THE 3-STEP BLUEPRINT · FREE EDITION

Start a Manufacturing-On-Demand Agency Without Owning a Single Machine

How to source design, prototyping, and full-scale production for your customers: the agency model behind how modern products actually get made.

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DM

WHO'S WRITING THIS

I'm David. A few years ago I started taking custom part orders: replacement parts, prototypes, drone airframes, one-off pieces nobody else would touch. I never bought a factory. Certified production partners made the parts. I handled the quoting, the customer and the delivery.

Then I got more requests than my small team could answer, so I decided to teach the system to people who want to run it themselves. This guide is the short version of how it works.

David Mor, founder of MOD Leads

What is manufacturing on demand?

You don't need to own a factory to run a manufacturing business. You need to know how to source one.

Every day, businesses, inventors, and product creators need something made: a custom part, a prototype, a replacement piece, or a full production run. Building the capability to make it themselves is expensive and slow, so they outsource it. The problem: most of them don't know who to call, how to get it quoted, or how to manage the process.

That's the gap you fill. You run an agency that sources the entire manufacturing phase. You take the order, find the right partner to produce it, manage the project end to end, and deliver the finished result. You don't own the machines. You coordinate the people who do.

WHAT YOU ACTUALLY GET PAID FOR

Not machines. You're paid for **consultation, project management, and customer support**. You're the reliable point of contact who turns a customer's need into a finished product, and you earn the margin between what they pay you and what production costs.

The services an agency like this sources

This is broader than any single technology. A full-service agency coordinates across the whole production toolkit:

3D Printing | CNC Machining | Laser Cutting | 3D Design & CAD | Engineering | 3D Scanning | Reverse Engineering | Injection Molding | Mold Making | Sheet Fabrication | Metal Casting | Vacuum Forming

You don't need to master any of these yourself. Your skill is knowing which one a job needs, who does it well, and how to manage it to delivery.

INSIDE MOD BLUEPRINT

Module 2 breaks down every service in this toolkit, shows how each one works, and gives you our approved vendor list.

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The product-creation supply chain

Every physical product travels the same path. Understand it, and you can insert yourself at any stage a customer needs.

IDEA	DESIGN	PROTOTYPE	MANUFACTURING	PRODUCT
An inventor or maker with a concept, sketch, or problem to solve.	CAD modeling, engineering, 3D scanning: turning the idea into a real, buildable file.	3D printing, CNC, or laser cutting a first physical version to test and refine.	Molding, casting, fabrication: producing at real volume once the design is proven.	A finished item ready to sell online, in stores, or anywhere else.

Idea → Design → Prototype → Manufacturing → Product

Where you add value

Some customers arrive with a finished design and just need it produced. Others arrive with nothing but an idea and need help through every stage. The further back in the chain a customer starts, the more of the journey you manage, and the more stages you're engaged for.

> **KEY INSIGHT**
>
> You're not selling a machine or a single service. You're selling **a guided path from idea to finished product**, and stepping in wherever the customer needs a hand.

PLUG INTO THE CHAIN

Inside MOD Blueprint you learn to step into any stage (design, prototype, or full production) and manage it end to end.

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The two types of customers

Almost every lead falls into one of two buckets. Knowing which one you're talking to tells you exactly how to help, and how you get paid.

CUSTOMER 1

Has a ready-to-make file

They already have a manufacturing-ready design (STL, OBJ, STEP, or 3MF). They just need it produced. You source the right partner, quote it, and deliver: a clean, single-stage job.

CUSTOMER 2

Only has an idea

They have an image, a sketch, a PDF, or a physical part, but no design file. Before anything can be made, the design has to be created through CAD modeling, engineering, or 3D scanning.

Why Customer 2 is worth understanding

When a customer starts with only an idea, the work naturally splits into **two separate stages**: first the design and engineering, then the actual production. Each stage is quoted and paid for on its own.

> TWO STAGES, TWO ENGAGEMENTS
>
> **Stage 1, Design & Engineering:** create the buildable file. **Stage 2, Production:** manufacture from that file. Because they're priced separately, helping a customer from idea to finished product is a longer, more involved engagement than a single print job.

Handling the design stage

You don't design anything yourself. You brief a qualified CAD designer or product engineer, agree on price and timeline, and manage the work: the same coordinator role you play on the production side.

WIN BOTH CUSTOMER TYPES

MOD Blueprint gives you our phone script and ready-made message snippets for answering both kinds of request.

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THE ENGINE

1 How pricing & profit work

Your margin is the difference between what the customer pays you and what production costs you. Because you get the production cost before you quote, you know your margin on every job in advance. There's no guesswork and no gambling with your own money.

The quote-to-cash process

1. **Receive the quote request** from the customer, with specs, quantity, material, and deadline.
2. **Get the estimated cost** from your production partner or designer.
3. **Calculate your price and margin** by applying your markup to that cost.
4. **Send the quote and invoice** to the customer.
5. **Collect payment** in full, up front.
6. **Initiate the project** with your partner and manage it to delivery.

> **THE GOLDEN RULE**
> Collect the customer's payment **before** you pay your partner. Done in this order, the customer's money funds the job and you're never out of pocket.

Positioning: don't race to the bottom

Customers in this space aren't only shopping on price, and a low price signals low quality. What they actually want is a **reliable business, quality parts, and real customer support**. Compete on trust and service, not on being the cheapest.

QUOTE LIKE A PRO

MOD Blueprint includes our pricing calculator and shows how we price printing, CNC, and design work.

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THE NETWORK

2 Where the work gets done

You never touch a machine or a CAD program. You build a bench of reliable partners and route each job to the right one. There are two sides to your network.

Production partners (the makers)

These are the shops and platforms that actually produce the parts. Build relationships across three tiers so you can match cost, speed, and capability to each job:

- **Local:** nearby shops found through Google Maps or Facebook Marketplace; great for speed and building direct relationships.
- **National & international:** online manufacturing networks and marketplaces that can quote and produce almost anything, at almost any volume.
- **Specialists:** partners for specific processes like injection molding, CNC, or metal casting when a job calls for it.

Designers & engineers (for Customer 2)

When a job needs a design created first, you bring in the right professional:

- **Certified CAD designers** for modeling and manufacturing-ready files.
- **Product engineers** (mechanical, electrical, or industrial) for anything that has to function, not just exist.
- Found through **professional referrals** or freelance platforms.

> **RULE OF THUMB**
> When a job gets technical, **consult your designer or engineer before you quote**. A five-minute question up front prevents an expensive mistake later.

BUILD YOUR NETWORK

Get our approved vendor list and see where we find reliable partners, inside MOD Blueprint.

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THE DELIVERY

3 Fulfil, support & grow

Smooth delivery and great support are what turn a one-time order into a repeat client, and repeat clients are where a real agency is built.

The fulfilment workflow

1. **Confirm the order** and place it with your partner once payment clears.
2. **Manage production** and gather progress images for the customer and your records.
3. **Deliver** directly to the customer, with tracking, on or ahead of the promised date.
4. **Verify delivery, then request a review**, and close the job.

Customer support that protects your reputation

When an issue comes up, you forward it to the vendor and bring the customer a solution: a replacement, a partial refund, or a full refund. The goal is simple: **avoid negative reviews at all costs**. In this business, reputation is everything.

How the model scales

- ✓ **Repeatable by design.** Known production costs mean every quote has a clear margin. No surprises.
- ✓ **Repeat clients compound.** A satisfied customer comes back, and their next job takes a fraction of the effort.
- ✓ **Systems and automation.** Templates, snippets, and workflows let you handle more leads without more hours.
- ✓ **Sell without selling.** With the right questions and genuine help, customers largely close themselves. No cold-calling, no hard pitch.

READY TO SET IT UP?

Our quote forms, pipeline, follow-ups, and workflows come ready to import inside MOD Blueprint.

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5 things beginners get wrong

- **Paying the partner before getting paid.** Always collect the customer's payment in full, first.
- **Competing on price.** Low price signals low quality. Win on reliability, quality, and support instead.
- **Missing the design stage.** When a customer only has an idea, design and production are two separate engagements, not one.
- **Quoting before consulting.** On technical jobs, check with your designer or partner before you commit to a price.
- **Neglecting support.** One unresolved issue and a bad review can cost more than the job was ever worth.

YOUR NEXT STEP

You've seen the model. Now get the system we use to run it.

This guide is the free short version. **MOD Blueprint** is the full course: everything we use to run the business, organized so you can set it up step by step.

- ✓ Ready-to-import customer system: quote forms, pipeline, follow-ups
- ✓ Module 1: Business setup
- ✓ Module 2: Manufacturing services and approved vendor list
- ✓ Module 3: Automations
- ✓ Module 4: Pricing calculator, phone script, message snippets
- ✓ Module 5: Traffic, with ready-to-post listings

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