



Amplo

by Readloop

Getting started with Amplo

Complete onboarding — **read this before you start.**

Beta · Windows only · You approve everything

Before you start

Amplo does the heavy lifting of your marketing — it writes posts in **your** voice, makes images and video, plans ahead and sets up ads. You keep the judgment: **nothing goes out unless you approve it**. Everything runs locally on your own machine, with your own accounts.

Important to know

- Amplo runs **on Windows only** (for now).
- Everything runs **locally on your machine** — your accounts, your data. We keep no shadow copy.
- **You approve everything** — no post is published until you say yes.
- **Ads (Ads/Campaigns) are an add-on** — but they're **included in your beta**.
- The beta gives you **30 days of full access**.

About the beta

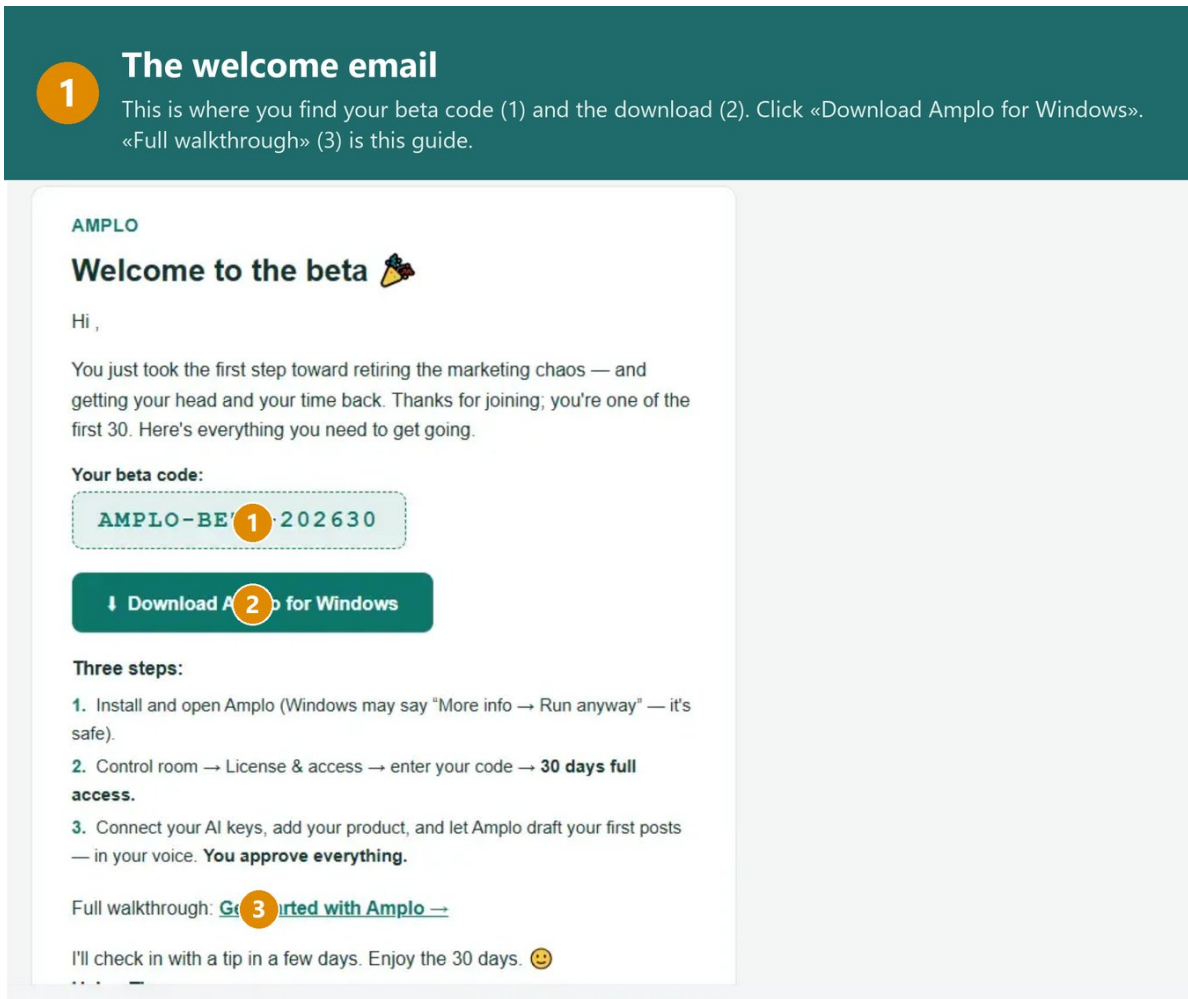
- This is a **beta** — things may change, and bugs can appear. Tell us, and we'll fix them.
- You use your **own API keys** (Claude, kie.ai, Zernio). Usage is billed directly by them.
- Keys and data are stored **safely on your machine** — never with us.
- Found something odd? Use «**Send feedback**» at the bottom of the app — it comes straight to us.

How this guide is built

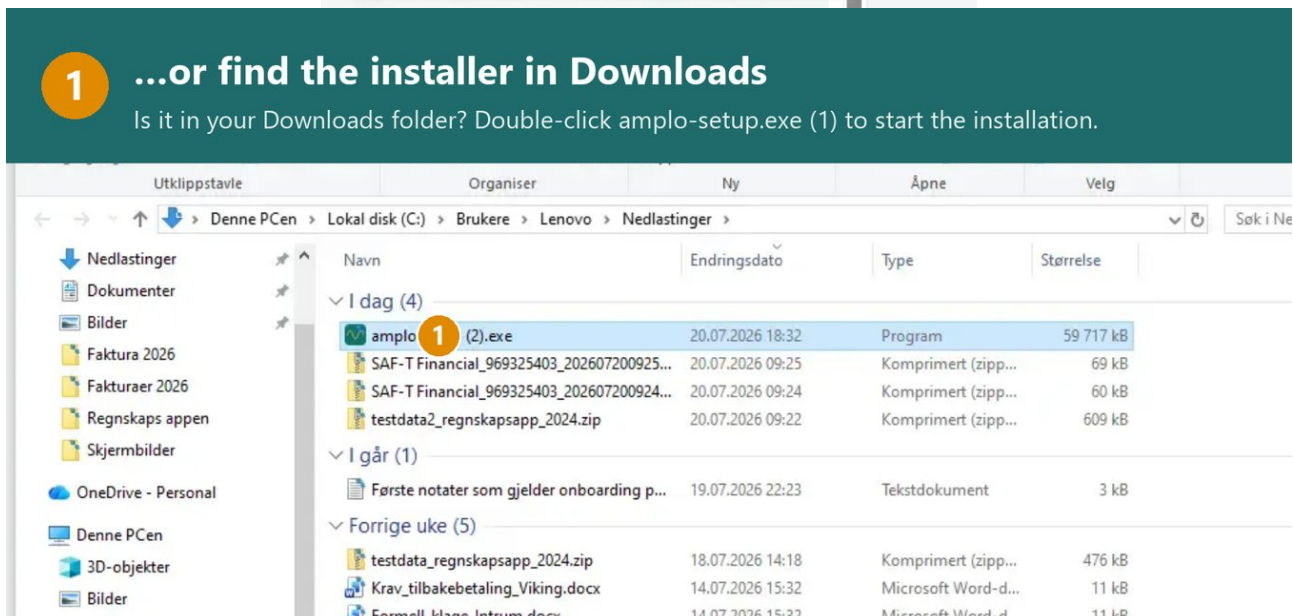
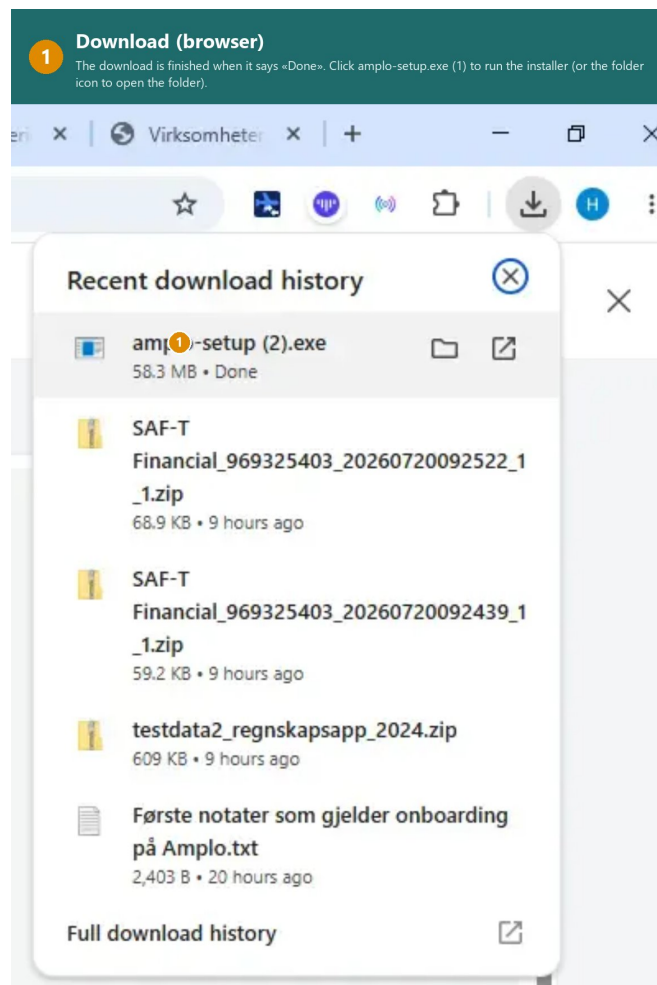
Six short parts, in the order you'll do them: **1)** download & install · **2)** connect the keys · **3)** add your product · **4)** let Amplo make posts · **5)** images, ads & campaigns · **6)** get help from Claude.

Part 1 — Download and install (Windows)

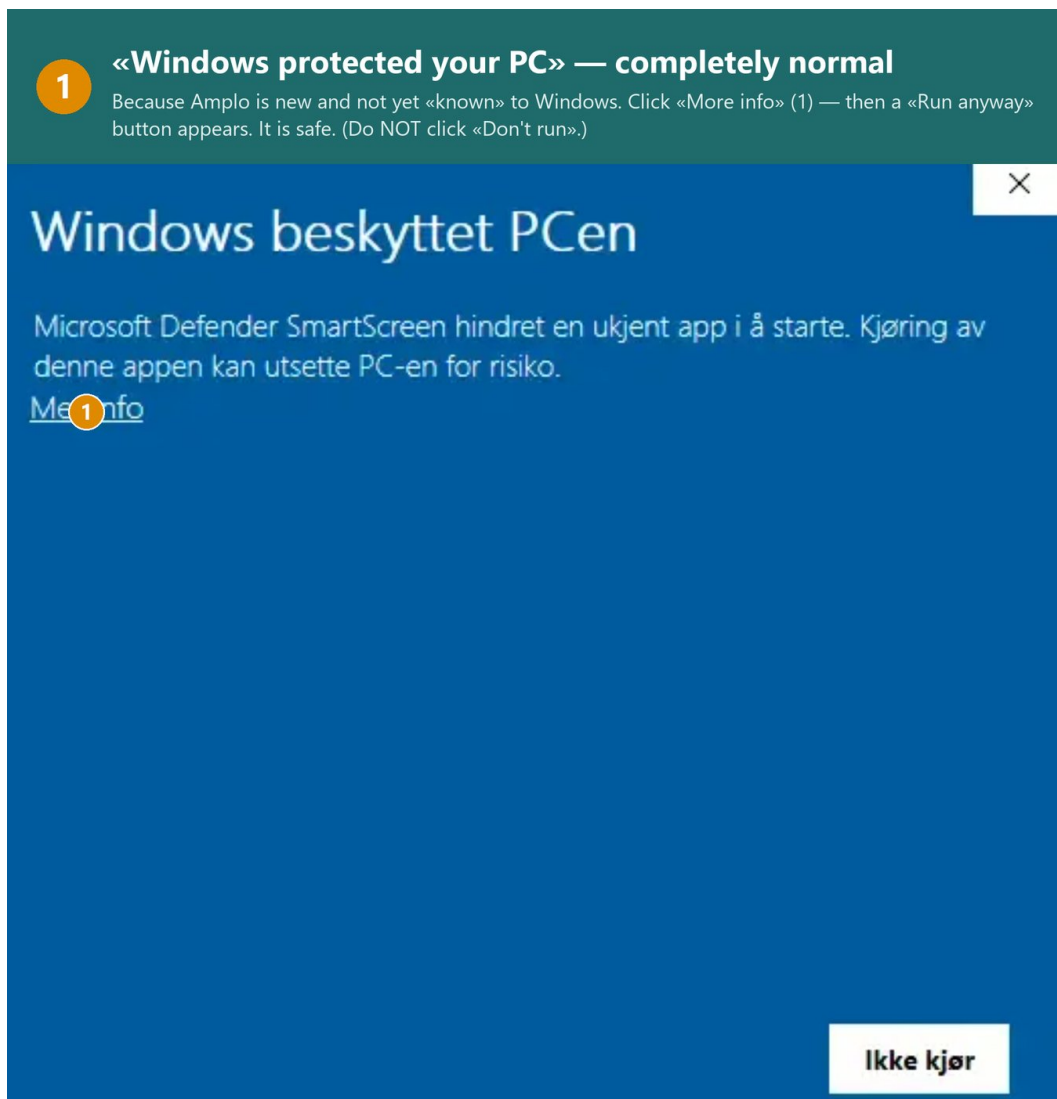
It all starts in the welcome email. That's where your **beta code** and a **Download** button are. Amplo is Windows only.



When you click «Download Amplo for Windows», your browser downloads **amplo-setup.exe** (~58 MB). Click the file when it's done — or find it in your Downloads folder.



Important — «Windows protected your PC»: Because Amplo is new, Windows shows a blue warning the first time. This is **completely normal** and safe. Click «**More info**» — then the «**Run anyway**» button appears. (Don't click «Don't run».)



Finish the installation (keep «Create a desktop shortcut»), then open Amplo from your desktop. The program opens in your browser, but runs locally on your machine.

1 Install Amplo

Keep «Create a desktop shortcut» (1) — click through (Next) and finish. It takes a few seconds.

Setup - Amplo version 1.0.3

Select Additional Tasks

Which additional tasks should be performed?

Select the additional tasks you would like Setup to perform while installing Amplo, then click Next.

Snarveier:

- 1 Lag snarvei på skrivebordet



Part 2 — Connect (the three keys)

Amplo works through **your own** accounts. Go to **Control room** → **Connections** and paste three keys. Click «Save» on each. Keys are stored safely on your machine — never with us.

2

Control room → connect the three keys

Paste your own keys: Claude (1) (the brain — console.anthropic.com), Zernio (2) (social media) and kie.ai (3) (images & video). Click «Save» on each. Keys are stored safely on your machine.

**Amplo**
by Readloop

NO **EN** Sea Night Paper

Level 0 · you approve everything

Today Posts **12** Calendar Inbox Products Studio Ads Campaigns Rules Guide **Control room**

CONNECTIONS

Connect your own accounts and keys — Claude, Zernio, kie.ai, WordPress, WooCommerce and tracking. Keys are stored safely on your machine (never in git, never shown again). Keys you've set in the environment or .env win and show as «environment».

Claude (the brain) • connected

Powers all text generation, the voice gate and the copilot. Cheap API key from console.anthropic.com.

API key — set (environment)

***** (set **1** we blank to keep)

Save

Zernio (social media) • connected

Publishes posts to your connected social accounts. The accounts are fetched automatically from your Zernio account.

API key — set (environment)

***** (set **2** we blank to keep)

Save

kie.ai (image & video) • connected

Generates images and video on demand. Key from kie.ai → API.

API key — set (.env)

***** (set **3** we blank to keep)

Save

WordPress (blog) • connected

Publishes blog posts. Use an «application password» from your WordPress profile.

Web address (<https://...>) — set (environment)

***** (set — leave blank to keep)

Username — set (environment)

The three keys

- **Claude (the brain)** — writes all text, the voice gate and the copilot. Get an API key at console.anthropic.com. Needs a little **credit** on the account to respond.
- **kie.ai (images & video)** — generates images and video on demand. Get a key at kie.ai → API. Also needs a little **credit**.
- **Zernio (social media)** — publishes posts and runs ads. Get a key in your Zernio account at zernio.com (Settings → API).

Do I need separate tokens for Facebook, Instagram, etc.?

- **No.** You connect your social accounts **inside Zernio** — Amplo fetches them **automatically** from there. One Zernio key covers every channel you've connected.
- Claude and kie.ai need a little credit to respond. Zernio: see your own Zernio plan.
- Enter your beta code under **Control room** → **License & access** → «Activate» (30 days full access).

Part 3 — Add your product

Go to **Products**. Type a short name for what you sell and choose «**Set up with the wizard**» — then Amplo (or your own Claude) helps you fill in voice, offer, selling points and SEO.

3

Products — add what you sell

Type a short name at the bottom and choose «Set up with the wizard» (2). Is a product «paused»? Then no posts are made — click «Start again» (1). The copilot (3) helps you along.

3

New product — the wizard

«Product type» (1) = WHAT kind of product (book/course/software). Your industry/trade goes in free text under «What is the product?» (2). Click «Let Amplo fill it in» (3) and Amplo fills in the rest.

Images go in the folder `media/spania/` — it's already linked to the product. Put JPG/PNG there and the engine uses them.
77 images there now.

Edit details Prompt for Claude Rulebook ▶ Start again Delete

Add a product

Short name, e.g. Safe home-buying in Spain Create empty Hide wizard

«Create empty» makes a product folder + form you fill in yourself. The wizard lets Amplo (or your own Claude) fill in voice, offer, selling points and SEO for you.

Product type
Determines how Amplo frames the product.

Bok / e-bok 1

What is the product?
One or two sentences about what it is and who it's for. Amplo builds on this.

E.g.: A handbook for people buying a home in Spain, written by a lawyer who has helped hundreds through the process. 2

Source (optional, but gives a better result)
Have a product page or website? Paste the link and press «Fetch» — Amplo reads the text and extracts the voice for you. Or paste text manually below.

https://... (product page/website) Fetch from link

Paste product-page text / a review — or fetch from a link above ...

Let Amplo fill it in 3 Copy the prompt (run in your own Claude)

Couldn't find your industry?

- «**Product type**» is about WHAT kind of product it is (book, course, software, service ...) — not your industry.
- Your industry/trade (e.g. carpenter, digital marketing) goes in **free text** under «What is the product?» — that's where Amplo builds on what you write.
- Is a product «**paused**»? Then Amplo makes no posts for it — click «**Start again**».

Part 4 — Let Amplo make posts (you approve)

Under **Rules** you set the pace: how often it posts, how much should be trust-building (not just sales), which goal you're working toward, and which channels are included. The defaults are a good starting point.

4

Rules — set the pace
Here you decide how often it posts, how much is trust-building (not just sales), which goal you're working toward, and which channels are included. The defaults are a good starting point.

 **Amplo**
by Readloop

NO

EN

See

Night

Paper

Level 0 - you approve everything

Today

Posts 12

Calendar

Inbox

Products

Studio

Ads

Campaigns

Rules

Guide

Control room

The rulebook

The one thing you tend — the soul of the system. Change something here and everything else follows.

Goal now What the system steers toward. Can also be traffic, email list, reviews.	Sales
Pace How often each product posts. Never more than this.	3 posts a week
Your voice Tonen for «amplo», lært av bokas gullprøve og dine portvalg på den.	ærlig, nøktern og varm, men direkte. Som en klok venn, ikke en megler. Ingen hype, ingen superlativer, ingen presserende salgsspråk.
Always do this Fixed rules the system always follows — e.g. «always #hashtags where the channel allows it».	alltid #hashtags der kanalen tillater
Never do this Boundaries the system avoids — grows from rejections and edits, and can be edited below.	unngå - ta kontakt i dag utropstegn, ord som «fantastisk» og «unik mulighet», løfter om verdistigning, og alt som ligner en meglerannonse.
Trust vs. sales Share of content that only gives value, without selling. Protects the soul.	30 % trust
Minimum time between posts So it never feels like spam. Required in the EU.	18 hours
AI labelling Mark content as AI-assisted where required.	☐

Rediger stemme og grenser

Connected channels (Zernio)

In **Posts**, Amplo drafts in your voice. Read, edit what you want, and click «**Approve**». Approved posts get a time going forward and show up in **Calendar**. Nothing goes out until you say yes.

4

Posts — Amplo writes, YOU approve

Amplo drafts in your voice. Read, edit what you want, and click «Approve». Nothing goes out until you say yes. Nothing happens when you fill the queue? You're usually missing a Claude key or an active product.

The screenshot shows the Amplo by ReadLoop interface. At the top, there's a navigation bar with the Amplo logo, a language selector (NO, EN, Sea, Night, Paper), and a status indicator (Level 0 - you approve everything). Below the navigation bar is a menu with options: Today, Posts (12), Calendar, Inbox, Products, Studio, Ads, Campaigns, Rules, Guide, and Control room. The main section is titled "Calendar" and includes a subtitle: "The planned posts laid out across the days — driven by the cadence per channel. Each post with time, channel and image." There's a toggle for "Re-spread posts evenly". The calendar grid shows posts scheduled from Monday to Sunday. Each post entry includes a thumbnail image, a time slot, a channel name, and a close button (X). For example, on Tuesday, there are posts at 12:00, 13:00, 15:00, and 19:00 for Facebook and Instagram. On Wednesday, there are posts at 11:00, 12:00, 19:00, and 19:00 for LinkedIn, Facebook, Instagram, and TikTok. The grid continues for the rest of the week, showing a variety of posts scheduled at different times and to different channels.

«Fill the queue» — and nothing happens?

- You're usually missing one of two things: a **Claude key** (Control room → Connections), or an **active product** (not «paused»).
- The copilot and all text need the Claude key — add it first, and the queue fills.

Part 5 — Images, ads and campaigns

In **Studio** you make a clean scene (image or video). Use «Simple mode»: say briefly what you want, tick mood and format — the copilot builds the prompt.

5

Studio — images and video
Create a clean scene (image or video) with «Simple mode»: say briefly what you want, tick the boxes — the copilot builds the prompt. The image can be used in posts or the ad library.

 Amplo
by Readloop

NO EN **Ser** Night Paper

Level 0 · you approve everything

Today Posts 12 Calendar Inbox Products **Studio** Ads Campaigns Rules Guide Control room

Studio

Create images and video independently of the posts — for an ad, a standalone post, or to refresh a product's media folder. Describe a clean scene: text is laid crisply on top afterwards.

Save to

«Standalone» saves to the ad library — the one Campaigns pick ad images from. If you pick a product, the media goes into that product's folder and can be used in the posts.

— Standalone (ad library)

 **Simple mode** Tell it briefly what you want and tick the boxes — the copilot builds the full prompt for you. You can fine-tune it afterwards.

What to create? e.g. «a book», «a running shoe», «»

For an ad (reserves space for text)

Channel ... (drives format + mo

Mood ...

Background ...

 Build prompt

Scene

Describe the subject — a clean scene with no text. Need help? Ask the copilot for a suggestion.

E.g.: a bright café with an open book on the table, morning light, warm ...

Model

Image — standard (photo)

Format

Square 1:1

Text on top (optional)

Optional text on top (image and video) ...

 This creates a real kie.ai image/video and costs money. Confirm below.

Generate (costs money)

Build from your own images

Upload an image and turn it into video — or upload one or more images and let the model combine/edit them

In **Ads** you build finished ads locally (free): scene + hook + offer. They land in the ad library.

5

Ads — build finished ads (free, local)

Combine scene + hook + offer into a finished ad. This is free and happens on your machine. The ads land in the ad library that Campaigns pick from.

Amplo
by Readloop

NO EN **Sea** Night Paper • Level 0 · you approve everything

Today Posts 12 Calendar Inbox Products Studio **Ads** Campaigns Rules Guide Control room

Ads

Build finished ads locally — free. Combine a book cover (with yellow marker tabs) + an optional back image (e.g. a checklist) + a catchy hook, and export for feed, story or web.

Template
 Book / lead-magnet

Save to
 — Standalone (ads)

Suggest ad (copilot) Formål (valgfritt): f.eks. «lokke til gratis nedlasting»

Main image (e.g. the book cover)
 Velg fil ingen fil valgt

Back image (optional)
 E.g. the checklist — shown as a tilted card behind the book.
 Velg fil ingen fil valgt

☒ Turn into a book with yellow marker tabs

Label (small heading)
Gratis sjekkliste

Hook (main text)
Ikke signer i Spania før du har sjekket disse 24 punktene.

Highlighted word (yellow marker)
24 punktene.

Button (CTA)
 Last ned gratis →

Link/URL
 vincere-nos.com/...

Byline (small text at the bottom)
Helge Thorsen · Vincere-Nos AS

Offer badge
 None

Badge text
 -30% · NYHET · INTRO · GRATIS

Colour
 Red

Badge position
 Top right

In **Campaigns** you run paid ads on Facebook/Instagram via Zernio. **This is an add-on — but it's included in your beta.** The card is with Meta; Amplo steers but never touches the money. Campaigns are always created as a **draft** — nothing costs money until you click «Publish».

Campaigns — paid Meta ads (ADD-ON, included in beta)


Amplio
 by Feedloop

NO **EN** **Seo** Night Paper

• Level 0 - you approve everything

Today Posts **12** Calendar Inbox Products Studio Ads **Campaigns** Rules Guide Control room

Campaigns

Run your ads on Meta (Facebook + Instagram) via Zernio — no Meta app needed. The card sits at Meta; Amplio steers but never touches the money. Campaigns are created as drafts — nothing costs money until you press «Publish».

1 · Annonsekonto
 Valgt konto: **394365744850894 (NOK)**
 Tilkoblet konto: **Author Helge Thorsen (facebook)**

Meta-annonsekonto (belastes)
 (fant ingen)

Bruk denne

2 · Ny kampanje

Image (pick an image or video)




Upload image

Click an image to select it. Make more in Studio or the Ads tab, or upload a finished one here.

Overskrift Objective Plussing

Copilot

Part 6 — Get help from Claude (free)

Stuck? You can let an AI help you. We recommend **Claude** — there's a free version at claude.ai. The trick is to give Claude a little background on what Amplo is, so the answers get precise. Copy the box below, paste it into Claude, and write your problem at the bottom.

Copy this into Claude (claude.ai)

- I'm using a program called **Amplo** — a marketing tool for small businesses that runs locally on my Windows PC (it opens in the browser). It uses three API keys I paste in: **Claude/Anthropic** (writes text), **kie.ai** (images/video) and **Zernio** (publishes + Facebook ads). I'm not technical — explain simply, step by step, without terminal commands.
- My problem is: *(write what's happening — ideally the exact error text or a screenshot)*

Ready-made prompts you can use

- **Getting started:** «I just installed Amplo. Help me step by step to enter the three API keys and create my first product.»
- **Better posts:** «Here's a post Amplo wrote: [paste]. Suggest three variants that sell the transformation more clearly, in the same calm voice.»
- **Product text:** «I run a [industry/trade]. Write a short, honest description of what I offer and who it's for — that I can paste into «What is the product?» in Amplo.»
- **Troubleshooting:** «Amplo does [X] when I [Y]. Here's the error: [paste]. What do I do?»

Help and contact

Send us an email: info@vincere-nos.com — or use «**Send feedback**» at the bottom of the app (it includes which tab you're on and the version, so we can help faster). During the beta we read everything ourselves and are happy to help you get going.

Good luck — and welcome to Amplo.