

AI Agents That Drive Real Results

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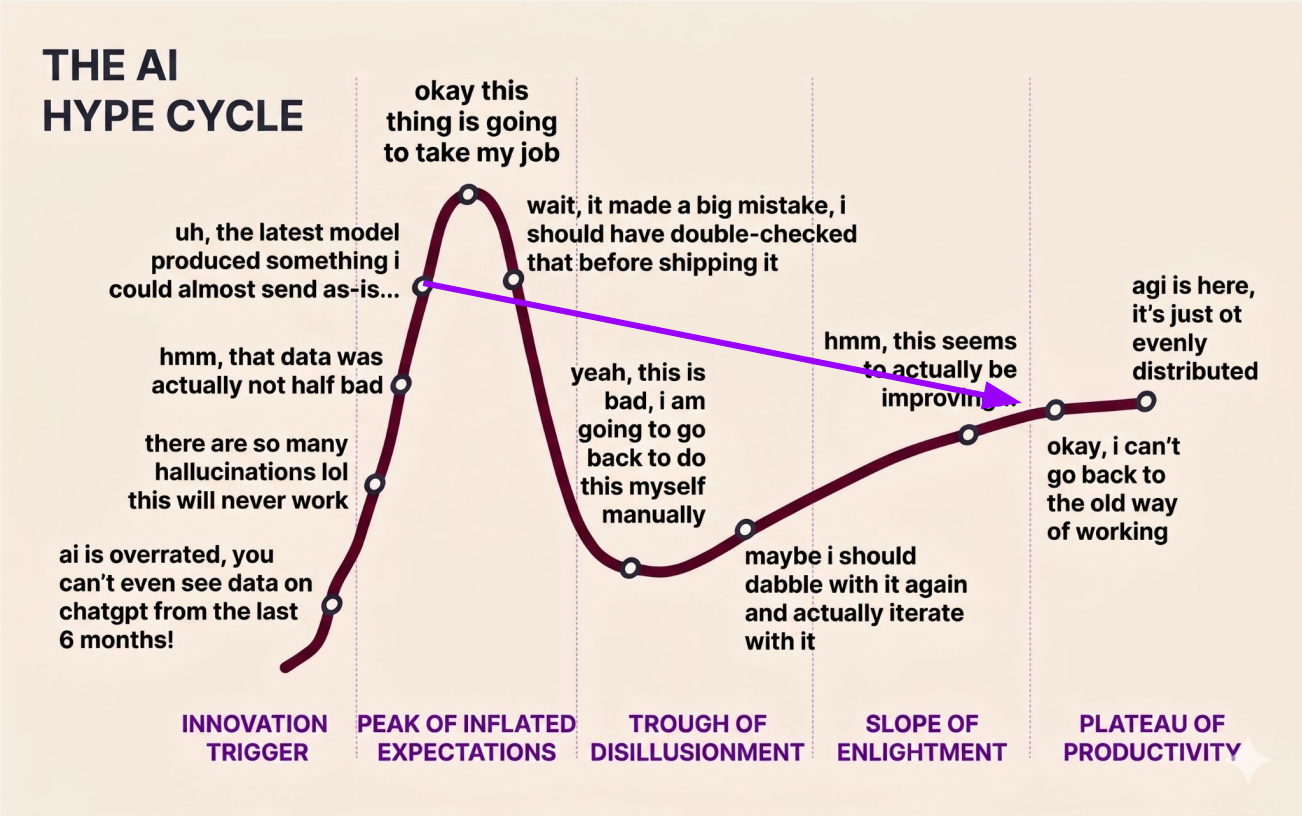
Help you skip the hard part



Agenda

Module 1 - What's an agent?

Module 2 - How to build a top-quality agent

Module 3 - Walk through an example

Module 4 - Build your own!

Agents reason, act, and learn

Automations

- ➔ Pure Script
- ➔ Trigger actions

make zapier

Custom GPT/GEM

- ➔ Question/answer
- ➔ Limited tool use



Single Agent

- ➔ Tools++
- ➔ Goals

- ➔ Plans
- ➔ Loops + Adapts
- ➔ Autonomous
- ➔ Learns

Multi Agent

- ➔ Orchestrator
- ➔ Specialized Agents

- ➔ Delegates
- ➔ Acts in Parallel
- ➔ Long & complex runs

The differences in practice

“Find 5 influencers to promote my product”

Custom GPT/GEM

- ➔ Search Google/TT
- ➔ Returns 5 “Mega-Influencers”

Single Agent

- ➔ Influencer DB or a specialized API
- ➔ Micro- Influencers
- ➔ Verifies engagement

Full context window

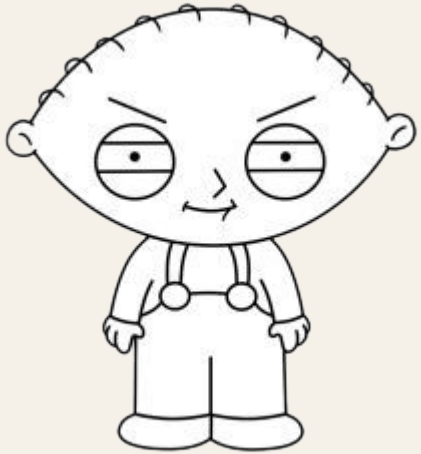
- ➔ Writes generic outreach

Multi Agent

- ➔ **Scout Agent:** influencers w/ aligned interest
- ➔ **Auditor Agent:** checks for bots and engagement
- ➔ **BD Agent:** personalizes outreach

Study the hole to understand the peg

- ➔ Knows the entirety of human history
- ➔ Pattern match across huge datasets
- ➔ Infinitely creative
- ➔ Codes like a junior engineer



- ➔ The average of averages
- ➔ No common sense
- ➔ Hallucinates
- ➔ Doesn’t know facts
- ➔ Bad memory
- ➔ Non-deterministic

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The 4 design patterns

1. Planning
2. Tool Use
3. Evaluation
4. Multi-agent

Plan, don’t YOLO

Why Plan?



🎯 Goal (*clear target*)

⬇️

👤 Persona (*your context*)

⬇️

👯 Examples (*bootstrap instr*)

⬇️

📋 Steps (*easy to execute*)

⬇️

🔧 Tools (*ground in reality*)

⬇️

✓ Verify (*catch failures*)

⬇️

📁 Document (*maintainable*)

Tools, not vibes

Why Tools?



Data Retrieval

✅ Current, verified info

📋 Web search, MCPs, files, etc

Data Processing

✅ Reliable, repeatable insights

📋 Python, SQL, Pandas, etc

Actions

✅ Impact the real world

📋 Sendgrid, Airtable, Notion, etc

Eval and iterate

🧠 LLM Reflection

- ➔ Tone & Quality
- ➔ Structure & Flow
- ➔ Redundancies & Completeness

Eval: *Use clear rubrics, Y/N questions*

💻 Code Verification

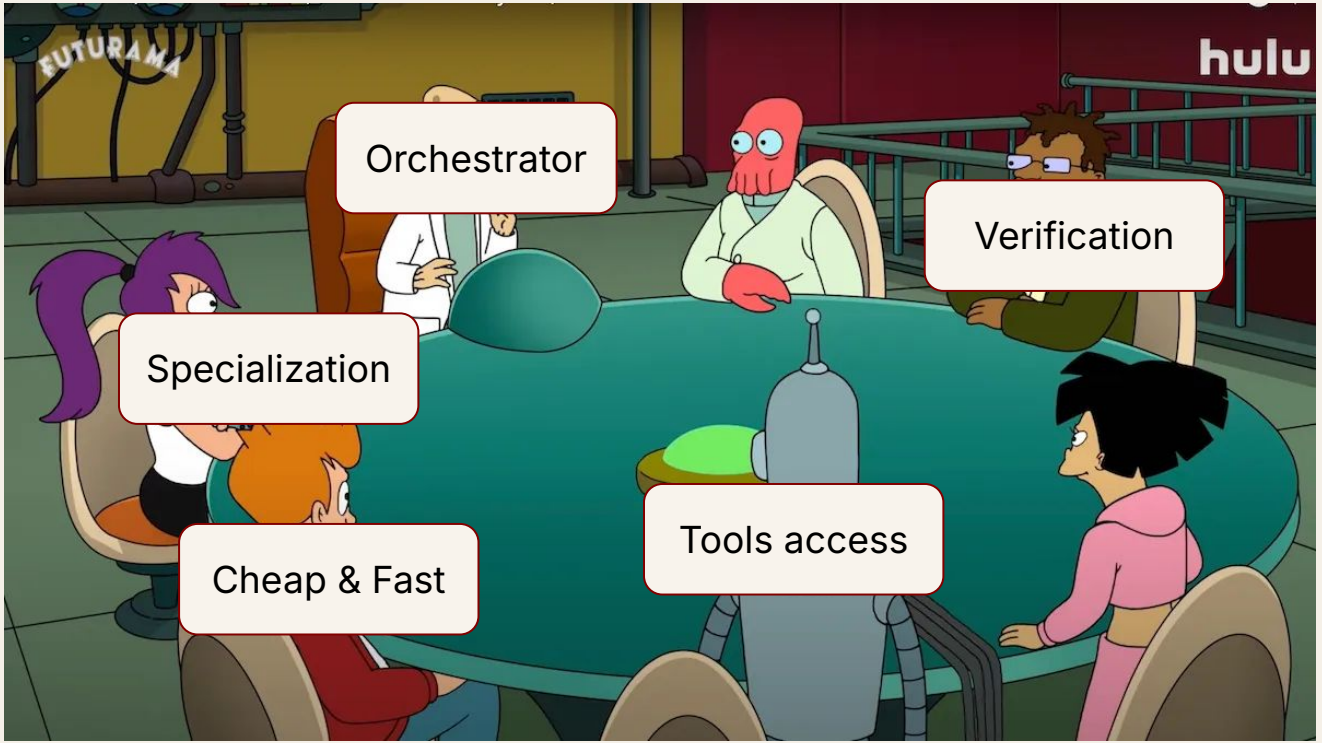
- ➔ Citations
  e.g. curl the URLs
- ➔ Formatting & schema
- ➔ Data integrity

Eval: *Fix failures at the root*

🧠 🤝 💻 Hybrid

- ➔ Verify code
  - 🧠 logic, edge cases
  - 💻 run tests, check errors
- ➔ Fact checks
  - 💻 existence & format of data
  - 🧠 cross reference data
  - 🙂 human-in-loop

Multi-Agent Teams



Multi-Agent Teams

Linear Org Chart

Agent A → B → C

➔ **Lead enrichment**
Scrape LinkedIn → Enrich with Clearbit → Score → Add to CRM

➔ **Blog post pipeline**
Research → Outline → Draft → Edit → Publish

Hierarchical Org Chart

Orchestrator & workers

➔ **Growth Agents Team**
Growth Manager ⇉
+ Technical audit
+ Competitor/landscape research
+ AEO/SEO strategy
+ Content generation
+ Publish/distribution
⇉ Manager synthesizes, analyzes data and prioritizes next steps

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AEO strategy agent

Problem

- ➔ AI makes building so easy, now distribution is the bottleneck.
- ➔ Current AEO/SEO tools are manual and hard to use
- ➔ Agencies are expensive
- ➔ So much hype out there, very little real value

Solution

Input: your product, competitors, market

⬇️

Agent magic :)

⬇️

Output: results, recs, prioritized next steps

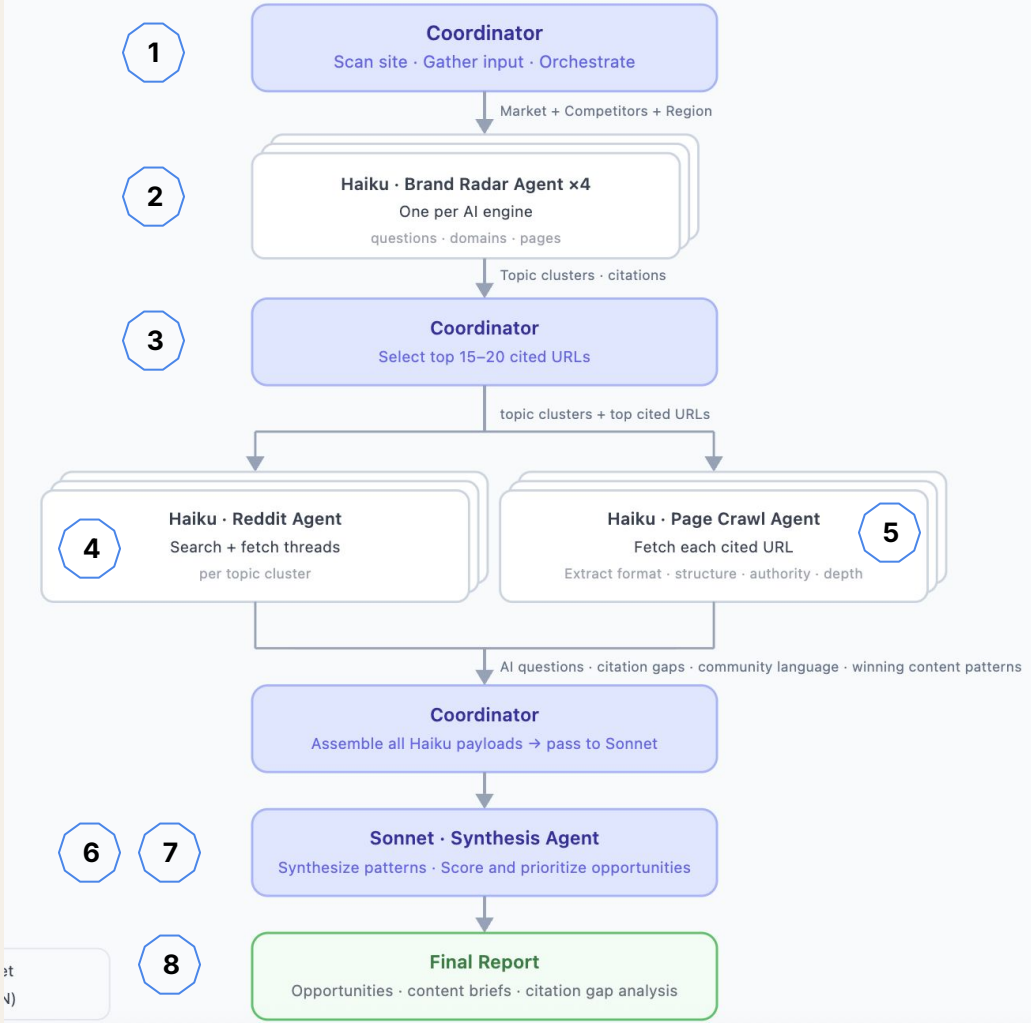
- ➔ Consistently viral: **500k+ views across 4 posts on Reddit**

MODULE 3 · THE REAL-WORLD AGENT

How it works

1. Your site audit
2. Market & competitors
3. What's winning AI answers
4. Real user vocabulary
5. Competitor pages
6. Gaps where you can rank
7. Winning content patterns

8. Prioritized recommendations (topic clusters | format)



An example output

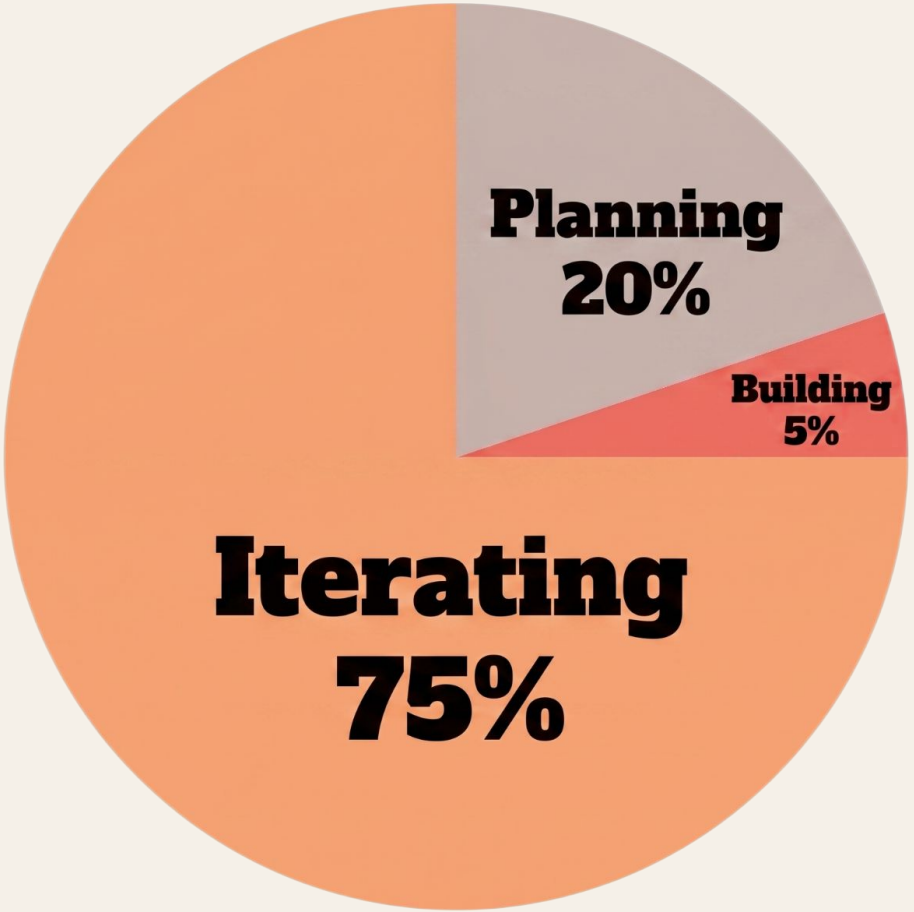
Winning Content Formula

Based on crawling 5 top-cited competitor pages:

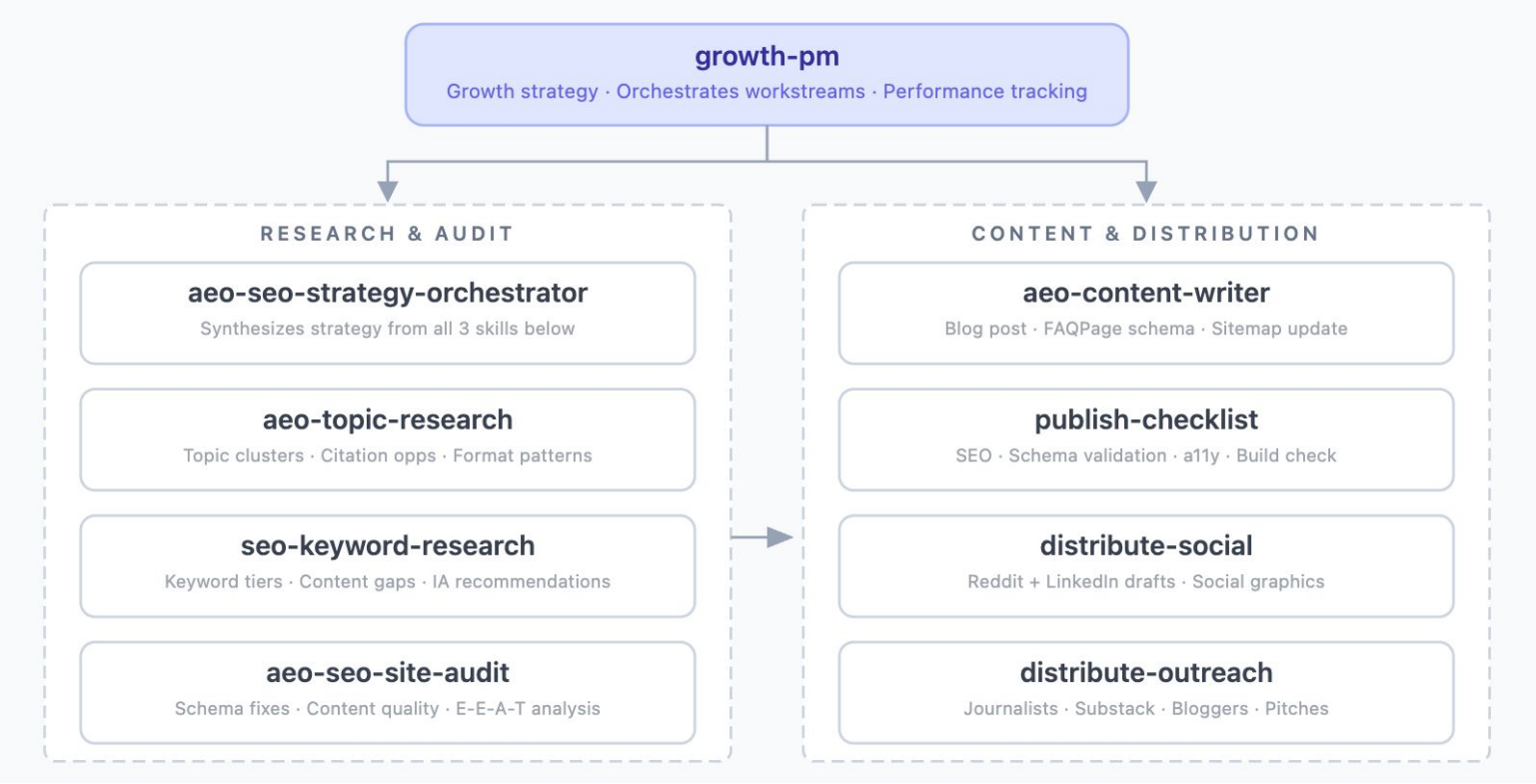
Dominant Content Formats

Format	Pages Using It	Notes
Comprehensive guide with category sections	5/5	Standard — every top page uses this
Numbered list (Top X jobs)	4/5	Number in headline increases CTR
Data table (salary, growth %, risk score)	4/5	Key trust signal for AI engines
FAQ section at bottom	3/5	Missing from 2 top pages — opportunity for

How I built it



The full growth stack



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MODULE 4 · HANDS-ON ACTIVITY

Let's build an agent! (15 min)

Let’s build an AI agent to [WHAT YOU WANT TO AUTOMATE].

- Your goal is to [WHAT YOU WANT THE AGENT TO DO].
- Success looks like: [WHAT GOOD OUTPUT LOOKS LIKE].

Context:

- I work at [COMPANY / ROLE]
- My audience is [WHO THIS IS FOR]
- I currently do this manually by [HOW YOU DO IT TODAY]
- The biggest pain point is [WHAT TAKES THE MOST TIME / GOES WRONG]
- You have access to: [TOOLS / DATA / SYSTEMS YOU CAN CONNECT]
- Use these samples for [CONTENT / DATA] for [CREATING TONE / TESTING]
- Do not: [ANYTHING OFF LIMITS]
- Before finishing, verify [CHECK 1] [CHECK 2]

Ask me clarifying questions, then help me create a step-by-step plan for this agent.

Q&A

Questions?

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