Trenia Today

MARKETING STRATEGY & AI CREATIVE STUDIO

A PRACTICAL GUIDE FOR MARKETERS & SMALL BUSINESS OWNERS

The AI Agent Starter Kit

for Marketers

- Setup checklist
- Brand Rules template
- Agent Brief template
- 30 ready-to-use agent prompts
- Weekly routine + task log

Hand off the busywork.
Keep the strategy.

By Trenia Today · Marketing Strategy & AI Creative Studio · trenia.today

WELCOME

Your new marketing assistant

What this kit will help you do

Most small business owners and social media managers spend more time doing marketing tasks than thinking about marketing. Uploading the same video to five platforms. Copying captions. Checking what went out. Pulling numbers into a report.

An AI agent can do a lot of that for you. Not just write the caption, but open the platform, upload the file, set the date and time, and check that it scheduled.

I run my own business this way. In one afternoon, my agent scheduled 36 days of holiday promo posts on LinkedIn, each with the video and caption, while I worked on something else. This kit is the system I use, turned into steps you can follow.

You don't need to code. You need clear instructions, a few safety rules, and a habit of checking the work. That's what's inside.

The goal

Spend your time on ideas, offers and people. Let your agent handle the clicking, copying, uploading and checking.

— Trenia Today

Founder, Trenia Today International, Inc. · Marketing strategist since 2009

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START HERE

How to use this kit

Five steps from zero to your first hands-off task

1 **Read pages 4–6**
Understand what an agent is, what to hand off, and the safety rules.

2 **Do the setup checklist**
About 45 minutes, once. This is what makes everything else work.

3 **Fill in your Brand Rules**
Your agent reads this before every task, so it sounds and acts like you.

4 **Start with one small task**
Pick a prompt from the library. Watch the first run. Fix your brief.

5 **Add the weekly routine**
Once one task works, add one more each week.

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What is an AI agent?

Same AI you know, with hands

You already know AI chat: you ask, it answers, you copy and paste. An **AI agent** goes one step further. You give it a job, and it does the steps for you, in your browser or your connected apps, while you watch or work on something else.

A chatbot	An AI agent
Answers questions and writes text	Takes actions to finish a task
You copy and paste the result	It opens the website or app and does the steps
One reply at a time	Works through many steps in a row
Can't see your accounts	Uses your browser or connected apps, with your permission
Example: “Write me a caption”	Example: “Schedule this video on LinkedIn every day at 9 AM through Dec 24”

Where to find one

Many AI assistants now offer agent features that can use a web browser or connect to your apps, including Claude, ChatGPT and Gemini. Features change often, so check what your plan includes. The prompts in this kit work with any of them.

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What to hand off, and what to keep

Agents do the clicking. You stay the decision-maker.

Hand these to your agent

- Scheduling posts across platforms
- Uploading the same video to several channels
- Repurposing one article into posts, emails and captions
- Research: competitors, hashtags, trends, keywords
- Checking that scheduled posts went live
- Building reports from your analytics pages
- Filling in listing forms on stores like Gumroad, Etsy and Payhip
- Organizing and renaming files

Keep these yourself

- Your strategy and offers
- Final approval on anything public
- Passwords, logins and payment details
- Replies to customers and sensitive messages
- Spending money (ads, purchases, upgrades)
- Anything you can't undo
- Your face, your voice, your story
- The relationships

Rule of thumb: if a mistake could be fixed in two minutes, let the agent do it. If a mistake would cost money, a customer or your reputation, you approve it first.

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BEFORE YOU START

5 safety rules

Read these once. Follow them every time.

1

Never give it passwords or card numbers

Sign in yourself before the task starts. Type payment details yourself. A good agent will stop and ask you to do this step.

2

Approve before it goes public

Until you trust a task, have the agent stop right before Post, Send, Publish or Pay and wait for your yes.

3

Start with drafts

First runs should create drafts or scheduled posts you can review, not live posts.

4

Watch the first run

Stay nearby the first time any new task runs. Fix your brief, then let it run on its own next time.

5

Keep a log

Have the agent tell you what it did, with links. Use the Task Log page at the back of this kit.

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SETUP · ABOUT 45 MINUTES

Setup checklist

Do this once. Tick each box as you go.

- [ ] **1. Pick your agent tool**
  Use an AI assistant that can work in a browser or connect to your apps. Claude, ChatGPT and Gemini all offer agent features. Check what your plan includes.

- [ ] **2. Use one computer and one browser for marketing**
  Keep your business accounts signed in there. It keeps tasks predictable and keeps personal accounts out of the way.

- [ ] **3. Sign in to every platform first**
  Facebook, Instagram, LinkedIn, TikTok, X, your website, your store. The agent works in the accounts you are already signed in to.

- [ ] **4. Make a Brand Rules document**
  Use the template on page 8. Save it where your agent can read it, or paste it at the start of tasks.

- [ ] **5. Set up a file-naming system**
  Example: YOURBRAND_Product-Name_Type_v1.mp4. Clear names make uploads fast and mistakes rare.

- [ ] **6. Make one folder for ready-to-post files**
  Videos, images and captions that are approved go here. The agent only posts from this folder.

- [ ] **7. Write your approval rules**
  Which tasks need your yes first, and which can run on their own. Start strict.

- [ ] **8. Run a test task**
  Example: “Schedule one post on LinkedIn for tomorrow at 9 AM, then show me the scheduled list.”

- [ ] **9. Check the result yourself**
  Open the platform and confirm the date, time, caption and media are right.

- [ ] **10. Save the brief that worked**
  Keep a copy of every brief that runs well. That is your playbook.

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TEMPLATE

Your Brand Rules

Fill this in once. Paste it at the top of every agent task.

Business name	*[YOUR BUSINESS NAME]*
What you sell	*[MAIN PRODUCTS OR SERVICES]*
Who it's for	*[IDEAL CUSTOMER IN ONE SENTENCE]*
Brand voice	*[3 WORDS, e.g. warm, confident, practical]*
Words to use	*[PHRASES YOU SAY OFTEN]*
Words to avoid	*[WORDS THAT DON'T SOUND LIKE YOU]*
Main links	*[WEBSITE] · [SHOP] · [BOOKING LINK]*
Hashtags	*[3–5 BRAND HASHTAGS]*
Posting times	*[e.g. 9 AM and 5 PM, your time zone]*
Accounts to post from	*[EXACT PAGE / PROFILE NAMES]*
Accounts to NEVER post from	*[PERSONAL OR OTHER BUSINESS PAGES]*
File naming	*[YOUR PATTERN]*
Always ask me before	*[POSTING LIVE / SENDING EMAILS / SPENDING MONEY]*
Never	*[e.g. reply to political comments, delete anything, share private info]*

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TEMPLATE

The Agent Brief

Seven parts that make any task run right the first time

TASK	What to do, in one sentence. *Example: Schedule our holiday promo video on LinkedIn once a day.*
GOAL	Why it matters, so it can make good choices. *Example: Drive clicks to the holiday kit page through Dec 24.*
WHERE	Which account, page or app. *Example: My personal LinkedIn profile (not the company page).*
INPUTS	Files, text and links to use. *Example: Video: HOLIDAY_Promo_Wide_v2.mp4 · Captions: the 36 in my doc · Link: mysite.com/holiday*
RULES	Brand rules, limits, what not to do. *Example: One post per day at 9 AM. Keep line breaks. Don't change the captions.*
CHECK	How it proves the job is done. *Example: Show me the scheduled list with every date, and flag anything that failed.*
STOP IF	When to pause and ask you. *Example: Login, payment, a pop-up asking for permission, or anything unclear.*

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TEMPLATE

Blank Agent Brief

Copy this. Fill it in. Paste it into your agent.

Start with: "Read my Brand Rules below first."

TASK:

GOAL:

WHERE:

INPUTS:

RULES:

CHECK:

STOP IF:

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PROMPT LIBRARY

30 agent prompts · 1–5

Fill in the [BRACKETS]. Add your Brand Rules. Paste.

PLAN & CREATE

01 Monthly content plan

Read my Brand Rules. Plan [NUMBER] posts for [MONTH] for [PLATFORMS]. Mix tips, behind-the-scenes, offers and community posts. Put them in a table with date, platform, hook, caption, hashtags and the visual I need. Save it as [FILE NAME].

PLAN & CREATE

02 Captions from a list

Open [DOC OR SHEET]. For each row, write a caption in my brand voice under [NUMBER] words with one clear call to action to [LINK]. Add the captions in a new column. Don't change anything else.

PLAN & CREATE

03 Hook bank

Write 30 scroll-stopping first lines for posts about [TOPIC] for [IDEAL CUSTOMER]. Group them by type: question, bold claim, mistake, story, number. Save them to [FILE NAME].

PLAN & CREATE

04 Holiday and event calendar

List every holiday, awareness day and shopping date between [START DATE] and [END DATE] that fits a [TYPE OF BUSINESS]. Add one post idea for each. Skip anything political or religious unless I ask.

PLAN & CREATE

05 Product launch posts

I'm launching [PRODUCT] on [DATE] at [PRICE]. Write a 7-day launch sequence: 2 teasers, launch day, 3 benefit posts, last call. Include captions and the image or video I need for each.

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30 agent prompts · 6–10

Fill in the [BRACKETS]. Add your Brand Rules. Paste.

PLAN & CREATE

06 Image prompts

For each post in [FILE NAME], write one detailed image prompt for [IMAGE TOOL] that matches my brand colors [COLORS]. Describe every visible element, including any exact words on screen.

SCHEDULE & POST

07 Schedule a series

On [PLATFORM], schedule the posts in [FILE NAME]: one per day at [TIME] from [START DATE] to [END DATE]. Attach [FILE] to each. Before scheduling, show me the first one so I can approve it. Then do the rest and show me the scheduled list.

SCHEDULE & POST

08 One video, every platform

Upload [VIDEO FILE] to [PLATFORMS] for [DATE AND TIME]. Use the caption in [DOC], shortened to fit each platform. Use [VERTICAL FILE] for Reels, TikTok and Shorts. Stop before publishing and show me each one.

SCHEDULE & POST

09 Fill the gaps

Open my scheduled posts on [PLATFORM]. Find any days between [START] and [END] with nothing scheduled. List the gaps, then fill them from [FILE NAME] at [TIME].

SCHEDULE & POST

10 Check what went live

Check [PLATFORMS] for posts that were scheduled for [DATE]. Tell me which went live, which failed, and paste the links. Don't change anything.

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30 agent prompts · 11–15

Fill in the [BRACKETS]. Add your Brand Rules. Paste.

SCHEDULE & POST

11 Pin and update links

On my [PLATFORM] profile, update the link in bio to [LINK] and pin the post about [TOPIC]. Show me a screenshot of the profile when done.

SCHEDULE & POST

12 Store listing

Create a new [STORE] listing for [PRODUCT] at [PRICE]. Use the title, description and images in [FOLDER]. Upload [PRODUCT FILE]. Save it as a draft and show me the preview before publishing.

RESEARCH

13 Competitor snapshot

Look at the last 10 public posts from [COMPETITOR ACCOUNTS] on [PLATFORM]. Make a table: topic, format, hook, engagement you can see. Then tell me 3 ideas I could do better, in my voice.

RESEARCH

14 Hashtag research

Find 20 hashtags for [TOPIC] on [PLATFORM]: 5 big, 10 medium, 5 small and specific. Skip banned or spammy tags. Explain your picks in one line each.

RESEARCH

15 Keyword ideas

Find 15 questions people ask about [TOPIC] that a [TYPE OF BUSINESS] could answer in a blog post or video. Group them by intent: learn, compare, buy.

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30 agent prompts · 16–20

Fill in the [BRACKETS]. Add your Brand Rules. Paste.

RESEARCH

16 Trend check

What are people in [INDUSTRY] talking about this week on [PLATFORMS]? Give me 5 trends with one post idea each that fits my brand. Skip anything political.

RESEARCH

17 Review mining

Read the public reviews of [PRODUCT OR COMPETITOR] on [SITE]. List the top 5 things people love and the top 5 complaints, with short quotes. Turn them into 5 post ideas.

RESEARCH

18 Price check

Find what [NUMBER] similar sellers charge for [PRODUCT TYPE] on [STORES]. Make a table with name, price and what's included. Don't buy anything.

REPURPOSE

19 Article to posts

Read my article at [LINK]. Turn it into: 5 LinkedIn posts, 5 Instagram captions, 3 X posts, 1 email and 3 short-video scripts. Keep my voice. Save everything to [FILE NAME].

REPURPOSE

20 Video to captions

Here's the script from my video [FILE OR TEXT]. Write a caption for TikTok, Instagram, YouTube Shorts and LinkedIn, each with a hook in the first line and a call to action to [LINK].

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30 agent prompts · 21–25

Fill in the [BRACKETS]. Add your Brand Rules. Paste.

REPURPOSE

21 Newsletter from posts

Read my last [NUMBER] posts on [PLATFORM]. Turn the best 3 into a short email newsletter with a subject line, a warm opening and one call to action to [LINK].

REPURPOSE

22 Carousel outline

Turn [TOPIC OR ARTICLE] into a 7-slide carousel: cover slide, 5 tip slides, 1 call-to-action slide. Give me the exact words for each slide, 20 words max per slide.

REPURPOSE

23 Evergreen recycle

Find my 5 best-performing posts from [MONTH] on [PLATFORM]. Rewrite each with a fresh hook and schedule them for [DATES] at [TIME]. Show me the new versions first.

REPURPOSE

24 FAQ from comments

Read the comments on my last [NUMBER] posts on [PLATFORM]. List the questions people ask most. Write a short answer post for each one.

REPORT & ADMIN

25 Weekly report

Open my analytics on [PLATFORMS] for [DATE RANGE]. Make a one-page report: followers, reach, top 3 posts, what worked, and 3 ideas for next week. Save it as [FILE NAME].

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30 agent prompts · 26–30

Fill in the [BRACKETS]. Add your Brand Rules. Paste.

REPORT & ADMIN

26 Link click check

Check [ANALYTICS OR LINK TOOL] for clicks on [LINKS] this week. Which posts sent the most traffic? Put it in a table.

REPORT & ADMIN

27 File cleanup

In [FOLDER], rename every file to match this pattern: [PATTERN]. Don't delete anything. Give me a list of old name new name.

REPORT & ADMIN

28 Inbox sort

Read my unread messages in [INBOX OR DMS]. Sort them into: customers, leads, collaborations, spam. Draft replies for customers and leads, but don't send anything.

REPORT & ADMIN

29 Content tracker

Make a tracker sheet with columns: date, platform, post title, link, status, clicks. Fill it in with everything scheduled from [START] to [END].

REPORT & ADMIN

30 Monthly wrap-up

Look at everything posted in [MONTH] across [PLATFORMS]. Tell me what to keep doing, what to stop, and what to try next month, in 10 bullet points.

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MAKE IT A HABIT

Your weekly agent routine

About 20 minutes of your time a day

MONDAY Plan	Agent drafts this week's posts from your content plan. You approve them.
TUESDAY Create	Agent writes captions and image prompts. You make or approve the visuals.
WEDNESDAY Schedule	Agent schedules everything across platforms and shows you the list.
THURSDAY Engage	Agent sorts comments and messages and drafts replies. You send them.
FRIDAY Report	Agent builds your weekly report and suggests next week's ideas.

Start small

Week 1: only Wednesday (scheduling). Week 2: add Friday (report). Week 3: add Monday. Build trust one task at a time.

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WHEN THINGS GO SIDEWAYS

Troubleshooting

Most problems are a missing detail in the brief

It stops at a login screen
That's correct. Sign in yourself, then tell it to continue.

It asks for a CAPTCHA or a code
Do that step yourself. Agents should not solve these for you.

A video didn't attach
Ask it to re-check each scheduled post for media. Big files sometimes fail on the first try.

The platform says “too fast”
Many sites limit how quickly you can post. Ask the agent to wait 30 seconds between posts.

It posted from the wrong account
Add the exact account name to your Brand Rules under “Accounts to post from” and “NEVER post from”.

The formatting got squished
Ask it to type the caption with real line breaks instead of pasting it.

It's guessing
Your brief is missing something. Add the INPUTS and RULES it needed, and save the new version.

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TEMPLATE

Agent task log

Track what ran, what worked and what to fix

Date	Task	Platform	Result / link	Fix next time

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You've got this.

One task this week. Then one more.

Want more tools to keep your marketing moving?

- AI Marketing How-To Workbook
- 52 AI Marketing Prompt Cards
- 2027 Small Business Content Calendar
- 30 Days of Holiday Posts

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Questions? Email hello@trenia.today

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