Video Script: Module 3, Lesson 1 - The PRICE Framework

Target Length: 3 minutes
Tone: Analytical, smart consumer.

🎬 1. Intro (Face to Camera) - 0:00 to 0:40

Visual: Jimmy.
Audio:
"There are 10,000 AI tools out there.

How do you pick the right one?

Most people pick the one with the coolest demo video. That is a mistake.

I use the **PRICE** Framework to evaluate tools.

If a tool doesn't pass this test, I don't buy it."

🖥 2. Screen Share: PRICE Breakdown (0:40 - 2:00)

Visual: Slide: P-R-I-C-E.

Audio:

"**P - Problem**: Does it solve a real pain I have daily?

R - Reliability: Is it buggy? (Check reviews).

I - Integration: Does it talk to my other tools?

C - Cost: is the ROI clear?

E - Ease: Can my team use it without a PhD?

Always start with P: The Problem. Never start with the Tool."

👉 3. Outro (Face to Camera) - 2:00 - 2:15

Visual: Jimmy.

Audio:

"Your homework: Pick a tool you are considering buying. Run it through the PRICE filter below.

You might save yourself $50 a month."