MAKE AI A FUNCTION YOUR AGENCY OWNS.

To: the owner · **From:** Chris Gee · **Re:** the business case on one page

Someone on your team sent you this. They think the agency should own AI internally, and you're the person who signs off. Here is the case in the terms that matter to an owner.

The fee is partner draw, spent on purpose. Advisory starts at $12,000 a month, with a three-month minimum, then month to month. That money would otherwise be distributed to partners, so it has to earn its keep in three places.

01 · WHAT YOU STOP LOSING

PITCHES

Prospects ask how your agency uses AI. Your team answers with workflows it runs on live client work, owned by a named internal lead.

02 · WHAT YOU CAN RESELL

AI SERVICES

The workflows we build inside your client work become capabilities the agency can package and sell to clients.

03 · WHO STAYS

SENIOR PEOPLE

People stay where they're building something. Your internal AI lead is that role, held by someone you already employ.

WHAT THE AGENCY KEEPS

- **A person who owns it.** An internal lead, trained inside the real work.
- **A playbook that runs.** Workflows, prompts, guardrails and a quality bar, written for how your shop works.
- **An operating rhythm.** How new use cases get vetted, how wins get shared, how AI shows up in pitches.

WHERE IT'S NOT A FIT

Holding-company or network agencies with a central approval chain, thin-retainer boutiques, and shops where the only contact is middle management. If the math doesn't clear on our call, I'll say so. A workshop or a sprint is the honest answer for most shops.

HOW IT RUNS

- **Month one: map and pick.** I sit inside your pitches, briefs and client delivery. We name the internal lead and pick two workflows that matter to the P&L.
- **Month two: build in the live work.** We build those workflows inside real client work. Your lead runs them with me.
- **Month three onward: hand off the rhythm.** I move from doing to reviewing, until you can onboard a new hire without me.
- **Your side:** roughly 4 hours a week from the internal lead.

NEXT STEP: A 30-MINUTE CALL. CHRISGEE.AI/ADVISORY

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