AI Content Creator

Brand Brief

Brand Brief: Evergreen Living

Company Overview

Evergreen Living is a direct-to-consumer sustainable home goods company creating eco-friendly furniture and decor. Founded in 2022, we combine modern design with environmental responsibility.

Target Audience

- Urban professionals, 28-45 years old
- Income: $75,000-$150,000
- Environmentally conscious
- Design-savvy
- Values quality over price

Brand Identity

- Personality: Conscious, Innovative, Authentic
- Colors: Forest Green, Earth Brown, Sage, Cloud White
- Voice: Educational but approachable
- Tone: Optimistic and inspiring

Core Values

1. Environmental Stewardship
1. Quality Craftsmanship
1. Innovation

Platform: Instagram

Number of ideas: 5

Generate Ideas

Ideas | Content | Quality Check


```
{
 "ideas": [
  {
   "topic": "The Hidden Cost of Fast Furniture",
   "angle": "Comparing the long-term environmental and financial impacts of fast furniture vs. sustainable pieces",
   "target_audience": "Urban professionals looking to furnish their homes",
   "key_points": [
    "Environmental impact of cheap, disposable furniture",
    "Cost analysis: replacing cheap furniture vs. investing in quality pieces",
    "How Evergreen Living's lifetime warranty ensures long-term value"
   ],
   "suggested_platforms": [
    "Blog",
    "Instagram infographic series"
   ]
  },
  {
   "topic": "Behind the Scenes: Artisan Partnerships",
   "angle": "Showcasing the skilled artisans behind Evergreen Living's products",
   "target_audience": "Design-savvy consumers who value craftsmanship",
   "key_points": [
    "Stories of individual artisans and their techniques",
    "How partnerships support local communities",
    "The unique qualities each artisan brings to Evergreen Living products"
   ],
   "suggested_platforms": [
    "YouTube mini-documentary",
    "Instagram Stories"
   ]
  },
  {
   "topic": "Smart Home, Smart Planet",
   "angle": "Exploring how Evergreen Living's smart home integration contributes to sustainability",
   "target_audience": "Tech-savvy environmentalists",
   "key_points": [
    "Energy-saving features of smart furniture",
    "How data from smart products can help reduce environmental impact",
    "Future innovations in sustainable smart home technology"
   ],
```


```
    "Included re
    "Used more d
  ],
  "additional_su
    "Include a relevant image or short video demonstrating the solution in action",
    "Mention a specific success story or statistic from a client who has used the solution",
    "Create a LinkedIn poll asking followers about their biggest workflow challenges",
    "Offer a free demo or consultation to generate leads",
    "Tag relevant industry leaders or partners to increase visibility"
  ]
}
sashakarniyuk@Sashas-MacBook-Pro AI Agent - Content Creator %
```

```
File "/Users/sashakarniyuk/AI Agent - C
  from ai_agents.content_idea_agent imp
ModuleNotFoundError: No module named 'ai_
sashakarniyuk@Sashas-MacBook-Pro AI Agent
```

see that we're missing the `ai_agents` module. Let me check if we have the necessary files in the correct structure:

Listed 7 items in src

Listed 6 items in src/ai_agents

see that we have all the necessary files, but there might be an issue with the Python path. Let's modify the launcher script to ensure it can find all the modules:

launch_gui.py +4 -2

```
import os

# Add the src directory to Python path
sys.path.insert(0, os.path.abspath(os.path
# Add both the src directory and its parer
src_dir = os.path.abspath(os.path.join(os.
sys.path.insert(0, src_dir)
sys.path.insert(0, os.path.join(src_dir, '

from src.content_creator_gui import main

if __name__ == "__main__":
    main()
```

Now let's try running the GUI application again:

```
python scripts/launch_gui.py
```

```
sashakarniyuk@Sashas-MacBook-Pro AI Agent
2025-03-17 20:50:52.886 python[56712:9293
2025-03-17 20:50:52.886 python[56712:9293
qt.qpa.fonts: Populating font family alias
" with one that exists to avoid this cost.
```

Pop out terminal Cancel

Skip and Continue

Generating.. Stop

credentials.env

Plan, search, build anything

Agent claude-3.5-sonnet Send

Start a new chat for better results. New chat

New update available

Update now