

Social Media Copy Options

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False Dichotomy Breaker

"AI or humans?" is the wrong question. If your team is still stuck in a chat window, you're missing what trained agents can do in the background.

Here's the better model:

- AI agents handle the repetitive work—research, drafting, QC—using your brand context
- Your team reviews, refines, and steers strategy

Result: Fewer meetings, faster assets, and a marketing engine that compounds without adding headcount. Since 2021, costs have climbed while ROI has slipped. The teams that integrate AI as a teammate (not a toy) are pulling ahead.

Want to see the model we built? Try out the tools:

<https://www.leanlabs.com/solutions/ai/factor3/preview>

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The Wrong Order

Most teams approach AI backwards:

- 1 Buy a tool
- 2 Start prompting
- 3 Later... figure out process and training

That sequence burns time. **The better order:**

- 1 Define your workflow and quality standards
- 2 Feed deep brand context
- 3 Deploy agents to execute steps behind the scenes

When you train the system first, AI stops being a chat habit and becomes a production engine. We're seeing first drafts that already pass brand and QC checks—so humans spend minutes polishing, not hours producing.

Curious what that looks like? Try out the tools we built:

<https://www.leanlabs.com/solutions/ai/factor3/preview>

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Pain–Solution Flip

The pain: Every marketing asset still takes hours of human effort—research, outlining, drafting, revising. **The assumed fix:** hire an agency or add headcount.

The real issue? Your workflow. Chatting with generic tools all day is a time sink. Trained agents, working from your brand context and step-by-step tasks, handle the heavy lifting in the background. Your team reviews pre-QC'd work and ships.

Net effect: More assets, higher consistency, and lower cost per deliverable—without bloating the org chart.

Want to see it run on your brand? Try out the tools we built:

<https://www.leanlabs.com/solutions/ai/factor3/preview>

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Myth Buster

Myth: "All AI tools are basically the same—and they're not ready for real marketing."

Reality: Untrained chat tools feel generic. Trained, agentic systems—fed with your brand's context and built on clear processes—are different. They draft, iterate, and self-QC before a human even opens the doc.

We've been using this approach in our own marketing and client work since mid-2023. The speed and consistency transform resourcing: fewer bottlenecks, faster iterations, and better use of your team's expertise.

Ready to test that difference? Try out the tools we built:

<https://www.leanlabs.com/solutions/ai/factor3/preview>

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First Principles Breakdown

Start from first principles:

- Large language models need rich context per task
- Quality comes from structure (roles, steps, QC), not just clever prompts
- Humans should guide outcomes, not grind through production

When you treat AI like a teammate—with roles, training, examples, and clear checklists—you get a different outcome: publish-ready drafts in minutes, not hours. That's how small teams scale output without multiplying headcount or accepting generic work.

Want a concrete way to start? Try out the tools we built:

<https://www.leanlabs.com/solutions/ai/factor3/preview>



QC Approved - Passed quality grading rubric and recommended for multi-channel use