



THE AI ASSET PLAYBOOK

A Practical Guide to Turning Your Frameworks, IP, Courses Into AI Tools

Turn Your IP Into Sellable Tools



Your IP Isn't Dying. It's Changing Formats.

If you've been building real expertise for years—frameworks, swipe files, SOPs, coaching methods—AI can feel like a threat.

But here's the twist: AI doesn't make your IP worthless. It makes "raw IP" (PDFs, templates, long videos) feel harder to use. People still want the outcome. They just want the shortcut.

That's what an AI Asset is:

An AI Asset = your IP packaged as a guided tool that produces a usable deliverable.

Not "cool outputs." Real "I can use this today" results.

The new reality

- A 30-page PDF requires motivation and time.
- A guided tool creates a result in minutes.
- The tool becomes the product, the lead magnet, or the retention engine.

Real-world niche examples

- **GHL Agency:** “Local Business Funnel Audit” tool → generates a score + recommended fixes + suggested automations.
- **Fitness Coach:** “4-Week Training Plan Builder” tool → outputs a training plan, warm-up, progression, and weekly schedule.
- **Real Estate Team:** “Listing Description + Showing Follow-up Pack” tool → outputs listing copy + SMS scripts + email follow-ups.
- **Career Coach:** “Resume Rewrite + Interview Story Bank” tool → outputs bullet rewrites + STAR stories per role.

The fear: “Will I replace myself?”

No. The tool does the drafting and diagnosis. You still own:

- *judgment*
- *nuance*
- *implementation*
- *accountability*
- *community/support*

Tools don't replace experts. They replace blank pages.

Ship it action: Write a one-liner:

“My AI asset helps {{WHO}} get {{RESULT}} in {{TIME}} without {{PAIN}}.”

Find Your “Money Framework”

Your first AI asset shouldn't be your entire brain. It should be **one repeatable transformation** you already deliver.

The Money Framework Test (fast)

Pick the framework/process that checks 2–3 boxes:

- You repeat it constantly.
- Clients pay for it (directly or indirectly).
- It produces a clear deliverable (plan, audit, script, checklist, calendar).
- People ask “Can you just tell me what to do?”

Quick inventory exercise (5 minutes)

List your IP:

- Courses/modules
- Workshop outlines
- Client onboarding steps
- SOPs / checklists
- Templates / scripts
- Your “signature” process

Now circle ONE that is:

- **high frequency** (used often)
- **high value** (creates visible wins)
- **high clarity** (easy to describe)

Real-world examples

- **Facebook Ads Consultant:** “Account Triage Framework” → audit tool that flags tracking, creative, offer, and funnel bottlenecks.
- **Relationship Coach:** “Conflict Repair Method” → tool that turns a situation into an apology script + repair plan + boundaries.
- **Ecom Operator:** “Product Page Conversion Checklist” → tool that outputs prioritized fixes and copy blocks.
- **Debt Coach:** “Payoff Strategy Calculator” → tool that compares snowball vs avalanche with a timeline and monthly plan.

Ship it action: Fill this in:

I help **{{WHO}}** go from **{{BEFORE}}** to **{{AFTER}}** using **{{METHOD}}**.

That sentence becomes your tool's promise and your landing page headline.

Choose Your First AI Asset Type

Not every piece of IP should be a chatbot. Most should be **guided**.

Pick your best starting format

Audit / Scorecard SmartForm

Best when your IP diagnoses problems and recommends fixes.

Example deliverable: "Here's what's broken + what to do next."

Planner SmartForm

Best when your IP produces a roadmap, schedule, or step-by-step plan.

Example deliverable: "Here's your 30-day plan with tasks and milestones."

CoPilot (chat assistant)

Best when your IP is ongoing guidance, coaching, or iterative refinement.

Example deliverable: "Ask questions, get coached, refine drafts."

Toolset (bundle + Login Mode)

Best when your IP is a system with multiple parts (audit + plan + scripts).

Example deliverable: "Your private AI workspace."

Real-world niche mapping

- **GHL Agency:** Audit SmartForm → then a Toolset (audit + ad copy + follow-up sequences).
- **Course Creator:** Planner SmartForm (outline + lessons) → then CoPilot for weekly content.
- **Insurance Broker:** Audit SmartForm (coverage gaps) → then CoPilot for client comms.
- **B2B Sales Trainer:** CoPilot (objection handling) → then Toolset (ICP clarifier + script builder + call review rubric).

Ship it action: Choose ONE for v1:

Audit SmartForm Planner SmartForm CoPilot Toolset

Keep it small. You're building your first asset, not a unicorn.

Turn Your Framework Into Smart Questions

Here's the move that kills "prompt anxiety":

Stop thinking: "How do I write a perfect prompt?"

Start thinking: "What do I ask clients to get a great result?"

The 3-part question structure

1. **Context** (who they are)
2. **Inputs** (what they're working with)
3. **Outcome** (what they want)

Example question sets by niche

(A) Offer Audit Tool — for a business coach

- Who is your audience?
- What are you selling? Price?
- What's your conversion rate (roughly)?
- What are your top objections?
- What's your current positioning statement?
- **Output:** positioning rewrite + offer clarity fixes + next actions.

(B) Local Service Funnel Audit — for a GHL agency

- What's the business type + city?
- Current lead source?
- Current follow-up process?
- Do they have reviews? How many?
- Biggest bottleneck: leads, show rate, close rate?
- **Output:** funnel fixes + suggested automation map + quick-win scripts.

(C) Meal Plan Builder — for a nutrition coach

- Dietary preference + allergies
- Calories or goal (fat loss/muscle)
- Cooking time per day
- Foods they hate/love
- Budget range
- **Output:** 7-day meal plan + grocery list + prep schedule.

FormWise translation (simple)

- Each question becomes a **SmartForm field**.
- Their answers become **variables**.
- Your method lives in the **hidden instruction** that uses those variables.

Ship it action: Write your first 8–12 questions. If you can't hit 8, your tool is too vague. If you hit 25, your tool is too heavy.

FormWise

Encode Your “Secret Sauce” Without Giving It Away

You don’t need to paste your entire course into a tool. You need to encode **decision rules**.

The visible/hidden split

- **Visible layer:** what the user types in (questions)
- **Hidden layer:** your framework logic (how to interpret answers)

The easiest way to encode IP: “If this, then that”

Examples:

Marketing strategist

- If they have traffic but no conversions → focus on offer + page messaging
- If they have conversions but low traffic → focus on distribution + partnerships
- If they have both but low retention → focus on onboarding + success path

Dating coach

- If they struggle with first messages → scripts + profile tweaks
- If they get dates but no second date → date structure + follow-up
- If they get stuck in situationships → boundaries + direct ask scripts

Operations consultant

- If bottleneck = handoffs → SOP + owner + trigger
- If bottleneck = quality → checklist + review loop
- If bottleneck = capacity → hiring plan + role scorecard

“But what if people steal it?”

They can copy concepts. They can’t copy:

- your taste and examples
- your updated learnings
- your community and support
- your packaging + delivery

And practically: **gated access** (Login Mode + Stripe) keeps the asset controlled.

Ship it action: Write 5 rules:

If {{condition}}, recommend {{action}} because {{reason}}.

Those rules are the “brain” of your AI asset.

FormWise

Decide the Job: Internal, Lead Magnet, or Paid Asset

An AI asset only works if it has a job.

Job #1: Internal Asset (speed + consistency)

Use it to deliver faster, train staff, and reduce errors.

Examples:

- **Agency:** “Client Onboarding Brief Builder” → consistent kickoff docs.
- **HR consultant:** “Job Description Generator + Interview Kit” → faster recruiting packages.
- **Videography studio:** “Creative Brief + Shot List” → less back-and-forth.

Job #2: Lead Magnet (list growth + qualification)

Replace the PDF with a deliverable tool.

Examples:

- **Mortgage broker:** “Affordability Snapshot” tool → gets lead data + next steps.
- **Brand designer:** “Brand Voice Starter Kit” tool → outputs tone + messaging pillars.
- **Med spa:** “Treatment Match Quiz” tool → routes to the right offer.

Job #3: Paid Asset (tripwire or subscription)

Turn outcomes into revenue.

Examples:

- **Etsy coach:** “Listing Optimization Pack” tool → \$29 one-time.
- **Fitness coach:** “Training + Nutrition Toolset” → \$19/mo with weekly check-ins.
- **GHL agency:** “AI Marketing Suite for Roofers” → \$99/mo white-labeled toolset.

Ship it action: Choose the job for v1:

Internal Lead magnet Paid

If you're unsure, start with **lead magnet**. It validates demand fast.

FormWise

Build a One-Day MVP That Feels Valuable

Your MVP is not “small.” It’s **minimum valuable**.

MVP checklist

- Clear promise (“In 3 minutes you’ll get...”)
- 8–12 questions max
- **One clean output deliverable:**
 - audit summary + priorities
 - plan + timeline
 - scripts + templates
 - checklist + next steps
- A “what to do next” section

MVP examples that convert

(A) Photographer

Tool: “Pricing Package Builder”

Output: 3 tiered packages + inclusions + upsells + FAQ responses.

(B) Chiropractor

Tool: “New Patient Messaging Pack”

Output: website hero copy + intake email + SMS reminders + objections.

(C) SaaS consultant

Tool: “Demo Call Brief Generator”

Output: call agenda + discovery questions + tailored pitch outline.

FormWise “make it feel like a product”

- Style the output (headings, bullets, sections)
- Add Brand Voice so it matches *their* business (or yours, depending on tool)
- Add exports (Doc/CSV) so it becomes “real”

Ship it action: Run your own tool 3 times with fake data. If you’d pay \$10 for the output, it’s ready.

Plug It Into a Simple Funnel (So It Makes Money)

Tools don't sell themselves. They need a path.

Funnel A: Lead Magnet → Call (best for agencies + high-ticket)

1. Post/ad: "Get your {{RESULT}} in 3 minutes"
2. Tool generates deliverable
3. Follow-up: "Want me to implement this with you?"

Example:

- GHL agency for dentists: audit tool → "Book a 15-min fix-it call."

Funnel B: Free Lite → Paid Full Version (best for creators)

1. Free tool gives high-level result
2. Upsell: "Unlock the full plan + exports + bonus tools"

Example:

- Course creator: free "course outline" → \$39 "launch kit toolset."

Funnel C: Paid Toolset → Retention (best for memberships/coaching)

1. Members get access to a private toolset
2. Weekly usage keeps them engaged
3. Upsell implementation or higher tier

Example:

- Marketing community: "Weekly Content Sprint Toolset" inside the portal.

Ship it action: Pick ONE funnel and write one CTA:

"Use the tool → get the deliverable → take the next step."

Protect and Grow Your Moat

Your moat isn't the prompt. Your moat is the **asset + outcome + distribution**.

Protect your asset (practically)

- Gate with Login Mode + Stripe plans
- Tier access (starter vs pro)
- Credit limits (so power users don't abuse)
- Bundle into a Toolset (harder to "copy/paste" a system)

Grow your moat (strategically)

- Add real examples and niche-specific language
- Improve the tool weekly (your "living IP")
- Pair the tool with:
 - office hours
 - templates
 - implementation checklists
 - community

Niche examples of "moat stacking"

- **Leadership coach:** tool creates feedback plans → upsell 1:1 coaching to deliver it.
- **PPC agency:** tool audits ad accounts → upsell managed services.
- **Wedding planner:** tool builds timeline + vendor checklist → upsell planning package.

Ship it action: Add one "only you" ingredient:

- your scoring rubric
- your priority order
- your example library
- your tone (Brand Voice)

That's what makes it yours.

The 7-Day IP-to-AI Asset Sprint

You don't need permission. You need momentum.

Day-by-day sprint

Day 1: Pick your Money Framework (Page 2)

Day 2: Choose asset type + job (Pages 3 & 6)

Day 3: Write 8–12 questions (Page 4)

Day 4: Write 5 decision rules (Page 5)

Day 5: Build MVP + run 3 tests (Page 7)

Day 6: Add packaging (name, promise, output sections, branding)

Day 7: Plug into one funnel + publish (Page 8)

What “done” looks like

- A working AI asset that produces a deliverable
- A link you can share today
- A simple next step (book, buy, or join)

Closing reality check

Your IP sitting in:

- a Google Doc
- a course module
- a folder of templates

...doesn't compound.

But an AI asset can.

Ship it action (final):

Write the sentence you'll ship with:

“I turned my {{{FRAMEWORK}}} into a tool that helps {{{WHO}}} get {{{RESULT}}} in {{{TIME}}}.”

FormWise

Why FormWise > Just Sharing Prompts

Prompts are powerful. But raw prompts are not products.

People don't want to copy/paste, tweak variables, or wonder if they're using it right.

They want tools.

FormWise lets you turn raw prompts into structured experiences—so your audience can:

- Plug in their info
- Click “Generate”
- Get real results instantly

It's the difference between a recipe and a meal.

Give them the meal.

And here's the kicker:

You can launch your first product in a weekend.

 [Start Building With FormWise](#)