

THE PRACTICAL AGENT PLAYBOOK

77 ways to use Muse by Meta

A field guide to getting real work done with an AI agent - at work, in your business and at home.

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A chatbot answers. An agent moves the work.

Muse is Meta's personal AI agent. It can research, create, organize and - when the right service is connected and permission is granted - take action across the tools you already use.

1

Give it the outcome

Say what finished looks like, not just the topic you want to discuss.

2

Add real context

Share the audience, deadline, budget, examples and constraints that shape a good answer.

3

Set the boundary

Tell Muse what it may do now, what needs approval and what it must not change.

4

Ask for the finished artifact

Request the draft, plan, tracker, PDF, message or action you actually need.

Try this:

"Don't just explain it. Build the first version, show me the gaps and ask only for what you truly need."

Capability note. Some actions depend on connected services, account permissions, geography, product rollout and provider limits. Consequential steps such as sending, publishing, booking or purchasing may require your approval.

Turn a crowded day into a clear operating plan

Muse is most useful when it knows the outcome, the constraints and what it may do without asking again.

USE CASE 01

Build today's priority list

Turn your calendar, deadlines and open tasks into a realistic order of attack.

STARTER PROMPT

Plan my day around these commitments. Protect two focus blocks and tell me what to defer.

USE CASE 02

Create a weekly operating plan

Translate goals into a short list of outcomes, owners and next actions.

STARTER PROMPT

Build my week around these three outcomes. Add milestones and a Friday review.

USE CASE 03

Break down a large project

Convert a vague objective into phases, dependencies and a first executable step.

STARTER PROMPT

Turn this project into a four-week plan. Show risks, dependencies and what I should do today.

USE CASE 04

Run a daily check-in

Review progress, identify blockers and reset priorities without rebuilding the plan.

STARTER PROMPT

Here is what happened today. Update the plan and give me tomorrow's top three.

USE CASE 05

Create a decision log

Capture what was decided, why, by whom and what would trigger a revisit.

STARTER PROMPT

Turn these notes into a decision log with rationale, owner and review date.

USE CASE 06

Protect focus time

Find open blocks, group shallow work and reduce context switching.

STARTER PROMPT

Look at my week and propose two protected focus blocks without moving fixed commitments.

USE CASE 07

Build a personal chief-of-staff brief

Combine priorities, calendar pressure, waiting items and risks into one concise view.

STARTER PROMPT

Give me a one-page brief: priorities, deadlines, waiting items, risks and decisions needed.

Move from open tabs to a defensible decision

Ask Muse to show evidence, trade-offs and uncertainty - not just a confident answer.

USE CASE 08

Research a market

Map the category, buyer needs, major players and whitespace.

STARTER PROMPT

Research this market. Separate verified facts from hypotheses and cite the sources.

USE CASE 09

Compare competitors

Create a side-by-side view of positioning, offers, proof and content strategy.

STARTER PROMPT

Compare these five competitors on audience, promise, pricing, proof and gaps I can own.

USE CASE 10

Summarize a complex topic

Turn technical or unfamiliar material into a concise executive explainer.

STARTER PROMPT

Explain this for a smart non-expert. Include the decision implications and open questions.

USE CASE 11

Pressure-test an idea

Surface assumptions, failure modes and the cheapest validation experiment.

STARTER PROMPT

Challenge this idea like a skeptical operator. What must be true, and how can I test it this week?

USE CASE 12

Build a decision matrix

Compare options using weighted criteria instead of instinct alone.

STARTER PROMPT

Create a weighted decision matrix for these options. Explain the recommended choice.

USE CASE 13

Track a changing topic

Schedule periodic checks and report meaningful changes rather than constant noise.

STARTER PROMPT

Check this every Monday and tell me only what changed, why it matters and the source.

USE CASE 14

Prepare an executive brief

Condense research into a recommendation, evidence, risks and next step.

STARTER PROMPT

Turn this research into a one-page executive brief with a clear recommendation.

Clear the inbox without losing your voice

A connected mailbox lets Muse work with real threads. Keep approval boundaries clear for anything being sent.

USE CASE 15

Triage the inbox

Separate urgent, important, waiting, newsletters and noise.

STARTER PROMPT

Review my unread mail. Show me urgent items first, then what can wait or be archived.

USE CASE 16

Draft replies in your voice

Use the thread context and a clear tone instruction to create a ready-to-review reply.

STARTER PROMPT

Draft a warm, direct reply. Confirm the deadline, answer the two questions and avoid corporate language.

USE CASE 17

Summarize a long thread

Extract decisions, unresolved questions, commitments and dates.

STARTER PROMPT

Summarize this thread into decisions, owners, deadlines and what still needs an answer.

USE CASE 18

Write a difficult message

State the boundary or bad news clearly without becoming cold or defensive.

STARTER PROMPT

Draft a respectful no. Be firm on scope and offer one practical alternative.

USE CASE 19

Create reusable response templates

Build polished replies for common inquiries while leaving room for personalization.

STARTER PROMPT

Turn these past replies into five templates for leads, clients and partnership requests.

USE CASE 20

Follow up on waiting items

Find conversations where someone promised an action and the date has passed.

STARTER PROMPT

Find emails waiting on a reply for more than seven days and draft concise follow-ups.

USE CASE 21

Turn email into action

Extract tasks and deadlines from messages and organize the next steps.

STARTER PROMPT

Pull every action from these emails. Group by owner and due date, then flag conflicts.

Make every meeting earn its place

Use Muse before, during and after meetings so the calendar produces decisions rather than more admin.

USE CASE 22

Prepare a meeting brief

Combine the agenda, participants, prior context and desired decision.

STARTER PROMPT

Prepare me for this meeting: context, participant notes, likely objections and the decision I need.

USE CASE 23

Find a workable time

Compare availability and constraints, then propose sensible options.

STARTER PROMPT

Find three 30-minute options next week, avoiding school pickup and my focus blocks.

USE CASE 24

Create an agenda

Build a timed agenda around decisions, not updates.

STARTER PROMPT

Create a 30-minute agenda that ends with a decision, owner and next step.

USE CASE 25

Turn notes into follow-up

Convert raw notes into decisions, owners, deadlines and a polished recap.

STARTER PROMPT

Turn these notes into a concise recap and draft the follow-up email for my approval.

USE CASE 26

Audit meeting load

Spot recurring meetings with unclear outcomes or avoidable attendance.

STARTER PROMPT

Review my recurring meetings. Flag what to shorten, combine, delegate or cancel.

USE CASE 27

Create focus blocks

Reserve time for priority work around fixed commitments.

STARTER PROMPT

Create two 90-minute focus blocks this week around my existing calendar.

USE CASE 28

Build a weekly review

Summarize completed work, slipped commitments and decisions for next week.

STARTER PROMPT

Use my calendar and notes to create a Friday review with wins, misses and next moves.

Turn one strong idea into a complete content system

Muse can help research, write, design and repurpose. Publishing depends on the connected platform and its permissions.

USE CASE 29

Build a content strategy

Choose a clear audience, promise, pillars and repeatable formats.

STARTER PROMPT

Create a 30-day strategy for founders learning to build AI employees. Prioritize discovery.

USE CASE 30

Write a reel script

Develop a strong first-three-seconds hook, one idea and one call to action.

STARTER PROMPT

Write a 45-second talking-head reel. Make the hook contrarian and the language natural.

USE CASE 31

Design a carousel

Turn a teaching point into a visual slide sequence with a clear narrative arc.

STARTER PROMPT

Create a seven-slide carousel: bold cover, five teaching slides and one discussion CTA.

USE CASE 32

Repurpose one asset

Adapt a core idea across platforms without copying the same format everywhere.

STARTER PROMPT

Turn this reel transcript into a carousel, LinkedIn post, email and three short posts.

USE CASE 33

Analyze content performance

Compare formats, topics and hooks to find patterns worth repeating.

STARTER PROMPT

Review my last 30 posts. Show what earned reach, saves, shares and meaningful comments.

USE CASE 34

Create a hook bank

Generate specific angles from audience pain, proof, tension and curiosity.

STARTER PROMPT

Write 30 hooks for founders overwhelmed by AI tools. Avoid generic promises.

USE CASE 35

Plan a launch sequence

Build anticipation, reveal, education, proof and conversion into one campaign.

STARTER PROMPT

Create a seven-day launch plan for this offer with reels, stories, email and one carousel.

Build demand before you ask for the sale

Use Muse to sharpen the offer, create useful assets and make follow-up easier to execute consistently.

USE CASE 36

Clarify an offer

Translate features into a specific outcome for a specific buyer.

STARTER PROMPT

Rewrite this offer around the buyer's painful before-state and measurable after-state.

USE CASE 37

Create a lead magnet

Package one useful transformation into a polished, shareable document.

STARTER PROMPT

Create a practical guide with 50 use cases, starter prompts and a short next-step plan.

USE CASE 38

Build a landing-page brief

Structure the promise, proof, objections, mechanism and call to action.

STARTER PROMPT

Write a conversion-focused landing-page brief for this workshop. Keep the claims credible.

USE CASE 39

Draft a nurture sequence

Educate and build trust across a short sequence rather than pitching immediately.

STARTER PROMPT

Write a five-email nurture sequence that teaches first and sells only after proof.

USE CASE 40

Prepare for a sales call

Research the prospect and frame discovery questions around their real operating problem.

STARTER PROMPT

Create a call brief with company context, likely pain points and ten discovery questions.

USE CASE 41

Create an objection library

Turn repeated objections into honest, evidence-based responses.

STARTER PROMPT

Build responses to these objections. Acknowledge the concern before answering it.

USE CASE 42

Audit the funnel

Map each stage, identify leakage and choose one change to test first.

STARTER PROMPT

Audit this funnel from reach to sale. Find the biggest leak and propose one test.

Turn repeated work into a system that runs cleanly

Muse is especially valuable when the same work happens more than once and quality depends on remembering every step.

USE CASE 43

Design a client onboarding flow

Map forms, documents, meetings, responsibilities and handoffs from yes to kickoff.

STARTER PROMPT

Build an onboarding workflow from signed contract to kickoff. Include owners and failure points.

USE CASE 44

Create a standard operating procedure

Turn a messy explanation into a clear process someone else can follow.

STARTER PROMPT

Turn this voice note into an SOP with prerequisites, steps, checks and escalation rules.

USE CASE 45

Build a project tracker

Create a usable view of milestones, owners, risks and status.

STARTER PROMPT

Create a project tracker from this scope. Include milestones, owner, due date and risk.

USE CASE 46

Draft a client update

Communicate progress, decisions, risks and asks without burying the point.

STARTER PROMPT

Draft a weekly client update: progress, next, risks and decisions needed.

USE CASE 47

Create a quality checklist

Define what good looks like before work is delivered.

STARTER PROMPT

Build a pre-delivery checklist for this service. Include accuracy, brand and client requirements.

USE CASE 48

Run a post-project review

Separate what worked, what failed and what must change in the system.

STARTER PROMPT

Turn these project notes into a blameless retrospective and three process changes.

USE CASE 49

Build a client knowledge base

Organize repeated questions, policies and guidance into a searchable reference.

STARTER PROMPT

Group these questions into a client knowledge base with concise, plain-English answers.

Make people decisions with more structure and less admin

Muse can organize evidence and communication, but final employment decisions should remain human and reviewable.

USE CASE 50

Define a role

Turn business outcomes into responsibilities, success measures and required capabilities.

STARTER PROMPT

Write a role scorecard for this outcome. Separate must-haves from trainable skills.

USE CASE 51

Write a job description

Create an accurate, inclusive description that sells the work rather than listing clichés.

STARTER PROMPT

Draft this job description in plain language with outcomes for the first 90 days.

USE CASE 52

Build an interview guide

Use structured questions and consistent scoring criteria across candidates.

STARTER PROMPT

Create a structured interview guide with behavioral questions and a scoring rubric.

USE CASE 53

Compare candidate evidence

Map resumes and interview notes against the same role criteria.

STARTER PROMPT

Compare these candidates only against the scorecard. Cite the evidence and flag gaps.

USE CASE 54

Create a 30-60-90 plan

Give a new hire clear learning, relationship and outcome milestones.

STARTER PROMPT

Build a 30-60-90 plan for this role with measurable outcomes and manager check-ins.

USE CASE 55

Draft team communication

Explain a change with context, impact, expectations and room for questions.

STARTER PROMPT

Draft a transparent team update about this change. Be direct about what is not decided.

USE CASE 56

Design an AI delegation map

Separate work humans own, work AI assists and work AI can execute with review.

STARTER PROMPT

Map this team's recurring work into human-owned, AI-assisted and AI-executed tasks.

Turn scattered information into reusable intelligence

Upload or point Muse to the material you want transformed; it cannot see files on your device unless you share them.

USE CASE 57

Summarize a document

Extract the argument, decisions, risks and action items from a long file.

STARTER PROMPT

Summarize this document for an executive. Include decisions, risks and actions.

USE CASE 58

Compare multiple files

Find differences, contradictions and missing information across versions or sources.

STARTER PROMPT

Compare these files. Show material differences, conflicts and what needs verification.

USE CASE 59

Create a polished PDF

Turn raw notes into a structured, branded guide or report.

STARTER PROMPT

Turn these notes into a concise PDF guide with clear sections and practical examples.

USE CASE 60

Build a spreadsheet tracker

Create a clean system for records, status, totals and follow-up.

STARTER PROMPT

Create a simple tracker for these expenses with monthly totals and category summaries.

USE CASE 61

Extract action items from a file

Convert reports, transcripts or notes into an owned action list.

STARTER PROMPT

Extract every commitment, owner and date. Flag anything ambiguous.

USE CASE 62

Create a reusable template

Turn one successful deliverable into a repeatable framework.

STARTER PROMPT

Convert this document into a reusable template with instructions for each field.

USE CASE 63

Build a personal knowledge brief

Combine several inputs into one reference you can update over time.

STARTER PROMPT

Synthesize these materials into a living brief: facts, decisions, open questions and sources.

Reduce the invisible admin that follows you home

Muse can organize routines and reminders around the real constraints of family life.

USE CASE 64

Build a household routine

Create a weekly view of school, activities, pickups and recurring chores.

STARTER PROMPT

Build a simple household schedule from these commitments. Flag conflicts and handoffs.

USE CASE 65

Track household stock

Record what is open, running low and where each item is usually purchased.

STARTER PROMPT

Create a household inventory and group the buy list by preferred store.

USE CASE 66

Plan meals from constraints

Use dietary needs, time, budget and ingredients already available.

STARTER PROMPT

Plan five dinners using these ingredients, under this budget, with two 20-minute options.

USE CASE 67

Create recurring reminders

Schedule useful nudges for routines, deadlines and replenishment checks.

STARTER PROMPT

Remind me every Sunday to check diapers, formula, water and cleaning supplies.

USE CASE 68

Organize school logistics

Keep dates, forms, supplies and pickup responsibilities in one plan.

STARTER PROMPT

Turn these school messages into a dated checklist with who is handling each item.

USE CASE 69

Plan a family event

Build the guest, budget, menu, timeline and shopping plan together.

STARTER PROMPT

Plan this birthday for 20 people. Give me a budget, timeline and store-grouped list.

USE CASE 70

Create a monthly money view

Summarize recurring commitments and actual spending without overcomplicating the system.

STARTER PROMPT

Create one clean monthly view: fixed bills, variable spending, total and next due dates.

Delegate the research, comparison and follow-through

Muse can help research and act on practical tasks. Purchases, bookings and other consequential actions may require approval.

USE CASE 71

Build a trip shortlist

Compare destinations by budget, weather, travel time and what matters to you.

STARTER PROMPT

Compare three destinations for these dates and priorities. Show trade-offs and sources.

USE CASE 72

Find flight options

Search routes and compare timing, stops, baggage and price where supported.

STARTER PROMPT

Find the best flight options for these dates. Prioritize one stop maximum and sensible arrival times.

USE CASE 73

Create an itinerary

Turn bookings, places and constraints into a realistic day-by-day plan.

STARTER PROMPT

Build a relaxed itinerary from these bookings. Group nearby activities and leave recovery time.

USE CASE 74

Compare products

Research real options against budget, features, reviews and availability.

STARTER PROMPT

Compare five options under this budget. Show the best overall, best value and key drawback.

USE CASE 75

Build a store-grouped shopping list

Organize household needs by preferred retailer to reduce extra trips.

STARTER PROMPT

Group this list by store and mark what is urgent, optional or suitable for delivery.

USE CASE 76

Monitor a price or opening

Schedule periodic checks and report what changed at the next check.

STARTER PROMPT

Check this price every morning for a week and alert me if it drops below my target.

USE CASE 77

Prepare for an appointment

Organize documents, questions, directions and timing before you leave.

STARTER PROMPT

Create a preparation checklist for this appointment, including documents and questions.

Start with one workflow that gives you time back this week

Do not try all 77 at once. Pick one repeated task, give Muse enough context and improve the workflow after the first result.

Minutes 0-5: Choose the friction

Pick a task you repeat, postpone or dread. The best first workflow has a clear input and a visible finished output.

Minutes 5-10: Add context

Share your audience, standards, examples, constraints and where the necessary information lives.

Minutes 10-20: Build version one

Ask Muse to complete the first draft or action. Review what is missing instead of rewriting everything yourself.

Minutes 20-30: Make it repeatable

Turn your corrections into a checklist, template or scheduled check so the next run starts smarter.

The prompt formula

Outcome + context + constraints + source material + approval boundary + finished format.

Your challenge: choose one use case from this guide and run it today. Then ask: "What would make this workflow 20% better next time?"

Muse is made by Meta. Product information: <https://muse.ai>

This guide describes practical possibilities, not a promise that every connector or action is available on every account.