

Build your own AI assistant that knows your business

The five things from the video, set up one at a time: a home, a model, memory, tools and a way to reach it. This guide uses a free program called Hermes to do it; the other tools named in the video work too, but one path keeps it simple.

WHAT IT IS

An AI that stays on, remembers you and can do tasks

A normal AI chat forgets you when you close the window and can only talk. An AI assistant (also called an agent) adds three things: it keeps notes about you and your business, it can use tools, and you can message it from your phone. Hermes is a free, open-source program from a company called Nous Research that gives you all of that in one install.

WHAT IT DOES

The five things, and what this guide uses for each

THE THING	WHAT THIS GUIDE USES	WHAT IT COSTS
A home	Your own computer to start. A small rented server later, if you want it on all day	Free on your computer. A small server is a few dollars a month
A model	You choose during setup: Claude, ChatGPT or others	Paid. A subscription or pay-per-use key
Memory	Built into Hermes. It keeps two short note files about you and your work	Free
Tools	Built in: files, the web, scheduled jobs. You switch them on and off	Free to switch on. Some tools need their own key
A way to reach it	Telegram, the free messaging app	Free

WHAT IT REPLACES

Explaining your business to AI every single day

Without memory you retype your offers, prices and tone into every new chat. Without a way to reach it you have to sit at your computer to use it. This setup fixes both: you explain things once, then text it from your phone.

BEFORE YOU START

Three things to have ready

→ A Mac or Windows computer you can install programs on.

To check: on a Mac, Apple logo (top-left) → About This Mac. On Windows, Start → Settings → System → About. Any computer from the last several years is fine.

→ A paid AI account or key. The simplest are a ChatGPT subscription, a Claude API key from console.anthropic.com, or a Nous Portal subscription from portal.nousresearch.com.

Start with whichever you already pay for; you can switch later. A key is like a password: it is yours alone, so never paste it into a post or send it to anyone.

→ Telegram on your phone.

Free in the App Store or Google Play. Sign up with your phone number before step 4.

STEP 1 · THE HOME

Install Hermes on your computer

Start on your own computer. It costs nothing and you can move to a server later (step 6).

1 Go to hermes-agent.nousresearch.com and download the Hermes Desktop installer.

Pick macOS or Windows. This is the click-based way and the one Hermes recommends.

2 Open the downloaded file and follow the installer.

It takes a few minutes because it also sets up the pieces Hermes needs. Windows may show a warning from your antivirus about a file called uv.exe. Hermes's own instructions say this is a known false alarm.

Prefer one line of text instead? Open Terminal (Mac: ⌘ + Space, type "Terminal", Enter) and paste the line below. Both ways give the same result.

```
curl -fsSL https://hermes-agent.nousresearch.com/install.sh | bash
```

STEP 2 · THE MODEL

Choose the AI it thinks with

1 Open Hermes. The first time, it starts a setup and asks which mode you want.

Choose **Quick Setup** if you want Nous Portal (one login, nothing to copy). Choose **Full Setup** to use your ChatGPT subscription or a Claude key.

2 Pick your provider from the list and sign in, or paste your key when it asks.

For a ChatGPT subscription the option is called "OpenAI Codex". For a Claude key it is "Anthropic". If you see nothing while pasting a key, that is normal: it is hidden on purpose.

3 Type a first message, for example: "Say hello and tell me which model you are."

If it answers, the hardest part is done. If it shows an error, type **hermes doctor** in Terminal; it checks the setup and tells you what is wrong.

STEP 3 · THE MEMORY

Tell it about your business, once

1 Paste this into the chat and fill in the brackets:

```
Remember this about me and my business. I run [what your business does]. My customers are [who].  
I sell [your offers and prices]. I like answers that are [short / detailed / plain]. Never [the  
things you never want it to do]. Save the important parts to your memory.
```

2 Start a new chat and ask: "What do you know about my business?"

It should answer from memory. New memories show up from the next chat, not the current one, so always test in a fresh chat.

Keep it to the facts that matter. The memory is small on purpose (about two short pages in total), so it stores the essentials, not whole documents.

STEP 4 · A WAY TO REACH IT

Connect Telegram so you can text it

1 In the Hermes app, open Messaging → Telegram and click Create with QR.

2 Scan the code with your phone's camera. It opens Telegram and creates your assistant's chat for you.

Hermes also locks it to your Telegram account, so nobody else can message your assistant.

3 Send it "hello" from your phone.

It answers in Telegram. You can also send a voice message; it writes it out and replies.

Give it a job that runs on its own

Hermes has a built-in scheduler. You set a job up by asking in plain words, in the app or in Telegram.

1 Send it a message like this one:

```
Every weekday at 8:00, look at my goals and send me the three things I should do today.
```

It confirms the job and when it will run. The result arrives in the same chat.

2 To see or stop your jobs, ask: “List my scheduled jobs” or “Remove the morning job.”

To switch tools on or off (web search, files, the browser), type **hermes tools** in Terminal and follow the menu. Some tools need their own account or key; the menu says which.

Two ways to make it work while you sleep

Your assistant only answers and only runs its jobs while the computer it lives on is switched on. Pick one:

OPTION	HOW	GOOD TO KNOW
Leave a computer on Free	In Terminal, run hermes gateway install . Hermes then starts by itself whenever the computer starts. Set the computer not to sleep.	Messages sent while the computer is off are not answered later, unless you change that in the settings.
Rent a small server A few dollars a month	Rent the smallest Ubuntu server from a provider such as DigitalOcean or Hetzner. Connect to it the way the provider shows you, then run the one-line install from step 1, then hermes setup , then hermes gateway setup , then sudo hermes gateway install --system .	This part is more technical. Do steps 1 to 5 on your own computer first, so you know it works before you pay for anything.

Server prices change, so check the provider’s own page. Hermes’s makers say a five-dollar server is enough.

GOOD TO KNOW

Keep the assistant’s Telegram code secret. Anyone who has it can control your assistant. **Watch the cost.** Every message and every scheduled job uses your AI account, so start with one job, not ten. **It does what you set up.** It will not take initiative like a person, and it can be wrong; check anything important before you act on it. **Update it** with `hermes update`. **Stuck?** `hermes doctor` checks your setup and says what to fix.