Studio MESO OS

Operating manual for the design and sales team

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What this is

Studio MESO OS is the studio's own sales system. It sits between an enquiry arriving and the studio replying to it, and it does the writing.

It is not a CRM you have to feed. Nothing here asks the team to log activity, update a status, or remember to follow up. The system watches the enquiry come in, prepares everything that would normally be written by hand, and then stops and waits for a person to approve it.

The founder stays in control of what goes out. The system removes the part where nothing goes out at all.

The problem it solves

Studio MESO has never had a lead problem. Enquiries arrive from the website, from exhibitor lists, from referrals after a show. What happens next is the problem.

What used to happen	What it cost
An enquiry lands in an inbox during install week	It is read, and answered four days later — or not at all
Research on the prospect depends on who has time	Most replies are generic, so they read like every other studio's reply
Follow-up is a mental note	The second and third touch — the ones that actually convert — rarely happen
Every proposal is written from scratch	Hours per enquiry, before knowing if the lead is real
Quality depends on who replied	An intern's reply and the founder's reply do not look like the same studio

The pattern underneath all five: **the studio is busiest exactly when the enquiries arrive.** During a show build there is no capacity to write a careful three-paragraph reply about sightlines and stall dimensions, so the enquiry waits, and by the time anyone gets to it the prospect has already spoken to someone else.

This system does that writing while the team is on the stall floor.

What it does, end to end

1. The enquiry arrives

Two ways in:

- Website form — a prospect fills the enquiry form on the site. It appears in Leads immediately, no import, no copy-paste.
- Excel or CSV upload — an exhibitor list from an organiser, a scraped show directory, a spreadsheet of past enquiries. Go to Leads ’ Import, drop the file in. The system reads the columns, shows a preview of how many leads it found and how many rows it had to skip, and only then imports.

2. The AI prepares the whole approach

Open any lead and press Run AI Automation. Four agents run in order, each one reading what the one before it produced:

Step	What it produces
Research Brief	Who the prospect is, which show they are targeting, what a company like theirs usually needs, and what to ask them first
Email Sequence	A four-touch cadence — day 0, 1, 3 and 5 — written in the studio's voice, each touch with a different angle
Calling Script	An opener, the likely objections and how to answer them, and a WhatsApp message for when the call is not picked up
Proposal Draft	Scope and indicative costing, ready to be shaped into a real quote

You watch each step complete on screen. Nothing is hidden.

Every artifact can be read in full, edited, and downloaded as a PDF. The PDF opens directly on a phone, so it can be forwarded on WhatsApp from a show floor without going back to a laptop.

3. Nothing is sent until someone says so

This is the part that matters.

The day-0 email sits as a draft waiting for approval. It is written, it is ready, and it does not move.

When someone opens it they can edit the subject and the body before approving. The edit is saved, so the PDF and the record match what was actually sent — not what the AI first proposed.

Press Approve & Send and three things happen:

1. The email goes out.
2. The lead moves from new to contacted — because reaching them is what makes them contacted, not drafting.
3. The day 1, 3 and 5 follow-ups are armed automatically, using the copy the AI already wrote.

Those follow-ups then go out on schedule without anyone remembering them. That single behaviour is the one that recovers the most revenue, because it is the one that was most reliably being skipped.

4. Talking to it

MESO AI is the chat inside the system. It knows the current state — how many leads exist, what their statuses are, what is waiting for approval, what the AI last produced. Ask it in plain language:

- "How many leads came in this week?"
- "Draft a reply for the NorthEdge enquiry, but shorter."
- "What is waiting for my approval?"
- "Write a WhatsApp message for a 6x6 island booth enquiry."

It answers from what is actually in the system, not from guesswork.

Daily use

Morning, five minutes

1. Open Leads. New enquiries are at the top.
2. For each new one, press Run AI Automation and leave it running.

When the drafts are ready

3. Open the lead, read the Research Brief — it tells you whether this enquiry is worth the studio's time before anyone writes a word.
4. Open the email draft. Read it. Change anything that does not sound like the studio.
5. Approve & Send. The follow-ups take care of themselves from here.

Before a call

6. Download the Calling Script PDF. It opens on a phone.

Nothing else is required. No status updates, no reminders to set, no follow-up log to maintain.

What to check before trusting a draft

The AI writes well but it does not know things it was not told. Before approving, check:

- Named clients and case studies. The system is instructed never to invent them, and to describe examples generically instead. If a draft names a real past project, confirm the studio has permission to reference it.
- Numbers. Dwell time, footfall, percentage improvements — if a specific figure appears, it should come from the design team, not from the draft.
- The show and the dimensions. If the prospect did not state them, the draft should be asking, not assuming.

The system is built so a bad draft is visible before it is sent. That is the whole reason nothing sends automatically.

Roles

Role	What they can do
Founder / Admin (Kajal)	Everything: system settings, AI configuration, billing, approvals
Manager / Approver	Reviews and approves email drafts and calling scripts
Sales Representative	Works leads, runs the AI, prepares drafts for approval
3D Designer / Architect	Reads briefs and proposals to scope design work

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When something looks wrong

What you see	What it means	What to do
A pipeline step says failed	The AI provider was busy or slow	Press Run AI Automation again. Completed steps are kept — it resumes rather than starting over
"approved but not sent"	Email delivery is not configured yet	The draft is safely approved. Delivery needs the email service key added in settings
A lead shows no artifacts	The AI has not been run on it yet	Open it and press Run AI Automation
An import skipped rows	Those rows had no usable name or contact	The preview shows the count before importing — check the source file's columns

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The honest limits

- The AI cannot browse the web. It works from what it knows and from what is in the system.
- It does not know Studio MESO's real past projects, real pricing, or real client names unless someone tells it.
- Follow-ups run on a daily schedule, so a "day 1" email goes out on the next daily run rather than exactly 24 hours later.
- It drafts. It does not decide. Every outbound message passes a human first, by design.

Studio MESO OS — internal operating manual