

# The Agency Production Playbook

How smart agencies build production capacity without hiring, without freelancer chaos, and without sacrificing quality or margin.



THE PROBLEM

# Three models, three ways to break.

## Model 1: Do it in-house

High fixed cost, limited capacity, and single points of failure. One person out sick stalls delivery.

## Model 2: Use freelancers

Inconsistent quality, management overhead, briefing time, revision cycles, and no real accountability. You become the project manager.

## Model 3: Design subscriptions

Narrow service scope, slow queue-based turnaround, no strategic relationship, and generic output that does not learn your clients.

**There is a fourth model.**

THE SOLUTION

# The managed production model.

A platform that takes requests in and delivers finished work out. No managing people. No chasing updates. No quality variance.

## How LI/LX works

Submit through the portal. The AI production system executes the work. A US quality team reviews every deliverable. Finished work is delivered, not drafts.

## 17 service types

Category	Examples
Visual Production	Social graphics, ad creative, decks, lead magnets, brand collateral
Web Production	Website updates, landing pages, CMS builds, email templates
Content Production	Blog publishing, content formatting, SEO, copywriting support
Technical Production	CRM and forms, automation, reporting, video and animation

THE ECONOMICS

# Cheaper, and more capable.

Factor	Freelancer model	LI/LX model
<b>Direct spend</b>	\$3,200/mo freelancers	One flat monthly fee
<b>Management time</b>	15 hrs/week	About 2 hrs/week
<b>Revision cycles</b>	3+ rounds typical	Under 1 per request
<b>Turnaround</b>	Unpredictable	Standardized
<b>Service scope</b>	Per freelancer	All 17 service types
<b>Quality consistency</b>	Varies	US-reviewed every time

## Real example

An agency spending \$3,200/month on freelancers plus 15 hours per week of management time at \$75/hour carries roughly **\$6,072/month** in real cost. The LI/LX Agency Desk at \$3,495/month with about 2 hours of management time is roughly **\$3,754/month** in real cost. **Savings: about \$2,318/month**, with more capacity and more consistency.

GETTING STARTED

# Three steps to start.

## Step 1

Take the free Production Efficiency Assessment at [lilxhub.com/assessment](https://lilxhub.com/assessment).

## Step 2

Book a ProductionOS Strategy Call to review your results and recommended plan.

## Step 3

Onboard and submit your first request. Your first finished, reviewed deliverable typically arrives within the first week.

**Start now: [lilxhub.com/assessment](https://lilxhub.com/assessment)**