Meta Muse, explained

The AI that doesn't just answer, it goes and does the work. What it is, how to set it up, and how real people get their money's worth

THE SHORT ANSWER

Meta Muse is a personal AI agent. You tell it a goal in plain words, and it builds a plan and **carries out the steps for you**, like sending an email, booking travel or filling a form, pausing to ask before anything sensitive.

Meta launched it on 8 September 2026. It is free for most everyday use, with paid plans for heavy users. It runs in its own app, on the web and inside WhatsApp, starting in the US.

Chatbot vs agent, the one difference

A chatbot gives you words back. You still do the work. An agent does the work and comes back with it done.

Ask a normal AI "find me a cheap flight to Goa" and you get a list to go click through yourself. Tell Muse the same thing and it can open a browser, compare the options, fill the booking form and stop to ask you before it pays. Meta's own line for it is that Muse "doesn't just answer questions, it actually does the work."

QUICK FACTS	
What it is	A personal AI agent that completes tasks for you
Made by	Meta (Facebook, Instagram, WhatsApp)
Launched	8 September 2026
Where it runs	Muse app (iPhone, Android), the web at muse.ai, and WhatsApp
Cost	Free for most needs, paid plans on top (details on the last page)
Available	United States first, more countries rolling out

What it can actually do

These are the kinds of jobs Meta shows Muse handling. Not answers about them, the actual jobs:

- Send an email, or read your inbox and reply, once you allow it
- Book travel end to end, flights and hotels, and stop before paying
- Open a website, fill out a form and submit it
- Negotiate on your behalf, like getting more for a used car or getting a bill lowered
- Turn a recipe you saved on Instagram into a grocery list
- Plan a dinner party around everyone's dietary needs
- Remember what you like and make suggestions before you ask

It keeps working after you close the app

Give Muse a goal and it keeps going in the background. It comes back to you when something changes or when it needs your approval to move ahead. You are not babysitting a chat window.

How it works, start to finish



You stay in control at the one point that matters, right before money is spent or a message goes out

GOOD TO KNOW

Muse runs on Meta's own AI model, called Muse Spark, and each person's agent gets its own private cloud machine. You are not sharing a space with anyone else's tasks or data.

How to set it up

Setup takes a few minutes. Go slowly on the last step, that is the one that makes Muse actually useful.

1. Get in

Open muse.ai in a browser, or install the Muse app on your iPhone or Android. You can also message it inside WhatsApp. Sign in with your Meta account, the same login you use for Facebook or Instagram.

2. Tell it who you are

Give it a little context about yourself and what you want help with. This is what lets Muse make suggestions that fit you instead of generic ones. Think of it as a short intro, not a long form.

3. Set your permissions first

Before you connect anything, decide how careful you want it to be. You choose how much Muse can do on its own and how often it must stop and ask you. Keep it on the cautious side while you learn how it behaves.

4. Connect one app, not ten

Muse can link to things like your email, calendar, payments, shopping and more. Start with just one, your email or your calendar is a good first pick. For email you can even allow read only, so it can draft but never send without you. You can remove any connection whenever you want.

5. Give it a real task

Message it like you would a capable assistant. Describe the goal, answer its questions, and approve the steps it asks about. Start with something low risk so you can watch how it plans and where it stops to check with you.

> **FIRST TASK IDEAS THAT FEEL SAFE**
>
> Clean up and sort my inbox from this week. Draft three replies I still need to send.
> Build a grocery list from this recipe. Find three options for a weekend trip and wait for me before booking.

Why it is worth your time

- **It finishes jobs, not sentences.** The boring admin that eats your evenings gets done while you do something else
- **It is proactive.** It remembers your preferences and offers the next step before you think to ask
- **It works where you already are.** Phone, web or WhatsApp, no new habit to build
- **It keeps going in the background.** Hand off a long task and get on with your day
- **It is built to be careful with your stuff.** More on that below

The privacy and safety part

This is the piece most people skip, and it is the most interesting. Meta built real guardrails into Muse, and knowing them tells you how far to trust it.

WHAT PROTECTS YOU

- **Your logins are locked away.** Passwords and card details sit in secure storage. Muse can use them to do a task without ever seeing them
- **A second agent checks the first.** A separate guard, Meta calls it Sentinel, has to approve anything Muse tries to send out to the internet
- **It asks before the risky bits.** Sending an email or making a purchase always needs your yes
- **You get a full record.** Muse shows you what it has done and what it plans to do next, step by step
- **Payments are shielded.** Checkout uses one time card numbers that hide your real card
- **You can opt out of training.** Turn off having your chats used to improve Meta's AI. Meta also says Muse does not feed your conversations to its ad system

A stronger option, where the whole machine is encrypted with a key only you hold, is being added later. Even so, Meta's own product lead has said no system can promise zero mistakes, so treat it like a sharp junior assistant, useful and fast, still worth checking.

Who should use it, and for what

Muse does not pay you directly. It earns its keep two ways, by giving you back hours you can sell or spend, and by squeezing the money tasks most people never get around to. Here is how that lands for different people.

Solo founders and entrepreneurs

You are the whole company. Hand Muse the admin that is not your real work: chasing an unpaid invoice, booking the trip, sorting the inbox, pulling together a supplier shortlist. It can connect to a Meta ads account and talk you through your marketing too. Every hour it clears is an hour back on the product or on customers.

Freelancers and solopreneurs

Your time is literally your income. Let Muse handle client scheduling, follow up emails, expense tidying and the back and forth of quotes. Use it to negotiate a lower bill or a better rate on a tool. The hours you save are hours you can bill to someone else.

College students

Muse can plan your week around deadlines, draft the boring emails to professors and offices, hunt down scholarships or cheaper textbooks, and sort your calendar. It is a free way to get the organised-adult stuff handled while you focus on actually studying.

Computer science students and engineers

Beyond the life admin, this is a live example of agent design worth studying: a planning model, a separate guard agent, a locked down machine, logins the agent can use but not see, and a full audit trail. If you are building or interviewing for anything with AI agents, using Muse and noticing how it is put together is time well spent.

Beginners and non technical people

You do not need to know anything technical. If you can send a WhatsApp message, you can use Muse. Talk to it like a person, start with small safe tasks, and let it teach you what it can do. This is the easiest on ramp to AI that actually does things.

How it puts money back in your pocket

- **It buys back hours.** The admin you would do yourself, or pay someone to do, gets done for free. For anyone who sells their time, that is the whole game
- **It negotiates.** Lowering a bill or getting more for something you are selling is real money most people leave on the table because they never make the call
- **It replaces small tools.** One free agent can cover jobs you might have paid separate apps or a part time helper for
- **It catches the loose ends.** The unpaid invoice you forgot, the subscription you meant to cancel, the refund you never claimed

BE HONEST WITH YOURSELF

Muse saves money on tasks you would really have done. It is not a side hustle and it will not earn while you sleep. The value is simple, fewer hours lost and fewer money jobs skipped. For a busy founder, freelancer or student, that adds up fast.

What to keep in mind

- It is new, launched in September 2026, so features and limits are still moving
- It started in the US and is rolling out to more countries over time
- Prices and free limits can change, check the app for what applies to you today
- It is careful by design but not perfect, keep approvals on for anything that spends money or sends a message

What it costs

Meta's own line is that Muse is "free for most of what people need, with subscription plans for people who want to do more." Usage is counted in tokens, roughly how much work you ask of it. The reported tiers look like this:

PLAN	PRICE	GOOD FOR
Free	$0	Everyday tasks for most people. Meta has not published the exact free limit
Power	$20 / month	Heavier daily use, as reported by multiple outlets
Maximum	$100 / month	Power users running a lot of long tasks

Start free. Most people, students and solo builders included, never need to pay. Only move up if you are genuinely running long tasks all day.

Found this useful?

I build and ship apps next to a full time job, and I share the tools and tricks that actually move the needle, no hype. Over 100,000 people use my apps. Come along:

Instagram
3,500+ builders
@garoonoo →

LinkedIn
8,000+ followers
Connect →

Medium
250+ readers
Long reads →

See all my apps and free docs at garoono.in →

Go deeper

OFFICIAL	Meta: introducing Muse Meta's own announcement of what Muse is and how it keeps your data safe
TRY IT	muse.ai Sign in and set it up on the web
MORE DOCS	garoono.in/docs The rest of the free and Pro playbooks