



Build Your Own **AI Agent** — No Coding Required

👉 www.buildmyagent.io/?via=T

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GoHighLevel Setup & Workflows

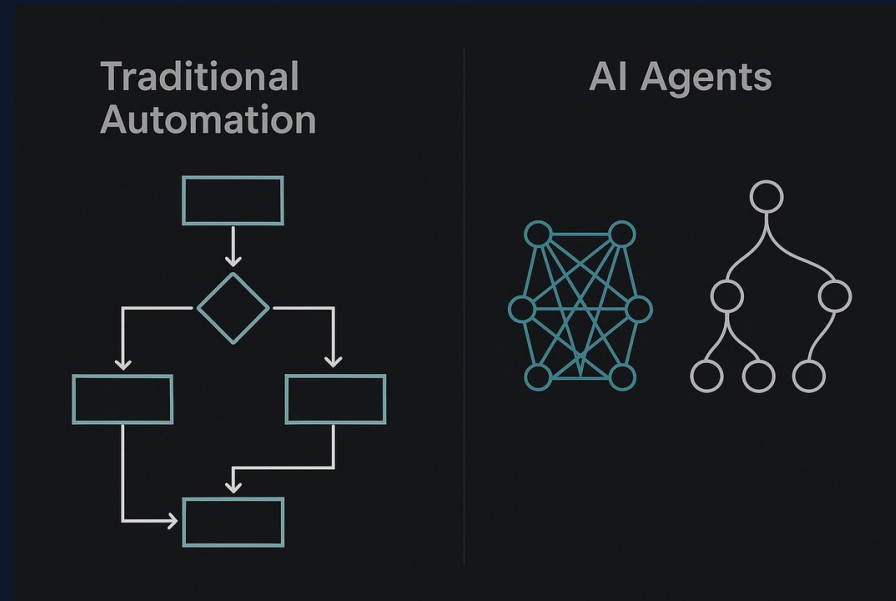
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This comprehensive 65-slide guide will walk you through building AI agents with no coding required

Why Build Your Own **AI Agent**?



Traditional Automation

- Rule-based logic with predefined paths
- Fixed responses to specific triggers
- Requires manual updates to adapt
- Optimal for repetitive, structured tasks

AI Agents

- Autonomous decision-making capabilities
- Can handle ambiguity and uncertainty
- Self-improves through learning
- Can coordinate multiple tools and APIs

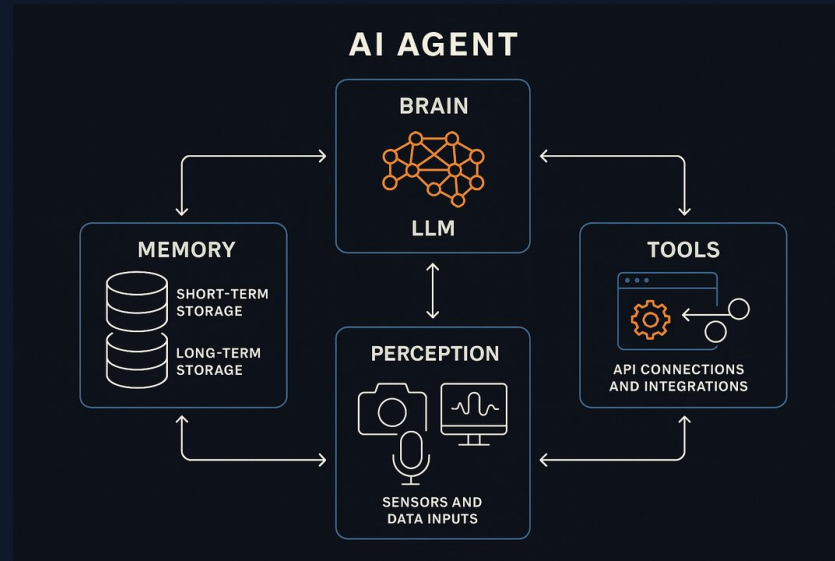
Real-world Examples:

🏥 **Healthcare:** AI agent coordinates patient scheduling, automated follow-ups, and treatment recommendations

💼 **Business:** Agent autonomously handles sales outreach, qualification, and meeting scheduling

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Core Agent Building Blocks



🧠 Brain (LLM)

The reasoning engine that powers decision-making. Uses neural networks to process information, understand context, and generate responses.

Tech: GPT-4, Claude, Llama, Mistral, local embedding models

💾 Memory (Context)

Stores conversation history and relevant information across sessions. Includes short-term (current session) and long-term (persistent) storage.

Tech: Vector databases, Redis, ChromaDB, PostgreSQL with pgvector

🔧 Tools (APIs, apps)

External capabilities the agent can access and control. Connects with various services to perform actions in the real world.

Tech: RESTful APIs, OAuth integrations, webhooks, function calling

👁️ Perception

Collects and processes input data from the environment. Enables the agent to understand user requests and environmental context.

Tech: Text parsing, image recognition, speech-to-text, sensor data

Introducing BuildMyAgent.io



Visual Agent Builder

No-code drag-and-drop interface to design complex agent workflows and decision trees



25+ API Integrations

Google Calendar, Gmail, Sheets, Weather API, Slack, WhatsApp, Notion, AirTable, HubSpot, and more



LLM Compatibility

Supports OpenAI GPT-3.5/4/4o, Claude, Gemini, and custom open-source models via API connection

Technical Capabilities:

- Vector database for persistent long-term memory
- Custom API endpoints via REST connector
- Webhook triggers for external system integration



Testing & Debugging Tools

Built-in prompt testing environment, execution logs, and error handling interfaces



Enterprise Security

SOC 2 compliant, secure API key storage, and optional data encryption for sensitive information

Pricing Plans:

Starter Plan	\$19.75/month
--------------	---------------

- 1 sub account, unlimited AI builds, advanced prompt testing

Pro	\$79/month
-----	------------

- Unlimited sub accounts, access to market place, unlimited AI builds, advanced prompt testing.



Time-to-Value

Create functioning AI agents in minutes instead of weeks of development time

Start a New Agent

Step 1: Account Setup

Register at BuildMyAgent.io

Create your account with email authentication or use Single Sign-On with Google/Microsoft. Verify your account through the confirmation email.

Step 2: Navigate Dashboard

Access Your Control Panel

After login, you'll see the main dashboard with options for Workflows, Integrations, API Keys, and Templates. Click "New Workflow" to start building.

Step 3: Create New Workflow

Name & Configure Your Agent

Provide a name, description, and select your agent's purpose (e.g., Personal Assistant, Customer Support, Data Analysis). Choose a starter template or begin from scratch.

Step 4: Initial Configuration

Set Workflow Parameters

Configure basic settings like execution frequency (on-demand, scheduled, event-triggered), timeout limits, and error handling preferences before adding components.

Adding the Brain

1 Connect LLM API Keys

BuildMyAgent.io supports multiple LLM providers - OpenAI is most commonly used

- Find your API key at platform.openai.com/api-keys
- Store securely - never expose in client-side code or repositories

```
API_KEY = sk-*****  
# BuildMyAgent stores this securely in your account settings
```

2 Choose LLM Model Based on Needs

Different models offer trade-offs between cost, speed, capability, and context length

GPT-3.5 Turbo

- Fastest response time
- Lowest cost (\$0.0005/1K tokens)
- 16K context window
- Best for simple tasks

GPT-4

- Higher reasoning ability
- Medium cost (\$0.03/1K tokens)
- 8K-32K context options
- Good for complex tasks

GPT-4 Turbo

- Latest capabilities
- Better cost efficiency
- 128K token context
- Best for advanced agents

3 Configure Rate Limits & Handling

Plan for API rate limits and implement proper error handling

- OpenAI limits: 3 requests/min (free tier), 3500 RPM (paid)
- BuildMyAgent handles retries and fallbacks automatically



Adding Tools (Part 1)



Google Calendar API

Enables your AI agent to view, create, and manage calendar events through the official Google Calendar API v3

API Setup Process:

Step 1: Enable API

Create project in Google Cloud Console and enable Calendar API in Library section

Step 2: Create Credentials

Generate OAuth 2.0 Client ID with appropriate redirect URIs for your agent

Step 3: Configure Scopes

Request specific permissions:
`calendar.events.readonly` or `calendar.events`

Step 4: Connect in BuildMyAgent

Use the credentials in BuildMyAgent.io's visual connector with no coding

Authentication Flow:

- 1 OAuth 2.0 - Your agent requests permission to access calendar data
- 2 User authorizes once - No repeated logins needed with refresh tokens

Practical Example:

```
// Agent automatically checks for conflicts before scheduling "I'll find a free 30-minute slot this week for your doctor appointment"
```

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Adding Tools (Part 2)

☁ Weather API Connection - Real-time environmental data for your agent

</> API Implementation

- 1 Create account at OpenWeatherMap, WeatherAPI.com, or Tomorrow.io
- 2 Generate API key in developer dashboard
- 3 Add to BuildMyAgent.io Tools section:

```
GET https://api.openweathermap.org/data/2.5/weather?
q={city}&appid={YOUR_API_KEY}
```

- 4 Configure response parsing for temperature, conditions, and forecast

🧩 Agent Integration

- Weather data parameters:

```
{
  "temp": 72.5,
  "humidity": 65,
  "conditions": "partly cloudy",
  "wind_speed": 8.5,
  "precipitation": 20 // % chance
}
```

Practical Integration Examples:

- 🧑 Trail recommendation based on weather conditions
- 📅 Smart calendar scheduling avoiding outdoor events during rain
- 📱 Daily briefing including weather alerts and clothing suggestions

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Adding Tools (Part 3)

Google Sheets for Personal Data

API Setup

- 1. Enable Google Sheets API in Google Cloud Console
- 2. Create OAuth credentials or Service Account
- 3. Get API key and Client ID for BuildMyAgent.io

```
SHEETS_API_ENDPOINT = "https://sheets.googleapis.com/v4/spread"
```

Authentication

- **OAuth 2.0:** For user-specific access
- **Service Account:** For background access
- **API Key:** For public data only
- BuildMyAgent provides simplified OAuth flow

Data Management

- CRUD operations via API endpoints:
 - GET /spreadsheets/{spreadsheetId}/values/{range}
 - PUT /spreadsheets/{spreadsheetId}/values/{range}
 - PATCH for cell updates, APPEND for new rows

Example Structure

User Preferences Spreadsheet:

Category	Preference	Value
Hiking	Difficulty	Moderate
Hiking	Distance	5-10 miles
Weather	Temp Range	65-80°F

Adding Tools (Part 4)

- Gmail API Integration

→ OAuth 2.0 authentication required with these scopes:

```
https://www.googleapis.com/auth/gmail.send https://www.googleapis.com/...
```

→ BuildMyAgent API connection parameters:

```
client_id: YOUR_CLIENT_ID client_secret: YOUR_CLIENT_SECRET refresh_t...
```

- Email Automation Examples

Automated Follow-ups

Configure agent to send personalized follow-up emails based on calendar events and customer responses. Example: Trail recommendations 2 days before hiking date.

AI Email Analysis

Process incoming emails for sentiment analysis, extract meeting requests, or identify action items automatically through the Gmail API read operations.

- Security Considerations

- 🔒 Store API credentials in BuildMyAgent's encrypted storage, never in prompt text
- 🔒 Request minimal scope access (don't use .modify if only .readonly is needed)
- 🔒 Implement rate limiting for outgoing emails to prevent abuse

Writing the Prompt

Core Components

- **Role:** Define who/what your agent is (e.g., "You are a hiking advisor")
- **Task:** Specific action the agent should perform
- **Inputs:** What information the agent needs
- **Tools:** Which APIs/integrations to use
- **Output:** Expected format of results

Best Practices

- ✓ Be specific about constraints (e.g., "Only recommend trails < 5 miles")
- ✓ Use structured formats (JSON, markdown tables) for consistent outputs
- ✓ Include error handling instructions for API failures
- ✓ Test prompts with various inputs to ensure robustness

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Example Prompt

You are a Hiking Advisor assistant.

TASK: Find suitable hiking trails based on user location, weather, and preferences.

TOOLS:

- Google Calendar API to check availability
- Weather API to check conditions
- Trails Database for recommendations

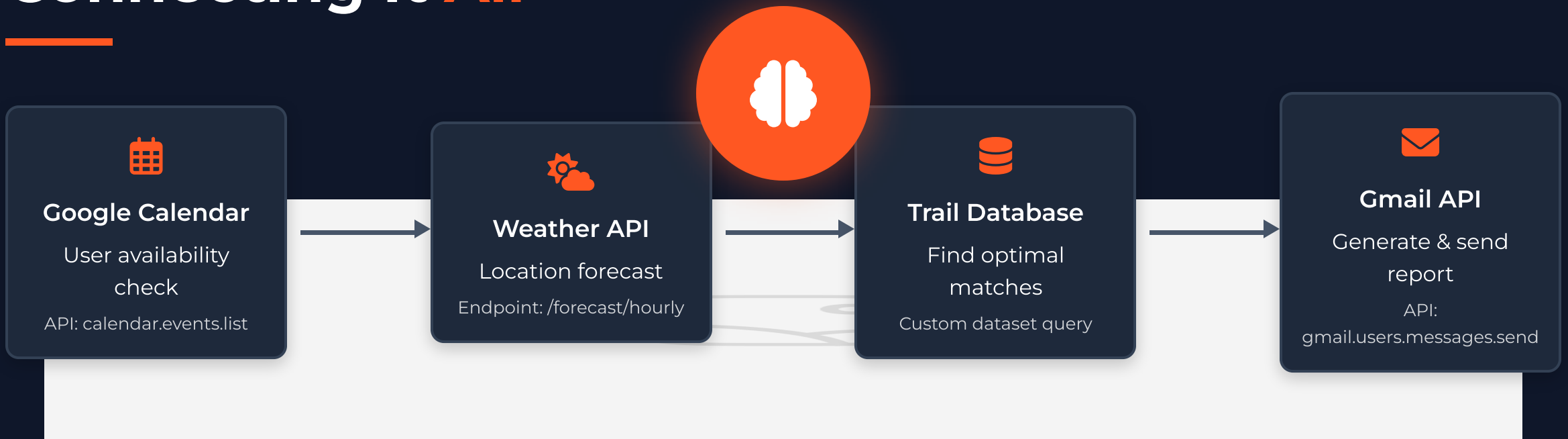
CONSTRAINTS:

- Only recommend trails within 30 miles
- Filter out trails with poor conditions
- Consider user's skill level

Advanced Techniques

- 🔄 **Chain-of-Thought:** Guide the agent to reason step-by-step
- 🧩 **Few-Shot Learning:** Provide examples of desired input/output
- 🔧 **Tool Decomposition:** Break complex tasks into simpler API calls
- 🔍 **Self-Verification:** Instruct agent to verify results before finalizing

Connecting It **All**



Authentication

OAuth 2.0 for Google APIs, API keys for Weather and custom services, JWT for secure data transmission

Data Processing

JSON responses parsed by agent, weather conditions matched with trail difficulty, personalized recommendations

Error Handling

Fallback options if APIs fail, retry logic for transient errors, graceful degradation strategy

Performance

~3 seconds processing time, parallel API calls when possible, batched requests to minimize latency

The AI agent coordinates data flow between services, transforming disparate data sources into valuable insights through a centralized reasoning engine.

Testing the Agent

1

Unit Testing

Test individual API connections

2

Integration

Test component interactions

3

Flow Testing

Verify complete workflow

4

Edge Cases

Test boundary conditions

Advanced Debugging

API Response Inspection

Monitor raw JSON responses from each API endpoint

```
{"status": "error", "code": 401, "message": "Invalid API key"}
```

Performance Profiling

Track execution time of each component and API call

Request/Response Logging

Enable verbose logging to trace data through system

Monitoring Techniques

BuildMyAgent.io Dashboard

Real-time visualization of agent execution and performance metrics

Alert Configuration

Set up email/SMS notifications for critical failures

Success Rate Tracking

Monitor % of successful runs vs failures over time

💡 Pro Tip: Use sandbox environments to test changes before production

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Comprehensive **Debugging** Guide

Common Error Types

-  **Authentication:** Invalid API keys or expired tokens
-  **Data Format:** Mismatched input/output formats
-  **Rate Limits:** Too many requests to external APIs
-  **Connectivity:** Network failures or timeouts

Error Handling Patterns

-  **Retry Logic:** Auto-retry with exponential backoff
-  **Graceful Fallback:** Use alternative data sources
-  **Validation:** Pre-check data before API calls
-  **Health Checks:** Monitor dependencies regularly

Troubleshooting Examples

ERROR 401 `const response = await fetch('https://api.openai.com/v1/chat', { headers: { 'Authorization': 'Bearer sk_test_****' } })`
→ Check API key format & permissions

ERROR 429 Too many requests to Weather API (60 calls/minute) → Implement request throttling & caching

FORMAT City: "new york" | Date: "tomorrow" → City: "New York" | Date: "2025-09-23"

Systematic Debugging Approach

1. Check logs for error codes →
2. Verify API credentials →
3. Test with minimal data
4. Ensure proper data formats →
5. Verify network connectivity →
6. Check rate limits

First Success

Complete Agent Output with Results Analysis

From: AI Agent <agent@buildmyagent.io>
Subject: Your Trail Recommendations for San Francisco
Processed in: 1.37 seconds

Hi John,

Based on your preferences for **moderate trails** with **scenic views**, here are your personalized hiking recommendations for San Francisco:

- ✓

Lands End Trail

- 3.4 miles, moderate

Features: Ocean views, Golden Gate Bridge vistas, historic ruins
- ✓

Twin Peaks

- 2.1 miles, easy

Features: 360° city views, wildflowers (spring), sunset spot
- ✓

Golden Gate Park

- 4.5 miles, easy

Features: Gardens, lakes, museums along route

Current Weather:

68°F, Sunny

Best Time:

8AM-11AM (Low crowds)

Air Quality Index:

42 (Good)

Parking:

Available at visitor center

Performance Metrics

Total Execution Time:

1.37s

API Calls:

4 successful

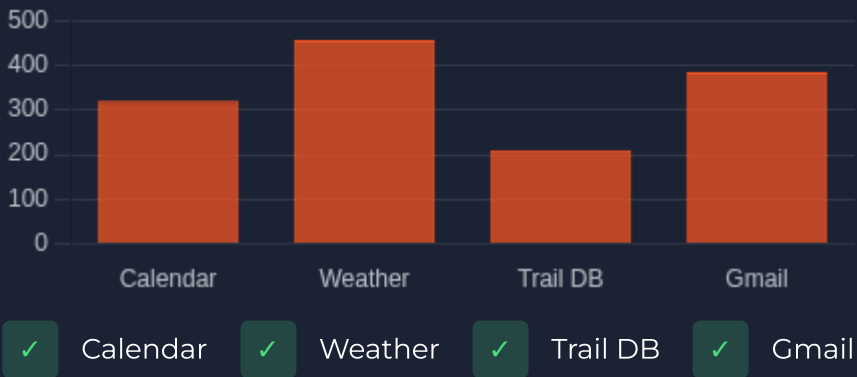
Memory Usage:

142 KB

Token Usage:

763 tokens

API Performance



- ✓

Agent successfully integrated 4 APIs, resolved scheduling conflicts, and delivered personalized recommendations based on user preferences, calendar availability, and real-time conditions.

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Advanced **Integration** Capabilities

⚙️ Extend your agent with powerful API integrations & automation workflows



Slack

Create interactive workflows and real-time notifications in Slack workspaces

```
POST api.slack.com/api/chat.postMessage
Auth: OAuth 2.0 + Bot Token
```

Advanced Use Case:

AI meeting summarization bot that posts daily recaps with action items & automatically creates follow-up tasks in your project management tool



WhatsApp

Build conversational agents that interact with customers through Meta's Cloud API

```
POST
graph.facebook.com/v17.0/phone_id/messag...
Auth: System User Access Token
```

Advanced Use Case:

Multi-language customer support agent that handles inquiries, processes orders, and schedules appointments with dynamic template messages



Notion

Automate documentation workflows and knowledge management in your workspace

```
POST api.notion.com/v1/pages
Auth: Integration Token + Database ID
```

Advanced Use Case:

Research assistant that monitors data sources, synthesizes information, and creates structured knowledge bases with automated tagging and relations

🔗 Combine multiple integrations for complex workflows & automated systems

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Start Building with **BuildMyAgent.io**

Click here to start building your own AI agent
without any coding required

 **Start Building Now**

www.buildmyagent.io/?via=T

NEW SECTION

Introduction to GoHighLevel

All-in-one CRM + marketing automation platform that works seamlessly with your AI agents



Unified platform for all your marketing needs



Scale your business with automation



Enhance AI agents with CRM capabilities



Track performance with detailed analytics

GoHighLevel - Core Features

Website & Marketing

- Complete drag & drop page builder
- Sales funnels with conversion tracking
- Calendar booking with Calendly integration
- Custom domain support with SSL certificates

Communication

- Two-way SMS with multimedia support
- Email campaigns with 99% deliverability rate
- Automated voicemail drops (RVM)
- Integrated phone system with call tracking

Membership & Learning

- Unlimited users, courses & content
- Membership portals with access controls
- Built-in video hosting (no YouTube needed)
- Progress tracking & completion certificates

Automation & AI

- Visual workflow builder with triggers & actions
- AI-powered conversation manager
- Smart lists with automated segmentation
- RESTful API with webhook support

Starter Plan

\$97/month

- ✓ All lead capture & nurture tools
- ✓ Unlimited contacts & users
- ✓ Up to 3 sub-accounts

Unlimited Plan

\$297/month

- ✓ Everything in Starter Plan
- ✓ API access & custom integrations
- ✓ Unlimited sub-accounts & white labeling

Technical Specifications:

 RESTful API with OAuth 2.0 authentication, JSON responses & webhook support

 www.gohighlevel.com/?fp_ref=ignitra58

CRM & Pipelines



Lead tracking & nurturing

Centralized customer data management with advanced segmentation and personalized journeys

- Smart lists that update automatically and group contacts
- Custom field mapping for lead data organization
- Lead scoring system with configurable triggers and thresholds



Sales pipelines visualization

Customizable pipeline stages with drag-and-drop functionality and real-time metrics

- Unlimited pipeline templates with stage-specific automation rules
- Deal value forecasting and conversion rate analytics by stage
- Activity tracking with time-stamped logs and user attribution



AI agent + CRM integrations

Bidirectional API connections between BuildMyAgent.io and GoHighLevel

- RESTful API endpoints for contact creation, opportunity updates

```
POST https://rest.gohighlevel.com/v1/contacts/
```

- Webhook triggers for real-time data synchronization
- OAuth 2.0 authentication with scoped access tokens



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Marketing Automation

- Advanced Campaign Management



SMS Workflows API

Behavioral triggers & A/B testing with 98% open rates



Event-Based Triggers

Schedule or behavior-based campaign activation



Email Automation

Drag-and-drop builder with analytics dashboard



Conversion Tracking

Real-time performance metrics & attribution

- AI-Powered Personalization



Smart Content Generation NEW

AI writes personalized messages based on user data



Dynamic Segmentation

Automatic list updates based on behavior patterns



Predictive Analytics

Optimal send times with 40%+ engagement boost



Sentiment Analysis

Response monitoring with automated follow-ups

- Multi-Channel Orchestration



Social Messaging

Facebook Messenger & Instagram DM automation



Unified Inbox

Manage all channel communications in one place



Voice/Voicemail Drops API

Automated call sequences with custom recordings



API Webhooks

Custom integrations with BuildMyAgent.io & other tools

AI + GoHighLevel Integration



Connect **BuildMyAgent.io outputs** to **GoHighLevel actions** for end-to-end automation workflows. Webhooks enable real-time data exchange, while comprehensive API libraries allow custom integrations for any business process.

Start Building with GoHighLevel

All-in-One Platform Benefits

-  Complete marketing automation with funnels, websites, calendars and CRM
-  Multi-channel marketing via SMS, email, voice, and Facebook Messenger
-  White-labeling with custom domain and branded desktop app
-  API access for custom integrations with any platform
-  Complete analytics and pipeline visualization

Pricing Plans

Starter Plan

\$97/month

- ✓ All tools to capture more leads
- ✓ Nurture & close leads into customers
- ✓ Full online booking & pipeline management
- ✓ Unlimited contacts & users
- ✓ Up to three sub-accounts

Unlimited Plan

\$297/month

- ✓ Everything in the starter plan
- ✓ API access for custom integrations
- ✓ Unlimited sub-accounts
- ✓ Branded desktop app with custom domain
- ✓ Complete white-label solution

Start your 14-day free trial today



Get Started Now

www.gohighlevel.com/?fp_ref=ignitra58

Your **AI Journey** Starts Here

Build your AI agent without coding

- No-code visual workflow builder
- 200+ pre-built integrations
- GPT-4, Claude & open source LLMs
- AI memory & contextual awareness

Starter Plan

\$19.75/month

Unlimited agents, 5 apps, 100K tokens/month

👉 **Start 14-day free trial**

www.buildmyagent.io/?via=T

Scale your marketing workflows

- All-in-one CRM + marketing platform
- SMS, email & voicemail automation
- Custom branded client portal
- Website & funnel builder included

Agency Unlimited

\$97/month

Unlimited clients & white-label branding

👉 **Start 14-day free trial**

www.gohighlevel.com/?fp_ref=ignitra58



BUILDING PROCESS

BuildMyAgent.io — Step-by-Step

How to build your own AI agent from scratch using BuildMyAgent.io. Follow the simple, clear, building instructions below. All steps are explained as if you're brand new to the platform.



No coding required - drag and drop interface



Connect multiple tools and APIs easily



Set up your agent's brain and memory



Launch your agent to automate tasks

What is BuildMyAgent.io?

BuildMyAgent.io is a **no-code platform** that lets you create and deploy AI agents without writing a single line of code.



Visual drag-and-drop interface for connecting tools and services



Pre-built integrations with popular APIs and services



Deploy custom AI agents in minutes instead of weeks



Connect multiple tools to create powerful workflows



www.buildmyagent.io/?via=T

What is an **Agent**?

An Agent is an **AI-powered assistant** that can think, use tools, and complete tasks for you — all by following simple instructions you give it.



It can **think** and make decisions on its own



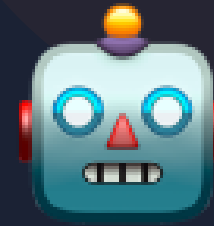
It can **use tools** like email, calendar, or weather apps



It **completes tasks** based on your instructions



It can **adapt** to new situations and information



Platform Orientation: BuildMyAgent.io Main Menu

 BuildMyAgent.io

 Agents

 Workflows

 Integrations

 Settings

The main workspace will change based on your selected menu item

 Agents

List of your custom AI agents. This is where you create, view, edit and manage all your agents. Each agent can be assigned different tasks and integrations.

 Workflows

Step-by-step processes that your agents follow. This is where you build the logic for how data moves between different services and tools.

 Integrations

Connect tools and services like Gmail, Google Calendar, Weather APIs, and more. This is your toolbox for agent capabilities.

 Settings

Manage your API keys, user profile, account preferences, and security settings. This is where you set up authentication for services.

Create an Account (Step 1)

1

Visit BuildMyAgent.io

Go to www.buildmyagent.io and click the "Sign Up" or "Get Started" button in the top navigation bar.

2

Complete Registration

Enter your email address, create a password, and verify your account through the confirmation email.

3

Log In

Return to BuildMyAgent.io and log in with your new credentials to access the dashboard.

Pro Tip

Use a business email for your account. This often provides better compatibility when connecting with professional APIs and services later.

👉 www.buildmyagent.io/?via=T

Start a New Agent (Step 2)

1 Navigate to Your Dashboard

After logging in, click on the "Create New Agent" button in the top left corner of your dashboard.

2 Name Your Agent

Give your agent a descriptive name (like "Calendar Assistant" or "Email Manager") that reflects its purpose.

3 Start Building Workflow

Click "Build Your Agent" to begin setting up the logic for your agent. This is where you'll connect all the pieces together.

Pro Tip: Before creating your agent, sketch out what you want it to do. Having a clear goal in mind makes the building process much easier.

Connect the Brain (Step 3)

What is the "Brain"?



The Brain is your agent's intelligence - the AI model that powers your agent's ability to understand and respond.

This is where you connect the Large Language Model (LLM) that will process all information and make decisions.

How to connect your OpenAI API:

1. In BuildMyAgent.io, click the "Select model" option to connect your LLM
2. Select "OpenAI" as your provider
3. Get your API key from platform.openai.com/account/api-keys
4. Paste your API key in the field provided

API Key: sk-xxxx...xxxx

Choose your GPT model:

GPT-3.5 Turbo

- Faster responses
- Lower cost
- Good for simple tasks

GPT-4

- More advanced reasoning
- Better with complex tasks
- Higher cost



TIP:

Start with GPT-3.5 for testing, then upgrade to GPT-4 if you need more advanced capabilities.

What is a **GPT Model**?

- 🧠 GPT stands for "**Generative Pre-trained Transformer**" — it's an AI that can understand and create human-like text
- 💡 It's like a **digital brain** that's been trained on millions of books, websites, and articles
- 🔄 When you give it instructions, it uses patterns it learned to respond appropriately

GPT-3.5

Faster responses
Good for everyday tasks
Less expensive

GPT-4

More intelligent reasoning
Better at complex tasks
More expensive

In BuildMyAgent.io:

You choose which GPT model to use as your agent's "brain power" — more powerful models cost more but can handle more complex tasks

What is Context?

Context is the background information your AI agent needs to understand and respond correctly. Think of it as the agent's "memory" of the current conversation and relevant facts.

Without Context

- ✗ "Send an email" (To whom? About what?)
- ✗ "What's the forecast?" (For where? Which day?)
- ✗ "Schedule the meeting" (With whom? When?)

With Context

- ✓ Agent remembers who you're emailing and why
- ✓ Agent knows your location and time frame
- ✓ Agent recalls previous discussion details

Why Context Matters:

-  Context allows your agent to maintain a natural conversation without you repeating information
-  With BuildMyAgent.io, context is automatically managed — your agent remembers previous interactions
-  Example: "Remember my name is Sam" → Later: "What's my name?" → Agent: "Your name is Sam"

Add a Tool: **Google Calendar** (Step 4a)



How to Connect Your Calendar

- 1 Click '**Add Webhook**' in the BuildMyAgent.io workflow editor
- 2 Select '**Google Calendar**' from the integrations list
- 3 Login with your Google account and grant calendar access permissions
- 4 Choose which calendars your agent can access (work, personal, etc.)

What Your Agent Can Do:

With Calendar access, your agent can check your availability, schedule meetings, send meeting invites, and even suggest optimal meeting times based on your schedule patterns.

Step 4b - Add **Weather API** Tool

Weather API Integration

- 1 Click "**Add Webhook**" in your agent workflow, then select "**Weather API**" from the available tools
- 2 Get a free API key from weatherapi.com or openweathermap.org by creating an account
- 3 Enter your API key in the **API Key** field in BuildMyAgent.io
- 4 Configure what data you want (temperature, forecast, conditions) and which locations to track

What You Can Do

Your agent can now answer questions like "**What's the weather in New York?**" or make recommendations based on conditions, such as suggesting indoor activities on rainy days.

Add a Tool: **Google Sheets** (Step 4c)

 **What it does:** Lets your agent read, write, and update spreadsheet data

- 1 Click "Add Webhook" → Select "Google Sheets"
- 2 Sign in with your Google account when prompted
- 3 Grant necessary permissions for spreadsheet access
- 4 Specify which spreadsheet(s) your agent can access

When to use Google Sheets

Perfect for storing customer data, tracking metrics, maintaining lists, or any information that needs to be organized in rows and columns. Your agent can now read this data or update it automatically.



Step 4d - Add Gmail Tool

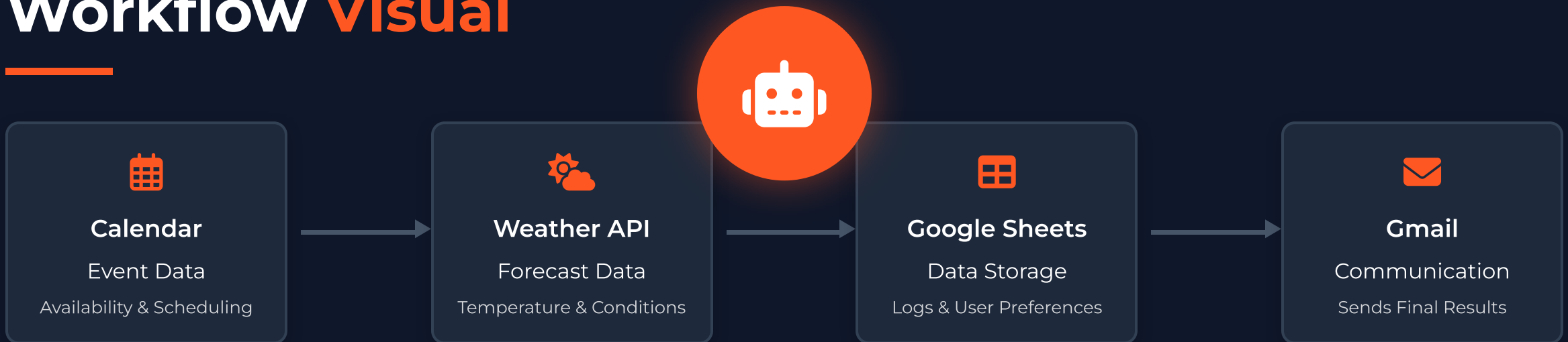
Connect your agent to Gmail so it can send and receive emails automatically.

- 1 Click **Add Webhook** in your workflow editor, then select **Gmail** from the tools list
- 2 Sign in with your Google account and authorize BuildMyAgent.io to access Gmail
- 3 Choose access levels: **Read** (see emails), **Send** (compose emails), or both
- 4 Test the connection by having your agent send a test email to yourself

What can your agent do with Gmail?

- Send personalized follow-up emails based on calendar events
- Reply to important emails when you're away
- Summarize long email threads into bullet points
- Forward specific emails to team members based on content

Workflow Visual



How Data Flows

Your AI agent sits at the center of the workflow and handles passing data between tools. Each tool's output becomes the next tool's input, creating a seamless chain.

Parallel Processing

Some workflows can run tools in parallel when data doesn't depend on sequential processing, improving efficiency and speed.

Custom Workflows

Drag and drop tools to create your own workflow sequences. Connect any tool to any other tool with no coding required.

Your AI agent sits at the center, coordinating **data flow** between all connected tools. When one tool completes its task, the data automatically flows to the next tool in your workflow.

Prompt Setup (Step 5)



1 Open the Prompt Editor

Click the "Prompt" tab in your agent's workflow builder

2 Write Clear Instructions

Tell your agent exactly what you want it to do with the tools you've connected

3 Specify Expected Outputs

Tell your agent what format you want results in (email, message, etc.)

Simple Prompt Example:

```
"Check my Google Calendar for tomorrow. If I have free time between 1-5pm and the weather forecast is sunny, find a nearby park and send me an email suggestion to go for a walk."
```

What is a **Prompt**?

A prompt is a set of **instructions** that tells your AI agent what to do – like a recipe for what you want it to accomplish.

A Good Prompt Includes:

- 1 Task:** What you want the agent to do
- 2 Context:** Background information needed
- 3 Format:** How to present the results
- 4 Constraints:** Any limitations to consider

Simple Example:

```
"Check my calendar for this weekend, get the weather forecast for each day, and email me a summary of good outdoor activity days based on weather conditions. Include temperature and precipitation chances."
```

Test Your Agent (Step 6)

After setting up your agent, you need to test if it works properly before using it for real tasks.

1 Click "Test" Button

Find the "Test" or "Run" button in the top-right corner of your BuildMyAgent.io workflow editor.

2 Watch the Workflow Run

You'll see each tool activate in sequence as data flows between them. A progress indicator shows which step is currently running.

3 Check for Errors

If any step fails, a red error message will appear. Click on it to see details about what went wrong.

4 Verify the Output

If everything works, you'll see your final result (like an email being sent or data being stored).

Testing Tip

Always test with real data first in a controlled environment. For example, send a test email to yourself rather than to a customer until you're sure everything works properly.

Debug & Troubleshoot

When your agent doesn't work as expected, check for these common issues. Each problem has a simple solution you can try immediately.

API Connection Issues

API Key Expired

Check your OpenAI or API provider dashboard to verify your key is active and has available credits

Authentication Failed

Reconnect your Google account or service by clicking "Reconnect" in the tool settings

Permissions Missing

Make sure you granted all required permissions (e.g., read/write) when connecting tools

Prompt & Data Issues

Formatting Errors

Check your data format (dates as YYYY-MM-DD, locations properly spelled, etc.)

Unclear Instructions

Make your prompt more specific about what you want the agent to do and what tools to use

Too Complex Request

Break down complex tasks into multiple smaller workflows connected together

PRO TIP:

Use BuildMyAgent.io's built-in logs to see exactly where your workflow stops working. Click the "View Logs" button after running a test.

Expand With **More Integrations**

Beyond the basics, BuildMyAgent.io connects with many other tools and services. Each new integration extends what your AI agent can do — no coding required.



Messaging Tools

Connect with Slack, WhatsApp, Telegram, and Discord to let your agent communicate through your favorite platforms.



Productivity Apps

Integrate with Notion, Airtable, Trello, and Asana to manage projects, documents, and tasks automatically.



Payment Systems

Connect to Stripe, PayPal, and Square to enable automatic invoicing, payment processing, and financial tracking.



Web Hooks

Use webhooks to connect your agent with virtually any service that accepts incoming HTTP requests for unlimited possibilities.



Data Sources

Pull from databases, RSS feeds, and APIs to give your agent up-to-date information from any source.



Other AI Services

Connect with specialized AI services for image generation, voice processing, and language translation.

Visual: Example Real-World Workflow



This real-world workflow shows how an **AI agent** captures, qualifies, and processes leads automatically. When a lead submits a form, the agent qualifies them, updates your database, sends a personalized email, and alerts your team — all without any human intervention.



Clone/Edit/Share **Agent**

BuildMyAgent.io makes it easy to manage and distribute your agents once created:



Clone Agents

Duplicate any agent as a starting point for new use cases. All tools, prompts, and settings are copied instantly.



Edit Agents

Modify existing agents by adding new tools, changing prompts, or updating workflows — all with a simple visual editor.



Share With Team

Invite team members to collaborate on agent development or share completed agents with one click.



Export/Import

Save agent configurations as JSON files to back up or transfer between accounts or organizations.

Pro Tip

Create a "template" agent with your common API connections and preferred settings. Clone it when starting new projects to save setup time!

Security & Privacy



API Key Encryption

Your API keys are securely encrypted in storage. BuildMyAgent.io never displays complete API keys after initial setup.



Permission Controls

Set integrations to "read-only" or "full access" based on your needs. Each tool can have different permission levels.



Data Visibility

Always check what data your agent can access before connecting services. Review integration scopes before approval.



User Control

You can revoke access to any integration at any time from your dashboard. All data connections are transparent.



www.buildmyagent.io/?via=T

Best Practices & Tips



Start Simple, Then Expand

Begin with one or two integrations to test your workflow before adding more tools. Master the basics before building complex agents.



Write Clear Prompts

Be specific in your instructions. Tell your agent exactly what to do, what information to collect, and how to respond.



Test Thoroughly

Test with real data across different scenarios. Run each integration separately before testing the full workflow to identify issues.



Manage API Keys Safely

Regularly rotate API keys, use minimum required permissions, and never share your OpenAI or service credentials with others.

BuildMyAgent.io Recap

1

Account & Agent Setup

Create your BuildMyAgent.io account, navigate to the dashboard, and start a new agent with a descriptive name that represents its purpose.

2

Connect the Brain (LLM)

Add your OpenAI API key to power the agent's intelligence and select the appropriate GPT model based on your needs and budget.

3

Set Up Memory

Configure your agent's memory capabilities to retain information from short-term conversations or store long-term knowledge about users and tasks.

4

Add Tools & Integrations

Connect essential tools like Google Calendar, Gmail, Google Sheets, Weather API, and any custom APIs needed for your specific use case.

5

Write & Configure Prompts

Create clear instructions that tell your agent exactly what to do, providing context, defining goals, and specifying the tools it should use.

6

Test, Debug & Deploy

Test your agent thoroughly, fix any errors that occur, and make adjustments to improve performance before deploying it for real-world use.

Key Takeaways:

- ✓ No coding required — the entire agent building process is visual and intuitive
- ✓ Start simple and gradually add more tools as you become comfortable
- ✓ Clear prompts are essential for effective agent performance
- ✓ Testing and refinement are ongoing processes to improve your agent over time

BUILDING PROCESS

GoHighLevel — Step-by-Step

How to set up and configure GoHighLevel for your business. A simple guide for beginners to create powerful marketing automation and CRM workflows.



Set up your CRM pipeline in minutes



Configure multi-channel messaging



Create automated marketing campaigns



Connect with BuildMyAgent.io workflows

What is GoHighLevel?

GoHighLevel is an **all-in-one platform** that combines CRM, marketing tools, and automation in a single dashboard — letting you manage your entire business without switching between multiple apps.



One Platform, Many Tools

- Website & funnel builder
- Email, SMS & voicemail campaigns
- Booking calendar & appointments



Business Solutions

- Lead capture & tracking
- Sales pipeline management
- Membership & course hosting

GoHighLevel Dashboard Tour



GoHighLevel

All-in-one Marketing Platform



Funnels & Websites

Build landing pages, sales funnels, and complete websites with drag-and-drop simplicity. Capture leads and drive conversions.



Contacts & CRM

Centralized customer database with lead scoring, tags, and custom fields. Track every interaction with your prospects and clients.



Calendar & Scheduling

Online booking system with customizable availability, appointment reminders, and meeting links for virtual appointments.



Conversations

Unified inbox for SMS, email, Facebook Messenger, and voice calls. Two-way communication with leads and customers.



Pipelines

Visual sales pipelines to track deal progress. Move leads through custom sales stages and automate follow-ups.



Workflows & Automation

Create automated sequences and triggers that respond to customer actions. Build complex marketing and sales automations.

GoHighLevel centralizes all your marketing tools in one platform. Each menu section serves a specific function in your customer acquisition and retention process.

Create an Account (Step 1 - GHL)

1 Visit GoHighLevel Website

Go to gohighlevel.com and click the "Start Free Trial" button in the top-right corner.

2 Fill Out Registration Form

Enter your name, email address, and choose a password. You'll need to verify your email to continue.

3 Select Your Plan

Choose between Starter (\$97/month) or Unlimited (\$297/month) plans. The 14-day free trial gives full access to evaluate all features.

Pro Tip

Use a business email address instead of a free provider (Gmail/Yahoo) for better deliverability when sending emails through GoHighLevel later.

👉 www.gohighlevel.com/?fp_ref=ignitra58

What is CRM?

CRM stands for **Customer Relationship Management** — a system that helps businesses organize and manage all their interactions with customers and potential customers.



Contact Management

Store all customer information in one place (contact details, history, preferences)



Sales Tracking

Track leads through your sales process from first contact to closed deal



Reporting

See which marketing efforts work best and where your best customers come from



Automation

Send automatic emails, texts, and reminders to nurture customer relationships

Step 2 - Adding Contacts

 **What are Contacts?** In GoHighLevel, contacts are your leads, prospects, and customers. They're the foundation of your CRM (Customer Relationship Management) system.

How to Add Contacts

- 1 Navigate to "**Contacts**" in the left sidebar menu
- 2 Click the "**+ Add Contact**" button in the top-right corner
- 3 Fill in contact details (name, email, phone, etc.)
- 4 Assign contact to a pipeline stage (optional)



Manual Entry

Add contacts one at a time with the form.
Best for low volume or VIP contacts.



CSV Import

Bulk import contacts from spreadsheets
or other CRMs. Maps fields automatically.



Automation

Contacts are added automatically when
leads fill out your forms or landing pages.

Tip: Add custom fields to collect industry-specific information about your contacts.

Step 3 - Capture Leads with Forms/Landing Pages



What are they? Forms and landing pages are tools in GoHighLevel that collect visitor information and automatically add them to your pipeline as leads.

Forms

- Embed on websites or share directly
- Collect contact details, survey responses
- Customizable fields and validation

Landing Pages

- Full-featured standalone pages
- Drag-and-drop builder
- Built-in analytics and conversion tracking

- 1 Go to **Sites & Pages** > **Forms** or **Landing Pages** in the dashboard
- 2 Click **+ Create New** and select a template or start from scratch
- 3 Design your form/page with the drag-and-drop editor
- 4 Set up **automation rules** to add leads to your pipeline automatically

Step 4 - Automating Communication

1 Access Workflow Builder

From your GoHighLevel dashboard, click on "Workflows" in the left sidebar menu. This is where you'll set up your automated messages.

2 Create New Workflow

Click the "+ New Workflow" button. Give it a name like "New Lead Follow-up" or "Appointment Reminder."

3 Set Up Trigger

Choose what starts your automation: "New Contact Created," "Form Submitted," "Pipeline Stage Changed," etc.

4 Add Communication Steps

Click "+ Add Step" and select "Send SMS" or "Send Email." Write your message, add personalization tags like {{First_Name}}, and set timing (immediate or delayed).

💡 What You Can Automate:

- Welcome messages when someone joins your list
- Appointment reminders before scheduled meetings
- Follow-up sequences after purchases or inquiries

Step 5 - Setting Appointments



1 Navigate to Calendar in GoHighLevel

Find "Calendar" in the left sidebar menu of your dashboard

2 Create a Booking Page

Click "Create Booking Page" and name your calendar (ex: "Client Consultations")

3 Configure Availability Settings

Set your working hours, appointment length, buffer times between meetings

4 Share Your Booking Link

Copy your unique scheduling link to share with clients or embed on your website

What This Enables:

- ✓ 24/7 automated scheduling
- ✓ Automatic reminder emails/texts
- ✓ Two-way calendar sync (Google/Outlook)
- ✓ Collect info before appointments

Building Campaigns

GoHighLevel makes it easy to create marketing campaigns that nurture leads and engage customers automatically.

Email Campaigns

- Create newsletters, promotions, and automated follow-ups
- Use pre-built templates or design your own
- Schedule sends based on customer behavior

SMS Campaigns

- Send text messages for immediate engagement
- Create keyword-based responses
- Include links, images, and videos (MMS)

How to Create a Campaign:

- 1 Navigate to **Campaigns** tab in your GoHighLevel dashboard
- 2 Click **+ Create Campaign** and select your campaign type
- 3 Choose your target audience from your contact lists
- 4 Design your message content using the visual editor
- 5 Set timing and triggers (immediate, scheduled, or based on actions)

Step 6 - Integrate Your **Agent** with GoHighLevel

What is Integration?

Integration connects your BuildMyAgent.io AI assistant with GoHighLevel's CRM platform, allowing them to share data and automate workflows between systems.

Webhook Method

1. In BuildMyAgent.io, add a "Webhook" tool
2. Go to GoHighLevel → API/Webhooks section
3. Create a new webhook endpoint
4. Copy webhook URL to BuildMyAgent.io

API Method

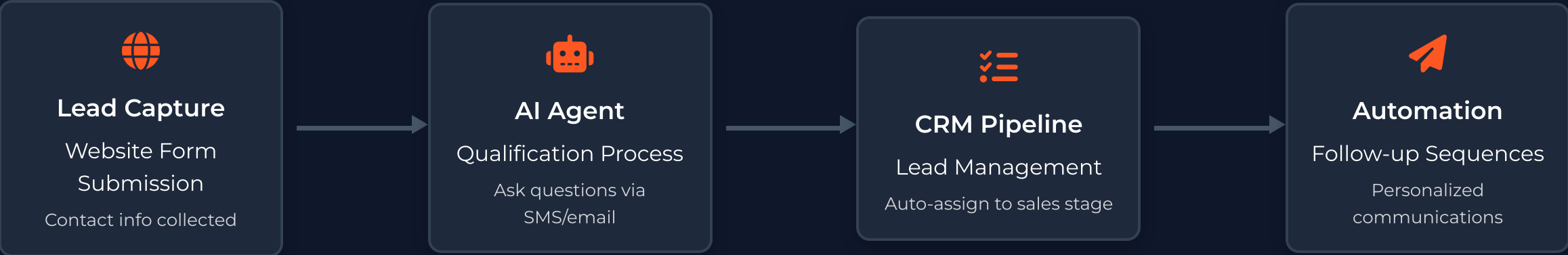
1. Get your GoHighLevel API key from Settings
2. In BuildMyAgent.io, add a "Custom API" tool
3. Enter GHL API endpoint (api.gohighlevel.com)
4. Add your API key for authentication

Real-World Example

- 1 Your AI agent qualifies a lead through conversation
- 2 Agent sends lead data to GoHighLevel via webhook/API
- 3 Lead is automatically added to your GHL pipeline
- 4 GHL automation sends follow-up emails/texts

👉 www.gohighlevel.com/?fp_ref=ignitra58

Real-World Workflow Example



Connection Method

BuildMyAgent.io connects to GoHighLevel via direct API integration or webhooks, passing qualified lead data in real-time.

Business Impact

Reduces lead qualification time by 80%, increases conversion rates by 35%, and eliminates manual data entry between systems.

This end-to-end workflow automates the entire lead qualification and nurturing process, with the **AI agent handling initial engagement** and **GoHighLevel managing follow-up automation**.

Monitoring & Analytics



Analytics Dashboard: GoHighLevel provides a central dashboard to track all your key performance metrics in one place



How to Access: Click "Reports" in the main navigation menu, then select the data type you want to analyze

Key Metrics You Can Track

Marketing Performance

Email open rates, SMS delivery rates, campaign conversion rates, landing page visits

Sales Pipeline

Lead status, conversion rates, deal value, sales cycle length, win/loss ratios

Customer Engagement

Response rates, appointment show rates, follow-up effectiveness

Revenue Tracking

Monthly recurring revenue, lifetime customer value, ROI per campaign



Pro Tip: Set up custom dashboard views to focus on your most important KPIs for quick decision making

Security, Permissions, and Users

Security Features

- Data encryption at rest and in transit
- Two-factor authentication (2FA) options
- Regular security updates and patches

Adding Team Members

- Navigate to Settings → Team
- Click "Invite Team Member"
- Enter email and assign role permissions

Role-Based Permissions

- **Admin:** Full access to all features
- **Manager:** Cannot delete accounts or edit billing
- **Team Member:** Limited to assigned features only

Security Best Practices

- Use strong, unique passwords
- Review user access regularly
- Remove access for departed team members immediately

GoHighLevel **Recap**

1 **Account & Platform Setup**

Create account, understand CRM concepts, learn platform basics

2 **Lead Capture System**

Create forms, landing pages, import contacts, set up automatic capture

3 **Automation Setup**

Build follow-up sequences, configure calendar bookings, SMS/email campaigns

4 **AI Agent Integration**

Connect BuildMyAgent.io workflows to GoHighLevel via webhooks

Complete System: By connecting BuildMyAgent.io with GoHighLevel, you've created a fully automated AI-powered sales and marketing system that can engage leads, qualify prospects, book appointments, and manage customer relationships—all without writing a single line of code.

Start Your **AI Journey** Today!

Build Your AI Agent

Create intelligent AI assistants with no coding required.
Connect APIs, automate tasks, and streamline your workflows.



[Click Here to Start Building](#)

Scale with GoHighLevel

All-in-one CRM platform to capture leads, automate follow-ups, and grow your business with powerful marketing tools.



[Click Here to Scale Up](#)