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Choose the **right AI tools** for your business

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Hey there! We've put together this friendly guide to help solopreneurs and small business owners like you find the best AI tools for everyday tasks. Instead of just listing them by category, we've organized them by real business needs, so you can quickly find what fits your goals.

Each section includes:

Top picks for beginners

Ease-of-use ratings (A = easy, B = moderate learning curve)

Real-world use cases so you can see AI in action

 **Quick Guide: Choosing the Right AI Tool (More details on the next pages)**

<i>Business Need</i>	<i>Recommended AI Tool</i>	<i>Ease-of-Use</i>
Writing blogs & emails fast	ChatGPT, Claude, Jasper.ai	Easy (A)
Researching topics quickly	Perplexity, ChatGPT Search	Easy (A)
Creating graphics & logos	Canva, Adobe Firefly, Ideogram.ai	Easy (A)
Editing & creating videos	CapCut, Invideo, Pictory.ai Opus Clip	Easy (A)
Making AI-generated slides	Gamma, Beautiful.ai	Easy (A)
Automating tasks & workflows	Make.com, Airtable	Moderate (B)
Managing social media	Buffer, Hootsuite, Lately.ai	Easy (A)
Boosting productivity	GoHigh Level, Notion, Motion	Moderate (B)



AI for content creation & marketing

Best for: Writing blogs, emails, social media posts, and product descriptions.

- ✓ **ChatGPT (A)** – Great for drafting blog posts, emails, and social content.
- ✓ **Jasper.ai (A)** – Offers structured templates for marketing copy.
- ✓ **Claude (A)** – Fast and easy AI copy generator for marketing.

Real-world examples:

Sarah, a boutique owner, used ChatGPT to write product descriptions for her website in minutes instead of hours!

Mike, a fitness coach, leveraged Copy.ai to generate compelling email subject lines, increasing his open rates by 30%.

AI for market research & business insights

Best for: Finding trending topics, keywords, and business insights.

- ✓ **Perplexity (A)** – Fast and accurate AI search engine.
- ✓ **ChatGPT search (A)** – Conversational and detailed research assistance.
- ✓ **AnswerThePublic (A)** – Finds trending questions people ask online.

Real-world examples:

David, a social media coach, used AnswerThePublic to find the top trending AI questions and created a webinar around them!

Emma, an e-commerce owner, leveraged Elicit to summarize market research reports, helping her identify new product opportunities.



AI for video creation & editing

Best for: Social media clips, YouTube videos, and ads.

- ✓ **CapCut (A)** – Best for quick mobile video editing.
- ✓ **Opus Clip (A)** – Creates viral-style short clips from long videos.
- ✓ **Invideo (A)** – Drag-and-drop templates for professional videos.
- ✓ **Pictory.ai (A)** – AI-powered tool for turning text into video.
- ✓ **Descript (A)** – Edit podcasts and videos as if you're working in a text document.

Real-world examples:

Melissa (Yes, it's me!), a solopreneur, used Opus Clip to repurpose her 10-minute YouTube videos into 5 social media clips, saving hours of work.

Nina, a beauty influencer, created branded TikTok videos in minutes using Pictory.ai, doubling her engagement.

AI for graphic design & image creation

Best for: Creating logo ideas, product images, social media posts, and graphic design.

- ✓ **Canva (A)** – Easiest tool for non-designers!
- ✓ **Adobe Firefly (B)** – More advanced AI-powered design.
- ✓ **Ideogram (A)** – High-quality AI-generated images.
- ✓ **DALL-E (A)** – Generates AI-based custom images.
- ✓ **MidJourney (B)** – High-quality AI-generated art and branding images.
- ✓ **Napkin AI (A)** – The visual AI for business storytelling

Real-world examples:

Lisa, a coach, used Canva's AI tool to instantly create Instagram graphics for her brand without hiring a designer.

Kim used MidJourney to generate high-quality campaign visuals, making her marketing stand out while saving time and production costs.



⚡ AI for productivity & automation

Best for: Simplifying workflows, organizing tasks, and saving time.

- ✓ **Make.com (B)** – Automates complex workflows without coding.
- ✓ **Notion (A)** – Combines notes, tasks, and databases in one organized workspace.
- ✓ **Motion (A)** – AI-powered scheduling to manage meetings and tasks efficiently.
- ✓ **Airtable (A)** – An intuitive spreadsheet-database hybrid for organizing projects.
- ✓ **Fireflies.ai (A)** – Meeting assistant that records, transcribes, summarizes, and analyzes meetings.

Real-world examples:

Jamie, a marketing consultant, uses Make.com to auto-save email inquiries to a Notion database.

Samantha, a life coach, relies on Motion's AI scheduling to organize her day, saving 5+ hours per week.

Next steps

Experimentation is key:

- ◆ **Try before you buy**
Most tools offer free trials, so experiment to find your favorites.
- ◆ **Start small**
Pick just one AI tool to test and integrate into your workflow.



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Need Help?

If you're unsure which tool to choose or how to get started, reach out! I'm here to guide you. ✉ Email: hello@aigilityhub.com