

# THE ULTIMATE GUIDE TO AI TOOLS

— THE BEST AI TOOLS AND WHAT THEY ARE BEST USED FOR —

TOOL	WHAT IT IS	BEST USED FOR
 <p><b>CHAT / WRITING</b></p>	 <p><b>ChatGPT</b></p> <p>Advanced conversational AI that generates human-like text and answers questions.</p>	<ul style="list-style-type: none"> <li> Writing &amp; editing content</li> <li> Brainstorming ideas</li> <li> Answering questions</li> <li> Learning &amp; explaining complex topics</li> </ul>
 <p><b>SEARCH / RESEARCH</b></p>	 <p><b>Perplexity AI</b></p> <p>AI-powered search engine that delivers accurate, real-time answers with cited sources.</p>	<ul style="list-style-type: none"> <li> Research &amp; fact-finding</li> <li> Comparing information</li> <li> Getting up-to-date answers with sources</li> </ul>
 <p><b>WRITING / COPY</b></p>	 <p><b>Jasper</b></p> <p>AI writing assistant for creating high-quality marketing copy and content.</p>	<ul style="list-style-type: none"> <li> Marketing copy &amp; ads</li> <li> Blog posts &amp; articles</li> <li> Product descriptions</li> <li> Brand voice consistency</li> </ul>
 <p><b>GRAMMAR / EDITING</b></p>	 <p><b>Grammarly</b></p> <p>AI writing assistant that improves grammar, clarity, tone, and style in real time.</p>	<ul style="list-style-type: none"> <li> Grammar &amp; spelling checks</li> <li> Clarity &amp; tone suggestions</li> <li> Professional writing</li> <li> Email &amp; document improvement</li> </ul>
 <p><b>IMAGE GENERATION</b></p>	 <p><b>Midjourney</b></p> <p>AI image generator that creates stunning, artistic visuals from text prompts.</p>	<ul style="list-style-type: none"> <li> Concept art &amp; illustrations</li> <li> Marketing visuals</li> <li> Album covers &amp; posters</li> <li> Creative inspiration</li> </ul>
 <p><b>GRAPHIC DESIGN</b></p>	 <p><b>Canva AI</b></p> <p>AI-powered design platform that helps create professional visuals easily.</p>	<ul style="list-style-type: none"> <li> Social media graphics</li> <li> Presentations</li> <li> Posters &amp; flyers</li> <li> Brand kits &amp; templates</li> </ul>
 <p><b>VIDEO CREATION</b></p>	 <p><b>Runway</b></p> <p>AI video creation and editing toolkit for generating and manipulating videos.</p>	<ul style="list-style-type: none"> <li> Text-to-video generation</li> <li> Video editing &amp; effects</li> <li> B-roll creation</li> <li> Creative video content</li> </ul>
 <p><b>VOICE / AUDIO</b></p>	 <p><b>ElevenLabs</b></p> <p>AI voice generation platform that creates realistic voiceovers in any voice or language.</p>	<ul style="list-style-type: none"> <li> Voiceovers &amp; narrations</li> <li> Podcasts &amp; audiobooks</li> <li> Video voiceovers</li> <li> Dubbing &amp; translations</li> </ul>
 <p><b>AUTOMATION</b></p>	 <p><b>Zapier AI</b></p> <p>AI-powered automation tool that connects apps and streamlines workflows.</p>	<ul style="list-style-type: none"> <li> Automating repetitive tasks</li> <li> Data transfer between apps</li> <li> Workflow &amp; process automation</li> <li> Saving time &amp; increasing productivity</li> </ul>
 <p><b>DATA / ANALYTICS</b></p>	 <p><b>ChatGPT (Advanced Data Analysis)</b></p> <p>AI tool for analyzing data, creating charts, and extracting insights from files.</p>	<ul style="list-style-type: none"> <li> Data analysis &amp; visualization</li> <li> Charts &amp; reports</li> <li> Insights from spreadsheets</li> <li> Interpreting trends &amp; patterns</li> </ul>



### PRO TIP

The best results come from combining AI tools. Use the right tool for the right task to save time, boost creativity, and get better results.

### HOW TO CHOOSE THE RIGHT AI TOOL

- Define your goal
- Review pricing
- Consider ease of use
- Look at reviews & use cases
- Check integrations
- Experiment & find what fits you best


♥ AI WON'T REPLACE YOU, BUT SOMEONE USING AI MIGHT.



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THE BEST AI TOOLS AND WHAT THEY ARE BEST USED FOR

AI TOOL	WHAT IT IS	BEST USED FOR
 <b>ChatGPT</b>	Conversational AI that helps with writing, brainstorming, answering questions and more.	<ul style="list-style-type: none"> <li>Writing &amp; Content</li> <li>Ideas &amp; Brainstorming</li> <li>Learning &amp; Research</li> </ul>
 <b>Claude</b>	AI assistant focused on helpful, harmless, and honest conversations with strong reasoning.	<ul style="list-style-type: none"> <li>Writing &amp; Summarizing</li> <li>Analysis &amp; Reasoning</li> <li>Safe &amp; Ethical AI Tasks</li> </ul>
 <b>Gemini</b>	Google's AI assistant for search, writing, planning, and real-time information.	<ul style="list-style-type: none"> <li>Research &amp; Information</li> <li>Planning &amp; Productivity</li> <li>Real-Time Search</li> </ul>
 <b>Microsoft Copilot</b>	AI integrated in Microsoft apps to boost productivity and streamline work.	<ul style="list-style-type: none"> <li>Writing &amp; Editing</li> <li>Data Analysis</li> <li>Workplace Productivity</li> </ul>
 <b>Canva</b>	Design platform with AI features to create stunning visuals effortlessly.	<ul style="list-style-type: none"> <li>Graphics &amp; Social Media</li> <li>Presentations &amp; Docs</li> <li>AI Design &amp; Magic Tools</li> </ul>
 <b>Midjourney</b>	AI image generator that creates high-quality, artistic images from text prompts.	<ul style="list-style-type: none"> <li>Art &amp; Illustrations</li> <li>Concept Art &amp; Designs</li> <li>Creative Visuals</li> </ul>
 <b>DALL-E</b>	AI image generator that turns your ideas into realistic or creative images.	<ul style="list-style-type: none"> <li>Image Creation</li> <li>Product &amp; Concept Visuals</li> <li>Creative Projects</li> </ul>
 <b>Runway</b>	AI video editing and generation platform for creators and filmmakers.	<ul style="list-style-type: none"> <li>Video Editing</li> <li>Text-to-Video</li> <li>Visual Effects</li> </ul>
 <b>ElevenLabs</b>	AI voice generator that creates realistic voiceovers in any language.	<ul style="list-style-type: none"> <li>Voiceovers</li> <li>Audiobooks &amp; Podcasts</li> <li>Multilingual Audio</li> </ul>
 <b>Grammarly</b>	AI writing assistant that improves grammar, clarity, and tone.	<ul style="list-style-type: none"> <li>Grammar &amp; Spelling</li> <li>Clarity &amp; Tone</li> <li>Professional Writing</li> </ul>
 <b>Notion AI</b>	AI integrated in Notion to help write, organize, and summarize your work.	<ul style="list-style-type: none"> <li>Notes &amp; Summaries</li> <li>Task Management</li> <li>Knowledge Organization</li> </ul>
 <b>Descript</b>	AI audio & video editing by editing text—fast and easy.	<ul style="list-style-type: none"> <li>Podcast &amp; Audio Editing</li> <li>Video Editing</li> <li>Transcription</li> </ul>



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BUT SOMEONE USING AI WILL.



EXPLORE. EXPERIMENT.  
ELEVATE.