

ONE MONTH OF TRU CONTENT. READY FOR REVIEW IN UNDER FIVE MINUTES.

TRU and The Family Vibe have already built the creative foundation. This engine turns that foundation into a faster, repeatable operating capability while the team keeps the judgment, direction, and final approval.

45-DAY PILOT / \$25,000

Measure the complete batch time with TRU's real workflow before making it a production promise.

OPEN THE INTERACTIVE SPECIFICATION

OPEN THE 30-POST DEMO



KEEP THE CREATIVE TEAM. REMOVE THE BUSY WORK.

The engine handles recurring posts, article drafts, offer variants, captions, and calendar preparation so the team can spend more time on campaigns, creators, partnerships, and launches.

APPROVED INPUT



EXPLICIT TRU RULES

- KEEP** Bold headlines, teal and powder, real homes, product truth.
- EXPAND** Arizona routines, practical education, authentic UGC.
- NEVER** Fake packages, clinical fear, generic wellness stock.

NEW OUTPUT



CHOOSE WHAT YOU WANT TO MAKE. THE ENGINE BUILDS THE CAMPAIGN.

Monthly content, an offer, or an article. Each begins with one approved brief and ends in the same human review loop.

01

MONTHLY CONTENT

Prepare 30 daily posts, including static creative, complete carousels, captions, claim notes, and Meta test ideas.

02

OFFER STUDIO

Turn one verified offer into feed, story, carousel, landing-page, terms, tracking, calendar, and Meta assets.

03

ARTICLE CAMPAIGN

Draft a cited field guide, then create the social, email, community, and Meta assets around the approved answer.

BRIEF > GENERATE > APPROVE > SCHEDULE > LEARN

ONLY CONFIRMED FEEDBACK BECOMES A REUSABLE TRU RULE

THIRTY POSTS. READY BEFORE THE FIRST SWIPE.

30

COMPLETE POSTS

48

FINISHED PANELS

24

STATIC POSTS

06

FOUR-SLIDE CAROUSELS

Artwork, copy, claim notes, and paused test ideas arrive together before review starts.



AIR WELLNESS / PRODUCT / ARIZONA / TRUST / DELIVERY / HOME CARE

AI PREPARES. PEOPLE DECIDE.

Focus Review, Bucket Grid, voice direction, archive, restore, and explicit TRU rules keep the team in control of every decision.

FOCUS REVIEW

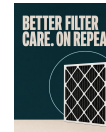


One post at a time.

Approve, revise, archive, undo, or restore.

APPROVE

BUCKET GRID



Compare a bucket. Return to focus.

CONVERSATIONAL REVISION

"Make this feel less polished. Keep the real-home framing and make the product easier to see."

INTERPRETED BRIEF

Phone-shot texture / more product / preserve hook

REMEMBER FOR TRU?

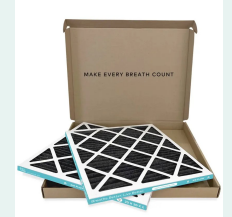
CREATIVE CAN VARY. APPROVED OFFER FACTS CANNOT.

Choose the campaign, confirm the commercial facts once, and prepare every channel from the same approved offer.

RECOMMENDED PILOT PROOF

GIVE THE GIFT
OF TRU

COMMERCIAL APPROVAL REQUIRED



SIX STARTERS

CHOOSE THE CAMPAIGN

- 01 Give the Gift of TRU
- 02 First Month Free
- 03 Annual Plan Bonus
- 04 Holiday or Seasonal
- 05 Affiliate Code
- 06 Custom Offer

OFFER TRUTH

CONFIRM THE FACTS

- 01 What the customer receives
- 02 What the customer pays
- 03 Commitment and continuation
- 04 Dates and eligibility
- 05 Code, redemption, exclusions

CAMPAIGN PACKAGE

PREPARE EVERY CHANNEL

- 01 Feed and Story
- 02 Four-panel Carousel
- 03 Captions and Meta Copy
- 04 Landing Page and Terms
- 05 UTMs and Code Map

EACH ARTICLE IS BUILT TO POWER A CAMPAIGN.

Every draft includes a direct answer, complete sections, primary sources, claim notes, and a repurposing plan.

FEATURED ARTICLE

How Often Should You Change an Air Filter in Arizona?

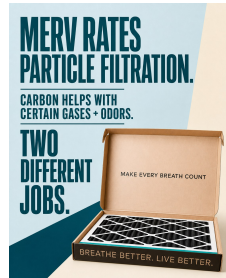
9 minute field guide / 6 sources / 7 sections



01

You Believe in Filtered Water. Why Not Filtered Air?

3 SOURCES / OPEN >



02

Carbon-Backed MERV 11: What Each Layer Is Designed to Do

4 SOURCES / OPEN >



03

Healthy Habits on Repeat: A Filter-Replacement Routine That Sticks

4 SOURCES / OPEN >



04

How Often Should You Change an Air Filter in Arizona?

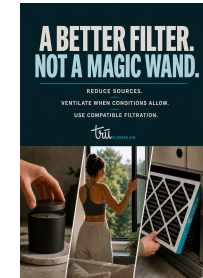
6 SOURCES / OPEN >



05

Air Wellness, Room by Room

4 SOURCES / OPEN >



06

What Your HVAC Filter Can and Cannot Do

4 SOURCES / OPEN >

ARTICLE > SOCIAL > EMAIL > COMMUNITY > META ASSETS

READY FOR EDITORIAL REVIEW

APPROVED WORK MOVES TO THE CALENDAR WITH ITS CONTEXT INTACT.

Meta scheduling is the first live integration. Later phases add permissions, data, and integrations after the core proves value.

TRU SCORECARD

TIME RECOVERED / ENGAGEMENT /
LINKED REVENUE WHEN AVAILABLE

PILOT

45 DAYS / \$25,000

Monthly Content, Offer Studio, Article Campaigns, review, voice revisions, calendar, and Meta scheduling or tested export fallback.

CONNECT

META, COMMERCE, CREATORS

Meta insights, coupon creation and redemption, CMS, community desk, meeting intelligence, and the TRU Wellness Circle.

COMPOUND

PERFORMANCE AND SCALE

Performance recommendations, fatigue alerts, Reels, 90-post quarters, and a second-brand portability test.

ONLY PILOT IS INCLUDED IN THE \$25,000 INVESTMENT. CONNECT AND COMPOUND ARE SCOPED AFTER DAY 45.

A 45-DAY PILOT. \$25,000 PAID IN THREE PHASES.

One committed engagement turns the current proof into a private working cycle for TRU and The Family Vibe.

01 / FOUNDATION

\$10,000

DUE AT SIGNING

Approved sources, TRU rules, product evidence, offer facts, roles, permissions, baseline, and setup.

02 / WORKING ENGINE

\$10,000

DUE BEFORE DAY 11

Private workspace, three creation modes, 30 posts, six article drafts, Offer Studio, review, calendar, and Meta scheduling or tested export fallback.

03 / TEAM PILOT + SCORECARD

\$5,000

DUE BEFORE DAY 31

Team calibration, included revisions, measured workflow, export package, roadmap, and Day 45 decision.

TIME RECOVERED / FIRST-PASS ACCEPTANCE / ENGAGEMENT / LINKED REVENUE WHEN AVAILABLE

READY TO BUILD TRU'S CREATIVE ENGINE?

Start with one measured cycle. Leave with working creative, a private operating system, and clear evidence about what to build next.

THE ASSETS

A complete first cycle.

One 30-post month, six article drafts, one verified offer campaign, and the full review record.

THE CAPABILITY

A private TRU workspace.

Documented rules, sources, offer and claim records, human gates, and exportable workflow data.

THE DECISION

Continue, revise, or stop.

Day 45 produces the scorecard, handoff, risk register, and a separately scoped roadmap.

START THE \$25,000 PILOT

OPEN THE INTERACTIVE PROOF

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