

# Your Invisible Team

Growing Your Agency with AI Agents

Mike Rhodes – [8020agent.com](http://8020agent.com)



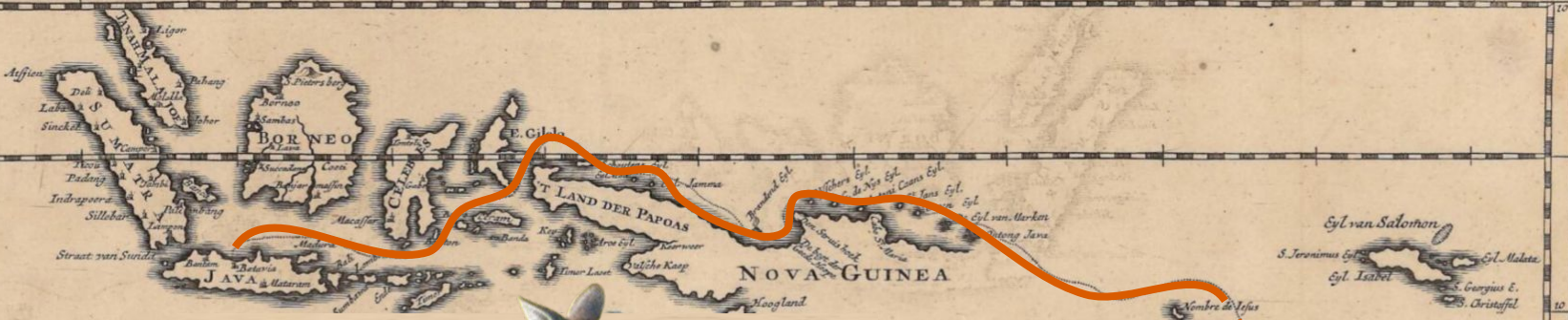


**DAD & HUSBAND**

**ENTREPRENEUR**

**AUTHOR/TEACHER**

**BUILDER OF TOOLS**



n. A. Tasman gedeen van Batavia om de Zuyd toe het Eyl. Mauritius in t jaar 1642.



**DISCLAIMER**



FoS25

I'LL GIVE YOU THE SLIDES AT THE END


<i>Chainsaws</i>		



# CHAINSAWS DISGUISED AS KITCHEN KNIVES





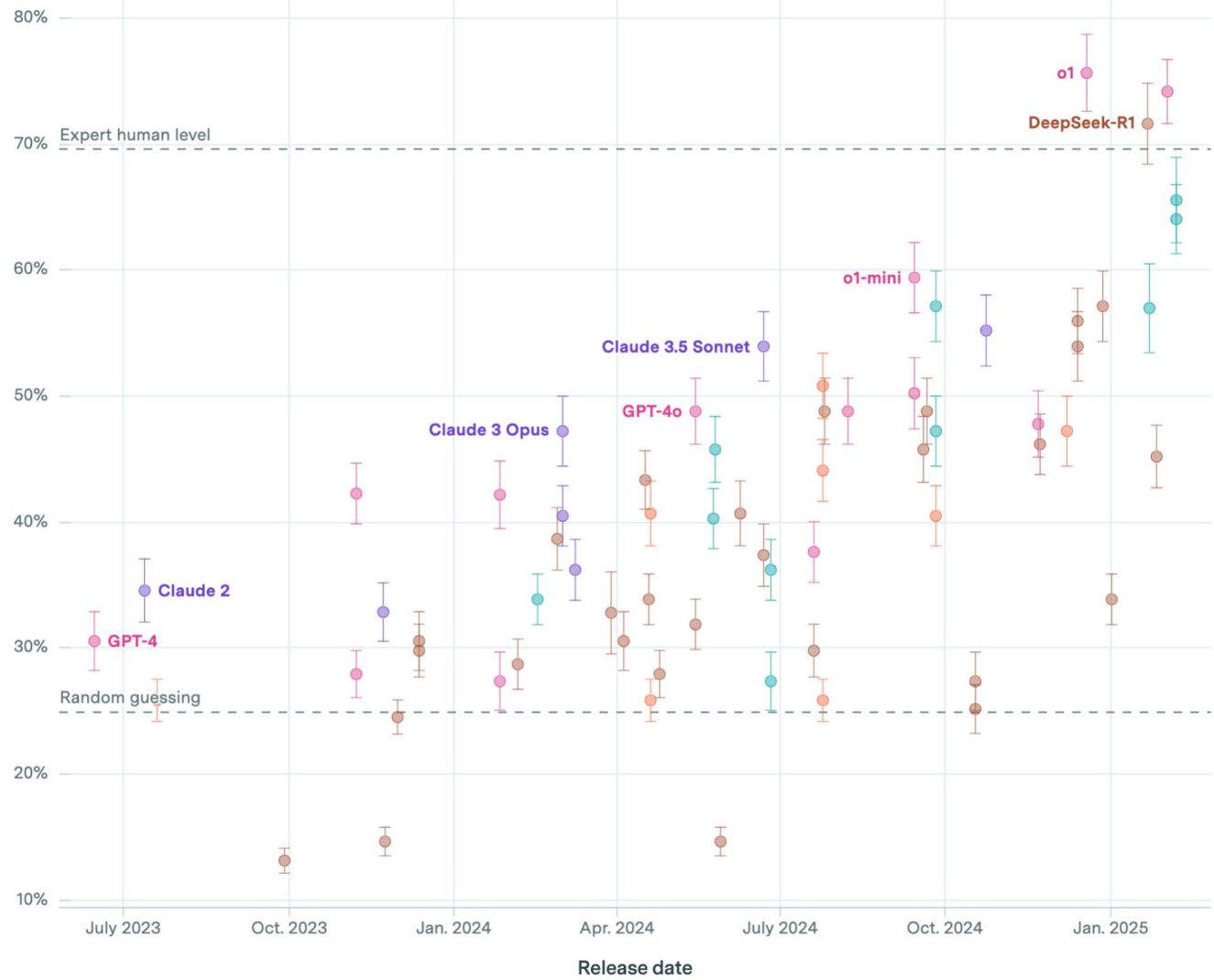
# DECEPTIVELY SIMPLE

36%

# BUT HARD TO USE WELL

36%

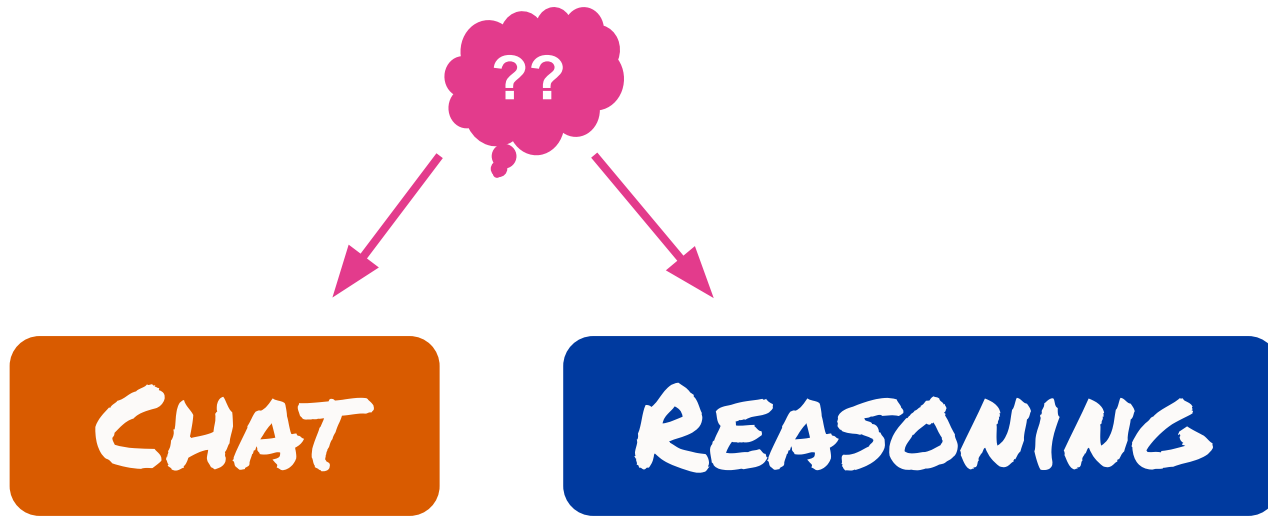
4%





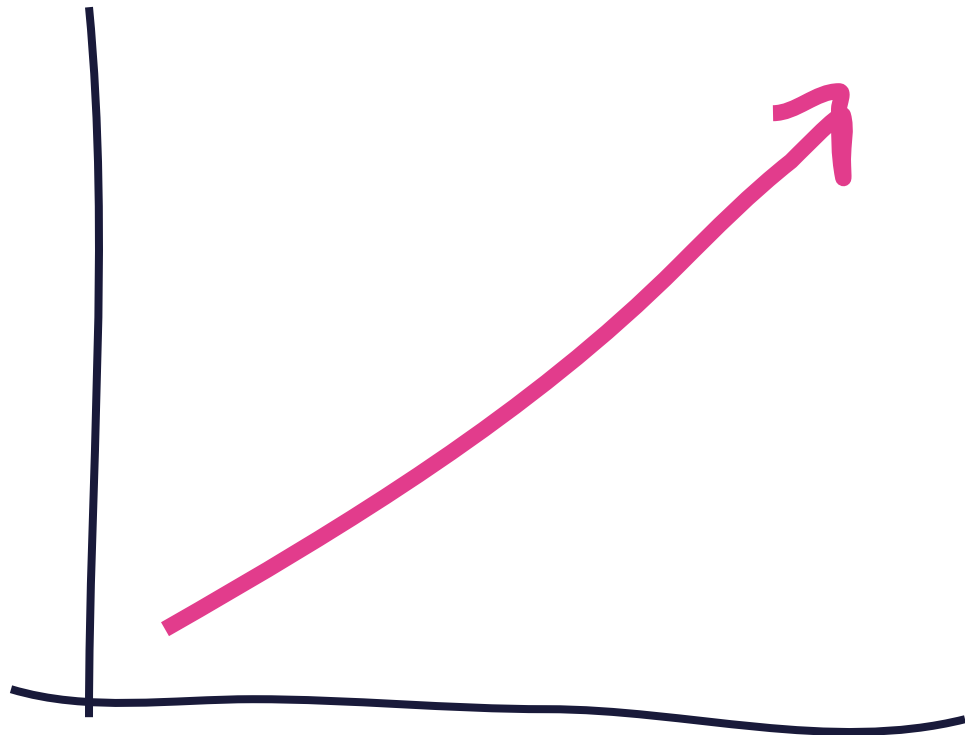
# JAGGED FRONTIER





**CHAT**

10x compute



15 IQ points



# CHAIN OF THOUGHT

Think step by step

Take a deep breath

I'll give you a \$2000 tip

My grandmother will die if...

# REASONING = LET IT THINK

## ORM

### Question:

Three pencils and a jumbo eraser cost \$1.24. Five pencils and a jumbo eraser cost \$1.82. No prices include tax. In cents, what is the cost of a pencil?

### Answer:

Let the cost of a pencil be  $p$  cents, and the cost of a jumbo eraser be  $e$  cents.

From the problem, we are given two equations based on the cost:

$$3p + e = 124$$

$$5p + e = 182$$

To solve this system of equations, we subtract the first equation from the second to eliminate  $e$ :

$$(5p + e) - (3p + e) = 182 - 124$$

$$\text{Solving for } p = 58/2 = 27$$

Thus, the cost of a pencil is 29 cents.



# REASONING = LET IT THINK

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## OUTCOME

## PRM

### Question:

Three pencils and a jumbo eraser cost \$1.24. Five pencils and a jumbo eraser cost \$1.82. No prices include tax. In cents, what is the cost of a pencil?

### Answer:

1

Let the cost of a pencil be  $p$  cents, and the cost of a jumbo eraser be  $e$  cents.



2

From the problem, we are given two equations based on the cost:  
 $3p + 2 = 124$ ,  $5p + e = 182$



3

To solve this system of equations, we subtract the first equation from the second to eliminate  $e$ :  $(5p + e) - (3p + e) = 182 - 124$



4

Solving for  $p = 58/2 = 27$



5

Thus, the cost of a pencil is 29 cents.



## PROCESS



THE NEW YORK TIMES BESTSELLER

THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM EASTERLY, *Financial Times*



SAY HELLO TO  
**THREE.JS**  
Learn to compose  
your first 3D scene

**NATIVESCRIPT**  
Get a close-up view of  
of the best new features



**" I'M GOOD FOR MY 80 BILLION "**

CHAT

REASONING

AI

AI

AI

AI WORKFLOW

AI AGENT



**AUTOMATION**

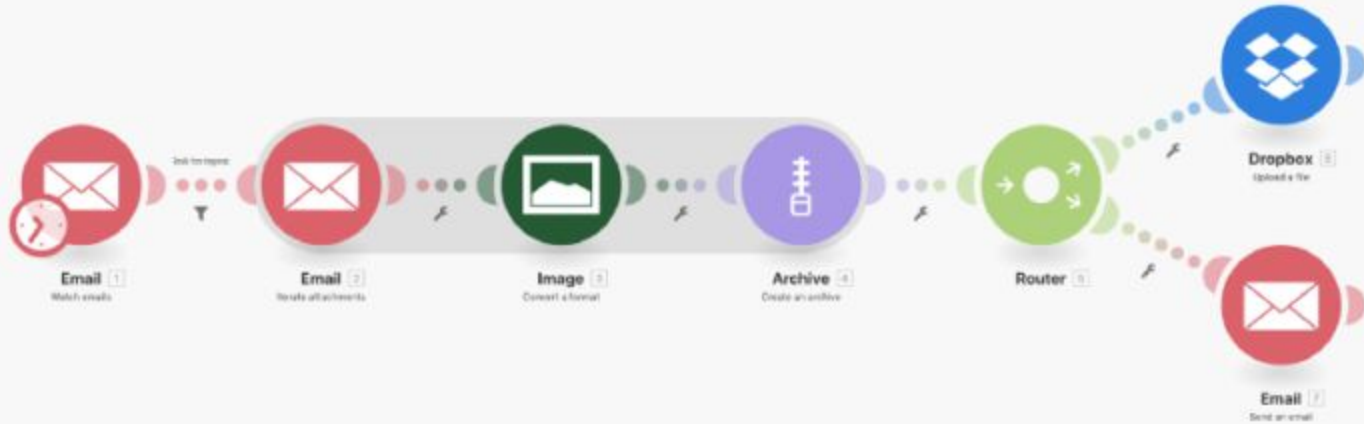
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**AI**

**AI WORKFLOW**

**AI AGENT**

# AUTOMATION



# AI

## What can I help with?

I'm not sure how to get the most out of AI at work. What do you suggest?



 Search



Solve



Make a plan



Summarize text



Surprise me



Get advice

More

# IMPROVE WITH PROJECTS



Scripts & Sheets Mastery Workshop ▾



ChatGPT

Sora

PMax Script Helper

Scripts & Sheets Mast...

Explore GPTs

## Projects

New project

## Yesterday

Download Reminder Request

Google Ads Script Development

SQL Query Examples

## Previous 7 Days

Google Ads Spending

PMax Search Term Alerts

Optimize Routing Performance

PMax Report Summary

Simile for said K



View plans

Unlimited access, team...



## Scripts & Sheets Mastery Workshop

By Mike Rhodes +2

Ask questions of the code snippets & transcripts from the Mastery Workshop (2024)

Help me write some code

Search the transcripts for something

How do you think Mike would answer this?

I need help understanding a Sheets formula

Message Scripts & Sheets Mastery Workshop





Professional Plan


 Good afternoon, Mike

How can Claude help you today?

Claude 3.7 Sonnet   Choose style 

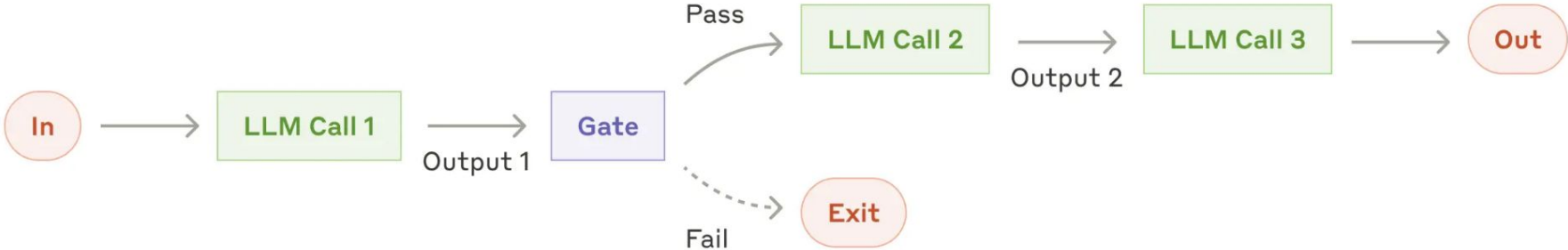
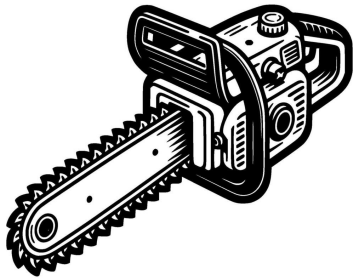


 Use a project 

 **Your recent chats** 

[View all](#) 

# AI WORKFLOW





# AI AGENT

PHYSICAL AI  
SELF-DRIVING CARS  
GENERAL ROBOTICS

AGENTIC AI  
CODING ASSISTANT  
CUSTOMER SERVICE  
PATIENT CARE

GENERATIVE AI  
DIGITAL MARKETING  
CONTENT CREATION

PERCEPTION AI  
SPEECH RECOGNITION  
DEEP RECSYS  
MEDICAL IMAGING

2012 ALEXNET



# WHAT IS AN AGENT?

An AI system that can

- decide what to do to achieve the goal
- use tools & write code as needed
- 'loop' until task is done
- communicate with other agents





*Chainsaws*

*Expectations*




*Chainsaws*

*Expectations*

*Attitude*

<i>Chainsaws</i>	<i>Expectations</i>	<i>Attitude</i>





Reid  
Hoffman

REID HOFFMAN  
+ GREG BEATO

What Could Possibly Go Right with Our AI Future

# SUPERAGENCY

SUPERAGENCY

Greg  
Beato





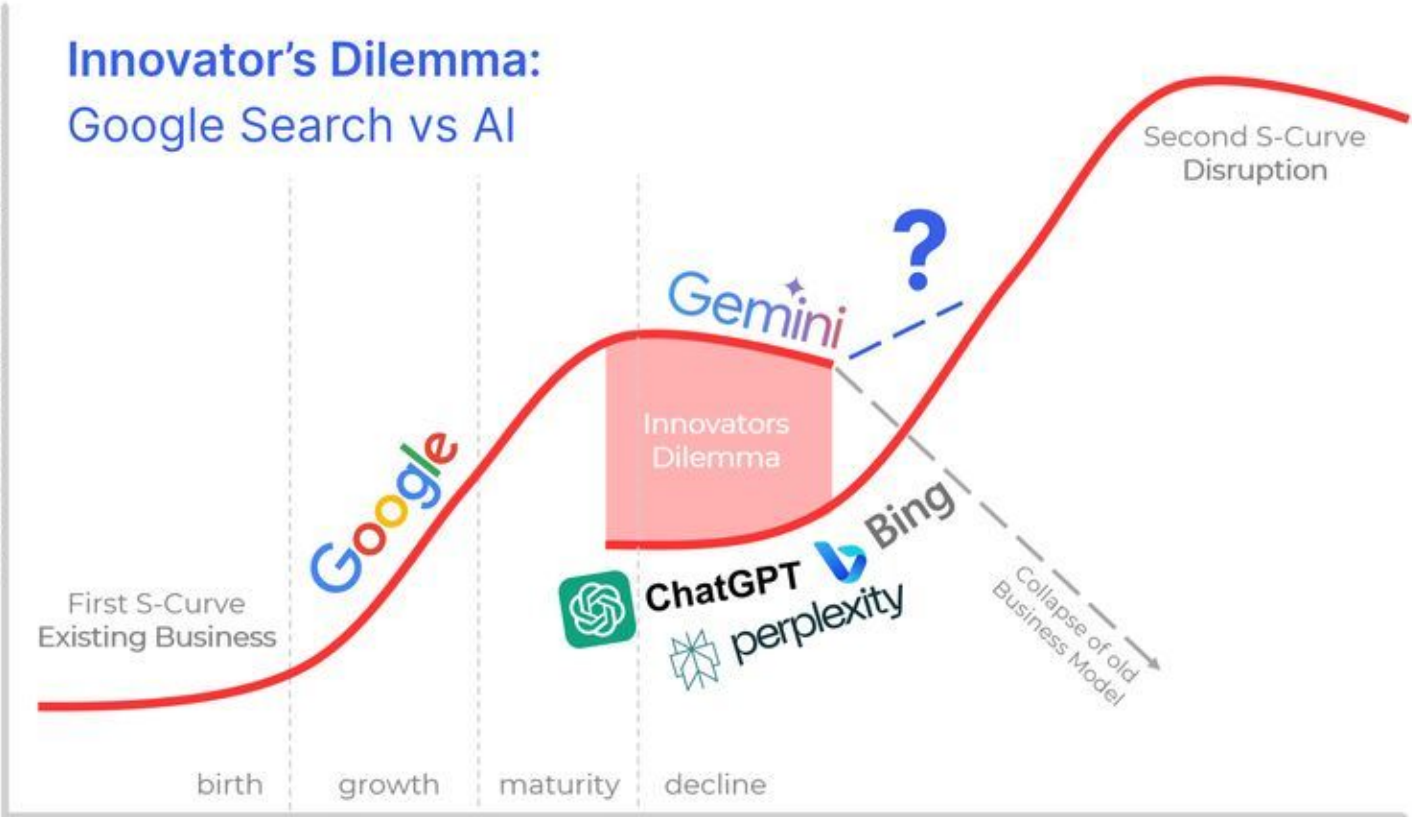
**MR.PERFECT**





Business Scale / Revenue / Market-Share

# Innovator's Dilemma: Google Search vs AI



© Benjamin Talin, MoreThanDigital

Time



OPPORTUNITY





*Chainsaws*

*Expectations*

*Attitude*

*Cooks*

<i>Chainsaws</i>	<i>Expectations</i>	<i>Attitude</i>
<i>Cooks</i>		

CHEFS?

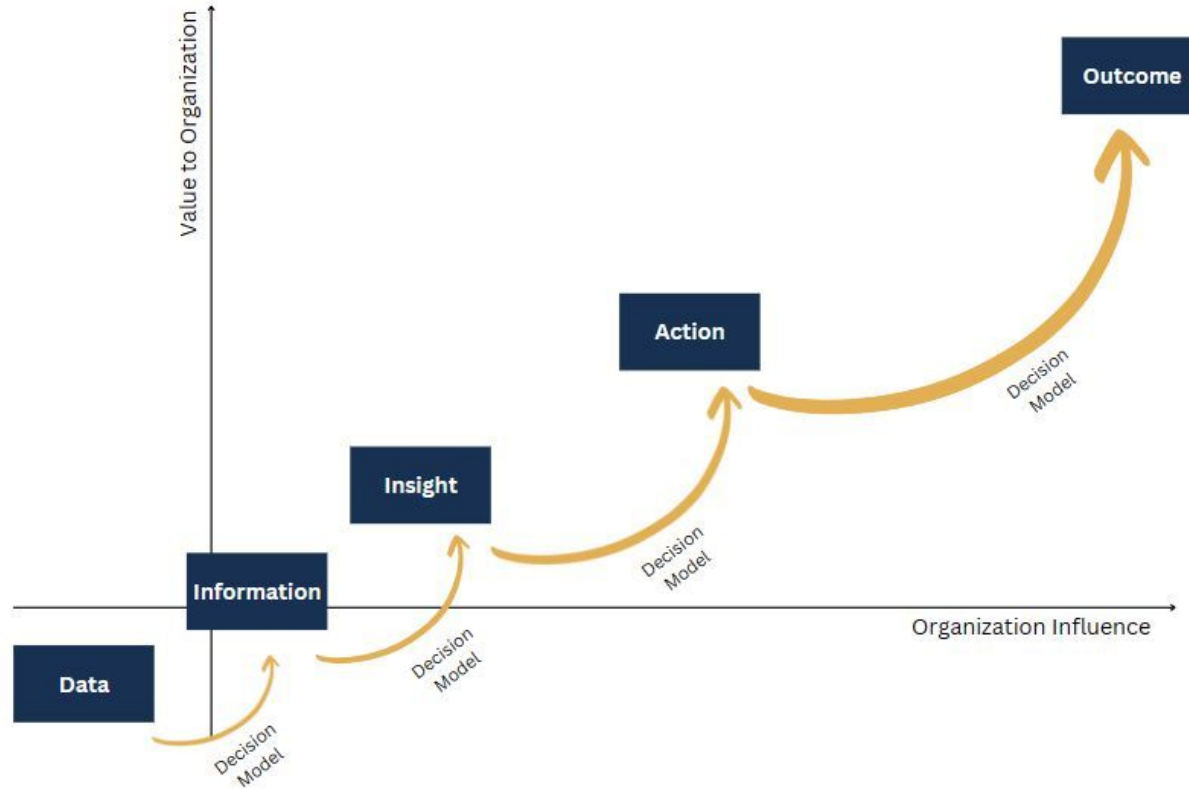








# Real Business Value



2024 Workshop Replay

# Unlock the Power of Automation: Google Ads Scripts & Sheets Mastery 2024

Transform your campaigns with step-by-step training that shows you exactly how to automate your success.

Full-Length Workshop Replays

Proven Sample Scripts Included

Claim Instant Access for Only \$299 USD

## The QTS System™

Discover my signature QTS System™ – a foolproof blueprint to master Google Ads scripts even if you've never written a line of code.

### **Q** Query

Extract precisely the data you need to skyrocket your campaigns.

### **T** Template

Leverage time-tested templates to create powerful scripts in minutes.

### **S** Sheet

Harness advanced Google Sheets techniques to automate your reporting.

## Workshop Breakdown

- 1 Script Fundamentals**  
Get hands-on from installation to writing your very first script.
- 2 Google Sheets Mastery**  
Unlock advanced formulas and charting to visualize your data like a pro.
- 3 AI-Enhanced Scripting**  
Discover how AI can accelerate your script creation process.
- 4 Advanced Automation**  
Dive into high-level automation and seamless API integrations.

## What's Included





*Chainsaws*

*Expectations*

*Attitude*

*Cooks*

*Literacy*



Group 2 - June 21st - June 2019

Practice these 20 speed every day until you are really fast!

1	2400 =	7	7 x 0 =	13	0 - 0 =	19	43 - 9 =
2	312 =	8	8 x 2 =	14	10 - 0 =	20	70 - 0 =
3	840 =	9	9 x 0 =	15	07 - 0 =	21	81 - 0 =
4	2400 =	10	10 x 0 =	16	02 - 0 =	22	10 - 0 =
5	840 =	11	11 x 0 =	17	65 - 0 =	23	98 - 0 =
6	840 =	12	12 x 0 =	18	14 - 0 =	24	100 - 0 =

Circle the smallest

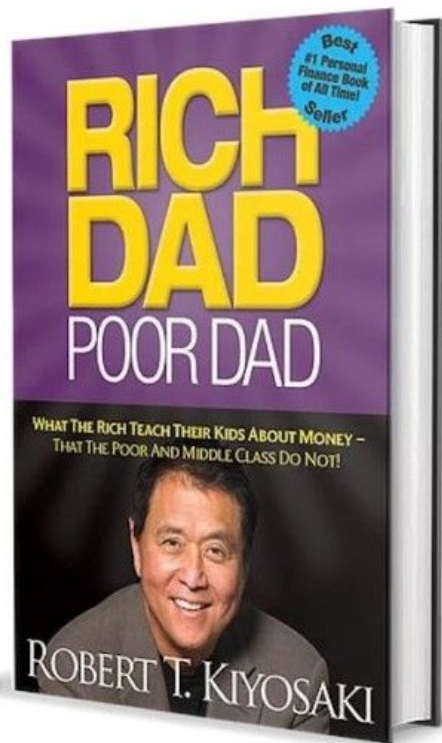
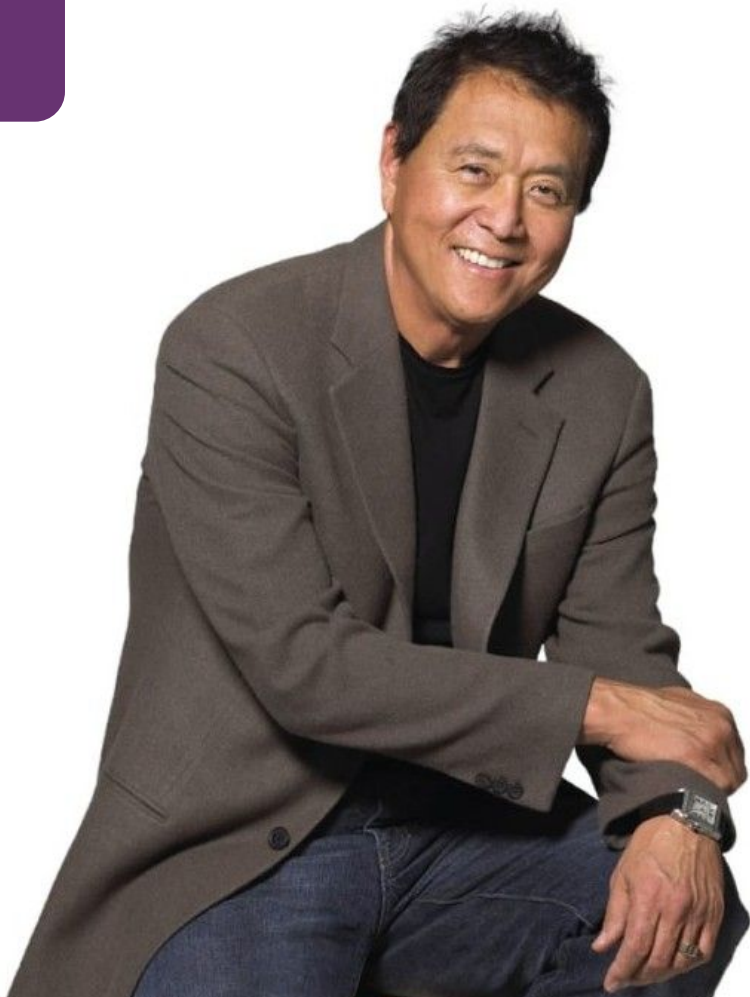
Column subtraction

Adding or subtracting

Round to the nearest 100



VOCAB





**INVEST**





# ALL HANDS





WHO?



**Busy clients still  
need help**

**But not just  
"managing ads"**

**What will you offer?**



**AUTOMATION**

**STRATEGY**



**AGENTS**

**RELATIONSHIPS**



# THE RISK: NOT EVOLVING





*Chainsaws*

*Expectations*

*Attitude*

*Cooks*

*Literacy*

*Volunteers*





**WORRIED**

**AUTOMATE  
WHAT YOU CAN**

**ASSISTANT**



# WHERE IS THE KNOWLEDGE?





## CO-INTELLIGENCE

Living and  
Working  
with  
AI

ETHAN MOLLIK

What useful thing is no longer valuable?

What impossible thing can you now do?

What can you democratize?

What can you personalize?

**BUY OR BUILD**  
**(HINT: BOTH)**

5% OR 100%



*Chainsaws*

*Expectations*

*Attitude*

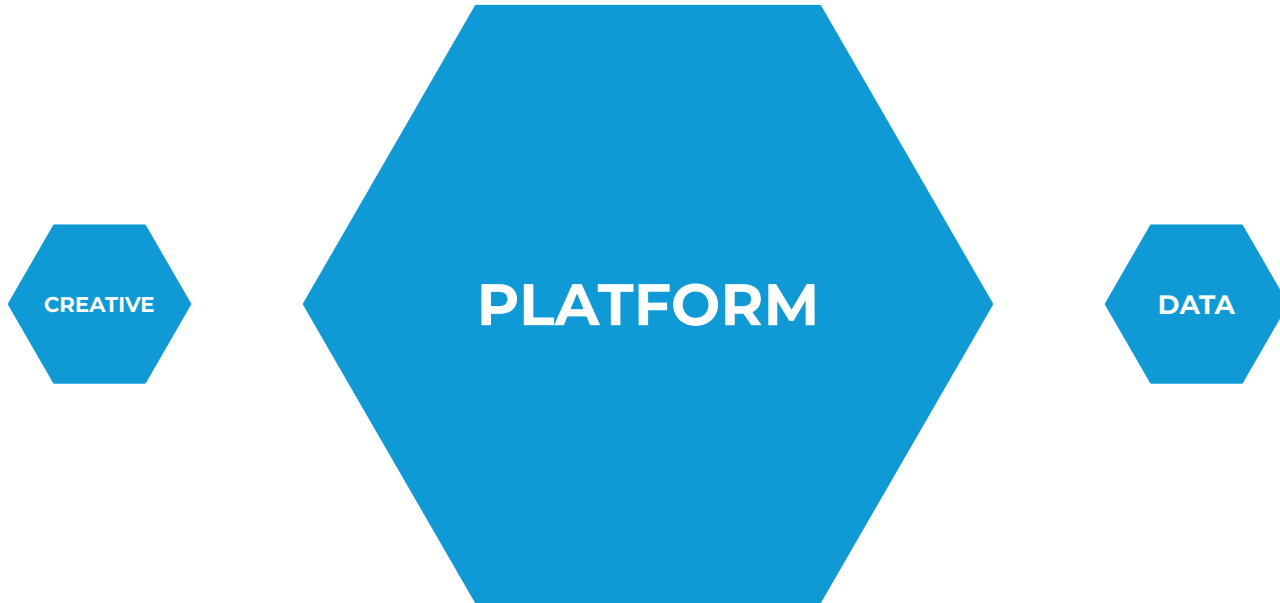
*Cooks*

*Literacy*

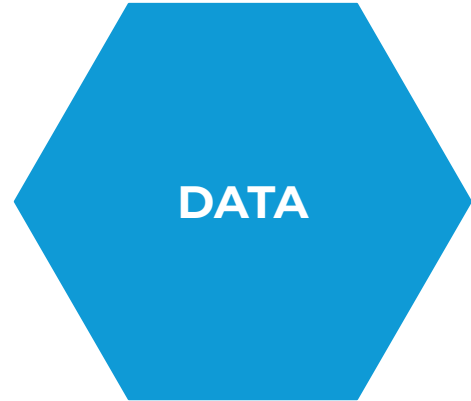
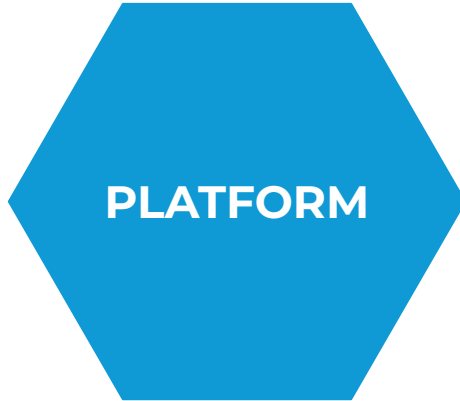
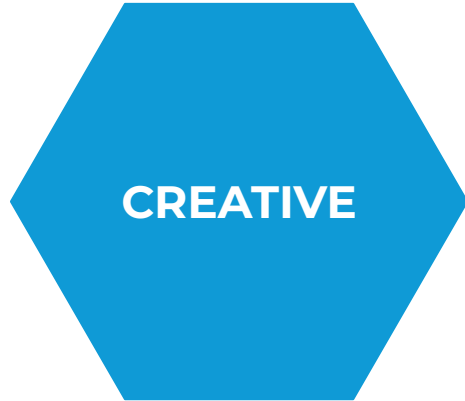
*Volunteer*

*CPD*

**IT USED TO BE ENOUGH...**



**...BUT THAT'S CHANGED**



# IDEALLY YOU'LL KNOW AT LEAST 2

## CREATIVE

- Ad copy
- Image ads
- Video scripts
- Landing page
- Infographics
- Email copy
- Pitch decks
- Offers

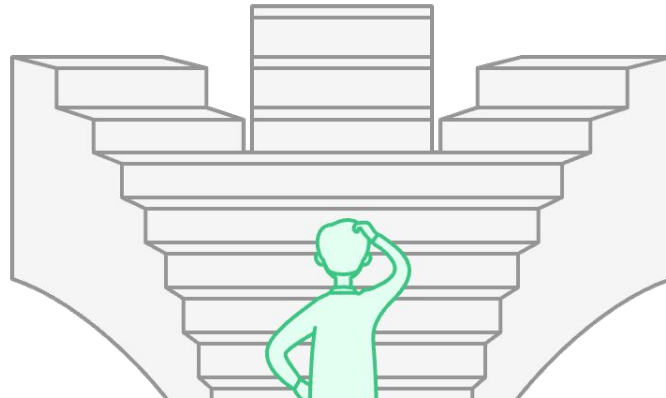
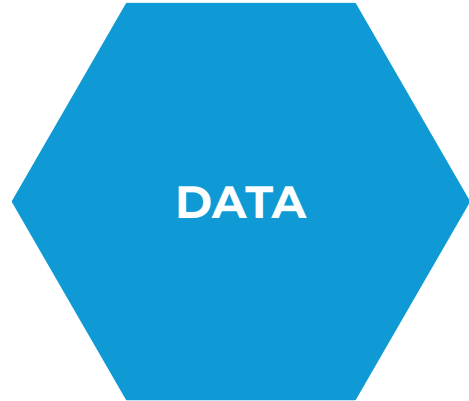
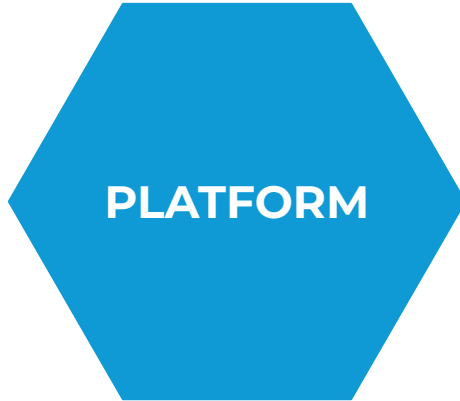
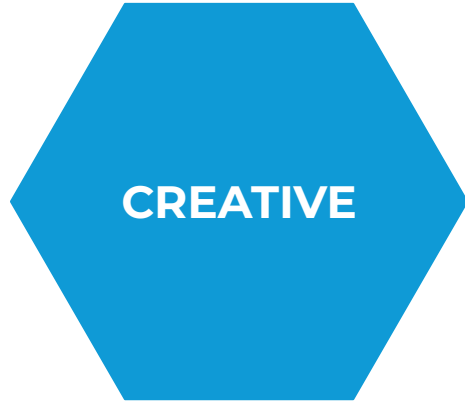
## PLATFORM

## DATA

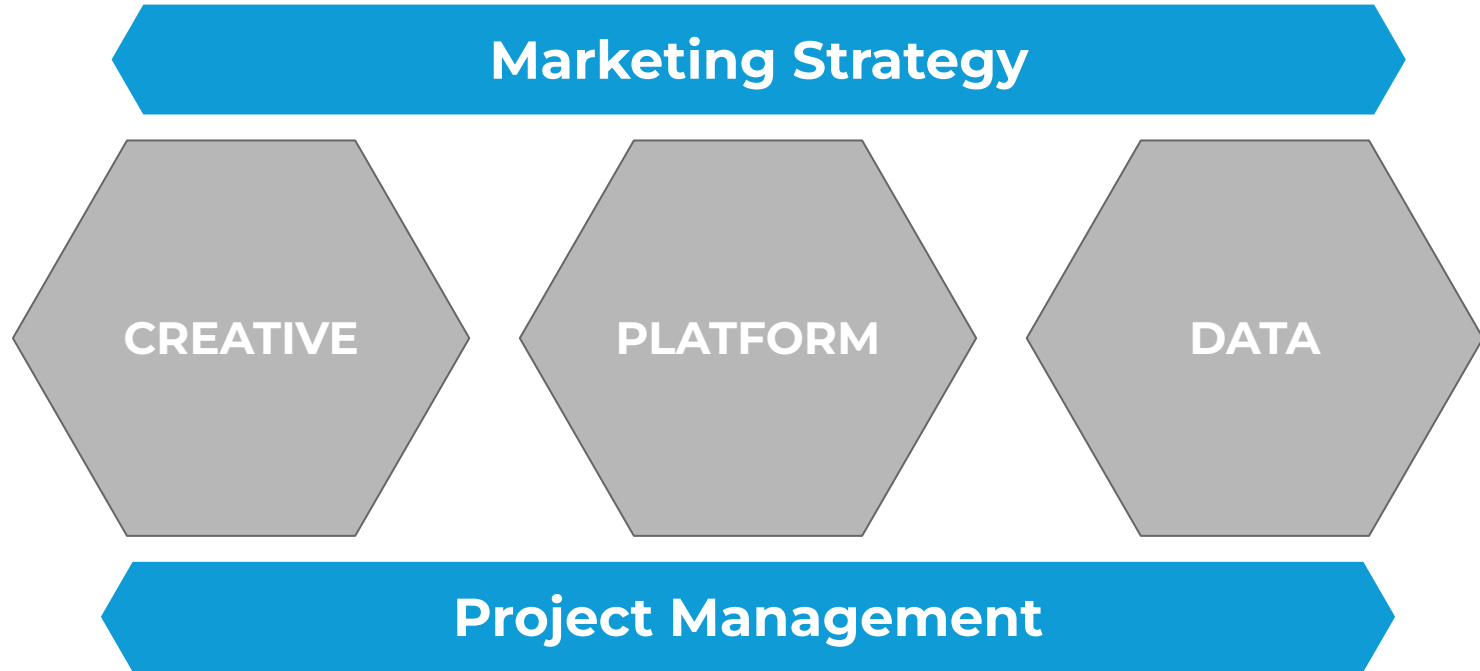
- Scripts
- Analytics
- Attribution
- Automation
- Conv tracking
- Tag manager
- Lead scoring
- AI Agents



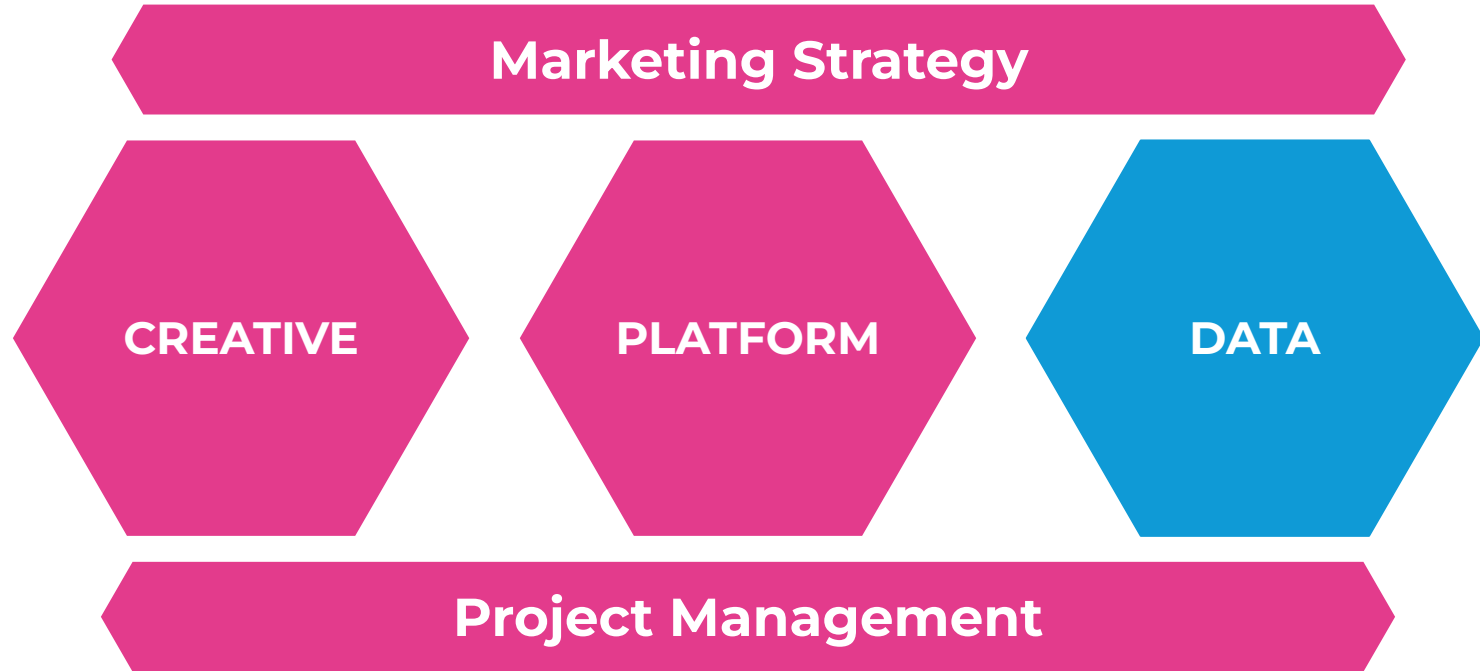
# WHAT'S YOUR FUTURE?



**THERE ARE 2 OTHER OPTIONS..**



# IS DATA PART OF YOUR FUTURE?



# 8020agent.com/scary

Never be scared of scripts again.  
A 14-minute challenge that will make you think "why didn't I do this earlier?"

	As is	Adjust	Author
Check (alerts)			
Chart (info)			
Change (action)			
Cognition (think)			



# 8020agent.com/4Cs

4 free scripts you  
can build on.  
These are your first  
4 'lego blocks'



	As is	Adjust	Author
Check (alerts)			
Chart (info)			
Change (action)			
Cognition (think)			

*Chainsaws*

*Expectations*

*Attitude*

*Cooks*

*Literacy*

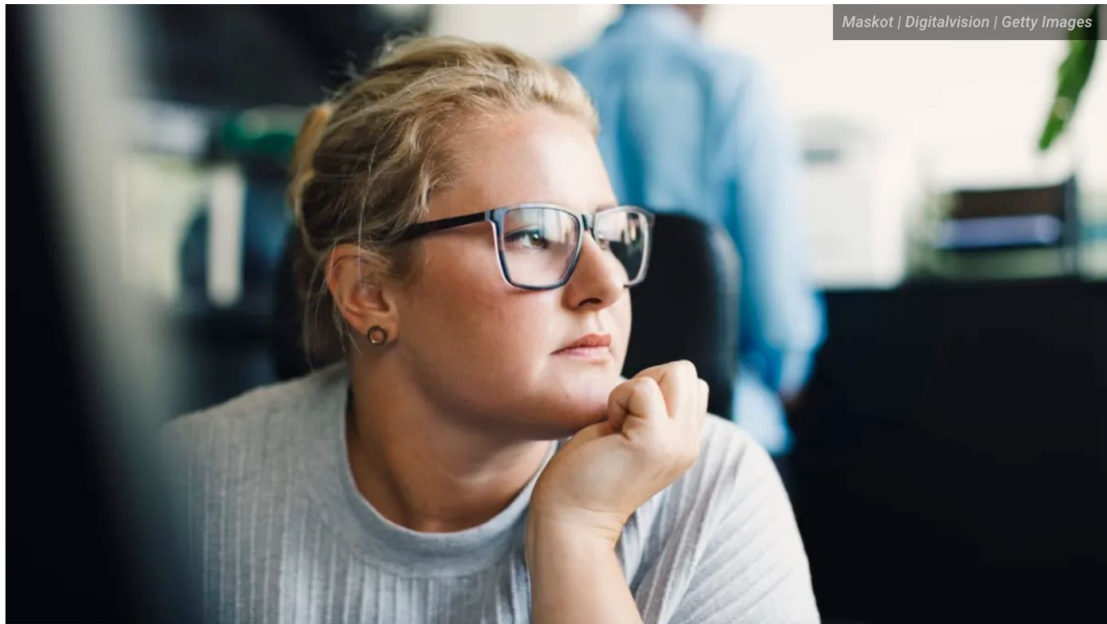
*Volunteer*

*CPD*

*Indispensable*

# 1 in 3 Americans have 'layoff anxiety' – here's how to combat it

By Jessica Dickler, CNBC • Published February 12, 2025 • Updated on February 12, 2025 at 9:23 am



[CNBC] 1 in 3 Americans have 'layoff anxiety' – here's how to combat it

- According to a recent survey, 1 in 3 adults are struggling with layoff anxiety.
- In many ways, workers are still recovering from the shock of the pandemic, experts say.

**LOS ANGELES NEWS**  
ON NOW  
2:30PM NBC4 News Midday

### Trending Stories

**MONEY**  
Your \$1 bill could be worth up to \$50,000. Here's how to check

**CALIFORNIA WILDFIRES**  
Former LAFD Chief Kristin Crowley issues statement following her removal

**MIDWAY AIRPORT**  
Shocking video shows near miss between Southwest Airlines flight, jet on runway at Chicago's Midway Airport

**PASADENA**  
Pasadena Unified proposes teacher and staff layoffs

**MENENDEZ BROTHERS**  
What's next in the Menendez



YOU!



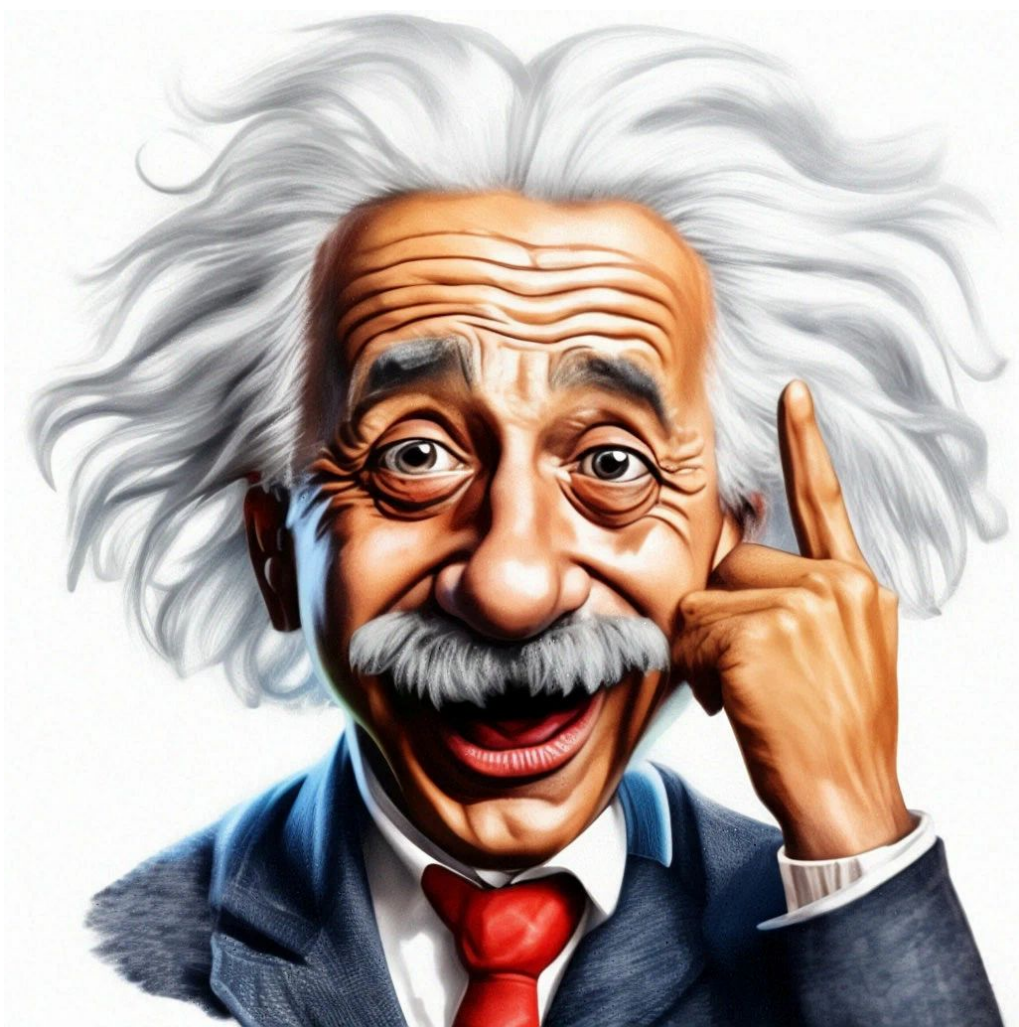




TEACH

THINK

TASK





# TASK AUDIT



Love it

Occasional

Frequent

Hate it

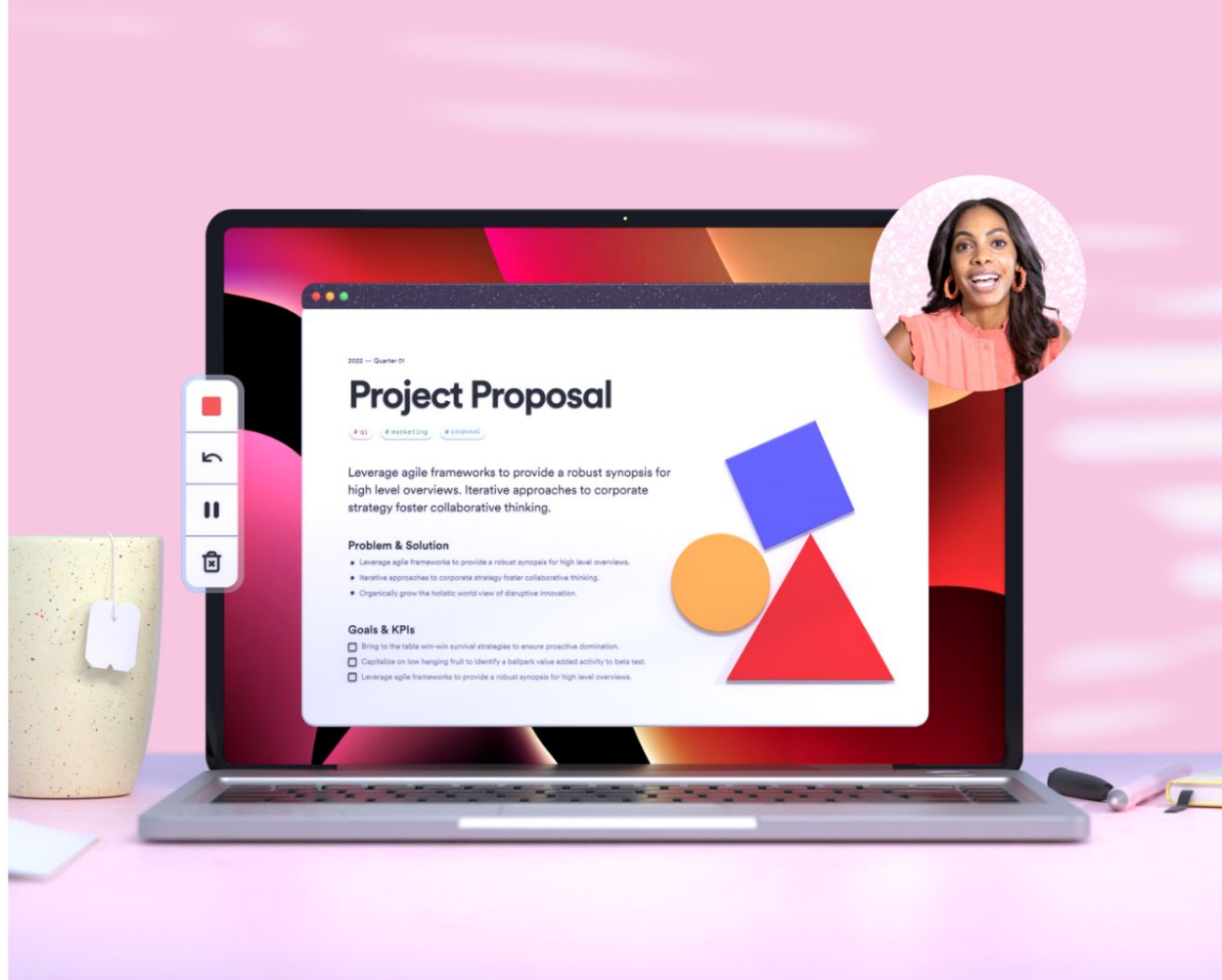


Recurring  
Pain!



# Screen Recorder

LOOM.COM





# Screen Recorder

1. Record task, talking out loud
2. Create SOP in Loom
3. Give SOP to a 'reasoning' AI
4. Ask what can be improved
5. Ask what can be automated
6. Delegate everything but genius

LOOM.COM

# FOR THE AGENCY?

**Listen for phrases like:**

We keep that in a separate spreadsheet

I need to pull this data every week

I wish we could see this alongside that

I have to manually check this...



WORST PART?



*Chainsaws*

*Expectations*

*Attitude*

*Cooks*

*Literacy*

*Volunteer*

*CPD*

*Indispensable*

*Builder*



***YOU CAN BUILD ALMOST ANYTHING***







# 8020agent.com/build

## Scripts & Sheets Mastery

Use & write Ads Scripts  
To automate your work

## Build the Agent™

Learn how to create your  
own tools

	As is	Adjust	Author
Check (alerts)			
Chart (info)			
Change (action)			
Cognition (think)			

# CONDUCTOR



FoS25

**RECAP**



*What?      So What?      What Now?*




*What?      So What?      What Now?*

*Industry*

*Chainsaws*

*Expectations*

*Attitude*






*What?      So What?      What Now?*

*Industry*

*Chainsaws*

*Expectations*

*Attitude*

*Agency*

*Cooks*

*Literacy*

*Volunteer*

*You*

*CPD*

*Indispensable*

*Builder*



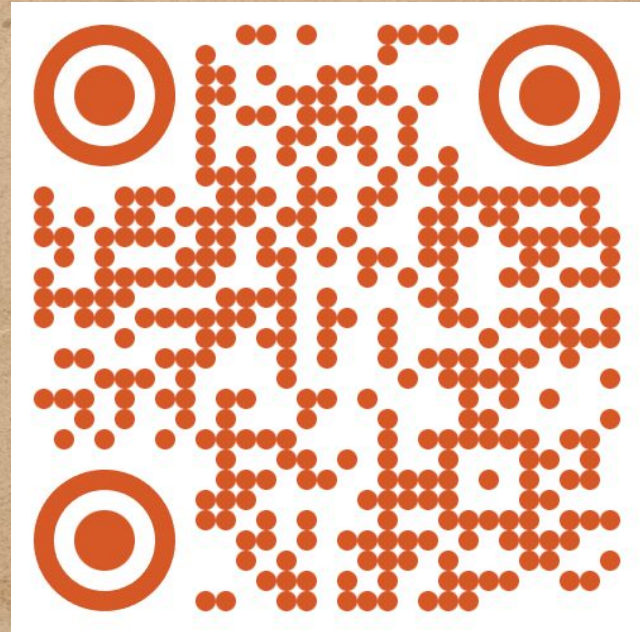


# ANY QUESTIONS?

8020agent.com/**scary**

8020agent.com/**4Cs**

Use code **FOS** to save 20%  
(on PMax scripts & Mastery course)



1. Always invite AI to the table
2. Be the human in the loop
3. The worst AI you'll ever use
4. Treat AI like an Alien

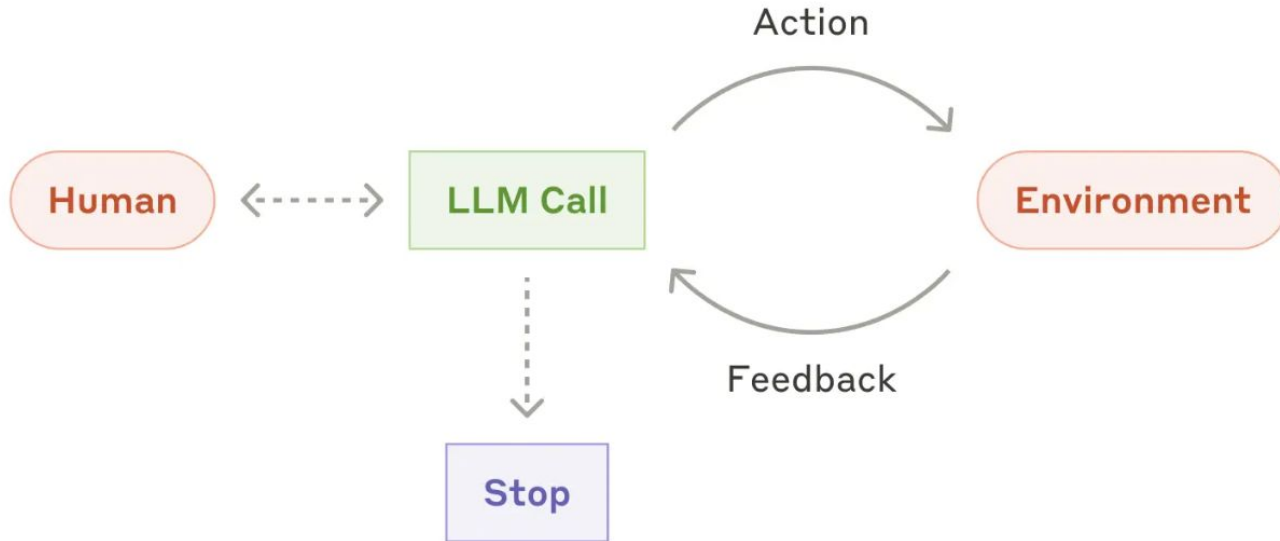


## CO-INTELLIGENCE

Living and  
Working  
with  
AI

ETHAN MOLLICK

# LOOP UNTIL DONE





# Google's search market share drops below 90% for first time since 2015

In a surprising development, Google's global search market share was less than 90% for the final three months of 2024.

[Danny Goodwin](#) on January 13, 2025 at 11:21 am | Reading time: 2 minutes



Google's share of the global search engine market fell below 90% for the first time since 2015, according to Statcounter. Google's global search market share was under 90% during each of the final three months of 2024.

**The data.** Here's a screenshot of the 2024 search market share, showing Google dipping below 90% – to 89.34% in October; 89.99% in November; and 89.73% in December:







Detect items, with no more than 20 items. Output a json list where each entry contains the 2D bounding box in "box\_2d" and a text label in "label".

Here are the bounding box detections:

```
[
  {"box_2d": [464, 651, 808, 928], "label": "pumpkin"},
  {"box_2d": [318, 764, 504, 907], "label": "pumpkin"},
  {"box_2d": [327, 310, 508, 495], "label": "pumpkin"},
  {"box_2d": [452, 48, 795, 260], "label": "pumpkin"},
  {"box_2d": [414, 298, 568, 588], "label": "pumpkin"}
]
```

Use code with caution. Json

[Reset session](#)

reveal on hover



Upload an image

GIVE ME:

2D bounding boxes

Points

3D bounding boxes

PROMPT:

Show me the positions of:

items

Label each one with: (optional)

How do you want to label the things?

show raw prompt

Send

temperature:  0.50

Type something

Run

# 8020agent.com/mastery

## Scripts & Sheets Mastery

Use & write Ads Scripts  
To automate your work

	As is	Adjust	Author
Check (alerts)			
Chart (info)			
Change (action)			
Cognition (think)			