



So in today's video, I will present you with our entire blueprint for automating any business with AI agents completely from.

Scratch, I will.

Explain the seven key steps in our.

Process that we use to go.

From finding your first client to building out as many agents for them as possible until.

Your or your?

Client's business literally runs.

By itself before we get.

Started My name is Arseni and we were the first AI agencies to start building real production AI agents, not examples back in 2020.

4 Today we already have over.

20 people and we are still continuing to scale and pioneer this new Agents as a service model on this channel.

I'm sharing with you all of our learnings completely for free.

Now let's dive right in.

The first step in our blueprint.

Is of course.

To find a client a frequent mistake.

That I see.

People make in this.

Space is.

Waiting too long to find their first client, many people think that they need to master air agent development completely before starting to.

Offer real services, but the truth.

Is you can get your first client even before.

You build.

Any agents at all?

Yes, that's true.

You can actually learn everything you need to know along the.

Way after you got your first.

Client and in my opinion it's a much better way.

To do this.

Not only you will get.

Paid for it, which is a.

Pretty significant advantage, but you will.

Also.

Learn faster because you'll be learning from real experience and feedback.

But the best part is that you already probably.

Know someone who could massively benefit from AI agents?

Because those people are typically.

Business owners and entrepreneurs, and everyone knows.

At least a couple.

Of them, maybe it's your best friend who owns a small restaurant, or maybe it's someone who you.

Studied with at college or.

Maybe even it's a company.

That you work.

For right now, so.

Just.

Reach out to them and tell that you're starting to.

Build AI.

Agents that can improve efficiency and automate their boring, repetitive tasks.

This is.

Called Warm Outreach, by the way, and that's usually the.

First way.

That I would recommend to find your client.

The second way that I would recommend for beginners is using freelance platforms.

Like Fiverr or app work?

Right now there's practically 0 competition for AI agent services, Most people still.

Offer very basic outdated services that today.

Can be completely.

Replaced by AI.

Agents.

So think about what industries you have the most experience with, think about what you're

passionate about, and then search for similar services on these platforms even if you're not planning to.

Offer your services.

Through freelance platforms.

This exercise is still.

Going to be incredibly.

Valuable for you, so try.

Searching for example for marketing and instantly you can see.

That people are.

Offering marketing.

Strategies for over.

600.

Dollars.

So why?

Would anyone buy a \$600.00 marketing strategy if they can buy an agent that can generate infinite marketing strategies for them so.

The best part about?

These two methods.

Is that they?

Require no upfront investment.

Literally it doesn't take you anything.

To outreach to.

Some of the people you know and.

Create those gigs.

On fiber and Upwork and later you can then expand into other lead Gen.

Strategies like cold outreach.

Or organic content.

But definitely make sure you find your first client first.

Because this will allow you to.

Learn and.

Get real feedback.

Much faster.

And after you found your first client, the next step is to find a problem.

So here's.

How we find problems to automate with AI agents in any business?

First, you are.

Looking for a recurring problem that your clients have struggled to automate before.

It needs to be a dynamic.

Process that is.

Performed repeatedly by one or more employees within the company.

It shouldn't be a simple process.

Where each step.

And the sequence.

Of those steps.

Are determined in advance.

Because such processes.

Can be easily automated with.

Tools like.

Zapier or Make We are looking specifically for more dynamic processes that are never executed twice in the exact same way.

So typically in such processes, there's always something that can go wrong, so the agent needs to adapt based on circumstances.

Take for example project management, managing multiple employees at different time zones, managing delays, dealing with changes in requirements.

All of these things simply cannot be mapped out on a.

Workflow Builder it.

Would be impossible.

Or another great example is content creation where you need to constantly provide your agent.

With regular feedback just like you would provide it to.

A human blog writer and the.

Easiest way.

To uncover these processes within a business.

Is to start.

From Sops or Standard Operating Procedures.

Luckily, most businesses have already documented these processes somewhere, so.

Typically.

All you need to do is just ask.

However, if your.

Client doesn't have these processes documented.

Which of course.

Does happen quite frequently, You'll need to.

Get curious.

And uncover.

These processes by yourself, so here are.

Some great practical questions that we use in our agency to find these processes all the time.

What?

Roles currently exist in your company.

Which processes?

Are currently causing the most frustration for you?

Which departments have recently been struggling to scale?

Which tasks do?

Your employees find themselves doing repeatedly on a weekly.

Or daily basis.

If you want to.

Get our full.

AI strategy meeting template completely for free then head.

Over to our.

School community which?

Previously was available.

Only.

To our paid subscribers.

Of our platform, there's also some additional extra content and.

Playbooks there that.

You can use.

To get started.

Completely.

For free the.

Reason we are making this community.

Public is because.

We are now adding a free plan to our platform Which?

Hopefully should be.

Available by the time you watch this video so make sure to sign up and if it's not available, we'll notify you.

OK, so after asking these questions you should.

Have a.

Few.

Very concrete.

Ideas.

Of what you can automate, however.

Before you start.

Building Please consider carefully which agent.

To deploy first.

Focusing on the wrong agent at the beginning caused a ton of frustration for us and for our clients when we were just getting started.

Your first agent is the most important.

If it takes too long for you to.

Build your first.

Agent.

Or if it.

Doesn't bring enough value, then most likely the client is simply not going to continue with the second one, so you will never have a chance to fully automate their business.

So now we use this formula.

To calculate the ROI.

For any given process.

So we'll.

Leave the formula here on the screen.

I've previously covered it in another video and a key thing to note is that.

Hours are total hours.

Performed by all employees currently responsible.

For this process.

And operational costs are just model.

Costs which typically.

Are pretty much negligible.

So essentially what this formula shows you is.

That you.

Are looking for.

Processes that are either.

Performed by many employees at the same time or that are performed by very expensive positions and at the same time are relatively simple.

To build so.

It sounds.

Really obvious, but.

Make sure you actually consider.

All of these.

Parameters together because it is really tempting to just jump into the first agent solution that comes to mind, and this is.

Has actually.

Been holding us back for quite a while in our agency until we really.

Started to resist.

Building the agents that client tells us to build and instead focus on what they really need.

We were.

Actually stale for a very long time, so.

To.

Gauge the complexity of your agent.

A good rule of thumb is that the more APIs your agent has to connect to or.

The harder it is to work with those APIs, the harder.

The agent will be.

For you to build.

So make sure that you again consider all.

Of these together.

And then after.

You pick the best.

Process to automate.

You are ready.

For the next.

Step which is.

Building an MVP.

So when you're building an MVP.

There are basically.

Two paths that you can take.

You can either use a framework or you can use a platform.

And the main difference is that with a framework you have more flexibility and control, but there's more technical experience required.

And with a platform, typically there might be some extra involved, however it's much.

Easier to use.

So my recommendation is actually.

Go with a.

Platform whenever possible, and if that's not possible only then use framework.

Yes, you see.

When we.

Just got started.

Building agents in our agency we used to only use a framework, but then.

We realized that.

It would take us sometimes.

Two days to.

Build an agent, but then it would also.

Take us three days to.

Deploy it and deployment.

Is like tedious.

Back end engineering tasks that no one enjoys.

So that's exactly why we built.

Our own platform that combines the flexibility of a framework with the simplicity.

Of a.

Platform and soon we'll also be adding a very cool feature on our platform where.

You'll be able.

To deploy agents built with a framework directly on our platform with.

Just a few.

Clicks from GitHub.

However, regardless which approach you select, you.

Need to know that all agents consist.

Of three.

Primary components which are instructions, knowledge and actions and most of the time you will actually spend on actions which are the.

Tools.

Tools.

Are the most important component in any AI agent system because that's how your agents.

Deliver value.

Unlike standard LLMS, agents shouldn't just provide responses.

To your users, they should actually.

Execute the tasks.

This is the key thing about.

Agents, they actually deliver value by.

Executing tasks.

So This is why we start.

From the tools, we first connect our agents to all of the same systems that employees.

Use throughout the.

Process and only then we work on prompting and knowledge.

So for example if your client uses.

Trello for project.

Management.

You need to ensure that the agent can interact.

With the Trello API as well.

And if they?

Use Google Drive or.

GitHub in the process.

Then you need to connect the agent to these systems as well.

So we recently updated the documentation for our framework.

I personally spent over 30 hours on it and it contains detailed instructions on how you can.

Create reliable tools.

With Pydenec, Pydenec is the only right way.

For you to.

Create agents because.

It allows you to validate.

All of the agent inputs and outputs in the tools.

This is key because it helps you.

To reduce any hallucinations.

By the way.

People have been asking me about pydenec AI and honestly.

I was really.

Disappointed by this framework because they are using pydenic in all their own places.

They're using it for structured.

Outputs, but they're.

Actually not using it for the tools.

Which is where?

Things can actually go wrong, like if the agent executes 1 action incorrectly then it might cause some issues.

Like it could erase all of your.

Files from.

A Google Drive right?

So this.

Is why we only build tools with pydenic.

Lastly, just one more quick tip.

By the way, this is.

Also an example from our community where I'm currently also hosting weekly Q&A calls which you can join and someone asked me on one of.

These calls, what should they do?

If the client doesn't have all of the necessary data stored somewhere for the agent to access and.

The.

Solution was quite simple.

You simply prompt the agent to ask for this information directly.

So this helps you to avoid.

The problem of the agent not having access to some systems and after your agent is set up, the next step is to integrate it.

So integrations are just as important as your agent's capabilities.

Because how easy.

It is for your client.

To use your.

Agent can often determine.

Its success, so here are 6.

Primary integrations to consider for your agent number one web interface.

This is a standalone chat app like.

ChatGPT.

It's great for both.

Internal and external agents when other options are not available number.

2 widgets widgets.

Are embeddable chats that you can often see at the bottom of websites.

These are ideal.

For external customer facing scenarios like customer support #3 Messengers.

Messengers are communication platforms that your client.

Already uses like Slack or WhatsApp at our agency.

We found that Slack is particularly important because almost all of our clients use Slack to communicate with their own employees.

That's why it's already supported on our platform.

And you can even create one Slack agent completely for free.

Number four, third.

Party software What's?

Less frequently used, however.

But it's still a huge.

Opportunity is integrating agents into other common software tools.

Like Salesforce GitHub.

Notion and others.

Sometimes you actually don't even need to run an agent in a chat like interface because you can.

Trigger it based.

On certain events, so for example.

We had a case study.

Where we integrated an agent into an Azure DevOps environment.

So instead of.

Triggering it with a message.

It was triggered.

Anytime there was a new task posted on a Azure.

DevOps board just like.

A human developer would.

So instead of just reading messages in chat, this agent was reading comments and requirements posted on this task.

By other developers.

And anytime we would change the.

Status of this task it would.

Review them again and then proceed to the next stage #5 Cron jobs.

Cron jobs allow.

You to execute.

Your agents on a fixed.

Schedule like hourly, daily, weekly.

And so on.

So for example, many businesses often generate reports every month, and in this case you can simply.

Schedule your report.

Generator agent to run monthly as well.

We will soon be adding this feature on our platform too.

And lastly APIAPI integrations.

Provide you with full flexibility.

To integrate your agents anywhere else so you can connect them to your own custom back ends or any other internal software tools.

A key thing that you need to remember on this.

Step is that.

Your agent must be working in the exact same systems that your employees.

Use daily if your.

Client uses Slack to chat with their data analyst agent, then integrate this agent in Slack.

As well.

This will make onboarding much simpler after you integrated your agent the next.

Step is to.

Iterate on it.

You see?

Right now all agent development is an.

Iterative process.

You will never get your agents right from the first attempt, trust me.

So you need to be.

Able to.

Adjust them.

As you go.

Back when I released our agency framework over a year.

Ago I was.

Personally managing and sometimes even developing most of our projects.

Initially we started to.

Charge per project, just like with.

Of standard AI apps we used.

To build.

And although it.

Worked well at the start the.

Problem with agentic.

Projects is that.

They are much more agile.

Agentic projects are hands down the most agile projects.

That I've.

Ever seen?

So what happened is that any time we would start working on an agent with immediately uncover more opportunities, we didn't realize.

Were there or a better approach?

That we initially have not ever seen before, primarily because now we had access to our clients and journal systems.

So we could.

See the business in and out.

So when working with your clients, you need to ensure that you can adjust your agents as you go.

This is why we now entirely shifted to a new subscription based model.

Which we still use to this day.

This subscription approach lets us to.

Work as true.

Partners with our clients because honestly, when you're building AI agents, you're not just.

Like a software.

Development shop You're more like a business growth agency, so your goal isn't just to deliver agents, it's to help businesses to.

Scale.

So of course it's completely fine to start from one of.

Projects because it's easier to pitch.

At the beginning, but then once you get some momentum, definitely make sure to switch to a more flexible model.

And once you've gathered some feedback and adjusted your agent and now that it's working well in your client's business, the next.

Way is to repeat.

You see today all businesses have way more potential agent integrations that they can even imagine.

Literally any role today can be replaced with an AI agent.

It's just a matter of time and effort.

But.

If you.

Try to automate too many things at once.

You will never succeed.

So for this.

I recommend using divide and conquer approach.

First, start with.

Automating Sops then proceed to automating roles and then the department.

The key thing is that you must be automating the same roles and departments.

1st so don't.

Switch between different roles and departments too much, because the more agents you build for a single role or a department, the more.

Powerful they will.

Become.

Unlike automations or workflows, agents can.

Collaborate together so.

After, for example, we've built a few agents in the same department.

What?

We typically do.

Is combine those agents like with a manager agent and instantly.

The power.

Of the system, then access now the manager agent can use the analysis provided by the analyst agent and then coordinate with a marketing agent or a content agent who you can then take these insights and create a much better ad campaign or social media posts, for example.

So after you've successfully deployed your first.

Agent, don't stop there.

Go.

Back to step.

2 which is find the problem and immediately look for additional Sops.

To solve.

Within the same role.

Or.

Department, this is.

How you should proceed to?

Automate and then simply keep repeating this.

Process for as.

Long as you can, try to stay with the same client for as long as possible until again, literally their business runs by itself, and after you've built several agents, preferably across even multiple clients, the last.

Step is to.

Productize and scale.

By this point you will notice some patterns and similarities across some previous.

Agents that you've built, this is exactly where you have the.

Opportunity to transform them into a more.

Scalable, specialized vertical.

Solution.

So for example, in our agency, we built many Facebook marketing agents in the past for various companies.

So now we are building a vertical Facebook marketing agent that can be reused weekly and customized for any business.

This previous experience.

Allowed us to.

See which components from the three primary agent components I mentioned before remain constant and which need customization.

But the best part is that by.

Productizing an agent you can then implement a more scalable outcome based pricing similar to how traditional marketing agencies operate.

For example, you can charge per lead, per client, or per appointment booked.

Another advantage is that you are no longer starting from scratch because you can improve.

The base.

Agent and instantly all of the clients benefit from these improvements as well.

However, don't.

Try to create vertical agents.

Without first.

Building a few horizontal custom agents.

First, otherwise.

You'll just be shooting in the dark without clearly understanding how this agent should perform the process across multiple businesses.

You risk.

Building things that no one is going to need so soon.

We'll be releasing a more.

Practical tutorial.

Video on creating vertical agents complete.

With a free.

Vertical agent template and in the meantime if you want to see.

How we?

Built incredibly powerful custom horizontal EI agents that even have memory and can self improve completely from scratch.

I recommend watching this video next.

Thank you and don't forget.

To subscribe.