SAMPLE

The AI Business Playbook

A Strategic Guide to Building an AI-Powered Company

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Contents

Introduction

Chapter 1: The Strategic Framework for an AI-Powered Company

Chapter 2: Identifying High-Impact AI Opportunities

Chapter 3: Building Your AI Tech Stack

Chapter 4: Organizing Your Business Around AI Capabilities

Chapter 5: Finding Clients and Customers for AI Services

Chapter 6: Measuring AI Impact and ROI

Chapter 7: Planning for the AI Future

Chapter 8: Planning for the AI Future

Chapter 9: Scaling AI Implementation Across an Organization

Chapter 11: Advanced Strategies and Long-Term Vision

Chapter 12: Case Studies and Real-World Examples

Chapter 13: Deep Dive: Advanced Tactics and Frameworks

Final Thoughts

Quick Start Checklist

Resources

Digital Income

This free sample contains the Introduction and Chapter 1. The complete book contains the full contents above.

Introduction

Every business is becoming an AI business. Not because AI is trendy — because AI fundamentally changes what's possible. Companies that integrate AI into their operations, products, and strategy will outcompete those that don't. The question isn't whether to adopt AI. It's how to do it strategically.

This book is a strategic guide to building an AI-powered company. It's the capstone of the Digital Income series — the book that ties everything together and shows you how to build a complete business powered by AI, from strategy to execution.

- Entrepreneurs building new companies with AI at the core.

- Business owners integrating AI into existing operations.

- Leaders who need a strategic framework for AI adoption.

- Anyone who has read the previous books in this series and wants to put it all together.

- The strategic framework for building an AI-powered company.

- How to identify the highest-impact AI opportunities in your business.

- Building an AI tech stack that scales.

- Organizing your business around AI capabilities.

- Managing the human-AI workforce.

- Measuring AI impact and ROI.

- Planning for the AI future — what's coming and how to prepare.

- The AI business playbook project: creating your company's AI strategy.

AI is not a tool you add to your business. It's a capability you build your business around.

The companies that will win the AI era aren't those that bolt AI onto their existing operations. They're the ones that redesign their operations around what AI makes possible. The difference is strategic — and it's the difference between incremental improvement and transformational growth.

The Digital Income series covers 33 specific income models — from content creation to e-commerce to AI freelancing. This book, Book 34, is different. It's not about one income model. It's about how to build a complete business that uses AI across every function.

If you've read earlier books in the series, this is where you put it all together. If you're starting here, this book gives you the strategic framework for building an AI-powered business — and the earlier books give you the specific tactics for each income model.

This is the playbook. Let's build.

The Strategic Framework for an AI-Powered Company

Chapter 1: The Strategic Framework for an AI-Powered Company

Building an AI-powered company requires a framework — a way of thinking about how AI fits into every aspect of your business. This chapter covers the framework that guides the rest of the book.

The AI Business Canvas is a framework for designing an AI-powered company. It covers nine dimensions that every business must address:

What value does AI enable that wasn't possible before?

- Faster delivery of existing services

- New products that AI makes possible

- Better quality at lower cost

- Personalization at scale

Who benefits most from AI-powered offerings?

- Customers who value speed

- Customers who need personalization

- Customers who want lower prices

- Customers who want better quality

What AI capabilities does your business use?

- Content generation (text, image, video, audio)

- Analysis and research

- Customer service and communication

- Decision support and automation

- Product development

What AI tools and platforms power your business?

- AI models (ChatGPT, Claude, Gemini)

- AI-powered tools (Descript, Canva AI, Midjourney)

- Automation platforms (Zapier, Make)

- Business tools (CRM, project management, analytics)

- Custom AI integrations (APIs, custom GPTs)

How does AI change your daily operations?

- Content production (AI-assisted)
- Customer service (AI chatbot + human escalation)
- Research and analysis (AI-powered)
- Administrative tasks (AI-automated)
- Quality control (AI-assisted review)

How is your team organized around AI?

- One-person AI business (you + AI tools)
- Small team (2-5 people + AI tools for each function)
- Hybrid team (humans for strategy/relationships, AI for execution)
- AI-first team (everyone uses AI, some functions are fully automated)

How does AI change your revenue model?

- Productized services (AI enables scalable delivery)
- Digital products (AI enables faster creation)
- SaaS (AI-powered features command premium pricing)
- Subscriptions (AI enables personalized content at scale)
- Hybrid (multiple AI-powered revenue streams)

What makes your AI-powered business defensible?

- Proprietary AI workflows (your systems)
- Data advantage (customer data that improves AI output)
- Speed advantage (AI makes you faster than competitors)
- Quality advantage (AI + human expertise = better output)
- Cost advantage (AI reduces operational costs)

How will AI power your growth?

- AI-powered content marketing (more content, more reach)
- AI-powered product development (more products, faster)

- AI-powered customer acquisition (personalized outreach)

- AI-powered retention (better service, personalized engagement)

AI helps with specific tasks — writing, research, design. Your business model doesn't change; you just do things faster.

- Impact: 20-40% efficiency improvement

- Risk: Low — you're adding tools, not changing your model

- Example: A writer uses ChatGPT to draft faster but still charges the same.

AI transforms how you deliver your product or service. Your business model evolves — you offer more, deliver faster, and scale without proportional headcount growth.

- Impact: 50-80% efficiency improvement, new capabilities

- Risk: Medium — requires process redesign and team training

- Example: A content agency uses AI to deliver 3x more content per client without hiring more writers.

AI is at the core of your business. Your product, operations, and competitive advantage are built around AI capabilities that didn't exist before.

- Impact: Transformational — new markets, new business models

- Risk: High — requires deep AI expertise and significant investment

- Example: A SaaS company that uses AI to provide personalized recommendations that weren't possible with traditional software.

- If you're starting out: Aim for Level 2 (AI-powered). It gives you maximum advantage with manageable risk.

- If you have an existing business: Move from Level 1 to Level 2 gradually. Don't jump to Level 3 without solid Level 2 foundations.

- If you have deep AI expertise: Consider Level 3 (AI-native). This is where the biggest opportunities are — and the biggest risks.

- Adopt basic AI tools (ChatGPT, Claude, Canva AI)

- Use AI for research, drafting, and ideation

- Measure time savings and quality improvements

- Train yourself (and your team) on AI tools

- Build AI workflows for core business functions

- Integrate AI into your product or service delivery

- Start automating repetitive tasks

- Develop your AI tech stack

- Optimize AI workflows for maximum efficiency

- Productize AI-powered services

- Build proprietary AI systems (custom prompts, templates, workflows)

- Measure AI ROI and adjust strategy

- Redesign business model around AI capabilities

- Launch AI-native products or services

- Scale without proportional headcount growth

- Build competitive advantage around AI

- Go through each of the 9 dimensions.

- Write your current state (where you are now).

- Write your target state (where you want to be in 12 months).

- Identify the biggest gaps.

- Choose 3 dimensions to focus on first.

- Create a 90-day plan to address those dimensions.

The AI Business Canvas is your strategic framework. It shows you where AI fits in your business and where the biggest opportunities are. Fill it out, identify your priorities, and use it to guide your AI strategy.

Identifying High-Impact AI Opportunities

End of free sample. The full book is available at putrabooks.github.io