

A Weekly Business Brief with Muse

WHY THIS EXISTS

When jobs, inquiries, invoices, and deadlines pile up across the week, it is easy to reach Friday unsure what actually got finished and what is still hanging. This workflow turns the sources you already use into one short weekly brief, so you can see the week ahead in one place: what is scheduled, what is waiting on you, what money needs attention, and the one outcome that matters most.

GETTING STARTED

1. **Get Muse.** Sign up at muse.ai or download the Muse app for iPhone or Android.
2. **Hand this guide to your Muse.** It will interview you about your business and your week, one question at a time.
3. **Review the plan.** Approve the sources, priority rules, and sample brief before Muse sets up any recurring routine.
4. **Start read-only.** The first version reviews and drafts. It does not send, change, or buy anything.

USE MY MUSE REFERRAL CODE

LGPAKO

Enter it during your first 48 hours after joining. In the app, go to Settings, then Redeem token. On muse.ai, go to Settings, General, Usage, then Redeem invite code.

MADE FOR

Solo business owners and teams of two who want to start the week knowing what matters.

VERSION

1.0
October 2026

Hand this guide to your Muse

You do not need to design the brief alone. Attach this PDF to a Muse conversation, paste the prompt below, and let Muse walk you through the setup in plain language, one question at a time.

There is a technical appendix at the back written for your Muse. It carries the full setup instructions from this guide. You can skip it unless you want to see the detailed rules.

Copy and paste this prompt

I want to set up a Weekly Business Brief using the attached guide. Please walk me through it as an interview, one question at a time, in plain language.

Help me map where commitments, inquiries, and money items arrive in my business, choose a small set of sources for the first version, and decide what the week's one priority should be based on. Do not assume which apps I use or what counts as urgent.

Then show me a sample brief and a short setup plan for my approval before you set up any recurring routine. Start with read-only review and drafts. Do not connect accounts, send messages, or change records without asking me first.

What you do

1. Attach this PDF.
2. Paste the prompt.
3. Answer the interview, one question at a time.
4. Review the sources, priority rules, and sample brief.
5. Approve the routine only when it looks right.

What Muse does

1. Learns how your business runs, and how your week is shaped.
2. Maps where commitments and money items arrive.
3. Checks which sources it can actually access.
4. Drafts a brief you can scan in about five minutes.
5. Flags gaps and questions instead of guessing.

You set the priorities. Muse keeps the brief honest.

The brief only works if it reflects your business. Muse helps you decide what belongs in it, then follows those rules every week.

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What a good brief helps you see

- The whole week at a glance, before it starts.
- The one outcome that matters most this week.
- Who is waiting on you, and what you are waiting on.
- Money that needs attention: invoices to send, bills coming due.
- Gaps where Muse may not be seeing important information.

Start small. A brief built on two or three sources you trust is more useful than one that tries to watch everything. You can add sources later, once the routine is working.

Choose what belongs in your brief

These seven sections make a useful starting point. Keep the ones that help, rename them, or remove anything you will not use. The whole brief should take about five minutes to scan.

1

The week at a glance

The week's fixed commitments day by day: jobs, appointments, deliveries, and deadlines, with anything that needs preparation.

2

Open inquiries and follow-ups

New inquiries waiting for a reply, quotes you have sent and not heard back on, and follow-ups you owe, each with how long it has been waiting.

3

Money snapshot

Finished work that has not been invoiced, invoices sent and unpaid, and bills or payments coming due this week.

4

Work in progress

Jobs and projects under way: where each one stands, what is due this week, and anything blocked or waiting on a decision.

Short on purpose. A weekly brief is a planning tool, not a report. Muse should leave out routine noise and say plainly when a section has nothing in it.

Choose what belongs in your brief

5

The week's one priority

One meaningful outcome for the week, why it matters most, and the first concrete steps toward it.

6

Watch-outs and preparation

Possible conflicts, things that need deciding or preparing before they become urgent, each labeled as a conflict, a plan, or a question to confirm.

7

Sources checked and gaps

Which connected sources Muse reviewed, when they were last checked, and any important sources it could not access.

+

Your own section

Add orders to ship, content to post, supplies to order, or anything else your business needs to see every week.

A week is a container

Not everything fits in one week, and a good brief says so. Alongside the week's priority, Muse should name what is being left for next week on purpose, so a full schedule does not quietly become an impossible one.

Nothing gets invented. Muse should never make up a deadline, an amount owed, a customer promise, or a business goal. Uncertain items are marked uncertain, with a note about what would resolve the question.

Example: a sample Weekly Business Brief

This example is fictional. It shows the shape of the brief for a small landscaping and garden care business run by an owner with one helper. Your brief will use your own sources and your own rules.

Weekly Business Brief | Week of Monday, October 5, 2026

THE WEEK AT A GLANCE

- **Monday:** Regular route A (six yards). Mulch delivery arrives mid-morning.
- **Tuesday:** Henderson irrigation repair, 9:00 AM start. Route B in the afternoon.
- **Wednesday:** New-client quote visit at 10:00 AM. Office hour set aside for invoices.
- **Thursday:** Fall cleanup jobs 1 and 2.
- **Friday:** Equipment service in the morning, then the week's last route.
- **Saturday:** Off, unless cleanup bookings spill over.

OPEN INQUIRIES AND FOLLOW-UPS

A website inquiry arrived Sunday evening about a monthly lawn care package. It has not been answered yet. Your reply standard is one business day. Source: contact form.

A quote for the homeowners association common area was sent last Thursday. No reply yet. Suggested follow-up: Wednesday.

The mulch delivery is confirmed for Monday. You are still waiting on the pine bark quote requested last week. It is not blocking any work yet.

MONEY SNAPSHOT

Invoice 218, sent September 14, is unpaid after 21 days. A gentle reminder is suggested for Tuesday.

Two finished jobs from last week have not been invoiced. Wednesday's office hour is the time set aside to send them.

Truck insurance payment is due Friday. Source: calendar reminder.

Weekly Business Brief | Week of Monday, October 5, 2026

WORK IN PROGRESS

Henderson irrigation repair: parts are in hand, the job is scheduled for Tuesday, and it is the week's largest job.

Fall cleanup bookings: 6 of 10 slots are filled. Bookings close at the end of next week.

THE WEEK'S ONE PRIORITY

Finish the paid work already promised, and get it billed. Complete the Henderson repair on Tuesday, and send both outstanding invoices during Wednesday's office hour. First steps: confirm Tuesday's start time with the client on Monday, and pull the two job sheets before Wednesday.

Left for next week on purpose: updating the services page on your website. It matters, but it does not fit this week.

WATCH-OUTS AND PREPARATION

Possible conflict: if the Henderson repair runs long on Tuesday, route B slips into the evening. Decide Monday whether your helper starts route B alone.

Plan for: the forecast shows rain late Thursday. Cleanup job 2 may need the Friday backup slot.

Confirm: whether Saturday help is needed if cleanup bookings reach ten.

SOURCES CHECKED AND GAPS

Checked this morning: email, calendar, and your task list. Not connected: your bookkeeping app, so payment status comes from your calendar reminder and may be incomplete. Suggested capture step: forward payment confirmations to the email inbox Muse can read.

Your brief will follow the same shape, filled in with your own business, your own sources, and your own priorities.

Where information and commitments arrive

A job, an inquiry, a bill, or a deadline can show up in more places than you expect. Muse will help you map them, then choose a small, reliable set for the first version.

Messages

- Email and customer messages
- Social media direct messages
- Contact forms

Work tracking

- Task or project tools such as Notion or Asana
- Shared documents
- Team conversations such as Slack

Schedule

- Calendar and appointments
- Booking systems

Customers and sales

- Orders, bookings, and leads
- Customer records
- Store tools such as Shopify

Money and operations

- Bookkeeping, bills, and payments, such as QuickBooks
- Inventory and supplier information

Informal capture

- Paper notes
- Voice memos
- Ideas you tell yourself to remember

For every source, you and Muse record

- What kind of useful information arrives there.
- How often it changes.
- Whether Muse can read it now.
- Whether it is a source of truth, or just a notification.
- What fallback capture step to use if it is not connected.

Muse can connect with tools such as Asana, Notion, QuickBooks, Shopify, Slack, Canva, and Meta business accounts, and with email and calendar. Availability varies, so Muse should check what is available to you rather than assume. It should never claim it reviewed a source it cannot access.

Muse learns how your business works

Muse should ask these questions one at a time, in plain language. After each answer, it repeats back what it understood before moving on. If you do not know an answer, it suggests simple options and helps you choose.

1. Your business and your week

- What does your business do?
- What does a normal week look like: your busiest days, your quiet days?
- What fixed commitments anchor the week?
- When do you like to plan the week: the Friday before, Monday morning, or another time?
- What outcomes matter most this season: serving customers, finishing paid work, filling the schedule, or catching up on the business itself?
- What work or personal boundaries should the brief respect?

2. Your sources

- Which tools and places from page 8 do you actually use?
- Which of them can Muse access, and what would each connection require?
- Which small set belongs in the first version?

3. Where work should live

- Do you already have a task system, or one central place for business information, that you trust?
- If yes, Muse helps you use it as the home for actions.
- If no, or if information is scattered, Muse asks directly: do you want help figuring out where and how to set this up?

If you say yes to setup help

Muse interviews you about the tools you already use, how you like to capture and find information, who needs access, and how much setup you are willing to maintain. Then it recommends the simplest workable setup, explains the tradeoffs in plain language, and helps you build it step by step, with your approval. It prefers adapting a tool you already use when that tool can do the job.

If you say no, or want to wait

Muse continues with the sources you do have, and suggests one low-effort way to capture commitments that would otherwise be missed. Nothing new gets created without your answer.

Muse confirms the plan before anything is scheduled

After the interview, Muse turns your answers into a short plan you can check. No routine starts until the plan matches what you want.

Your plan should clearly name

- ☐ The sources included in the first version, and the ones left out.
- ☐ The home where tasks and actions should be captured.
- ☐ For each action: a clear next step, a real due date if one exists, an owner, a status (next, in progress, waiting, or done), and a link back to its source.
- ☐ Your priority rules, including how the week's one priority gets chosen.
- ☐ The brief format, the day and time you want it, and the days the brief covers.
- ☐ Any manual capture steps for sources that are not connected.
- ☐ When you will review whether the brief is useful. After the first four briefs is a good default.

A useful confirmation from Muse sounds like this

Here is the plan I heard:

- Sources: email, calendar, and your task list. Bookkeeping stays out for now, with a manual capture step for payments.
- Work home: your existing task list. Each action gets a next step, an owner, a status, and a link to its source.
- Sections: the seven from the guide. Money snapshot stays in even in quiet weeks, so bills never surprise you.
- Priority rules: dated customer commitments first, then money owed to you, then the one outcome that moves this season's goal.
- Brief: delivered in chat at 7:00 AM on Mondays, covering Monday through Saturday.
- Review: we check together after four briefs whether the brief is helping.

Does this match what you want?

For Muse: Do not treat the request to set up as approval to connect accounts, schedule a routine, or change records. Confirm the plan first.

Your rules decide what comes first

Muse does not guess what matters. During setup, you define how the week should be judged, and Muse applies those rules the same way every week.

Things that usually raise an item's claim on the week

- **Dated customer commitments**, and the real consequences of missing them.
- **Money owed to you**, finished work that has not been billed, and invoices that have gone unpaid.
- **Blocked work**, where a customer, a partner, or a paid job is waiting on you.
- **Risks that need a human**: financial, legal, safety, or reputation issues.
- **Season goal work**, which moves an important goal forward even when nothing about it is urgent.

Things that should not crowd out the week

- Work that is merely new, or merely loud.
- Tasks with no deadline, no customer, and no consequence this week. The brief can name them as left for next week.
- Items Muse cannot verify. Those belong in watch-outs, marked as uncertain.

One priority, not five

A week with five priorities has none. Muse should pick the single outcome that would make the week a success even if some smaller things slipped, and say why it won over the other candidates.

Capacity counts. The brief should reflect the week you actually have, including fixed commitments and days off. A short week should produce a shorter plan.

How a week works

Once the setup is approved, the same simple rhythm repeats each week.

1. Gather

At the day and time you chose, Muse reviews the sources in your plan for the week ahead and notes when each was last checked.

2. Draft

Muse builds the brief with your sections, names the week's one priority, and lists any gaps it could not see.

3. Review

You read the brief in about five minutes and set the week: confirm the priority, and choose what waits until next week.

4. Adjust

Midweek, you can ask for a quick check: what changed, what slipped, and what needs a new plan. Nothing is rescheduled without you.

Setting up the routine

Tell Muse which day and time you want the brief and how you prefer to see it. Muse should check what it can actually schedule or repeat. If a recurring brief is supported, it proposes the schedule and asks you to approve it. If it is not supported, it gives you a reusable prompt and the simplest reminder or manual step available. It should not promise background behavior it has not confirmed.

Keep it maintainable

The workflow should stay simple enough for one person to run. Your setup summary, with sources, priority rules, and capture steps, is the reference. If a step needs constant fixing, simplify it rather than adding another tool.

Review after four briefs

Look together at missed commitments, false alarms, priorities that were wrong, and time saved. Change only what solves a real problem. Add a source or a section when the review shows a genuine gap, not before.

You stay in control

Read-only to start

The first version uses read access and prepares recommendations or drafts only. Producing the brief never sends a message, chases a payment, changes a task record, books an appointment, makes a purchase, or alters financial data.

Connections need your approval

Muse shows you which sources it can access and what each connection requires. It does not connect accounts or change permissions without asking you.

Gaps are shown, not hidden

Every brief lists the sources checked and the ones Muse could not reach. Muse never claims it reviewed a source it cannot access, and never invents a deadline, an amount, or a promise to fill a gap.

Judgment stays yours

Ambiguous, sensitive, or high-impact choices go in watch-outs, marked for your decision. If a later improvement would require Muse to take an action, it explains the exact action and asks before enabling it.

Want to go deeper?

Muse for Small Business: Read Meta's announcement, [Introducing Muse for Small Business](#), for how Muse works with tools such as Asana, Notion, QuickBooks, Shopify, Slack, Canva, and Meta business accounts.

Muse productivity: See [Muse productivity](#) for how email and calendar connections work. Connector availability can vary.

You can stop or change the workflow at any time. Ask Muse to pause the brief, change the day or time, remove a source, or tighten the priority rules. Questions about setting up a calmer week? Let's connect at camcgoy.com.

Interview and source rules

This appendix carries the detailed working rules into a new Muse instance. The reader can skip it.

Interview method: Ask one question at a time. Keep each question plain and easy to answer. After each answer, briefly reflect what you understood, update your working summary, and ask the next most useful question. Do not present a long questionnaire all at once. If the reader does not know an answer, suggest simple options and help them choose. Do not assume which apps they use, what the business does, or what counts as urgent.

Part 1: The business and the shape of the week

- Ask what the business does and what work only the owner (or the small team) can do.
- Ask about the shape of a normal week: busy days, quiet days, fixed commitments, and when the reader likes to plan.
- Ask about the main outcomes that matter this season, such as serving customers, finishing paid work, filling the schedule, or catching up on the business itself.
- Ask about work or personal boundaries the brief should respect, including days off.
- Keep this concise. Ask follow-ups only when an answer changes how the brief should work.

Part 2: Where information arrives

- First ask the reader to name the tools and places they use, across messages, task tools, calendar, sales and customer records, money and operations, team conversations, shared documents, and informal capture.
- Then, if you can inspect available connectors, show which of those sources you can access and what access each connection would require. Do not connect accounts or change permissions without asking. Do not claim you reviewed a source you cannot access.
- For every source, record: the kind of useful information that arrives there; how often it changes; whether you can read it now; whether it is a source of truth or only a notification; and the fallback capture step if it is not connected.
- Help the reader choose a small, reliable set of sources for the first version. Do not try to connect every available app.

Part 3: Where actionable work lives

- Ask whether the reader already has a trusted task system or central place for business information. If so, use it as the main home for actions.
- If not, or if information is scattered, ask directly whether they want help figuring out where and how to set this up. Do not assume they want a new app, and do not start creating a system before they answer.
- If yes: interview them about tools already in use, capture and finding habits, who needs access, and maintenance they are willing to do. Recommend the simplest workable setup, explain tradeoffs in plain language, and set it up step by step with approval. Prefer adapting a tool already in use.

Priority, brief, and routine rules

Part 4: Choosing the week's priority

- Ask how the reader judges what deserves the week, covering dated customer commitments and consequences, money owed to the business, blocked work, financial, legal, safety, or reputation risks, the week's real capacity, and work that advances a season goal.
- Choose one priority: the single outcome that would make the week a success. Say why it won. Name what is being left for next week on purpose.
- Do not invent a deadline, amount, consequence, customer promise, or business goal. Mark uncertain items as uncertain and show what information would resolve the uncertainty.
- Label watch-outs honestly: a possible conflict, something to plan for, or something to confirm. Never present an inference as a fact.

Part 5: Brief format and test

- Use the seven sections from pages 4 and 5, short enough to scan in about five minutes. Keep the Money snapshot in every brief, even in quiet weeks.
- Show a sample brief using a few real items you can access, or clearly labeled fictional examples if you cannot. Ask what feels wrong, missing, or too noisy, and revise before setting up a recurring routine.

Part 6: The routine

- Ask which day and time the reader wants the brief, which days it should cover, and how they prefer to see it. Check what scheduling is actually supported. Propose the schedule and get approval, or provide a reusable prompt and the simplest reminder step. Do not promise background or scheduled behavior you have not confirmed.
- First version is read-only: prepare recommendations or drafts only. Do not send messages, chase payments, change task records, book appointments, make purchases, or alter financial data as part of producing the brief. Any later action requires explaining the exact action and asking first.
- Offer an optional midweek check only if the reader wants one. Keep it short: what changed, what slipped, what needs a new plan.

Part 7: Setup summary and review

- Finish setup with a short summary: sources included and excluded; the work home; agreed priority rules and how the one priority is chosen; brief format, delivery day and time, and days covered; manual capture steps for disconnected sources; and the first review timing.
- Keep the workflow simple enough for one person to maintain. After the first four briefs, review missed commitments, false alarms, wrong priorities, and time saved. Recommend only changes that solve a real problem.

Complete only when: the reader approved the source set, the work home, the priority rules, and the brief format; a sample brief was reviewed and revised; and the routine was either scheduled with approval or delivered as a reusable prompt with a reminder step.