The $10,000 Trap Worksheet

The printable companion to the calculator atAIContentCMO.com/book-resources/paradox. Use this in a room with your team when you want the conversation, not just the number. Every figure is annual unless it says otherwise.

---

1 The Senior Salary Sinkhole

Whatyoupayseniorpeopletorepair AIdrafts,plusthe tools that produced them.

(hours you actually spend - hours you expected) x pieces per year x hourly rate, + annual tool spend

Content pieces published per month		
Hours per piece your team actually spends, brief to publish-ready		
Hours per piece you expected AI to need		
Blended hourly rate of the people editing (salary / 2,080)	$	
Annual AI tool spend (every seat and subscription x 12)	$	

Your Senior Salary Sinkhole $

Hard cost. You are already paying this.

2 The Re-Writing Penalty

Whatinconsistencycostswhenleadershipsends work back because it doesn't sound like you.

pieces returned per year x (writer hours x writer rate + reviewer hours x reviewer rate)

Share ofcontent sentbackforrewrites	%	
Writer hours per rewrite cycle		
Reviewer hours per rewrite cycle		
Reviewer's hourly rate	$	

Your Re-Writing Penalty $

Hard cost. Also already on your payroll.

3 The Credibility Tax

optional - an estimate, not invoice

Revenue that generic contentdidn't earn. Skip this if you need a number your CFO can't argue with. Include it if you want the full picture. Fill in whichever version you have data for.

If you have lead numbers from before and after AI

Monthly leads from content, before AI ______

Monthly leads from content, now ______

If you don't, estimate from traffic instead

Monthly visitors to your content ______

Conversion rate you'd expect from good content (0.8% is conservative) % ______

Discovery calls your content generates now, per month ______

Either way

Close rate on those leads % ______

Average contract value $ ______

Your Credibility Tax $ ______

Estimate.Reportitseparately from the two above.

THE $10,000 TRAP, ANNUALLY $ ______

Addsteps1and2.Addstep3onlyifyoucompleted it.

How your number compares

Published ranges from Chapter 1. The first figure is hard costs only, steps 1 and 2. The second includes the Credibility Tax.

Team size	Steps 1 + 2	All three
Small team, about 5 people	$23,000 - $40,000	$73,000 - $140,000
Mid-size team, 8 to 10 people	$55,000 - $90,000	$155,000 - $340,000
Enterprise team, 15 or more	$125,000 - $225,000	$375,000 - $725,000

If you landed inside the range, that is not reassurance. It means your leak is the normal size, and normal is what this book is about. Chapter 3 tells you which of the Three Leaks to fix first.