

The background features several large, overlapping geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual effect. The shapes include rounded rectangles and curved segments that frame the content area.

Agent Building Workshop

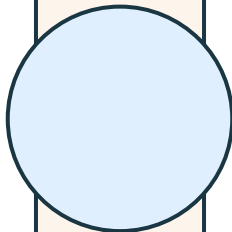
Mike Redbord & Sam Mallikarjunan | Sep 2025



Agent.ai is the #1 place to build, find, and share agents — built by real people for real work.

Agent Builders

- 37,000 total agents
- 1,800 public agents
- No-code...or full code



Agent Users

- 2M+ human users
- 16M+ agent runs
- Global professionals



Today's Purpose

AI 101: LLMs, Prompting, and Agents

Agents of INBOUND

Fun to Functional

Take-home Resources



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Let's have some fun with agents.

Understand AI basics

Build some fun agents

Unleash your own context + creativity



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Fun to Functional

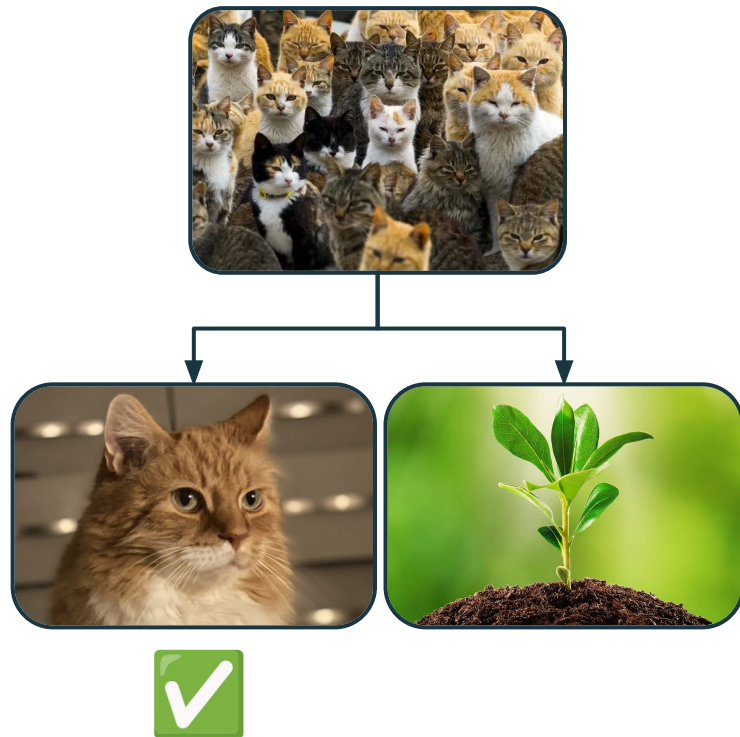
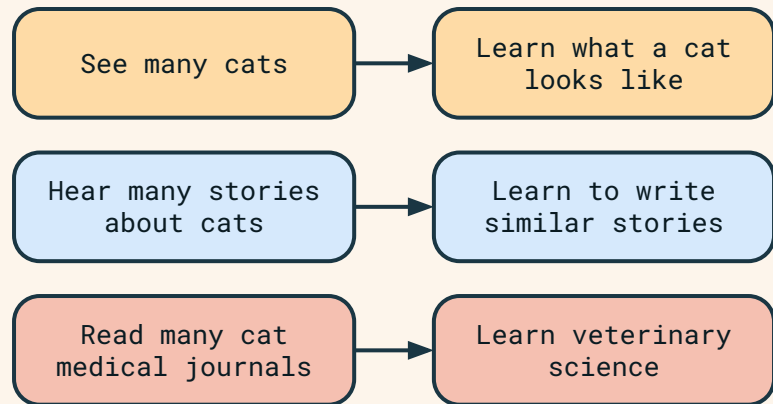
Take-home Resources



AI is (just) software

It's software that can learn from examples to perform tasks.

Just like humans learn from experience:



Large Language Models (LLMs) are AIs trained on all the data on the Internet.

Because it has seen so much, an LLM can feel like a “human assistant” when you ask it questions. Think of it like an assistant that can:

Write emails

Analyze documents

Answer questions

Generate ideas



What can I help with?

Ask anything



ANTHROPIC

☀ Good afternoon, Mike

How can I help you today?



Claude 3.7 Sonnet



Gemini

Gemini for mail.agent.ai

Enter a prompt for Gemini

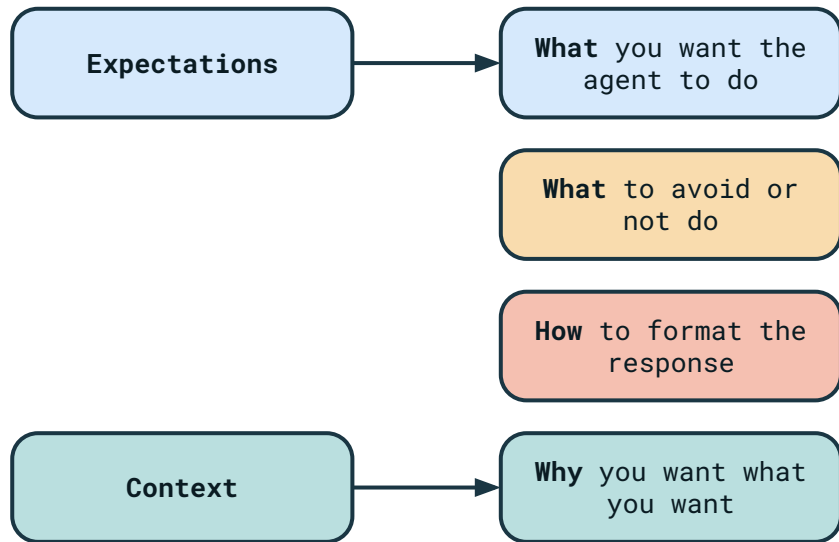




Prompting is how you give instructions to LLMs.

Simple prompts:

- Tell me a bedtime story about a brave cat
- Explain how photosynthesis works at a PhD level
- What color is the sky?
- Make an image of a delightful dinner party

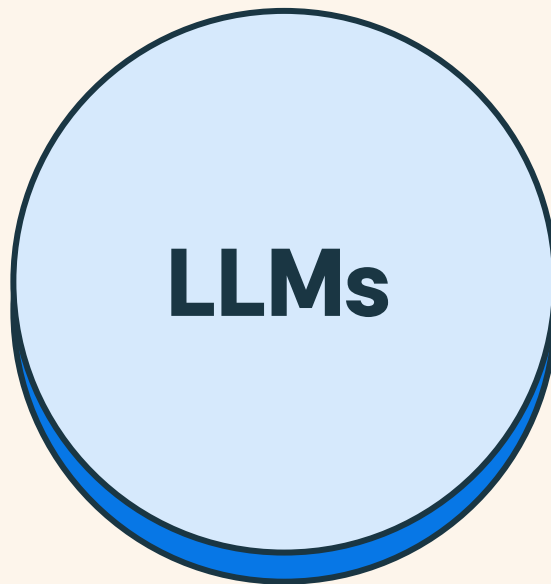




Agents vs. LLMs



VS





Agents vs. LLMs

Agents

LLMs

	Agents	LLMs
Use Case	For specific purpose	Whatever you want!
Inputs	Prescriptive	Whatever you provide!
Prompts	Built-in	Whatever you direct!
Output	Specific goals	Whatever you need!

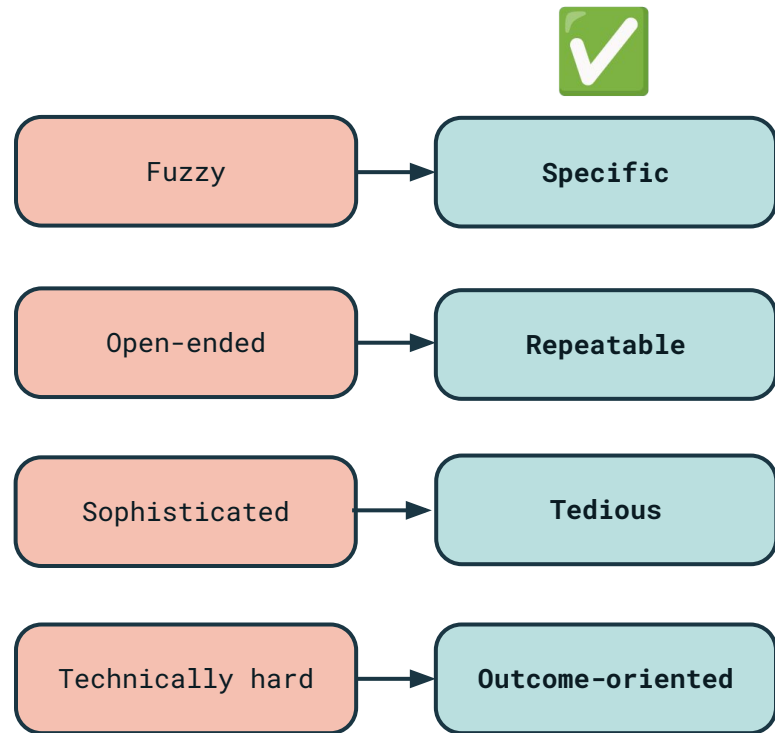


Your agent is not an all-knowing oracle.

It's a tireless intern who follows instructions well.

Think: "What would I train a new intern to do every day, with clear steps and the right tools?"

That's a good first agent.





Bad agent

AI sales rep to source and close deals for me

VS



Better agent

An agent to summarize demo requests and draft follow-up



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Use Cases

INBOUND Agents

Session/Webinar Helper

Miss a talk at INBOUND? Have a Q&A with it later on.



Session / Webinar Helper - INBOUND2025 Cloneable Agent

Miss a talk or have questions after you left it? Use this agent to have a Q&A with a recorded webinar on YouTube and get up to speed fast!

Enter the YouTube link of the talk you want to learn about*

 https://www.youtube.com/watch?v=cy_rUgeo2AI



Dream To Reality How A Disney Story Comes To Life With Josh D'Amaro | INBOUND 2024 - INBOUND (Published: Sep 23, 2024)

What do you want to learn from this talk?* [Examples](#)

How does disney make the magic?!

Go 

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Dream To Reality — How A Disney Story Comes To Life

Speaker: Josh D'Amato

Question: explain the disney magic

Explaining the Disney Magic Core Idea — Belief in the Story

From the talk:

"the best storytellers are the storytellers that truly believe in their story they believe in it with their whole body they believe in it with their whole being"

Disney magic begins when storytellers—and the people who bring stories to life—believe so fully in the story that that belief shapes every choice and invites the audience to believe too: "when we tell our best stories and when we fully believe in them our audience then responds."

Emotional Connection



Session/Webinar Helper: How it works

1

Get User Input

Get user input **URL**: Enter the YouTube link of the talk you want to lea... → save to **youtube_URL**

2

Get User Input

Get user input **text**: What do you want to learn from this talk? → save to **user_goal**

3

YouTube Transcript

Get YouTube transcript for **youtube_URL** → save to **transcription**

4

Use GenAI (LLM)

Invoke gpt-5-mini using **user_goal** with prompt "Analyze the below transcript... → save to **writtenresponse**

5

Show User Output

Output **writtenresponse**



Use Cases

INBOUND Agents

Weekend Update Rewriter

INBOUND blog recap? Rewrite it,
Colin-Che style (mostly SFW).



Weekend Update INBOUND Update Writer - INBOUND2025 Clonable Agent

Have a content you want rewritten into a "Weekend Update" style script? We know you do! Enter the URL of your content (blog post, google doc, etc) and this agent leverages a PhD level knowledge of Jost-Che era Weekend Update to write just what you need.

Enter a URL to rework in "Weekend Update" style*

<https://docs.google.com/document/d/1-w7j8K6e>

Go

Reflections from INBOUND 2025: My Marketing SaaS Co Perspective

Last week, I had the chance to attend **INBOUND 2025 in San Francisco**, and I walked away more energized (and a little more humbled) than I've felt in years. With more than 15,000 marketers, creators, and business leaders filling Moscone Center, it felt like the heart of the marketing world was beating right there in the Bay Area.

What Stood Out to Me

AI is now the backbone, not the experiment.

Everywhere I turned, the conversation was about how AI has moved from being a "cool add-on"



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INBOUND blog recap? Rewrite it, Colin-Che style (mostly SFW).



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(The Weekend Update theme music fades. The camera is on COLIN JOST and MICHAEL CHE at the news desk. A graphic over Jost's shoulder reads "INBOUND 2025")

COLIN JOST: This week, 15,000 marketers, creators, and business leaders gathered in San Francisco for the INBOUND 2025 conference. The event was described as "the heart of the marketing world beating right there in the Bay Area," which I guess is what happens when you get that many people in one room trying to sell you a CRM.

MICHAEL CHE: 15,000 marketers in one room? That's the first time San Francisco has seen that many people who *want* to be tracked.

(Audience laughs)



Weekend Update Rewriter: How it works

1

Get User Input

Get user input **URL:** Enter a URL to rework in "Weekend Update" style → save to **user_input**

2

Web Page Content

Scrape **user_input** → save to **crawled_pages**

3

Use GenAI (LLM)

Invoke gemini-2.5-pro using **crawled_pages** with prompt "Rewrite this..." → save to **script**

4

Show User Output

Output **script**



Use Cases

INBOUND Agents

INBOUND Postcard Maker

Having a blast? Send a postcard to your boss/CFO/uninvited coworker!



INBOUND Postcard Generator - INBOUND2025 Clonable Agent

Need to show your boss / CFO / uninvited coworker just how much fun you're having at INBOUND? Input your LinkedIn profile and this agent extracts and blends your likeness and interests into a delightful postcard-style image!

What's the linkedin profile of the person you want to feature in the postcard?*

[Examples](#)





Michael Redbord - Agent.ai | LinkedIn

What caption would you like on your postcard?* [Examples](#)

Go 

Use Cases

INBOUND Agents

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What's the linkedin profile of the person you want to feature in the postcard?*

[Examples](#)

<https://www.linkedin.com/in/mredbord/>

Michael Redbord - Agent.ai | LinkedIn

What caption would you like on your postcard?* [Examples](#)

Greetings from INBOUND 2025!

Go





INBOUND Postcard Maker: How it works

1

Get User Input

Get user input: What's your LinkedIn profile URL? → save to linkedin_URL.

2

Get User Input

Get user input: What caption would you like on your postcard? → save to postcard_caption.

3

Get LinkedIn Profile Details

Get LinkedIn Profile Content from linkedin_URL → save to linkedin_content.

4

Invoke Other Agent

Call an agent to generate a written description for your profile image → save to person_description.

5

Use GenAI (LLM)

Invoke gpt-5-nano using linkedin_content: "Generate 2 tools for this professional..." → save to postcard_icons.

6

Generate Image

Generate image with person_description, postcard_icons: "A beautifully composed postcard..." → save to postcard



INBOUND Postcard Maker

 Would you like me to send a (real) postcard to a (real) person? 

First Name*

Last Name*

Address*

City:*

State / Province*

Zip Code / Postal Code*

Country:*

Go 





INBOUND Postcard Maker: How it works

7



Show User Output

Output `postcard` image

8



Show User Output

Output: 📧 "Would you like me to send ..."

9-15



Get User Inputs

Get First Name, Last Name, Address, City, State/Province, Zip Code → save to variables

16



Show User Output

Output: "Great, I'll send your postcard to this address: `first_name` `last_name` `address...`"

17



Invoke Other Agent

Call agent to send postcard via 3rd party mail service API



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Use Cases

INBOUND Agents

Putting the Fun in Functional

And build **powerful, professional** GTM agents.

Demo Agent

Key Agent Capability

Session/Webinar Helper

Video → Text



Putting the Fun in Functional

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Demo Agent

Key Agent Capability

GTM Agent

Session/Webinar Helper

Video → Text

"Chat with Webinar" Agent
On your webinar webpage



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Key Agent Capability

GTM Agent

Session/Webinar Helper

Video → Text

“Chat with Webinar” Agent
On your webinar webpage

Weekend Update Rewriter

Re-voice Content

“Brand Voice Rewriter” Agent
For internal use



Putting the Fun in Functional

And build **powerful, professional** GTM agents.

Demo Agent

Key Agent Capability

GTM Agent

Session/Webinar Helper	Video → Text	“Chat with Webinar” Agent On your webinar webpage
Weekend Update Rewriter	Re-voice Content	“Brand Voice Rewriter” Agent For internal use
Postcard Maker	Integrate content into creative	“Direct Mail Winback” Agent For key lifecycle moments



You've spent 10+ years creating content.

Now is the time to evolve it, agentially.

2005-2025

2025-???

Webinar Recordings



"Chat with Webinar" Agent

Internal Content Process



"Brand Voice Rewriter" Agent

Data/Segment Building



"One-size-fits-one Content" Agent



“

Inbound marketing is about the **size of your brain**, not the width of your wallet.

2005-2025



“

Agentic AI is about the **scale of your imagination**, not the complexity of your code.

2025-???



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Get Today's Agents

<https://bit.ly/inbound-agents>



Clone to Own

1. Sign up for Agent.ai
2. Scan the code
3. Click "View Agent Flow" → "Clone Agent"
4. Experiment and enjoy!

Visit Agent.ai at the Agent Showcase downstairs 🙏!

Please Rate This Session!

**We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**

What's a good use case for an agent?

A good agent use case is:

Specific - solves a well-defined problem

Repeatable - frequent, consistent task

Tedious - a human can do it, but shouldn't

Outcome-oriented - clear input + output

