BEFORE WE START

Think of one task you never want to do again.



Hold onto it. By the end of this hour, you'll know exactly how to hand it off.

Put it in the chat.

Intro to *Grok Bot*

Your first hour with an AI that works for you.



Divya Gugnani
Serial entrepreneur, early-stage investor, mom of 3



ABOUT YOUR HOST

Divya *Gugnani*

Serial entrepreneur, investor, board member and startup advisor with over 25 years of experience.

NOW	CEO of 5 SENS, a clean fine fragrance brand that captures your mood, bottled. Founding Partner of Concept to Co, an early-stage fund.
BUILT	Founded five companies and exited three. Co-founded Wander Beauty.
BEFORE	Goldman Sachs, Investcorp International, FirstMark Capital. B.S. Cornell, M.B.A. Harvard Business School.

TODAY'S PROMISE

See my real setup. Then *build yours.*

01 How I run my companies with 20+ Bots, one job each.

02 The 4 words you need, and how to set up your first Bot.

03 The Bot that pushed back on me, and why that's the point.

THE GOLDEN RULE

If it drafts, *you decide.*

Nothing sends, posts or pays without your yes.

THE DIFFERENCE

A chat waits for a prompt. A Bot *has a job.*

A JOB

One name, one role.

You tell it what it owns and the rules it always follows.

A MEMORY

It remembers you.

Your voice, your preferences, how you like the work done.

REACH

It uses your tools.

It works inside them, on a schedule, and checks in for approval.

With a chat, you copy and paste the answer. With a Bot, the work comes back done and waits for your yes.

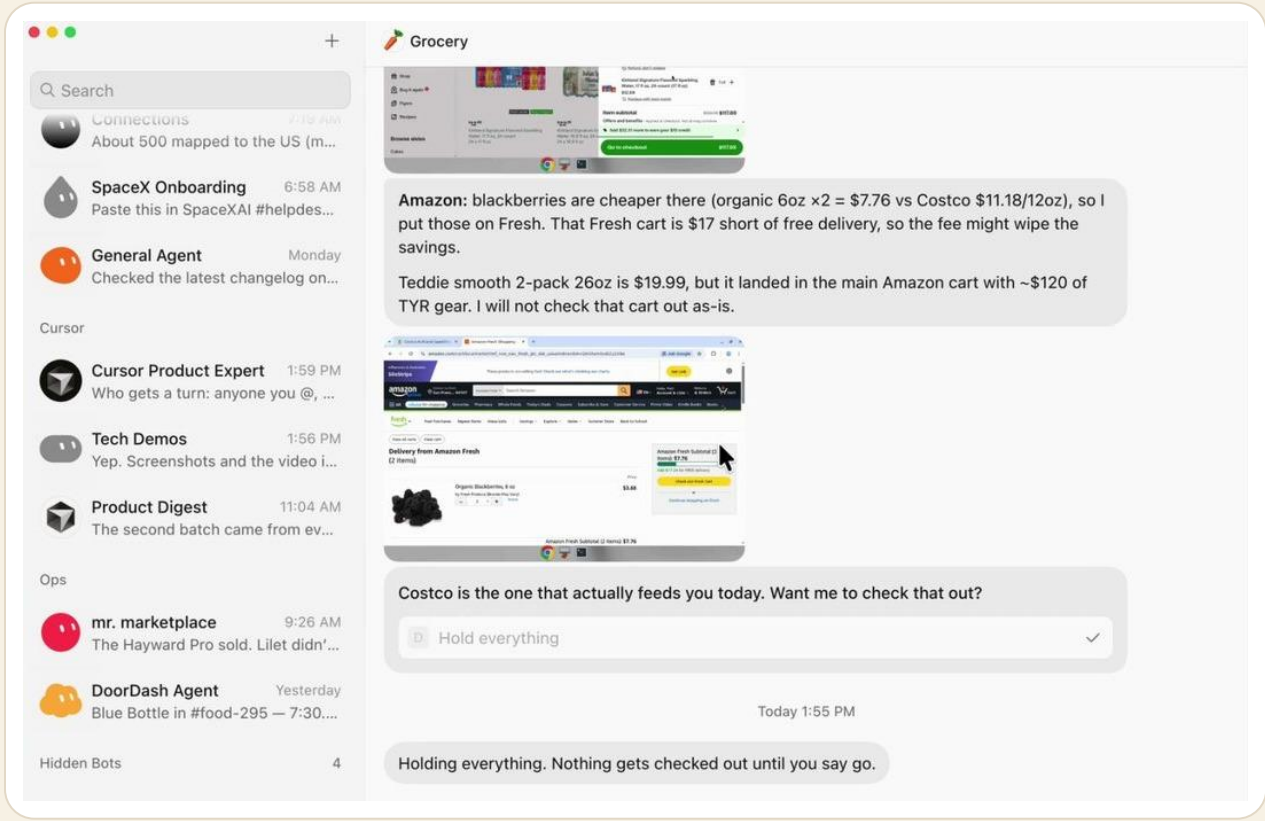
SEE IT FIRST

This is what a Bot *looks like.*

01 **Your roster.** Every Bot sits in the sidebar with its own name and job.

02 **The chat.** You message it like a teammate. It answers with the work.

03 **Plugins.** Where you connect the tools it can use.



Example screen from x.ai's Grok Bot 101 guide. Not my account.

MY ROSTER

More than 20 Bots. One job each.

Content team
Research, Write, Produce, Automate

Paid media
Paid Media

Inbox
Email Assistant

Family travel
Travel Agent

Homework help
Tutor

Scheduling
Calendar Assistant

Sales channels
TikTok Shop Manager, TikTok Message Agent

Email marketing
Email Marketing Agent

Product
Product Development

Money
CFO, Money Maker

Plus Chief of Staff, Brand Partnerships, Press, Creative and more. Today I'll open up the navy ones.

THE BASICS

Four words. That's the *whole vocabulary.*

BOT

The teammate.

A name, a job, and a description of how it should work.

PLUGIN

The bridge.

Connects a Bot to a tool, like Gmail or your calendar.

SKILL

The recipe.

A saved way of doing one task well, so you never explain it twice.

ROUTINE

The schedule.

Tells a Bot when to run a skill without being asked.

Two acronyms you may hear. **LLM**: the AI brain that reads and writes. **MCP**: the standard plug that lets AI connect to apps.

GET ORIENTED

Your first Bot, in *4 steps.*

1 **Get the app**
Download the desktop app at x.ai/bot and sign in with a Cursor account.

2 **Create a Bot**
New, then Create new Bot. Give it a name, a job and a description.

3 **Connect one tool**
Open Plugins, then add a personal Gmail or Google Calendar.

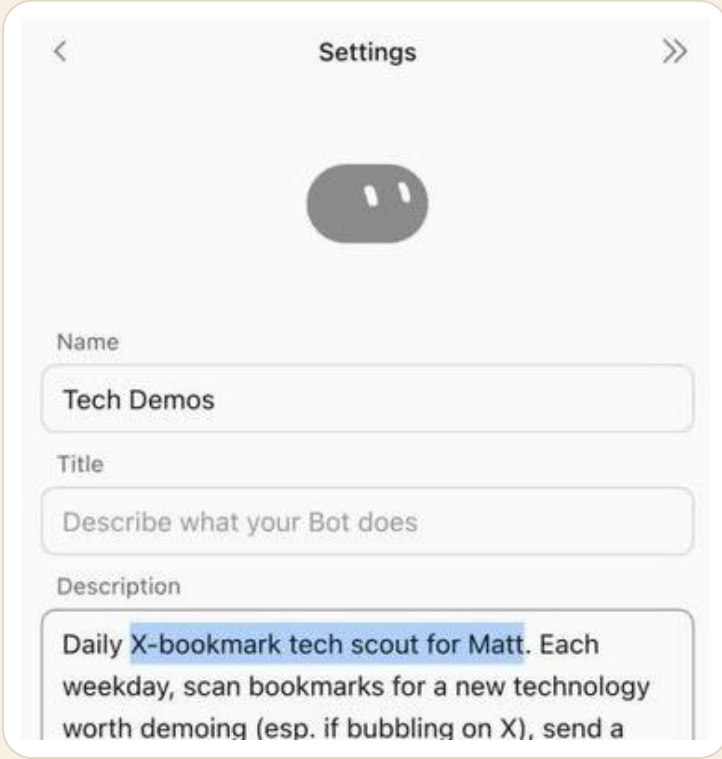
4 **Give it one real task**
Small and low stakes. Correct it like you would a new hire.

Rules that are always true go in the Bot's description. Today's task goes in the chat.

Name, job, *description.*

COPY THIS STARTER BOT

NAME	Research Assistant
JOB	Research and briefings
DESCRIPTION	Research topics I give you using the web. Lead with the answer in 3 bullets, then the details. Link every source and separate facts from opinions. Flag anything you could not verify. Never send emails or post anything.



Example screen from x.ai's Grok Bot 101 guide. Not my account.

One reel.
Four Bots.

How one post goes from idea to live, and the exact points where I stay in charge.

THE CONTENT TEAM

Four handoffs. I approve *every one.*

01

Research DG

Studies the accounts I watch and surfaces what's performing.

I pick the idea.

02

Write DG

Writes the script and the caption in my voice.

I edit the words.

03

Produce DG

Builds the assets in my brand system.

I approve the look.

04

Automate

Sets up the keyword reply in ManyChat.

I test it first.

One owner per step. Research finds it, Write writes it, Produce packages it, Automate wires it up.

BOT 01 / RESEARCH DG

Stop guessing *what to post.*

It holds my list of competitors, finds their top-performing content, and gives me topics to explore with my own take.

IT USES

- My competitor list
- Their recent public posts
- The topics I already cover

COPY THIS ASK

Act as my content researcher. Here are the accounts I watch: [list them]. Find their best-performing posts from the last 30 days. For each one, give me the topic, the hook, the format, and why you think it worked. Then suggest 5 topics I could cover with my own point of view. Link every post. Never copy one.

The idea is theirs to spark. The take is mine.

BOT 02 / WRITE DG

My voice, with my *caption rules.*

It's trained on my brand voice and on how I build a caption, so I'm editing a draft that already sounds like me.

COPY THIS ASK

Take the idea I picked. Write a 30 second script and a caption in my voice. Keyword on the first line. My follow line at the end. Don't post anything.

HOW EVERY CAPTION IS BUILT

FIRST LINE / THE KEYWORD

Comment **GROK** and I'll send you my setup.

THE MIDDLE / THE VALUE

A fresh hook, then something you can actually use.

LAST LINE / THE FOLLOW

Follow **@dgugnani**, with a real reason why.

BOT 04 / AUTOMATE

It wires up *the keyword.*

ManyChat is the tool that replies when someone comments a word on my post. Automate logs in and sets that word up for me.

THE POST

Someone comments **GROK**.

MANYCHAT

Spots the word Automate set up.

THE DM

They get the guide in their inbox.

When a site asks for a password or a code, the Bot hands me the screen. I type it. It never sees my password.

USE CASE 2 / THE BUSINESS

Same idea. Different job.

My Paid Media Bot

"You are a paid media expert. Check my daily Meta ads performance and tell me what you'd improve."

My Email Assistant

"Scan the last 3 weeks of my inbox. Give me a list of everything I didn't respond to."

Your version: weekly ad check

"Every Monday, compare last week's ad results to the week before. Flag what got worse. Suggest one fix. Change nothing."

Your version: inbox sweep

"Every morning, list emails from the last 7 days I haven't answered, grouped by urgent, this week, and can wait."

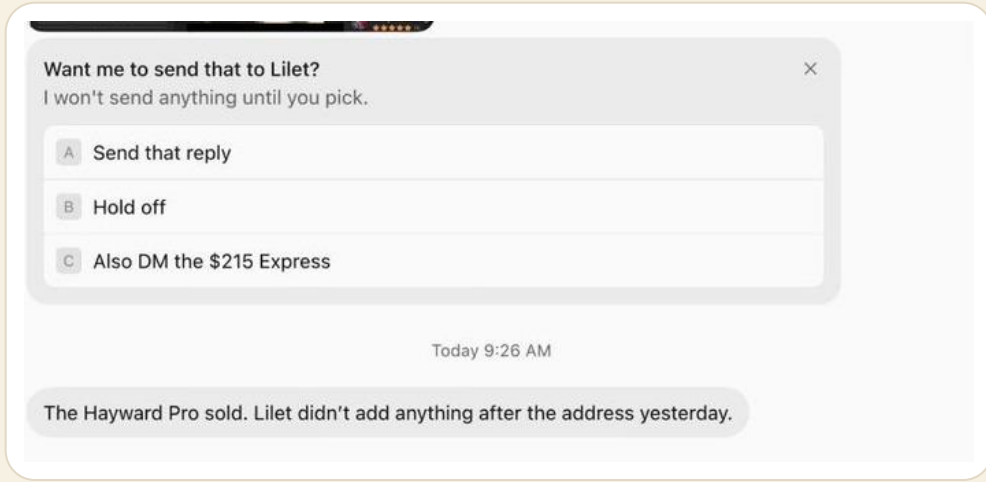
The pattern: one Bot, one job, and it reports back before it touches anything.

It drafts the follow-up. *You hit send.*

COPY THIS ASK

Find my most recent email thread with [name]. Draft a short, warm follow-up in my voice that confirms next steps and offers two times next week that are open on my calendar. Save it as a Gmail draft. Do not send it.

Needs the Gmail and Google Calendar plugins.



The Bot asks before it sends. Example screen from x.ai's Grok Bot 101 guide. Not my account.

USE CASE 3 / LIFE

Let it *interview you.*

Don't write a long prompt. Make the Bot ask the questions.

WHAT IT ASKS ABOUT

- Your hotel preferences
- Your meal preferences
- Your family and who's traveling
- The airlines you like to fly
- Your hotel and frequent flyer programs

COPY THIS ASK

Act as my travel agent. Before you plan anything, interview me one question at a time. Ask about my hotel preferences, my meal preferences, who I travel with, the airlines I like to fly, and my hotel and frequent flyer programs. When we're done, write a short travel profile, show it to me, and save it once I approve.

Ten minutes, once.

YOUR TURN

Brief it like a great *new hire.*

OUTCOME	What you want back.
CONTEXT	Who it's for and why it matters.
LIMITS	Time frame, length, what not to do.
DONE	What finished looks like.

It starts smart. A good brief just gets you there faster.

WEAK

"Help my kids study for the PSAT."

MY REAL BRIEF

"Act as a PSAT tutor for my two kids, in 9th and 7th grade. Build a 10-day plan, about 45 minutes a day. Each morning, email each one a short quiz. Each evening, grade their replies. Never compare them. Show me everything before you send."

"A 10-day plan won't fit before the test."

My Tutor Bot checked its notes, saw the PSAT was the next day, and asked me before sending anything.

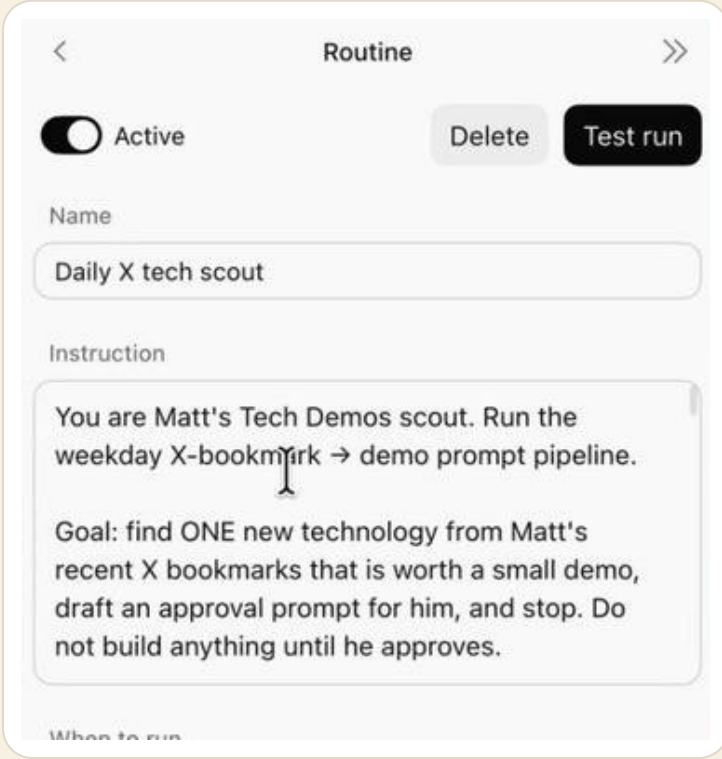
A morning brief that *runs itself.*

ASK 1 / SAVE THE SKILL

Save the process we just used as a skill called "Morning brief." Include the topic, the one-page format with source links, and the rule that you never send or post anything without asking me.

ASK 2 / SCHEDULE IT

Every weekday at 8:00 AM Eastern, run the "Morning brief" skill for [my industry] covering the last 24 hours. Post it here. If nothing important changed, say so in one line. Don't email anyone.



Example screen from x.ai's Grok Bot 101 guide. Not my account.

AVOID THESE

Where most people get stuck.

One Bot for everything.

A general helper never gets good at anything. Give each Bot one name and one job.

Writing the perfect prompt.

Skip it. Tell it the outcome, then let it interview you for the rest.

Connecting every tool on day one.

Connect one tool. Get one task right. Then add the next.

Letting it send too soon.

Sending, posting and paying stay behind your yes until it has earned your trust.

All four have the same fix: start small and correct it every day.

YOUR TURN

Your *first week.*

DAY 1

One Bot

Give it a job, a description and one real task.

DAYS 2 TO 3

One tool

Connect it. Correct the Bot's work every day.

DAY 4

One skill

Save your best task so you can reuse it.

DAY 5

One routine

Put that skill on a schedule.

WEEK 2

A second Bot

Let the two hand work to each other.

Do it once, save it as a skill, then put it on a schedule. That's the whole system.

BEFORE YOU GO

Five things to remember.

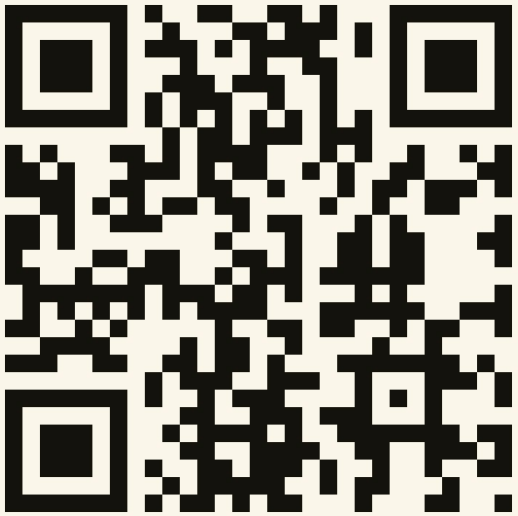
01 A chat waits for a prompt. A Bot has a job.

02 One Bot, one job. Start with one.

03 Don't write the prompt. Get interviewed.

04 Do it once, save the skill, then schedule it.

05 If it drafts, you decide.



Scan for the slides

divyagugnani.com/grokbot

QUESTIONS

Ask me *anything.*

Can it send email without me?

Not the way I set it up. Ask for drafts, and keep sending behind your approval.

Does my laptop need to stay on?

No. Bots and routines run on a cloud computer.

How many Bots should I start with?

One. Add a second when the first is reliable.

Skill or routine?

A skill is the recipe. A routine is the schedule.

Setup question we did not get to? Put it in the chat and Willa will pass it along.

What would you *hand off first?*

Remember the task from the start? Give it a name and a job. Let it earn your trust.

Find me at @dgugnani on Instagram and TikTok. Free guides at divyagugnani.com.



Divya Gugnani