

The 144 Dollar AI Stack

Three businesses run on this stack. Less than your phone bill.

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Everything I use to run three businesses on AI. Less than most people spend on their phone bill. Here is every dollar broken down.

THE CORE THREE — \$144/MONTH

Tool	Cost	Job
Claude Max	\$100/mo	The brain. Writes scripts, captions, emails, prompts. Reads my CLAUDE.md to sound like me.
Blotato	\$29/mo	The distributor. One upload, posts to 8 platforms simultaneously.
ManyChat	\$15/mo	The greeter. Auto-DMs lead magnets when viewers comment trigger words.
Total	\$144/mo	The entire creator infrastructure

This is the stack that makes the content engine run. Daily videos, automated DMs, multi-platform distribution. \$144 a month.

THE OPERATIONS STACK (separate — for the actual business)

If you are running a service business, agency, or have clients, you also need the operations layer:

Tool	Cost	Job
GoHighLevel Unlimited	\$297/mo	CRM, pipelines, automations, SMS, email, voice. The sales team.
Vapi	Usage-based	AI voice agent that answers phone calls and qualifies leads.
ElevenLabs	Usage-based	Voice cloning. My AI voice for Vapi calls.
DJI Osmo 3	\$300 one-time	Camera. Films everything I post.
iPhone	Already own	Second angle, backup, editing.
CapCut	Free	Edit, captions, silence cut.
Opus Clip	\$20/mo	Auto-finds the best 60-second clips from long videos.

WHAT YOU DO NOT NEED

I do not pay for:

- Marketing courses
- Adobe Creative Cloud
- Specialized video editors
- Multiple AI subscriptions (just Claude Max — it does everything)
- Social media schedulers other than Blotato
- Separate analytics platforms
- “AI sales coaching” subscriptions
- Most things people try to sell you

THE PHILOSOPHY

One tool per job. Each one does its job at the highest level. No overlap, no redundancy.

If a tool I add does not replace 2-3 other tools or earn its monthly cost back in time saved, it gets cut.

Read the monthly cost out loud before signing up: “Is this thing worth \$X per month for the next 12 months?” Most of the time the answer is no.

WANT THE FULL 30-DAY SYSTEM?

This is Day 27 of Crazy Ways AI Gets Money — 30 days of real AI workflows I use to run three businesses.

- Comment STEAL for the competitor review mining prompt
- Comment CLAUDE for the full Brand Bible template
- Comment SYSTEM for the full architecture diagram

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— Cody