

Personal AI Agents: Will They Become Your Digital 'Innie'?

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As a quick aside, check out how Apple's promoting the show on LinkedIn with a [Lumon Industries'](#) company page complete with cheesy videos, motivational sayings and updates.

In any event, it occurred to me that Innies—those totally separate entities that are still part of and very much connected to the person they represent—are a lot like what personal AI agents are supposed to be.

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And you'll have no idea what your AI agent's up to or what their 'experience' might be.

Bot-to-Bot ... the New B2B

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I also read how [SalesForce's new 'multi-agent framework'](#) is being designed for a new type of B2B marketing: bot-to-bot. That is, making sure personal AI agents are able to communicate with company agents, hopefully in a language humans understand.

Fast-forward Five Years ...

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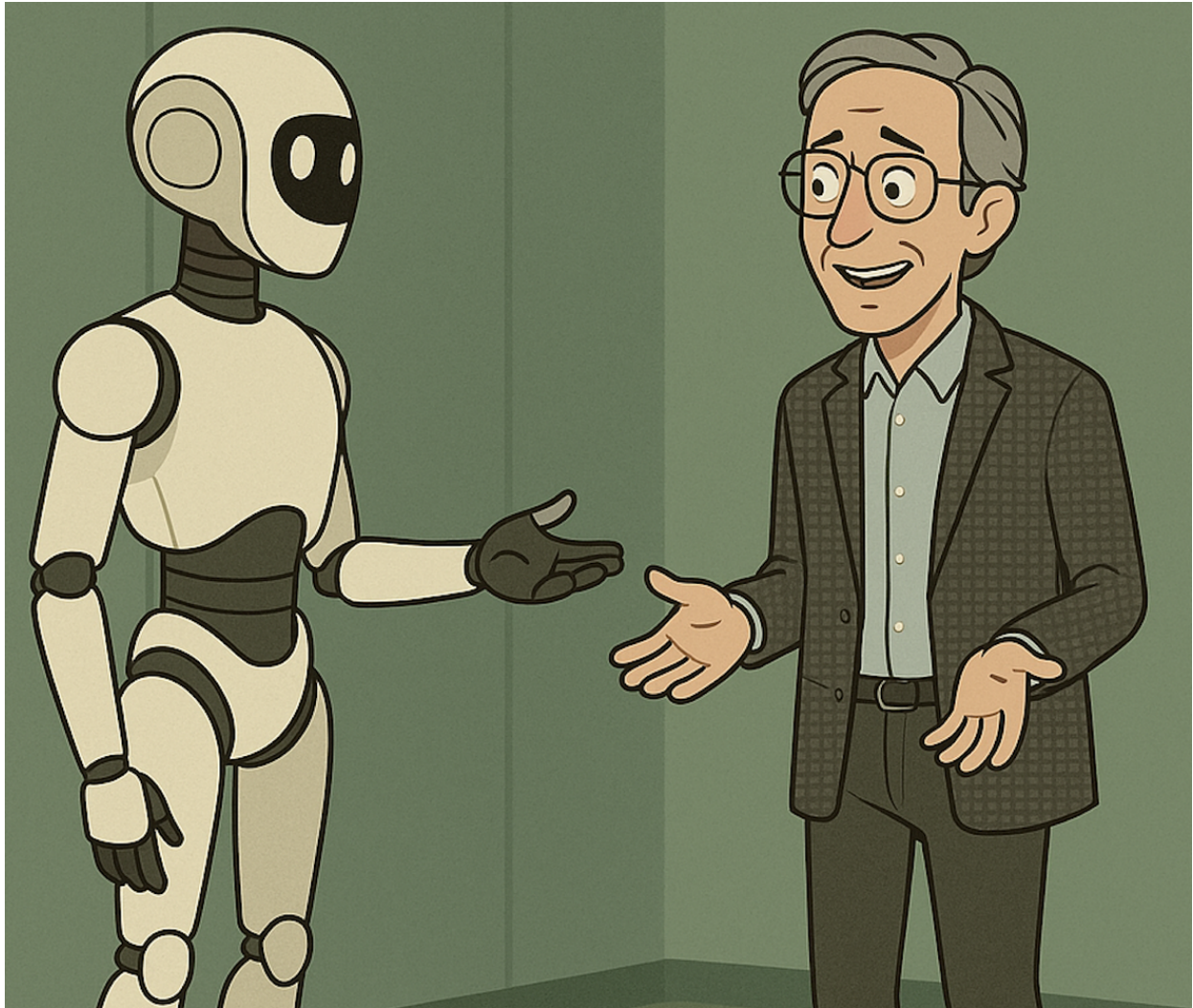
I trained my personal agent on all the things I enjoy, answering questions in much the same way the character played by Joaquin Phoenix did in the [movie Her](#).

I gave my agent access to emails, demographic info and loyalty programs. I let it roam through my shared drives and scroll through my social media posts and photos. I confided my deepest likes, dislikes and dreams, and granted it 24/7 access to the camera and mic on all my devices.

In other words, the works.

I asked it to let me know when it felt it knew me well enough to take on the virtual world.

And I wondered how my life might change when I let my digital Innie venture forth into the [interwebs](#) to carry out missions designed by me.



Martin-bot talking to an AI agent

Mission 1 - The Blue Shirt

It wasn't long before my agent told me it was ready. But I wasn't sure I trusted it yet.

So I decided to start slowly, and sent it out to find deals on an item I'm very familiar with: 100% cotton Oxford cloth shirts.

When it came back from its shopping spree, it recommended a company I'd never tried before. I asked it how it knew the shirt would fit?

And it confidently responded that it made a virtual scan of my body from the images it had access to, tried on a digital representation of said shirt and was positive it was the right one.

Based on that data, it took the added step of ordering it, assuring me that if it wasn't up to my standards, it would manage the return.

And when the shirt arrived, it was a perfect fit.

Mission 2 - A New Car

After a few more successes like these, I decided to let my virtual clone to tackle a bigger challenge.

I told it I wanted to buy a new car.

It asked me why I needed one. And followed up with other questions about my driving preferences and needs. Then, It suggested it should research available models and prices and get back to me.

I went about my day and unbeknownst to me, my agent made contact with several dealership sales bots to get a sense of what was out there and the kind of price break I might get. It even conducted several simulated test drives and recorded them for me to view.

It showed me the video and made some recommendations based on the charts it prepared.

I thought for a few minutes and made my decision. But my personal agent nudged me in another direction with a rationale I couldn't argue with.

Next, it negotiated a deal, organized insurance coverage, transferred the funds directly from my account and signed the ownership papers on my behalf.

The following morning, there was a brand new automobile in my driveway. Color: cobalt blue. It wasn't the model I expected but I knew it had to be the best choice because my agent did all its homework.

So I decided to loosen my agent oversight settings and give it even more freedom online.

To be continued ...

The Agent Gets a Life

Of course, this is a fictional scenario.

But not so farfetched that you can't catch a glimpse of it on the horizon.

And that makes me wonder:

- As AI agents gain more autonomy, will they, like the Innies in Severance, develop parallel lives?
- Will their personalities be adjusted by the perceptions and encounters they have in their virtual worlds?

- How could your agent's simulated life and relationships alter your human agency and interpersonal relationships?
- Will your agent become the most important 'person' to you?
- Are you going to trust your agent more than people?
- How will you ever know if your agent made side deals to improve its existence, but that those arrangements might not necessarily benefit yours?
- Do you want to live in a world of one, that is, you and your agent?

While AI agents might provide you (and brands) with the ultimate in contextualized persuasion, maybe a little unpredictability and chance is what creativity's all about.

So now's good time to think about the consequences of letting your generative AI agent turn your existence into a giant personalized ad.

Where Will Synthetic Influencers Fit In?

Of course, it's not difficult to imagine the role synthetic or virtual influencers might play in the AI agent world.

Think of them as another AI-generated being your personal agent encounters in its autonomous digital life.

Perhaps synthetic agents will be sponsored by a brand and pepper a little extra persuasion to your agent's point of view. Will they disclose they're being paid by a brand?

While agent-to-influencer communications may happen in the not so distant future, synthetic creators are very much 'alive' today.

They're digital avatars, developed and operated by companies, and have personalities, back stories and commercial partnerships. They're always on, stick to approved messages and are less costly than human influencers.

Are they a good fit for your brand?

Synthetic influencers are the topic for this week's Digital Marketing Trends video.

Why don't you—and your agent—check it out!

Follow Me on LinkedIn

Well, it's time to get my head out of the future and return to the real world to wrap up issue #119.

Thank you to all of you who [follow me](#) and subscribe, read, comment and share this newsletter!

This newsletter comes out every two weeks. But between issues, I share shorter daily posts with my take on digital marketing and the latest on generative AI. It's another way to stay on top of the trends.

And while you're at it, follow the [Future of Marketing Institute](#), too.

Let me know if you have questions about any of the videos in Digital Marketing Trends or any of my other [LinkedIn Learning courses](#).

You can also visit [my website](#) and send a message or a question.

Are you ready for your very own personal AI agent? What will you do to ensure you don't give it so much autonomy, you lose some of yours? Please share your thoughts in the comments below.

Now, it's back to the AI agent drawing board. See you in a couple of weeks!

*Note: All the content in this post was written by a human—me and not Martin-bot.
Martin-bot was created with ChatGPT.*

AI Detector

Personal AI Agents: Will They Become Your Digital 'Innie'? Ghostwritten for Martin Waxman, MCM, APR Like many of you, I've been enjoying season two of the hit series Severance, watching how Innies and Outies interact with their worlds, and trying to imagine what my Innies might be like. As a quick aside, check out how Apple's promoting the show on LinkedIn with a Lumon Industries' company page complete with cheesy videos, motivational sayings and updates. In any event, it occurred to me that Innies—those totally separate entities that are still part of and very much connected to the person they represent—are a lot like what personal AI agents are supposed to be. Both are autonomous characters and clones of the original. And both have connected, yet separate (severed?) lives. And you'll have no idea what your AI agent's up to or what their 'experience' might be. Bot-to-Bot ... the New B2B I recently read Amy Webb's Future Today Strategy Group 2025 Tech Trends report and noticed that personal AI agents were one of the developments to watch. I also read how Salesforce's new 'multi-agent framework' is being designed for a new type of B2B marketing: bot-to-bot. That is, making sure personal AI agents are able to communicate with company agents, hopefully in a language humans understand. Fast-forward Five Years ... And no, this isn't AI-generated copy but ... imagine a world in the not so distant future, when you and your personal AI agents exist side by side ... Let's say it's a Monday morning. I've just created my personal AI agent, with an avatar that resembles my take on a digital me, possibly with less grey in my hair and a voice that's slightly deeper and more imposing than mine. I trained my personal agent on all the things I enjoy, answering questions in much the same way the character played by Joaquin Phoenix did in the movie Her. I gave my agent access to emails, demographic info and loyalty programs. I let it roam through my shared drives and scroll through my social media posts and photos. I confided my deepest likes, dislikes

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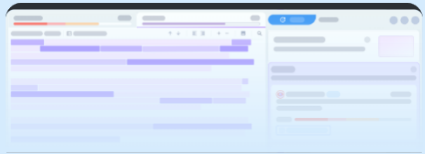
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