

HGM Strategy

You Don't Have To Buy Every A.I. Tool...

Training AI To Replicate Paid Tools

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How to Know If an AI Tool Is Worth Your Money...

Some AI tools cost \$20 a month, while others cost \$50, \$100, or even hundreds of dollars every month. And some of them are worth every penny, but here's something most people don't realize:

A lot of AI software is doing something you may already be able to do with ChatGPT or Claude.

Behind the fancy dashboard, the tool might simply be writing content, doing research, reading documents, or turning one piece of content into another.

That doesn't mean every AI subscription is a rip-off. It just means you should understand what you're paying for before you keep paying for it. That's why I use this simple three-step test.

STEP 1: FIND THE WRAPPER

Start by ignoring the name, website, and fancy dashboard.

Instead, ask yourself one simple question:

What is this tool actually doing for me?

For example, is it:

- Writing emails or social posts?
- Summarizing documents?
- Researching a topic?
- Analyzing information?
- Turning videos into written content?
- Rewriting content for different platforms?

Try to explain the main job of the software in one sentence.

For example:

“This tool takes a long video and turns it into short social media posts.”

Or:

“This tool reads a document and gives me the important points.”

Once you do this, something interesting happens. The software often starts to feel a lot less complicated. That’s because many AI tools are what people call **wrappers**. A wrapper takes an AI model and puts a simpler system around it. That system can still be useful. But now you know what you’re really paying for.

And that brings us to step two.

STEP 2: REBUILD THE BRAIN

Now take the job you found in step one and try doing it yourself inside ChatGPT or Claude.

You don’t need to know how to code. Start by telling the AI exactly what you want it to do. Give it three things:

1. Clear instructions

Explain the job. Instead of saying:

“Write some posts.”

Try:

“Take this article and turn it into five short social media posts. Each post should teach one useful idea.”

2. Your context

Tell the AI who you are, who the content is for, and what you’re trying to accomplish. The more useful context you give it, the better the result can be.

3. Examples

If you already have an example of what “good” looks like, show it to the AI.

Then ask it to follow the same format or style. This is where you may be surprised. Sometimes you’ll discover that you can recreate most of what a paid AI tool does in just a few minutes. Other times, you’ll quickly realize the paid tool is doing something much more valuable.

Either answer is useful, because now you can make a smarter decision.

STEP 3: RUN THE SUBSCRIPTION TEST

Now comes the most important question:

What am I actually paying for?

Look at everything the software does. Maybe it automatically completes a task every morning, connects to your other software, or stores your information in a useful way.

Maybe it turns a 30-minute job into a 30-second job. These things have real value. So, if the software saves you hours every month, makes your work easier, or handles something you don’t want to do yourself, keeping it may make perfect sense.

But imagine you’re paying \$100 every month for a tool.

You run this test and discover you can get almost the same result with one good prompt in five minutes.

Now you have a choice. You can keep paying for the convenience. Or you can cancel the subscription and do it yourself. The point isn’t to cancel every AI tool you use.

The point is to stop paying for AI you don’t actually need.

Try This With Your AI Tools Today

Open your list of AI subscriptions and choose one.

Then answer these three questions:

1. Find the Wrapper

What is this software actually doing for me?

2. Rebuild the Brain

Can I recreate the main result inside ChatGPT or Claude with good instructions, context, and examples?

3. Run the Subscription Test

What am I paying for that I couldn't easily recreate myself?

If the answer is automation, integrations, convenience, or hours of saved time, the subscription may be worth keeping.

If the answer is basically “a fancy screen around something I can do myself in five minutes,” you may want to think twice before paying for another month.

You don't need to become a developer.

You just need to understand what's happening behind the software.

Once you learn how to break AI tools down into simple tasks, you can start building your own workflows for writing, research, document analysis, content creation, and much more.

And that can save you a surprising amount of money.

USING PRE-BUILT TOOLS

The Landro Inner Circle membership has a library of opportunities, services, templates, blueprints, AI tools and other resources purpose-built to help you.

There are a ton of **pre-built FREE AI agents** inside and entire business models that step you through every nuance.

To get details on membership, visit:

>>> <https://lutherlandro.com/inner-circle/>

Feel free to reach out to me if you need guidance. I can be reached at:

<https://support.lutherlandro.com>

Let me know your success stories, challenges, and ideas. I want to hear them all.

-LL

P.S. I write about this and other topics on Substack.

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