



Stop Automating the Work That Makes You Money

Agencies keep pointing AI at the copy, the imagery, the video. That's the actual product clients are paying for. The right target is the friction around it: briefing, research, and brand-voice checks.

By **Mike Walker** · Founder, SL8 Agency

The most common AI mistake we see agencies make is pointing it at the wrong layer of the work.

They automate the writing. The imagery. The video. That's the part clients are actually paying for, the agency's real IP. Automate that and you've automated away the reason a client hires an agency instead of a subscription.

The output isn't the problem. The friction around it is.

What the friction actually looks like

A brief lands with three fields missing and nobody flags it until the writer is already stuck. Research for a piece eats the first two hours of the job, before a single word gets written. A finished draft goes back and forth over tone because there was no consistent check against the client's style guide before it reached them.

None of that requires a human's judgement. All of it eats a human's time.

A friction-free workflow, in practice

Briefing. A brief comes in incomplete. Instead of a writer starting on partial information, an agent checks it against the required fields and emails the client directly for what's missing. The brief is complete before anyone touches it.

Research, run twice, in parallel. One agent scans public sources for the outside picture: trends, competitor activity, market data. A second works the client's own internal knowledge base for company history, prior campaigns, internal insight. Both compile into a single research document, ready before the writer opens a blank page.

The write itself, untouched. This is where the agent work stops. The writer gets a complete brief and a real research base, and does the part only a person can do: find the angle, make the judgement call, write something a template couldn't.

A voice check before it leaves the building. The finished draft runs against the client's tone and style rules before a human ever needs to flag "this doesn't sound like them." Catch the drift automatically, then send the approved draft to the client.

The line to hold

Automate the scaffolding. Never the craft. The moment a client can't tell the difference between your writer's work and a template, you've automated your own USP out of the business. Clear the runway instead, and let the people you hired do the part they were actually hired for.

Mike Walker

Founder, SL8 Agency

Ready to stop experimenting and start building?

One conversation. A straight read on where you actually stand.

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