follow-up that fires after a sale. The words the buyer sees. Check them as one path, not as loose parts.

Used for: products, payment links, coupons, tags, and follow-ups.

What you need: the full page list, the main action, your brand details, and the system it must join. **Try prompt 05.**

CATEGORY 5 · SALES & CLIENTS

Walk in prepared. Leave with a next step.

CATEGORY 5 OF 7 · SALES & CLIENTS · TRY PROMPTS 06, 08, 10, 15

Sales work is research work. Know who you are talking to, what they are missing, and the next step — before the call starts.

1 **Research** Their site, offers, and posts. → 2 **Prep** Leaks, chances, and three paths. → 3 **Call** Ask. Listen. Offer the next step. → 4 **Next step** One clear move, with a date.

Prospect prep that becomes a decision asset

Research the prospect: site, offers, posts, your notes. Sum up what they do and sell, in plain words. Name their likely money leaks, with proof. Show three paths: what they can do, what their team can do, and where outside help moves fastest. For each job: scope, price, time, next step. Flag what you could not check.

Used for: calls, proposals, and follow-ups.

Client tracker reconciliation

Match a project list against the real records: meetings, files, notes, contacts. Change nothing. For each line: where it came from, who owns it, the link, and what proves it is done. Or say no proof exists. Split open work from done work. Flag copies, dead links, and items marked done with no proof.

Used for: handoffs, project recovery, and disputes.

Two more jobs in this group are on the next page: proof from real praise, and a plan for every call.

Sales & clients, continued

CATEGORY 5 OF 7 · SALES & CLIENTS · TRY PROMPTS 06, 08, 10, 15

Two more jobs in this group. Proof from real praise. And a plan for every call.

Testimonial mining, with receipts

Search the groups, courses, and chats you can reach. Look for real praise — never your own words, never vague praise. For each find, save the exact words, who said it, the date, the link, and a picture. Put it in a table for posts and sales pages. If a place cannot be reached, say so.

Used for: building a proof file from real praise.

Call prep — “prep me for this call”

Before any meeting, get four things: who they are, in three lines; what they most likely want, and why; four good questions; one clear next step to end with. Anything not checked — time, date, time zone, link — is flagged, not guessed.

Used for: meetings, talks, podcasts, and sales calls.

What you need: the prospect’s name and links, your notes, your services, and your goal for the meeting.
Try prompts 06, 08, 10, 15.

CATEGORY 6 · CONTENT & MARKETING

Content from real work, in your real voice

CATEGORY 6 OF 7 · CONTENT & MARKETING · TRY PROMPTS 09, 11, 12

The content engine runs on work that already happened. Recordings. Research. Real words from real customers. Not on making up posts from nothing.

1 **Recording** — A call, a class, a talk. →
2 **Words** — Read the written words first. →
3 **Best moments** — Hooks, with start and end times. →
4 **Three plans** — Lessons, short clips, long video.

Short social content in your voice

Draft two short posts for a campaign. One teaches. It uses one fact you checked. One relates. It names the real life of running a business: the juggling, the missed timing, the second-guessing. Keep both short and in your voice. One call to action, once. Never post from the draft. Show the exact words for a yes first.

Used for: campaigns, launches, and countdowns — checked each day, not left to run alone.

Recording-to-content pipeline

Review a library of calls or classes. Read the words first. Sort each one: safe as-is, needs edits, needs a yes first, or never use. Find the best hooks, with exact start and end times. Flag private details, client names, money talk, other people's work, and off-the-record words. Then make three plans that do not repeat each other: lessons, short clips, long video. The weekly job — download the week's calls, sort them, load them into the course and the video plan — is the same job each week.

Used for: turning a call library into lessons, clips, and posts — safely.

Promo video, planned before it is made

Plan a short upright video before you make it. One camera move per shot. The exact words for the voiceover, written the way people talk. Short words on screen. Music and sound notes. An end card with the date and the call to action. List what you need first. Do not start until the plan is approved.

Used for: trailers, launch promos, and event teasers.

What you need: the campaign, the audience and their pain in their own words, one fact you checked, and one call to action. **Try prompts 09, 11, 12.**

CATEGORY 7 · OPERATIONS

The business, run on rails

CATEGORY 7 OF 7 · OPERATIONS · TRY PROMPTS 14, 15

Operations is everything that repeats: briefings, closeouts, bookings, follow-ups. The steps that make a good week repeatable.

Turn work into a repeatable process

When a job works once, write it down. The trigger. The inputs. The steps, in order. The checks. The fixes when it breaks. So the next person can follow it with no questions.

Email drafts — never sends

Draft emails, replies, and follow-ups in your voice. Show the exact words for a yes first. The helper drafts. You send. Emails you send by hand stay with you.

Scheduling & calendar

Check the calendar and open jobs. Flag what is due in the next two days. Spot clashes, and time-zone mix-ups. A morning brief, one screen: what must happen today, what can wait, what is stuck on someone else.

Travel, planned — tickets bought by you

Research the options. Flights, times, prices, and the trade-offs. Compare day trips, direct flights, and flights with a stop. Lay out the choice in plain words. Booking and paying — the part that touches your card, like plane tickets — stays with you.

Recurring briefs

Two briefs run on a clock. A local events scan: openings, talks, vendor spots, and the top three not to miss. And a change log read: what shipped, what changed, what it means for your tools. Both are checks, not auto-pilot. Read them. Decide. Act.

Podcasts — learn, then make

Two ways. Learn from podcasts: read across shows, notes, and words, and boil the lessons into a playbook you can use. And make them: turn your own words into a spoken show, with a script and voices. Check it before it goes out.

Everyday starters: “Give me my briefing for today” · “Close out my day — what finished, what is open, my top 3 for tomorrow?” · “Break this goal into tasks with an owner, a due date, and what done looks like” · “Am I missing anything? Answer in two columns: covered, and not confirmed.” **Try prompts 14 and 15.**

Prompts 01–03 — Research, audit, plan

Copy, fill in the blanks, paste the whole thing — rules included. Review the result before you act on it.

01 Deep research that ends in a decision

Research

Best for: pricing, a new offer, a new platform, a purchase. Category: Research & Decisions.

Fill in: topic ____ · business type ____ · audience ____ · timeframe / budget ____ · success ____.

Research this topic using current, credible sources: ____. My business type is ____. My audience is ____. Separate verified facts from opinions, estimates, and weak claims, and cite your sources for every key fact. Then apply what you found to my situation and give me: (1) a clear recommendation — what I should do and why; (2) the main risks and trade-offs; (3) the numbers or signals I should track; (4) a 30-day action plan, step by step; (5) important questions I may not have thought to ask. Respect these limits: timeframe ____, budget ____. If the evidence is thin or contradictory, say so directly instead of filling the gap.

02 Ruthless audit with proof

Audits

Best for: reviewing a page, account, course, offer, system, or launch before you rely on it or share it. Category: Audits & Quality.

Fill in: what to audit ____ · link or location ____ · goal ____ · audience ____.

Audit this like a top-tier operator, in read-only mode — do not change anything: ____. Link or location: ____. Its goal is: ____. Its audience is: ____. Report: (1) what is working, with evidence; (2) what is unfinished, broken, or missing; (3) what could hurt trust, conversion, or delivery; (4) what you verified directly vs. what you could not verify. Then give me a firm verdict — ready / ready with fixes / not ready — and a prioritised fix list, most important first, with a concrete example for each fix.

03 Build the full business model

Planning

Best for: turning a big idea or vision into a model you can run, price, and staff. Category: Planning & Strategy.

Fill in: vision ____ · main offers ____ · audience ____ · current stage ____ · revenue goal ____ by ____.

Turn this vision into a complete, practical business model: ____. Main offers: ____. Audience: ____. Current stage: ____. Revenue goal: ____ by ____. Build: (1) a revenue ladder — entry, core, and premium offers, with suggested price ranges and your reasoning; (2) likely costs at each stage, with assumptions clearly labelled; (3) a simple profit view by offer or department; (4) the roles needed from solo, to a small team, to a larger team — and the order to hire them; (5) the weekly numbers to watch; (6) the biggest risks and how to reduce them; (7) a 90-day plan; (8) twenty strategic questions I should answer before I scale. Label every assumption. Do not present an estimate as a fact.

Prompts 04–06 — Local intel, build brief, prospect prep

04 Find the opportunity in local intelligence

Research

Best for: finding events, openings, and rooms where your ideal customers or partners will be. Category: Research & Decisions.

Fill in: area ____ · dates ____ to ____ · venues / sources ____ · what counts as an opportunity ____ · your offer ____.

Scan this area for opportunities in this time window. Area: ____. Dates: ____ to ____. Check these venues and sources: ____. An opportunity for me means: ____. My offer is: ____. Look for business openings and expansions, conferences, expos, networking events, vendor opportunities, and relevant local experiences. For each item give me: what it is, the date, the price (if any), the location, and a High / Medium / Low rating for the likelihood of meeting good prospects — with one sentence explaining the rating. End with the three opportunities I should not miss, and why.

05 Complete build brief for a website, page, or app

Building

Best for: briefing any AI builder, designer, or developer so you get a complete build — not a partial one. Category: Building.

Fill in: what to build ____ · every page / screen ____ · main action ____ · colours & fonts ____ · system to connect ____ · outcome after someone acts ____.

Build this completely — do not leave any page, state, or connection unfinished: ____. Pages / screens required: ____. The main action a visitor should take is: ____. Use these colours: ____. Use these fonts: ____. Style reference: ____. Connect it to: ____. After someone completes the main action, this must happen: ____. Requirements: include checkout / form, confirmation or thank-you, mobile layout, and error or empty states where relevant; map every form field to the correct field type (text, email, phone, date, choice); use the placeholders I provide — do not invent filler details; test the main action end to end and check the mobile view; show me every button and link working before you call it done; leave it unpublished / in draft until I approve it.

06 Prospect prep that becomes a decision asset

Sales

Best for: preparing for a consultation, proposal, or follow-up with a potential client. Category: Sales & Clients.

Fill in: prospect ____ · website & social links ____ · meeting notes ____ · your services ____ · meeting goal ____.

Research this prospect and prepare a decision-ready brief. Prospect / business: ____. Website: ____. Social links: ____. What I already know: ____. My services: ____. Give me: (1) a plain summary of what they do, who they serve, and what they sell; (2) their biggest likely revenue leaks and opportunities — based on evidence, not guesses; (3) a simple comparison they can understand: what they can do themselves, what their team can handle, and where outside help would move fastest; (4) for each recommended project: scope, suggested price range, timeline, and next step; (5) anything you could not verify, flagged clearly. Use only real information you found. Do not invent testimonials, results, or brand details.

Prompts 07–09 — Checkout QA, tracker, social content

07 Checkout and fulfilment quality check

Audits

Best for: checking an offer before launch, so buyers do not hit broken payments, missing fields, or empty promises. Category: Audits & Quality.

Fill in: offer ____ · product / payment links ____ · coupons ____ · what the buyer should receive ____ · follow-up that should trigger ____.

Quality-check this offer end to end, without submitting a real payment: ____. Product / payment links: ____. Coupons: ____. After purchase, the buyer should receive: ____. Follow-up that should trigger: ____. Walk every buyer path and confirm, for each one: product name, price, and any comparison price are correct; a coupon field is present, and each coupon applies only where it should; quantities, options, and required fields work; the right tag, email, booking step, or access is triggered; the confirmation / thank-you copy matches what was promised. Report any mismatch, missing step, or promise that has no system behind it — with the exact page or link where you found it.

08 Client tracker reconciliation

Sales

Best for: cleaning up a project tracker when you need to know what is truly done, open, or unproven. Category: Sales & Clients.

Fill in: client / project ____ · tracker location ____ · other sources ____ · as-of date ____.

Reconcile this project tracker against the source records. Do not change anything in any system. Project: ____. Tracker: ____. Also check: ____. As of: ____. For every line item, show me: the source it came from (meeting, file, or message) and the date or timestamp; current status, who owns it, and the deliverable link (if any); what proves it is fully complete — or state that no proof exists. Then separate open work from completed history, and flag duplicates, stale links, unclear wording, and anything marked complete without evidence. End with a short clean-up list for my approval. Change nothing until I approve it.

09 Short social content in your voice

Content

Best for: drafting short posts for a campaign, launch, countdown, or awareness day — without sounding generic. Category: Content & Marketing.

Fill in: campaign / topic ____ · audience & pain point ____ · one verified fact ____ · date context ____ · call to action ____ · formats to avoid ____.

Create two short draft posts for this campaign: ____. Audience: ____. Their pain point, in their own words: ____. Date context: ____. Use this verified fact in the first draft only: ____. Draft 1 — Educational: one useful, specific point my audience can act on today. Draft 2 — Relatable: one short, specific line that names the real experience of running a business like theirs — the juggling, the missed timing, the second-guessing. Speak to the business owner's lived experience, not to a shopper. Rules: keep both drafts terse and in my voice. No generic humour. Use only this call to action, once: ____. Do not use these formats: ____. Do not publish anything. Show me the exact final text of each draft for my approval.

Prompts 10–12 — Testimonials, recordings, promo video

10 Testimonial mining with receipts

Sales

Best for: building a proof library from real praise scattered across your communities, courses, and messages. Category: Sales & Clients.

Fill in: name / business to search for ____ · places to search ____ · time window ____ · what to exclude ____.

Search these places for genuine praise or results mentions about: ____. Places to search: ____. Time window: ____. Exclude my own words, and exclude vague mentions with no specific praise or result. For every find, capture: the exact quote, word for word; who said it, the date, and the context; a link to the source, and a screenshot if you can get one. Organise the results in a table I can use to create social posts and sales-page proof. If you cannot access a place I listed, say so — do not estimate how many mentions it might hold.

11 Turn long recordings into safe, usable content

Content

Best for: sorting a library of calls, classes, or interviews into course lessons, short clips, and posts — safely. Category: Content & Marketing.

Fill in: recording library ____ · topics / date range ____ · where content will go ____ · privacy rules ____ · people to protect ____.

Review this recording library, transcript first: ____. Topics / date range: ____. Content will be published to: ____. Privacy rules: ____. For each recording, classify it as: safe to use as-is / needs specific edits first / needs permission first / never use. In the usable recordings, find: the strongest hooks and clip-worthy moments, with exact start and end times; lesson-worthy segments that could stand alone. Flag every moment that includes personal contact details, private client information, internal money or team talk, someone else's copyrighted material, or anything said off the record. Then give me three plans that do not duplicate each other: a course-upload plan, a short-form clip plan, and a long-form video plan. Do not publish, upload, or edit anything until I approve the plan.

12 Cinematic promo video plan

Content

Best for: planning a short vertical promo for an event, offer, or launch before you generate or film anything. Category: Content & Marketing.

Fill in: what you are promoting ____ · length & format ____ · presenter ____ · reference images ____ · date & call to action ____.

Create a complete plan for a vertical promo video. Promoting: ____. Length: ____. Format: vertical (9:16). Presenter / character: ____. Reference images: ____. Date: ____. Call to action: ____. Give me a shot-by-shot plan with: one clear camera move per shot; the exact voiceover wording, written the way someone would actually say it; on-screen text for each shot, kept short; music and sound direction; an end card with the date and the call to action. Then list exactly what you need from me before anything is generated or filmed, and do not start production until I approve the plan.

Prompts 13–15 — Learning product, SOP, call prep

13 Turn expert research into a learning product

Research

Best for: studying a subject deeply, then teaching it — to yourself, a team, a class, or an audience. Category: Research & Decisions.

Fill in: subject ____ · learner ____ · their level ____ · your field ____ · format ____ · modules ____.

Study this subject from credible sources — academic research, free courses, expert talks, and experienced practitioners: ____. Learner: ____. Their current level: ____. Draw examples from this field: ____. Format: ____. Modules: ____. Distil what you learn into a learning product that teaches concrete skills before abstract theory. For each module include: the core idea, in plain language; a real example from my field; a common mistake and how to avoid it; retrieval questions (with answers hidden or separated). End with flashcards for the key terms, a short quiz with feedback for each answer, and a four-week plan for putting it into practice. Flag any claim you could not verify, and leave it out of the teaching material.

14 Convert successful work into a repeatable process

Operations

Best for: documenting something that worked once, so you — or someone else — can repeat it exactly. Category: Operations.

Fill in: project / workflow ____ · who will follow this ____ · tools involved ____ · what 'done' means ____ · known failure points ____.

Turn this completed work into a clear, repeatable standard operating procedure (SOP): ____. It will be followed by: ____. Tools involved: ____. Done means: ____. Known failure points: ____. Write the SOP with: (1) the trigger — what starts this process; (2) inputs and access needed before starting; (3) the exact sequence of steps, in order; (4) approval gates — where someone must check before continuing; (5) quality checks at each stage; (6) privacy and safety rules; (7) failure modes and the fallback for each one; (8) a final checklist for verifying the work is truly complete before anyone reports it as done. Write it so someone new could follow it without asking me questions.

15 Prep me for this call

Operations

Best for: walking into any meeting, interview, podcast, or sales call knowing who you are talking to. Category: Operations.

Fill in: person / organisation ____ · meeting type & time ____ · their website / links ____ · your goal ____ · anything sensitive ____.

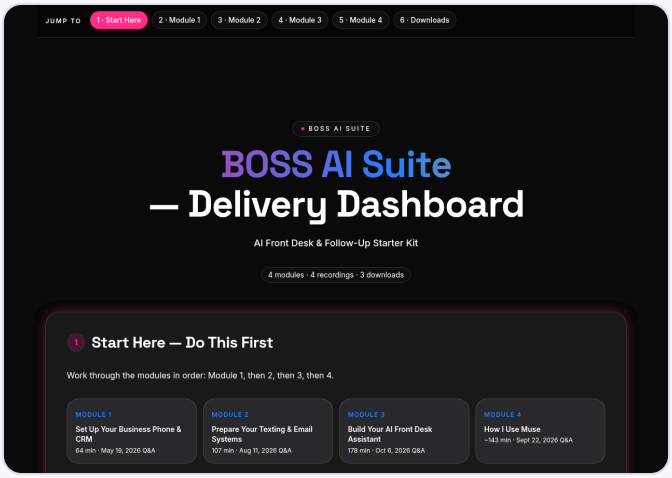
Prep me for this meeting. Person / organisation: ____. Type of meeting: ____. When: ____. Their website / links: ____. My goal for this meeting: ____. Give me, in this order: (1) who they are, in three lines; (2) what they most likely want from this conversation, and the evidence for that; (3) four strong questions I should ask; (4) one concrete next step I can propose to close the call; (5) anything you could not verify — including any conflict in the time, date, time zone, or meeting link — flagged clearly instead of guessed. Verify contact details and links directly against their own site or listing. If something does not check out, say so.

Before you use any result: check every name, number, price, date, and link in the output yourself. If the assistant flagged anything as unverified, treat it as unverified.

PROOF

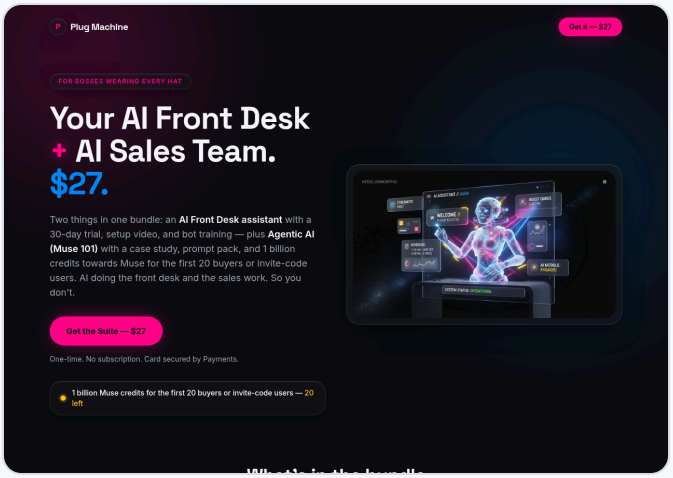
Real pages, captured live

Every picture here is a real shot of a real page. Taken on November 7, 2026. No stock pictures. No mockups. No private data.



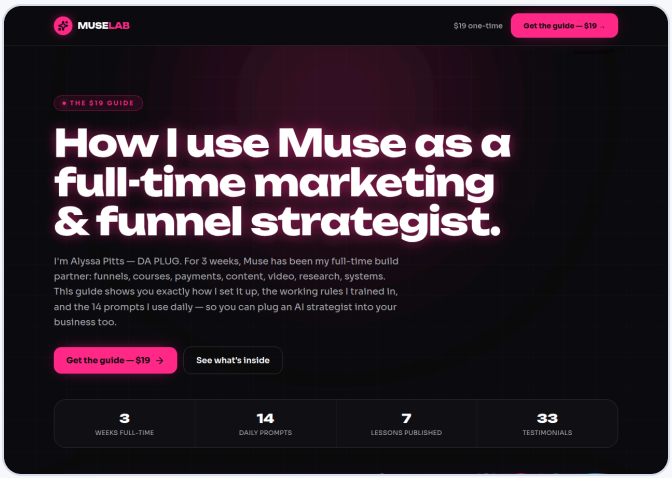
Delivery dashboard · Nov 7, 2026

Start Here, four modules, downloads, and support contact.



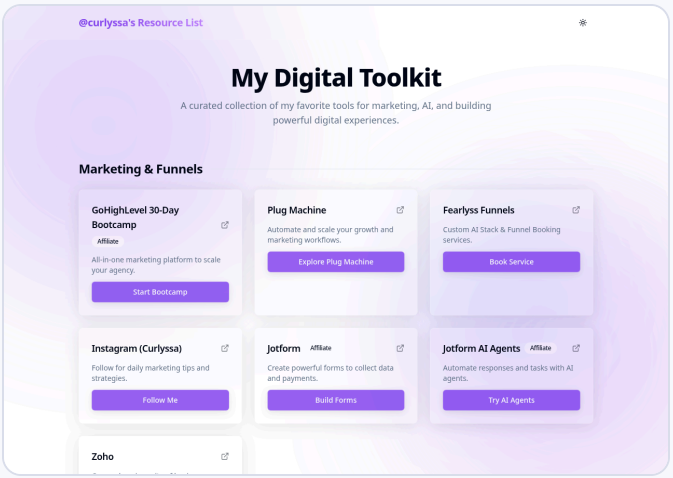
Sales page · Nov 7, 2026

The bundle's offer, modules, and checkout.



Muse Lab page · Nov 7, 2026

Four modules, the prompt library, and the community invite.



Digital toolkit · Nov 7, 2026

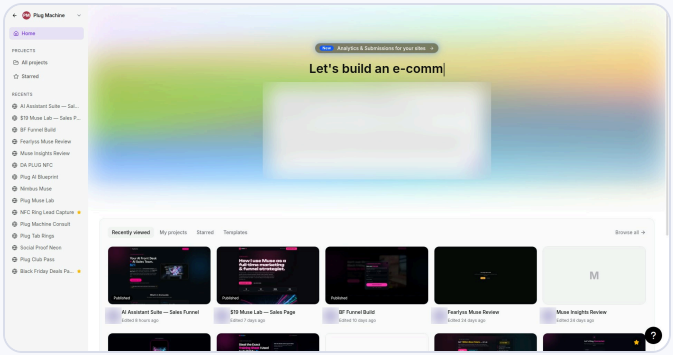
The tools list, starting with the software trial link.

Inside the builder, next page: two more pictures, taken inside the builder tool. They show only things the helper built. Private details are blurred out. Contact lists, messages, and money screens are still not shown — they hold other people's details.

PROOF, CONTINUED

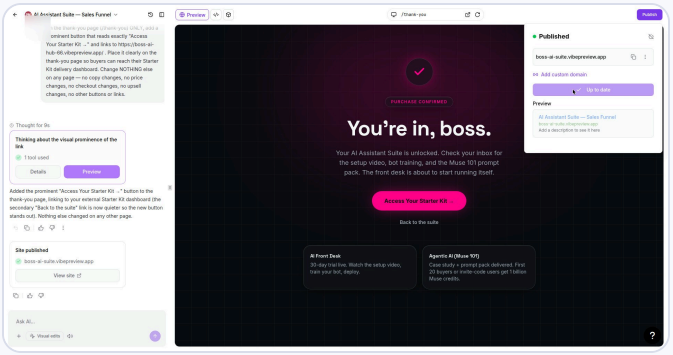
Inside the builder

These two pictures are from inside the builder tool. They show the helper at work. Private details are blurred out.



Project list · Nov 6, 2026 · private details blurred

Every project the helper built, in one list. Published pages, with dates.



Inside a build · Nov 6, 2026 · private details blurred

The helper adds a button to the thank-you page. The page is live, and the button works.

> **What you will not see here:** contact lists, messages, or money screens. Those hold other people's details, so they stay out of this guide.

GLOSSARY

Plain words

Every hard word in this guide, in plain words. One line each.

AI agent	A computer helper that does jobs for you after you tell it what to do.
Prompt	The words you type to tell the helper what to do.
Funnel	A set of web pages that guide a visitor, step by step, to one action. Like booking a call or buying.
Landing page	The first page a visitor sees. It is built for one action.
Checkout	The page where a buyer pays.
Thank-you page	The page a buyer sees right after paying.
CRM	Short for “customer relationship management.” A tool that keeps your contacts, notes, and sales in one place.
Lead	A person who shows interest in what you sell. Like filling in a form.
Conversion	When a visitor does the thing you wanted. Like booking or buying.
Automation	A job the computer does on its own when something happens. Like sending a thank-you email after a sale.
Workflow	The steps a job follows, in order, from start to finish.
Tag	A label on a contact, so you can find them later. Like “buyer” or “member.”
Opt-in	When a person says yes to hearing from you.
Dashboard	One screen that shows the key numbers or links in one place.
SOP	Short for “standard operating procedure.” The written steps for a job, so anyone can repeat it.
Testimonial	Words from a happy customer, in their own words, saying what worked.
Transcript	The written words of a recording.
Clip	A short video cut from a longer one.
AI builder	A tool that builds web pages from words you type.
Brief	A short note that says what to build, and how.
Revenue	Money that comes in from sales.
Subscription	A payment that repeats, like once a month, until it is stopped.

If a word in this guide still feels hard, check here first. Then ask the helper to explain it like you are ten.

A WORKED EXAMPLE

What a day looks like

One normal day, step by step. Your day will look different. The pattern is the same: you ask, the helper does the job, you check, you say yes.

8:00 AM — **Morning brief**
You ask: “Give me my briefing for today.” You get three must-dos, one thing that can wait, and one thing stuck on someone else.

9:00 AM — **Research**
You run prompt 01 on a real choice. You get a clear answer, the risks, and a 30-day plan. You check the sources it lists.

10:30 AM — **Call prep**
You run prompt 15 before a call. You get who they are, four good questions, and one next step to end with.

12:00 PM — **Emails**
The helper drafts three replies. You read them. You fix one line. You send them. It never sends for you.

2:00 PM — **Build**
You brief a page with prompt 05. The helper builds it. You click the main button. It works. You say yes.

4:00 PM — **Content**
You run prompt 11 on today’s call. You get three clip ideas, with start and end times. You pick one.

5:00 PM — **Closeout**
You ask: “Close out my day.” You get what finished, what is open, and your top three for tomorrow. You save one fix as a rule.

The pattern, every time: ask in plain words → the helper does the job → you check → you approve. Nothing skips the last two steps.

YOUR FIRST WEEK

Start with the job in front of you

You do not need to set up everything at once. Pick the job in front of you today, and run it properly.

MON
Day 1
Set up. Fill in your profile. Name your helper. Write your approval rule down.
Set up

TUE
Day 2
Research. Run prompt 01 on a real choice. Check every source it lists.
Prompt 01

WED
Day 3
Audit. Run prompt 02 on something you will share or sell. Fix the top three.
Prompt 02

THU
Day 4
Plan. Run prompt 03 on your idea. Or run the weekly money report on page 08.
Prompt 03

FRI
Day 5
Build or prep. Brief a build with prompt 05. Or prep for a call with prompt 15.
05 · 15

SAT
Day 6
Content. Run prompt 09 or 11 on work you did this week.
09 · 11

SUN
Day 7
Review. What worked? What needed a second check? Save fixes as rules.
Review

Before you act on any result — a short checklist

- ✓ Names, prices, dates, times, and time zones are right. Checked at the source, not just in the draft.
- ✓ Every link opens. Each one goes where the words say it goes.
- ✓ Nothing is called a fact when the helper said it was a guess, an estimate, or not checked.
- ✓ No private details are out in the open. No contact details, private numbers, or client details that should stay private.
- ✓ Every blank that was meant to be filled in has been filled in.
- ✓ A person said yes to the exact final words before they were sent, posted, or paid for.
- ✓ Work you will reuse is saved as a process (prompt 14), so it can be done again.

The Muse User Guide — written from seven weeks of daily use, September 17 to November 6, 2026. Figures are percentages only; no dollar amounts appear in this guide. If a job in your business is not covered here, the prompts still apply — fill in your own details and let the helper do the job.