



AI, MADE PRACTICAL

RESOURCE GUIDE • DAILY BRIEF • OCT 6, 2026

A free AI agent now works inside your business apps.



On Sept 29, Meta announced Muse for Small Business. Its Muse agent can now connect to tools owners already run on, like Intuit QuickBooks, Shopify, Stripe, Canva and Slack, plus Facebook and Instagram business accounts. Meta says nothing publishes, sends or spends without your approval. What it can touch is still your call.



15+

Third-party tools Muse can now connect to, from Asana to Zoom (Meta)

Free

For most uses, with \$20 and \$100 a month tiers for heavier use (Axios)

About 1 in 3

Early Muse users already connecting a business account, per Meta's Vishal Shah (Axios)

~2.8M

Muse downloads in its first two weeks, per Sensor Tower (Reuters)

FIGURES FROM META, AXIOS AND REUTERS, SEPT 29, 2026 • VENDOR CLAIMS LABELED • NO PARTNERSHIP IMPLIED

AN OWNER IN META'S ANNOUNCEMENT

"I work about 65 hours a week, and there are so many things where I'm the only one who can do them."
Tom Mulholland, Mulholland Grocery, Malvern, Iowa



ASK 01

Which one job first?



ASK 02

What can it touch?



ASK 03

Who approves?

What Muse can do now, and where it stops.

Meta says Muse can analyze financial performance, flag unusual expenses, draft customer replies and help develop marketing campaigns, using the apps you connect. It also supports custom connectors for services Meta doesn't cover yet.

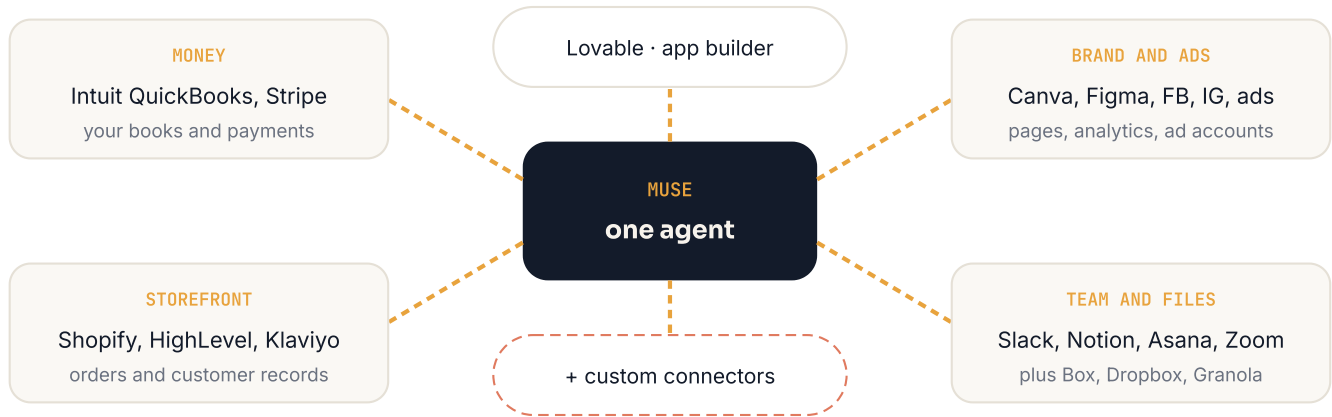


FIGURE 1 · CONNECTORS META LISTS FOR MUSE FOR SMALL BUSINESS (SEPT 29, 2026)

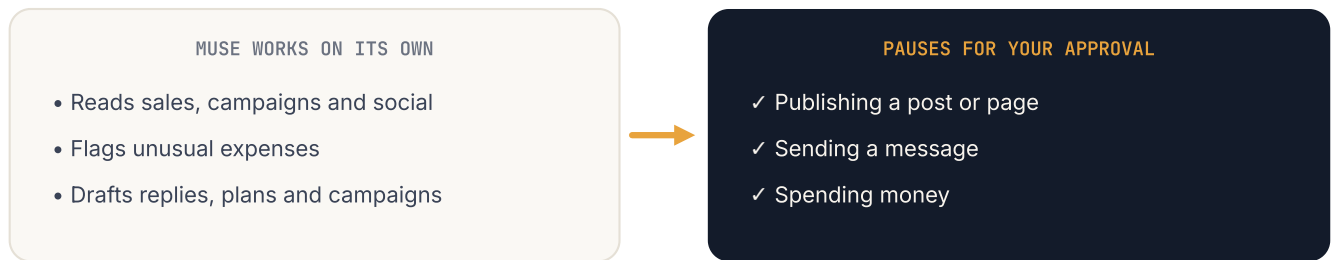


FIGURE 2 · THE APPROVAL GATE AS META AND CHANNEL INSIDER DESCRIBE IT



FIGURE 3 · META'S SAFETY DOCS SAY PERMISSIONS CAN COVER SINGLE ACTIONS OR BROADER ONGOING ACCESS

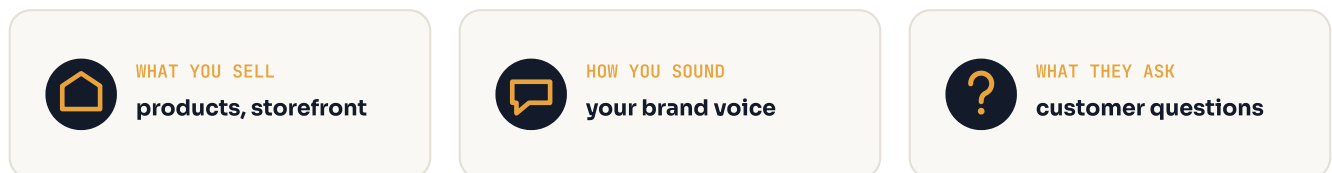


FIGURE 4 · WHAT META SAYS MUSE UNDERSTANDS ONCE YOUR FACEBOOK AND INSTAGRAM BUSINESS ACCOUNTS ARE CONNECTED

READ THE FINE PRINT

Meta acknowledges Muse can still make mistakes despite its safeguards. Channel Insider flags data access, incorrect actions and prompt injection as the questions to answer before you connect your books.

Start with one workflow and a named approver.

Channel Insider's advice is simple: start with a limited workflow and measure time saved after review and corrections before you give the agent more to do. Here is what that looks like in a small business.

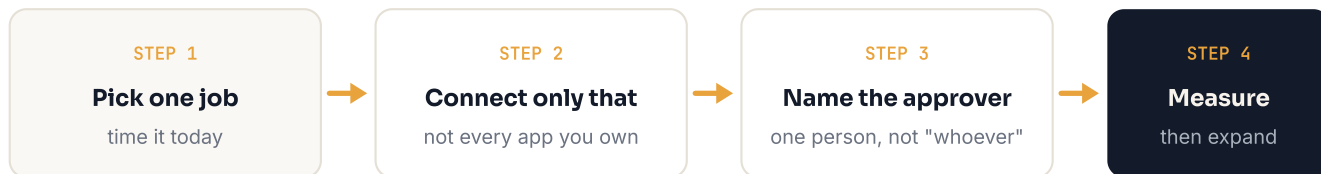


FIGURE 5 · A FOUR-STEP ROLLOUT FOR YOUR FIRST AGENT WORKFLOW (CONSULTIPLY GUIDANCE)

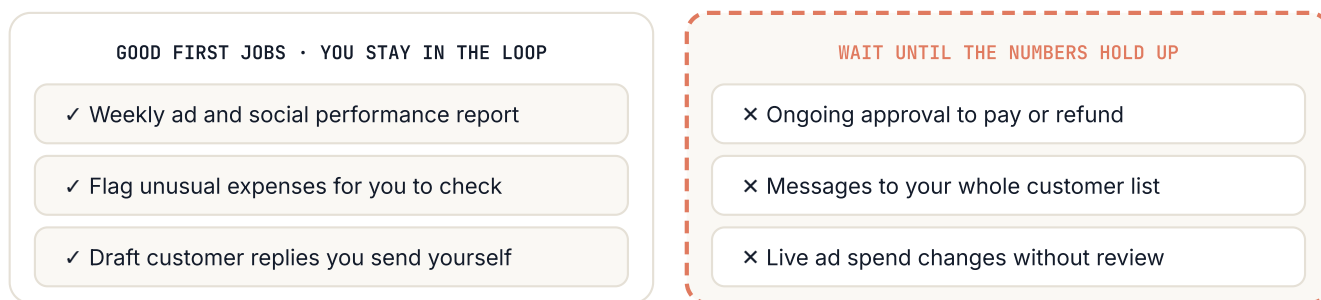


FIGURE 6 · WHERE TO START AND WHAT TO HOLD BACK (CONSULTIPLY GUIDANCE)

COUNT THE REAL TIME SAVED



FIGURE 7 · CHANNEL INSIDER NOTES SAVINGS DEPEND ON SETUP, USAGE COSTS AND TIME SPENT CORRECTING RESULTS

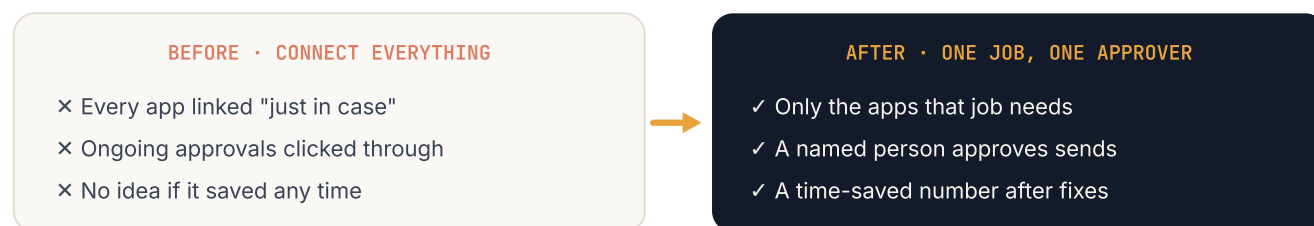


FIGURE 8 · WHAT CHANGES WHEN YOU SET THE RULES BEFORE YOU CONNECT

ASK BEFORE YOU CONNECT ANY APP

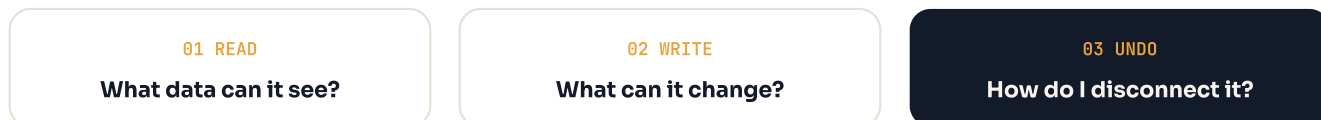


FIGURE 9 · THREE QUESTIONS FOR EVERY CONNECTOR (CONSULTIPLY GUIDANCE)

THIS WEEK

List the apps you would connect. Cross off every one your first job doesn't need. Name who approves anything that publishes, sends or spends.



THIS WEEK • KEEP EXPLORING

Owner checklist: set the rules before Muse touches your books



Pick one job with a number

Weekly ad report, expense review, or reply drafts. Write down how long it takes you today.



Connect only the apps that job needs

Leave payments and your customer list off until the first job proves itself.



Keep approvals one action at a time

A named person approves anything that publishes, sends or spends.



Measure after corrections, then expand

Count review and rework time. Add a second job only when the savings are real.

SOURCES • CLICK TO OPEN

Meta • The Future Is for Everyone: Muse for Small Business (Sept 29, 2026)

Primary: connector list, approval before publish, send or spend, custom connectors, owner quote.

about.fb.com/news • [Muse for Small Business](#)

Channel Insider • Meta Adds Small Business Workflows to Muse AI Agent (Oct 6, 2026)

Capabilities, approval and permission model, risks, start-small advice.

channelinsider.com • [Meta Muse small business workflows](#)

Axios • Meta courts small business with new Muse agent

\$20 and \$100 monthly tiers; about a third of early users connect a business account.

axios.com • [Meta Muse small business](#)

Reuters via CNA • Meta expands Muse AI agent for small businesses

Sensor Tower estimate of about 2.8 million downloads in Muse's first two weeks.

channelnewsasia.com • [Meta expands Muse](#)

Want a second set of eyes before you connect your books?

consultiplify.ai