

LeAgent

Growth Engine as a Service

Complete Documentation

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leagent.io

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What is LeAgent

LeAgent is a Growth Engine as a Service — a complete automated marketing system built for service professionals and small businesses.

Most businesses know they need a consistent online presence. But between serving clients, managing operations, and running the business — content creation is always the last thing on the list.

LeAgent solves this entirely.

It learns your business through a Brand Intelligence conversation, builds your complete Knowledge Base, decides what content to create each week, produces videos and posters, and publishes them automatically to Instagram, Facebook, TikTok, LinkedIn, and YouTube.

Every week. Automatically.

LeAgent is not a scheduling tool. It is not a content generator. It is a complete Growth Engine that understands your business, creates purposeful content, and continuously improves based on real results.

The result: Your business shows up online consistently, professionally, and authentically — while you focus on your customers.

How It Works

LeAgent operates as a closed-loop system. Once set up, it runs automatically every week without requiring your involvement in the content process.

Step 1 — Brand Intelligence Setup

You have a short conversation with LeAgent. It asks about your business, your clients, your services, and your voice. No forms. No questionnaires. Just a conversation. From this, LeAgent builds your complete Brand Intelligence profile.

Step 2 — Knowledge Base Construction

LeAgent organizes everything it learned into a structured Knowledge Base — your audience, your USP, your tone of voice, your key messages, and the words you never want used. This becomes the foundation of every piece of content.

Step 3 — Weekly Content Generation

Every week, LeAgent's Decision Architecture determines what content to create, in what format, and with what angle. It selects from graphic videos, avatar videos, and posters — each piece designed for a specific psychological purpose.

Step 4 — Production

Content is produced automatically — videos rendered, captions written, hashtags selected, posts formatted for each platform.

Step 5 — Review & Approval

You review content in your dashboard before it publishes — or set it to publish automatically. Full control, zero effort.

Step 6 — Publishing

Content is published to Instagram, Facebook, TikTok, LinkedIn, and YouTube on schedule.

Step 7 — Analysis & Optimization

Every 15 days, LeAgent analyzes performance data. If engagement is below target, specific improvements are generated for the next cycle. The system gets better with every cycle.

Decision Architecture

LeAgent does not create content randomly. Every post is the result of a deliberate decision process built around one principle:

Content does not exist to fill a calendar. It exists to move a person one step closer to a decision.

The 5-Pillar Framework

Every content cycle consists of 5 posts, each serving a specific psychological purpose:

Pillar 1 — Presentation

Who are we? Goal: Build trust and connection. Psychological change: "I don't know this business" → "I trust them."

Pillar 2 — Value Creation

Why does this matter? Goal: Create a sense of relevance and importance. Psychological change: "I'm indifferent" → "This applies to me."

Pillar 3 — Process Demonstration

How does it work? Goal: Eliminate uncertainty. Psychological change: "I don't understand" → "I understand."

Pillar 4 — Expected Outcome

What does the client get? Goal: Create a picture of a desired future. Psychological change: "I can't imagine it" → "I can see myself there."

Pillar 5 — Call to Action

What should I do now? Goal: Make the next step natural and easy. Psychological change: "I hesitate" → "I act."

The 4-Question Framework

Before writing any post, LeAgent answers four questions:

- Who is watching this post right now — one real person, specifically?
- What is the one thing they must understand, remember, or feel?
- What psychological change must occur by the end?
- What will make this specific person stop and keep watching?

Content Format Decision

- Avatar video — for Pillars 1 and 5, where human presence builds trust
- Graphic video — for Pillars 2, 3, and 4, where clarity drives understanding
- Poster — when a single powerful idea, number, quote, or comparison is more effective than video

The Angle Engine

Every angle used in every post is recorded. No angle is ever repeated. Each cycle explores a new dimension of your business — ensuring your content never feels repetitive, even to your most loyal followers.

Brand Intelligence Setup

The Brand Intelligence Setup is the foundation of your entire Growth Engine. It is the conversation through which LeAgent learns everything it needs to create content that sounds like you — not like a generic tool.

What it is

The Brand Intelligence Setup is a short, adaptive conversation between you and LeAgent. It takes 5-8 minutes. There are no forms to fill, no templates to complete, and no marketing knowledge required. You simply answer questions about your business in plain language.

What happens during the conversation

LeAgent begins by asking about your business type and adapts every subsequent question based on your answers. The conversation is never generic.

Discovery Phase — LeAgent listens and reflects. It restates what it understood, confirms with you, and advances only after confirmation. No assumptions. No inferences. Only what you explicitly share.

Synthesis Phase — Once enough information is gathered, LeAgent combines everything into a complete business profile.

What is captured

- Business overview and main offer
- Target audience and ideal client profile
- Unique selling proposition and key differentiators
- Brand voice and tone of communication
- Words and phrases to always use
- Words and phrases to never use
- Common client objections and how you address them
- Testimonials and case studies (if available)
- Seasonal notes and promotional periods

Confirmation before saving

Before anything is saved, LeAgent presents a complete summary. You review it, confirm it is accurate, and only then is the profile saved to your Knowledge Base.

Included with every subscription

The Brand Intelligence Setup is completed as part of your onboarding process. It is the first and most important step in building your Growth Engine. Your first content cycle begins only after your Brand Intelligence profile is complete and confirmed.

Knowledge Base

The Knowledge Base is LeAgent's memory of your business. It is built during the Brand Intelligence Setup and grows continuously over time. Every piece of content LeAgent creates draws directly from it.

What it contains

- Business overview and main offer
- Target audience and ideal client profile
- Unique selling proposition and key differentiators
- Brand voice and tone of communication
- Words and phrases to always use
- Words and phrases to never use
- Common client objections and responses
- Testimonials and case studies
- Seasonal notes and promotional periods

Three layers

Layer 1 — Static Knowledge

The core business profile collected during the Brand Intelligence Setup. Your audience, your offer, your voice, your rules. This is the foundation that never changes unless you update it.

Layer 2 — Dynamic Knowledge

What LeAgent learns from creating content. Every angle used, every hook tried, every format tested — all recorded automatically. This prevents repetition and ensures every content cycle explores new dimensions of your business.

Layer 3 — Performance Knowledge

What LeAgent learns from results. Reach, engagement, saves, comments — all tracked per post. Over time, this data shapes which angles, formats, and messages LeAgent prioritizes in future cycles.

It grows with your business

The Knowledge Base is never finished. You can update your profile at any time from your dashboard. Every update is reflected in the next content cycle.

It is yours

Your Knowledge Base belongs to you. It is never shared with other businesses and never used to power anyone else's Growth Engine.

Content Engine

The Content Engine is the production system that transforms your Knowledge Base into published content every week. It operates automatically, without requiring your involvement.

How it works

Decision — LeAgent's Decision Architecture determines which pillar is next in the cycle, selects a new angle that has never been used before, and decides the most effective format.

Script — A complete script is written based on your Knowledge Base. Every word reflects your brand voice, speaks to your specific audience, and serves the psychological purpose of the pillar.

Production — Content is produced automatically. Graphic videos are rendered with your brand colors and typography. Avatar videos are produced with a lifelike presenter. Posters are composed around a single powerful idea.

Publishing — Finished content is published to all platforms on schedule. Captions, hashtags, and platform-specific formatting are handled automatically.

Three content formats

Graphic Video

A branded animated video built around your script. Used for Pillars 2, 3, and 4. Available in 5 visual styles to match your brand aesthetic.

Avatar Video

A video featuring a lifelike presenter delivering your script. Used for Pillars 1 and 5 — where human presence builds trust and makes calls to action more compelling.

Poster

A single-frame visual built around one powerful idea — a number, a quote, a comparison, or a result. LeAgent selects this format when the idea is strong enough to stand alone.

The Angle Engine

Every angle used in every post is recorded. No angle is ever repeated. Each new cycle approaches your business from a different direction.

5 posts every week

Five pillars. Five posts. One complete content cycle every week. Each post serves a specific purpose. Together they form a complete psychological journey for your audience.

Approval workflow

Every post passes through your dashboard for review. You can approve, reject, or request changes. Or set the Content Engine to publish automatically. The choice is yours.

Pricing Guide

LeAgent — 349/month

Growth Engine as a Service

What is included

- Brand Intelligence Setup — LeAgent deeply understands your business
- Complete Knowledge Base — Your business profile, built and continuously maintained
- Decision Architecture Engine — LeAgent decides what content to create each week
- 5 Posts per Week — A complete 5-pillar content cycle, every week
- Graphic Videos — Branded animated videos in your visual style
- Avatar Videos — Lifelike presenter videos for trust-building content
- LeAgent-selected Posters — Single-frame visuals when impact requires simplicity
- Multi-Platform Publishing — Instagram, Facebook, TikTok, LinkedIn, YouTube
- Client Dashboard — Content approval, Knowledge Base management, Reports
- 15-Day Performance Reports — Analytics and improvement recommendations
- Automatic Optimization — Every cycle is calibrated based on real results

Subscription terms

- Monthly billing — no annual commitment required
- No contracts — cancel at any time from your dashboard
- No cancellation fees — no paperwork, no penalties
- No setup fees — onboarding is included
- No per-post fees — all 5 posts per week are included
- No per-platform fees — all 5 platforms are included

When billing begins

Your subscription begins when you activate your Growth Engine after completing your Brand Intelligence Setup.

Payment

Payments are processed securely via PayPal. Your subscription renews automatically each month. You will receive an email confirmation for every payment.

Cancellation

You can cancel at any time from your client dashboard. Your access continues until the end of the current billing period. No refunds are issued for partial months.

Future pricing

LeAgent launches with one package at 349/month. Additional packages and add-ons may be introduced in the future. Existing subscribers will always be notified in advance of any pricing changes.

FAQ

A. Product

What exactly is LeAgent?

LeAgent is a complete Growth Engine as a Service. It learns your business, creates the right content, and publishes it to all your social platforms automatically, every week.

Who is LeAgent for?

Service professionals and small business owners who need a consistent online presence but don't have time for content. Doctors, lawyers, consultants, coaches, chefs, architects — anyone who runs a client-focused business.

What kind of businesses does it work best for?

Any service-based business where trust and visibility drive client decisions. If clients need to trust you before they hire you, LeAgent is built for you.

What platforms do you publish to?

Instagram, Facebook, TikTok, LinkedIn, and YouTube — all included in one package. No extra cost per platform.

How many posts are included each week?

Five strategic posts every week. Each follows a specific content pillar so together they form a complete, purposeful content cycle.

B. How LeAgent Works

How does LeAgent get to know my business?

Through a Brand Intelligence conversation — a short, natural conversation about your business, clients, voice, and goals. No forms. No questionnaires. Just a conversation.

Will the content match my brand?

Yes. Every post is built specifically from your business profile — your tone, your audience, your services, your key messages, and even the words you never want used.

How is my content created?

LeAgent decides what your audience needs to see each week, creates the content, produces it, and prepares it for publishing. You just review and approve — or let it go live automatically.

Can I review content before it's published?

Yes. Every post appears in your dashboard before publishing. You can approve, reject, or request changes. Or set LeAgent to publish automatically — your choice.

Can I update my business profile later?

Yes, at any time. Add new services, update your messaging, or run another Brand Intelligence conversation — LeAgent incorporates everything into the next content cycle.

C. Commercial

What's included in 349/month?

Everything needed to run your marketing. Brand Intelligence Setup, 5 posts per week, all content formats, publishing to all 5 platforms, client dashboard, 15-day reports, and automatic optimization. No tiers, no add-ons.

Is there a contract?

No. LeAgent is a monthly subscription with no minimum commitment. Cancel at any time.

Can I cancel anytime?

Yes. Cancel at any time from your dashboard. No fees, no paperwork.

When does my subscription start?

Your subscription begins when you activate your Growth Engine.

Can I pause my subscription?

Yes. You can pause or cancel at any time from your dashboard. No penalties, no paperwork.

Are there any hidden costs?

No. 349/month covers everything. No per-post fees, no platform fees, no setup fees. What you see is what you pay.

D. Getting Started

Do I need to write prompts?

No. You answer questions about your business in plain language during the Brand Intelligence conversation, and LeAgent handles everything behind the scenes. You talk about your business. LeAgent does the rest.

Do I need marketing experience?

No. LeAgent is designed for people who are experts in their own field — not in marketing. You just need to know your business.

How long does setup take?

The Brand Intelligence conversation takes 5-8 minutes. Your first content is ready within 24 hours. From there, LeAgent publishes automatically every week.

How do I connect my social media accounts?

During onboarding, LeAgent guides you through connecting your social accounts step by step. No technical knowledge needed.

Is my business data secure?

Yes. Your data is stored securely and never shared with other businesses. Your business information only powers your own Growth Engine.