

FOR PR & COMMUNICATIONS AGENCIES

# Executive content as a *scalable service line*.

Eve captures how each client executive thinks and models their voice. Publish-ready content across every channel — at margins that finally work.

### WHY NOW

64%

of hidden decision-makers — finance, legal, and procurement — trust thought leadership over marketing content.

3% → 30%

3% of employees drive 30% of LinkedIn engagement. Executive voice is the lever.

Sources: LinkedIn; State of Brand, 2026

### WHO THIS IS FOR

#### The capacity-capped agency

Boutique to mid-size PR, content, and comms shops running executive content for 5–30 clients. Founder or content director owns voice; writers rotate; retainers range \$5K–\$17.5K/mo with thin margins.

### THE PAIN TODAY

#### Done right, it's unaffordable

Thought leadership takes 10–15 hours per client per week. Most agencies leave it on the table or lose margin delivering it.

#### The alternatives fall short

Generic AI takes rounds of reprompting and still sounds generic. Ghostwriters cost \$5K+ and operate outside your workflow.

#### Cede it, and someone else takes the seat

Once an outside tool or ghostwriter enters the mix, you lose the narrative thread — and the strategic relationship.

## How Eve works, in three steps

FROM CLIENT KICKOFF TO ON-VOICE CONTENT IN 30 MINUTES

01

### WE LEARN

#### Capture the client's voice.

Load the executive's writing samples, bio, and brand guidelines. Eve builds a voice model that captures how they think — judgment, framing, point of view — not just how they've sounded.

**Owner:** Account lead · **Time:** 15 min to voice model

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### THEY SPEAK

#### Turn raw thinking into drafts.

Your team works from the same voice model, brand rules, and content history for every client. A voice memo on the drive home becomes a draft waiting by morning — LinkedIn, blog, newsletter, or talking points.

**Owner:** Executive → agency editor · **Time:** 5 min input, ~15 min to first draft

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### INFLUENCE SCALES

#### Publish everywhere that matters.

One input fans out across channels, sharpening the model over time. Every client brand stays isolated — no cross-training, no leakage — so you can run competing sectors safely.

**Owner:** Agency editorial team · **Cadence:** Weekly, at current team size

### NEW SERVICE LINE

70%+ margin

Charge \$5K+/mo for a service line powered by a \$1,500/mo engine. Thought leadership finally pays.

### ONBOARDING

30 minutes

15 min to voice model, 15 min to first on-voice draft. No shared prompts, no writer training cycles.

### CAPACITY

8 → 20 clients

Scale the client roster without adding writers. The voice model holds — and sharpens — as you grow.

### EARLY RESULTS

90% less time

From client input to first draft. Under 10 minutes average editing per first draft.

### VALIDATED ON

1,000+ pieces of content from 100+ leaders. The voice model is the moat.

### SEE IT IN YOUR VOICE

[helloeve.co](https://helloeve.co) · 20-minute agency walkthrough

Book a 20-min walkthrough →