



FREE PLAYBOOK · FROM THE AI FILES SERIES

THE AI FILES PLAYBOOK

Seven missions, seven systems: from your first AI agent to your own AI presenter.

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FILE 02 - THE FOUR-MINUTE WINDOW
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Architects of Business.

FILE 01 - THE AGENT

A chatbot answers. An agent finishes the job.

A chatbot waits for a question and replies. An agent is given a goal - 'confirm tomorrow's appointments' - and works through the steps: reads the message, checks the calendar, books the slot, reports back. Here is the checklist we use before we build one.

STEP 1

Pick ONE repetitive job, not a department

Good first agents: appointment confirmations, quote follow-ups, review replies, invoice reminders.

Bad first agents: 'run my sales' or 'handle customer service'. Too wide, too risky.

STEP 2

Write the job as a checklist a new hire could follow

If you can't write the steps, the agent can't run them either. Six to ten steps is the sweet spot.

Include what to do when something is missing (no phone number, no calendar slot).

STEP 3

Give it access, not the keys

The agent needs the calendar, the inbox and the customer list - read access first, write access only where the checklist says so.

Money, refunds and contracts stay with a person.

STEP 4

Decide where a human signs off

Mark the steps that need approval before they happen. Start strict; loosen later with data.

Example: the agent drafts the reschedule message, the receptionist taps 'send'.

STEP 5

Measure one number for 30 days

Pick the number this agent should move - no-shows per week, for example. Write it down before you switch it on, then check it every Friday.

If the number does not move, the agent is not the problem - the process is.

FILE 02 - THE FOUR-MINUTE WINDOW

Speed-to-lead: be first, not fast.

A lead that hears back within minutes is far more likely to become a customer than one that waits until tomorrow. Most small businesses reply in hours. This is the setup we install so the first reply goes out in under a minute - and still sounds like you.

STEP 1

Route every lead to one inbox

Web form, Instagram DM, Facebook, WhatsApp, Google - all of it lands in one queue with a timestamp.
If you can't see the clock, you can't beat it.

STEP 2

Reply in under 60 seconds with three questions

The instant reply confirms you got it and asks: what do you need, where are you, when works for a call?
Short, in your voice, no 'Dear valued customer'.

STEP 3

Book the visit, don't just answer

The AI offers two real slots from your calendar and books the one they pick.
Of everything in this file, this is the change that turns a fast reply into a booked job.

STEP 4

Hand off to a human with context

Your team gets the lead with the answers already collected - no re-asking.
The human closes; the agent warms up.

STEP 5

Follow up on silence

No reply in 24 hours? One friendly nudge. No reply in 3 days? One more. Then stop.
Nudges are drafted by the agent and approved once as a template.

FILE 03 - THE VAULT

AI is only as smart as what you feed it.

Reviews on one app, orders on another, reservations on paper: that is how most businesses store what they know about their customers. An AI with no memory is a confident stranger guessing. Build the vault first - one place where every order, message and review lives.



One customer list, one record per person

Name, phone, email, what they bought, when they last talked to you.
Spreadsheet is fine to start. What matters is that it is the only one.



Every conversation saved in the same place

DMs, emails, calls (as notes), WhatsApp. Nothing lives only on someone's phone.



Reviews and complaints attached to the customer

So the AI knows this guest hated the wait last time - before it answers.



Your rules written down

Prices, hours, policies, what you never promise. This is what the AI is allowed to say.
If it is not in the vault, the agent says 'let me check with the team'.



A weekly clean-up owner

One person, 30 minutes a week: duplicates, missing phones, old notes.
The goal is one memory instead of three systems. Then the AI answers every customer like it knows them.

FILE 04 - THE IMPOSTOR

How to spot fake AI promises before you pay for them.

Someone is promising you an AI that runs your whole business while you sleep. AI can be confidently wrong: it invents a price, a date, a policy, with a straight face. You don't delete that risk - you design around it. Three rules we build into every agent, and five questions to ask any vendor.

RULE 1

It never invents facts it can't find in your vault

Every answer about price, availability or policy must come from your documents. Otherwise: 'let me check'.

Ask the vendor: 'Show me what it says when the answer is not in my data.'

RULE 2

It escalates when unsure

Angry customer, unusual request, anything about money - the agent hands off to a person and says so.

Ask: 'What triggers a handoff, and can I change the list?'

RULE 3

A human signs off before money moves

Refunds, discounts, contracts, payments. Always a person. No exceptions in year one.

Ask: 'Which actions can it take alone, and which need my approval?'

QUESTION 4

'What does it cost per month after the demo?'

Tokens, seats, integrations, support. Get the number in writing.

If they can't tell you, they don't know either.

QUESTION 5

'What happens to my customer data?'

Where it is stored, who can see it, how you take it out if you leave.

This is how we build at Sinsajo Creators: less magic, more results, always a human in the loop.

FILE 05 - THE GHOST WRITER

AI doesn't write badly. It writes generic.

Feed AI nothing about you and it gives nothing back: posts that sound like everyone else's, and nobody comments. The fix isn't a better prompt. It's a voice file - ten minutes of you talking about your business, recorded and transcribed. Here is the template we use.

STEP 1**Record ten minutes of you talking, not writing**

Use your phone. Answer: who you help, why you started, what customers always ask, what you'd never do.

Talk like you talk to a customer at the counter. Don't read.

STEP 2**Transcribe it and keep the rough edges**

Any free transcription tool works. Don't fix the grammar - your phrases are the point.

This text is your voice file.

STEP 3**Pull out your WORDS**

Ten phrases you actually say, and ten words you'd never use ('synergy', 'elevate', 'unlock').

The second list matters as much as the first.

STEP 4**Pull out your STORIES**

Three short stories: a customer you helped, a mistake you learned from, why you do it this way.

Stories are the part AI can't invent for you.

STEP 5**Write your RULES and start every post from the file**

Tone, length, emojis or not, what you never promise. Paste the voice file before every request.

Then edit the draft out loud: if you wouldn't say it, cut it.

FILE 06 - THE NIGHT SHIFT

You close at six. Your customers don't.

Every message that arrives after closing is a sale you hand to whoever answers first. An AI assistant on your website and DMs can answer in seconds, all night: it books, it quotes, and it leaves the hard ones for you, with notes. This is the checklist we install - three rules first.



Rule 1: it never invents a price

Every price comes from your written price list. No list for that item? It says 'I'll confirm that first thing tomorrow'.



Rule 2: it never promises a date you didn't approve

It offers only the slots your calendar shows as open, and nothing outside them.



Rule 3: when someone is upset, it stops selling

Complaints, refunds or an angry tone: it apologizes, collects the details and hands the case to a person.



Morning notes for the hard ones

Every conversation it couldn't finish lands in one list with a summary, so your team starts the day knowing what to do.



Same inbox, same voice

Website chat, Instagram, Facebook and WhatsApp answered from one place, in your tone, with your rules.

Review a week of night conversations before you trust it with more.

FILE 07 - THE DOUBLE

An AI presenter for your brand - with a human in charge.

Everything in these files was made with AI, including Agent G: a digital twin built from a real person, with her permission. It presents, teaches and sells in any language, without a camera crew. But it never goes out alone. Here is what you need before you build yours.

STEP 1**Start with consent, in writing**

The person behind the twin agrees to how their face and voice will be used, where, and for how long.
No consent, no twin. Ever.

STEP 2**Capture good source material**

A few minutes of clean video and audio of the real person, well lit, looking at the camera.
The twin can only be as good as what it learns from.

STEP 3**A human writes the idea and approves every script**

The twin never improvises in public. Every video starts from an approved script.
One approver, one place where scripts are signed off.

STEP 4**Label it as AI**

Mark every video as AI-generated where the platform asks. Trust is worth more than the trick.

STEP 5**Plan what it presents**

Explainers, product demos, FAQs, the same video in several languages.
This is what we build at Sinsajo Creators: AI presenters for brands, with a human in control.



Made by Sinsajo Creators

We build AI systems where your brand and your operations work as one - practical automation your team can actually use, always with a human in control.

Want us to map your processes? Comment 'MAP' on any of our posts and we'll send you the link to book a call.

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WANT TO GO DEEPER? IT'S FREE

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