BenchSlot

A FREE GUIDE FOR SMALL AND MIDSIZE BUSINESS OWNERS

Start With Three

A plain-words guide to choosing AI tools that earn their keep, and a simpler way to get them.

Fill your slots with the AI tools your business needs today.

By Tim Cook, founder of BenchSlot
benchslot.com

What's in this guide

1. A plain look at BenchSlot: how it works, what's on the bench, and what it costs.
2. A quick-start: the first three tools to pick for six common business types.
3. A 10-point checklist for judging whether any AI tool is worth your money. Use it on any product, ours included.

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THE PROBLEM

You know AI matters. You're just not sure where to start.

Many business owners aren't skeptical of AI. They're busy. They've seen the headlines, tried a chatbot once or twice, and come away with the same question: what am I actually supposed to do with this on a Tuesday morning?

Too many choices

There's a new AI app every week. Comparing them is a job in itself, and most are built for someone else's business.

Too much setup

Many platforms want accounts, integrations, API keys and a learning curve before you see anything useful.

Paying for shelfware

Bundles and annual contracts are full of features you'll never open, and they're hard to leave.

What most owners actually want is simple: a few focused tools that each do one clear job, that work today without a technical project, and that can change when the business changes.

A SIMPLE RULE

Start with three.

Write down the three jobs costing you the most time or money this quarter. Getting found, following up with leads, pricing an offer, whatever they are. Only pay for tools that do those jobs. Everything else can wait.

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HOW BENCHSLOT WORKS

Pick your tools. Use them today. Swap as your needs change.

BenchSlot is a pick-your-tools AI membership. Think of your plan as a bench with a set number of slots. You fill each slot with one tool, and you pay only for the slots you use.

Step 1: Pick

Choose from 26 tools, called studios or workbenches. Each one counts as one pick, including the larger studios with their academies and AI agents.

Step 2: Use

Open your tools in the browser and start working right away. No API key needed. Some tools hand a ready-made prompt or brief to the AI assistant you already use, like ChatGPT or Claude.

Step 3: Swap

Picked the wrong one? Undo it free within 24 hours. After that, you get one swap per billing cycle, so your bench can follow your priorities.

Good to know

- **Studios vs. tools.** The six studios combine software, a course or playbook, and companion AI agents. The other 20 are focused workbenches for one job each.
- **"PRO" is not a plan.** PRO marks a deeper workbench. It works on any plan, including Single.
- **Free starting points.** Every tool page offers something free to try: a free edition, a free playbook, live samples or a free worksheet.
- **Runs in your browser.** Open a tool in your browser and get to work, on the computer you already have.
- **Changing plans.** After an upgrade or downgrade, you can re-pick your tools freely for 7 days.
- **7-day money-back guarantee.** If it's not right, request a full refund of your first payment, monthly or annual, within 7 days.

TOOL HIGHLIGHTS

Six studios worth a first look

Grouped by business goal. Each counts as one pick. Tap a name to see the tool and its free offer.

GOAL: GET SEEN

Swipe-Proof Shorts

Stop viewers from swiping past your short-form videos.

- Test weak openers and rewrite hooks fast
- 30 faceless formats, script builder and teleprompter
- 14-module academy plus 3 companion AI agents

Free edition: Free Shorts Studio Edition

GOAL: GET SEEN

Faceless YouTube Channel Studio

Build a faceless YouTube channel system before producing random videos.

- Channel DNA from five niche presets and a video pipeline
- Production briefs and ready-to-paste AI script prompts
- 12-module playbook plus a YouTube Growth AI agent

Free playbook: 12-Module Faceless YouTube Strategy Playbook

GOAL: GET RECOMMENDED

Found • Trusted • Recommended

See whether AI assistants recommend your business, or your competitor.

- Run real buyer prompts across AI assistants
- Spot trust gaps and get a One-Thing action plan
- 11-module academy plus 3 specialist AI agents

Free edition: Free AI Visibility Check Edition

GOAL: CAPTURE LEADS

Interactive Scorecard Studio

Turn passive visitors into qualified leads with an interactive scorecard.

- Scored assessments with instant, personalized results
- Export standalone HTML to embed on your site, no code
- Strategy playbook plus a Scorecard AI agent

Live samples: 5 Interactive Sample Scorecards + Quick-Start Guide

GOAL: BUILD AN OWNED AUDIENCE

Newsletter Freedom System

Stop rebuilding your newsletter strategy from scratch every week.

- Lock in six core decisions, from promise to cadence
- Plan weekly issues and sponsor or offer placements
- 10-module academy plus 3 companion AI agents

Free edition: Free Newsletter Starter Edition

GOAL: BUILD AUTHORITY

KDP Book Publishing & Launch Studio

Turn your book idea into a complete blueprint before you write a chapter.

- Pressure-test the concept, reader and subtitle first
- KDP listing brief and a 30/60/90 launch roadmap
- 12-module KDP playbook plus a KDP AI agent

Free playbook: 12-Module KDP Publishing Strategy Playbook

THE WHOLE BENCH

All 26 tools, by business goal

Studio means software, an academy or playbook, and AI agents in one. **PRO** means a deeper workbench; it works on any plan.

Get found and get attention

Found • Trusted • Recommended Studio
Check how AI assistants describe a business and fix what keeps it from being found, trusted and recommended.

Swipe-Proof Shorts Studio
Plan, hook and script short-form videos that hold attention, with an AI team and a 14-module academy.

Faceless YouTube Channel Studio Studio
Launch and run a faceless YouTube channel: niche, content plan, scripts and an AI agent.

AI Traffic Opportunity Planner
Find the traffic opportunities worth testing first and turn them into a practical acquisition plan.

AI Headline & Hook Lab
Create headline, title and opening-hook options built around real reasons to care.

AI Authority & Brand Positioning Studio PRO
Build brand strategy, message houses, authority themes and brand language.

Turn interest into leads and customers

Interactive Scorecard Studio Studio
Build interactive scorecards and quizzes that turn visitors into qualified leads.

Newsletter Freedom System Studio
Grow, write and monetize a newsletter with a desk app, AI team and a 10-module academy.

AI List Growth & Lead Magnet Planner
Design a useful lead magnet and a practical path to new subscribers.

AI Email Campaign Planner
Build a focused email campaign where every message has a clear job.

AI Funnel Journey Mapper
Map how people enter, convert and continue through your customer journey.

AI Content-to-Conversion Planner
Build a natural path from useful content to meaningful action.

Build and price your offers

KDP Book Publishing & Launch Studio Studio
Take a book from idea to Amazon KDP launch with software, a playbook and an AI agent.

AI Product Opportunity Finder
Find product opportunities worth investigating before major development.

AI Course & Knowledge Product Architect PRO
Turn your expertise into outcomes, modules, lessons and a course blueprint.

AI Pricing & Profit Scenario Simulator PRO
Model revenue, costs, break-even and side-by-side pricing scenarios.

AI Product Portfolio & Offer Ecosystem Architect PRO
Map your offers, audiences and customer progression into a portfolio roadmap.

AI Audience Monetization Planner
Identify sensible ways to monetize your audience and what to test next.

AI Membership & Recurring Revenue Architect PRO
Architect membership plans, member journeys, retention and recurring-revenue scenarios.

Launch, partner and promote

AI Launch Campaign Command Center PRO

Coordinate launch phases, dates, assets, owners, dependencies and approvals.

AI Partnership & Affiliate Program Builder PRO

Structure affiliate and referral programs, commissions, onboarding and payouts.

AI Affiliate Promotion Planner

Find the strongest angle and execution path for an affiliate promotion.

Run and keep the business

AI Business Priority Planner

Decide what deserves focus now, next, later, or validation first.

AI Business Systems & Delegation Command Center PRO

Map processes, ownership, handoffs, delegation and automation opportunities.

AI Agency Offer & Delivery Architect PRO

Compose service packages, scope, delivery workflows and capacity scenarios.

AI Customer Retention & Lifetime Value Lab PRO

Model churn, repeat purchases and retention experiments to grow lifetime value.

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QUICK-START

Pick your first three

Not sure where to begin? Find the description closest to your business. These three fit a Starter plan, and you can swap later. If none fit, start with the AI Business Priority Planner and let it tell you what deserves your focus.

Local service business

Plumbers, salons, clinics, contractors, shops

1. Found • Trusted • Recommended
2. Swipe-Proof Shorts
3. Interactive Scorecard Studio

Make sure AI assistants describe you correctly, show up in short video, and give visitors a reason to leave their details.

Coach or consultant

Advisors, trainers, specialists

1. Interactive Scorecard Studio
2. Newsletter Freedom System
3. AI Authority & Brand Positioning Studio

Diagnose prospects with a scorecard, stay in touch by email, and sharpen why clients should pick you.

Expert who wants authority

Professionals with know-how worth packaging

1. KDP Book Publishing & Launch Studio
2. AI Course & Knowledge Product Architect
3. Newsletter Freedom System

Turn what you know into a book blueprint and a course plan, then build an audience that hears from you weekly.

Agency or service firm

Marketing, design, IT, bookkeeping

1. AI Agency Offer & Delivery Architect
2. Found • Trusted • Recommended
3. AI Business Systems & Delegation Command Center

Package services cleanly, audit AI visibility for yourself or clients, and get founder hours back through delegation.

Membership or online business

Subscriptions, digital products, e-commerce

1. AI Membership & Recurring Revenue Architect
2. AI Pricing & Profit Scenario Simulator
3. AI Customer Retention & Lifetime Value Lab

Design the offer, test prices on paper before changing them, and work on keeping customers longer.

Content-led brand

Video, social, publishing

1. Faceless YouTube Channel Studio
2. Swipe-Proof Shorts
3. AI Headline & Hook Lab

Build a channel system, short-form habit and stronger hooks, all from one plan.

KEEP THIS PAGE

Is this AI tool worth your money?

A 10-point check for any AI product you're considering. Print it, or keep it on your phone for the next sales page you read.

- [ ] **It does one job you can name.**
  If you can't say what it's for in one sentence, you won't open it next month.
- [ ] **It produces something you'll use this week.**
  A plan, a script, a brief, a scorecard. Not just a chat window.
- [ ] **You keep what it makes.**
  You can copy, export or download the output and use it anywhere.
- [ ] **It works with what you already have.**
  No second AI subscription, API key or developer required to get started.
- [ ] **The price is flat and clear.**
  No credits, usage meters or surprise overage charges.
- [ ] **You can try it before you commit.**
  A free edition, a sample, or a real refund window.
- [ ] **Leaving is easy.**
  You can cancel or switch without a phone call or a contract.
- [ ] **It explains the why, not just the what.**
  A guide or playbook means you learn the method, not just push buttons.
- [ ] **It fits your business, not someone else's.**
  It asks about your customers, offer and time, then shapes the output around them.
- [ ] **You'll use it at least twice a month.**
  Divide the monthly price by the times you'll use it. That is your real cost per use.

How to score it

- **8–10 checks:** Worth a real trial.
- **5–7 checks:** Try it for one specific task with a deadline.
- **0–4 checks:** Keep your money for now.

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PLANS AND FOUNDING PRICING

Pay for the slots you use

Every plan includes the same tools to choose from. The only difference is how many slots you fill. Annual billing is ten times the monthly price, so you get two months free.

Plan	Tools	Regular price	Founding price (30% off for life)
Single	1	$17/mo $170/yr	**$11.90/mo** $119/yr
Starter	3	$37/mo $370/yr	**$25.90/mo** $259/yr
Pro	5	$57/mo $570/yr	**$39.90/mo** $399/yr
Growth	7	$77/mo $770/yr	**$53.90/mo** $539/yr
All-Access	All 26	$127/mo $1,270/yr	**$88.90/mo** $889/yr

Founding member offer

The first 25 members get 30% off for life. It's applied automatically at checkout, or you can enter code **FOUNDING25**. Once the 25 spots are taken, the offer ends.

Swaps. Free undo within 24 hours, then one swap per billing cycle.

Guarantee. 7-day money-back on your first payment, monthly or annual.

See all plans: benchslot.com/pricing

MEET THE FOUNDER

Built by someone who has shipped software for more than 35 years

Tim Cook, Founder, BenchSlot

I've spent more than 35 years in software engineering, solving business problems with technology. Most recently I built enterprise-grade solutions for ExxonMobil, supporting business operations and reporting on a global scale.

That work taught me something I now apply to every small business tool I build: the best technology isn't the most complicated. It's the technology that solves a real problem.

Many business owners recognize what AI could do for them but don't know where to start. They don't need another complicated platform or an IT department. They need focused tools that fit how they already work. That's why I built BenchSlot.

My approach is simple: understand the business problem first, then design the technology around it.

> "AI accelerates what I can build. Experience ensures what I build actually works."
>
> Tim Cook

What that means for you

- **Problem first.** Each tool starts from a business job, like getting found, capturing leads or pricing an offer, not from the technology.
- **Built to be used.** Reliable, maintainable tools people can actually use, without a technical project to get started.
- **Plain words.** No jargon for its own sake. The goal is to help you see what's possible and put it to work.

Questions? Email support@benchslot.com

TRY IT WITHOUT THE RISK

Fill your first slot today.

Pick one tool or three. Use them on real work this week. If BenchSlot isn't right for your business, ask for a full refund of your first payment within 7 days. No hard feelings.

- 7-day money-back guarantee on your first payment
- No API key and no technical setup
- Free undo within 24 hours, then one swap per billing cycle
- Founding members: 30% off for life, code FOUNDING25

VISIT

benchslot.com

Scan the code with your phone camera to visit.

Fill your slots with the AI tools your business needs today.

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