

FREE DOWNLOAD · DON'T OVERPAY

The AI cost guide

AI is moving from a flat fee to a meter that runs. Here is roughly what things cost, and how to match the tool to the job so you never get stung.

| The job | Use | Rough cost |
|-------------------------------------|--------------------------|--------------------------|
| Quick questions, drafts, summaries | A cheap, fast model | Pennies a go |
| Everyday business chat and content | A mid-tier model or plan | ~ £20 a month |
| Complex reasoning, long documents | A top model, sparingly | More, used rarely |
| Automations and agents left running | Usage-based, with a cap | Watch it closely |
| Images and design | A dedicated image tool | Low, per image |

Match model to job

Cheap model for the routine, the pricey one only where it earns it.

Set a cap

Alerts and limits so a runaway process cannot rack up a bill.

Measure per task

Know what a job costs before you switch it on.

The winners are not the big spenders

They are the ones who know what each job costs, and use AI on purpose.