



# AI IS NOT JUST CHATGPT!

Lesley Morrissey

Inside News Ltd.

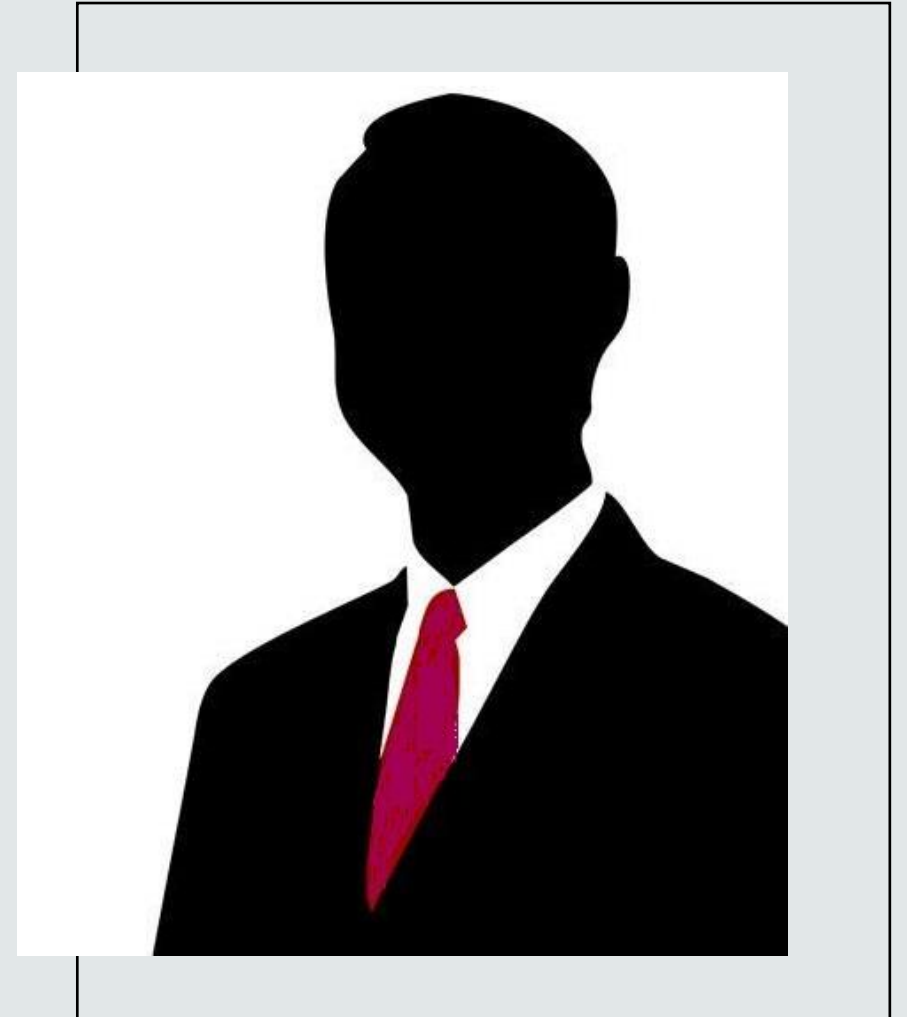
# FOCUS FIRST

Who is your ideal client?

[Founderpal.ai](https://founderpal.ai)

HOT TIP

Get your worksheet from the Treasure Chest  
<https://insideneews.co.uk/the-treasure-chest/>



# CONTENT GENERATION

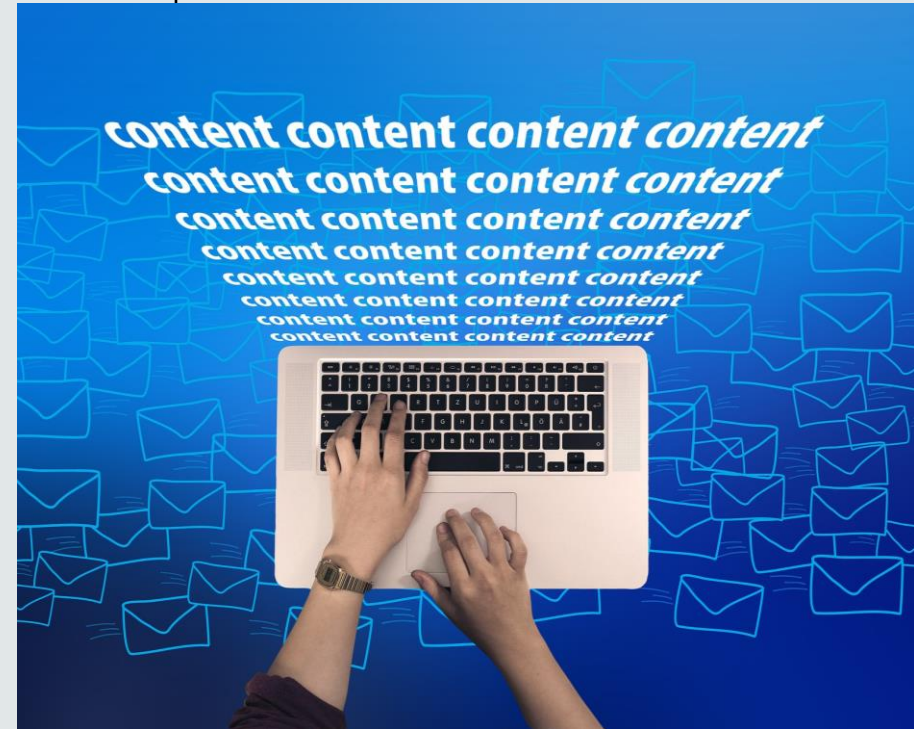
ChatGPT

Claude

Perplexity

Gemini

Deepseek

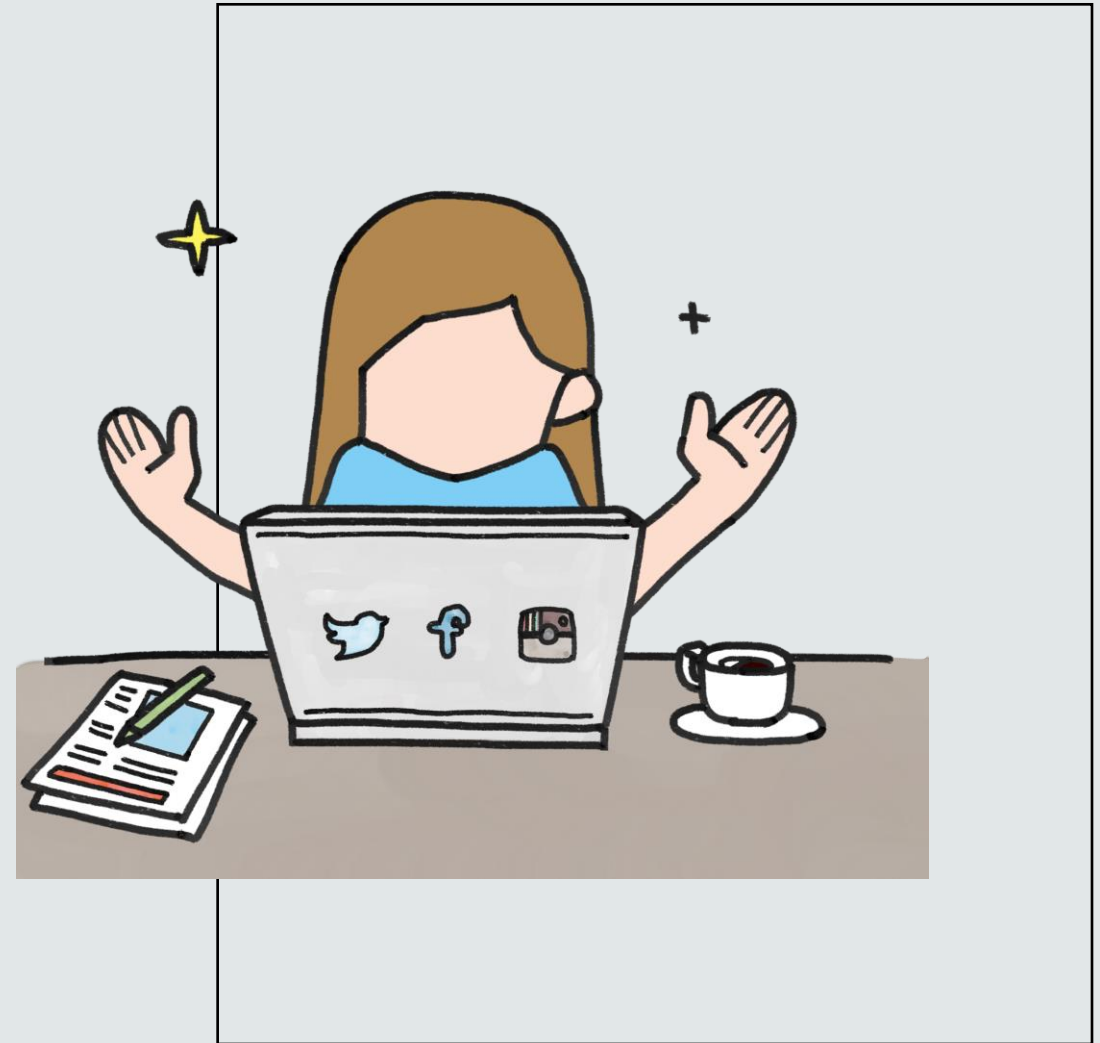


HOT TIP  
Check out [blaze.ai](https://blaze.ai) to create content for social media

# REPURPOSE YOUR CONTENT

Videos can become blog posts – and vice versa

[Voicepen.ai](https://voicepen.ai) turns videos into blog posts and can transcribe audio into text



# GRAPHICS

Dall-e

[Napkin.ai](#)

[Leonardo.ai](#)





# VIDEO CREATION & EDITING

[InVideo.io](https://www.invideo.io)

[Capcut](https://www.capcut.com)

[Descript](https://www.descript.com)

HOT TIP

Check out [AppSumo.com](https://www.appsumo.com) for offers on InVideo



# VIDEO CLIPS

Use video tools to  
deliver great content  
for socials

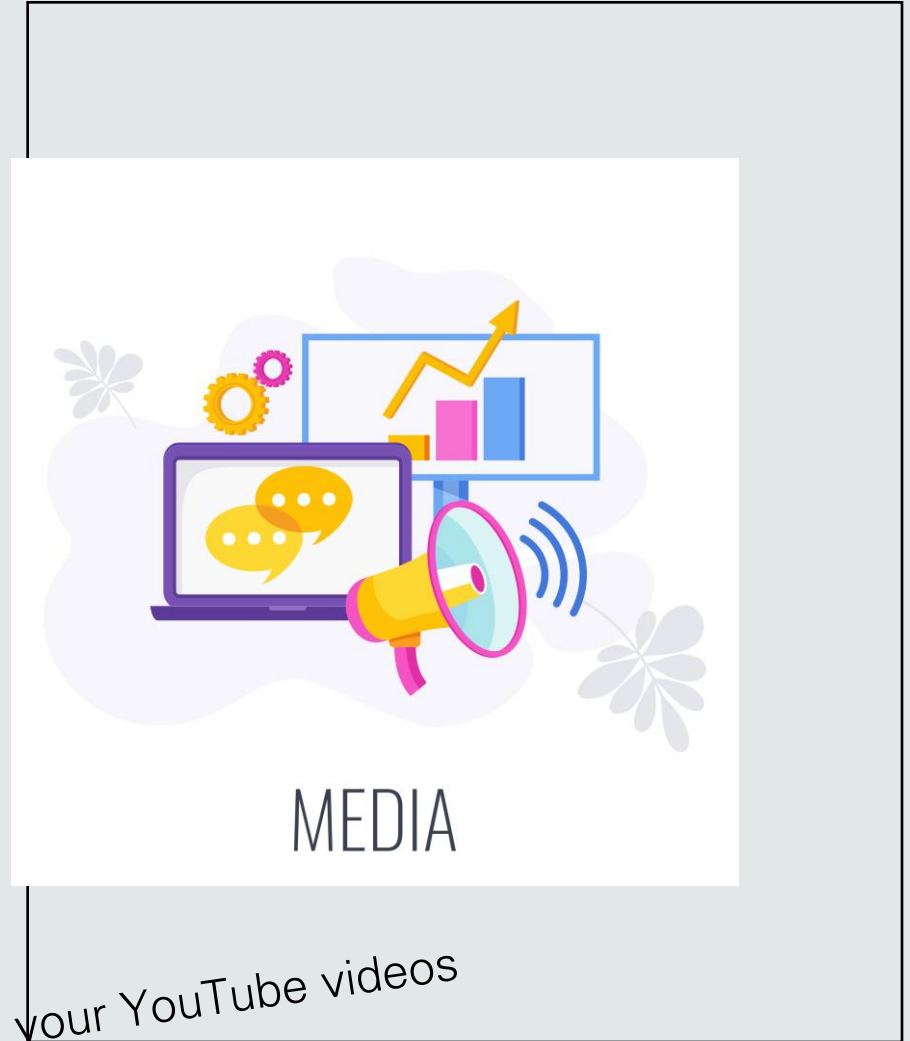
[Opus.pro](https://opus.pro)

[Getmunch.com](https://getmunch.com)

[Alphana.ai](https://alphana.ai)

HOT TIP

Check out [taja.ai](https://taja.ai) to optimise your YouTube videos



# POLISH UP YOUR PRESENTATIONS

Create your presentation from a short brief:

[Gamma.app](https://gamma.app)

HOT TIP

Less is more! Remember a slide deck is a visual aid – not a verbal one!





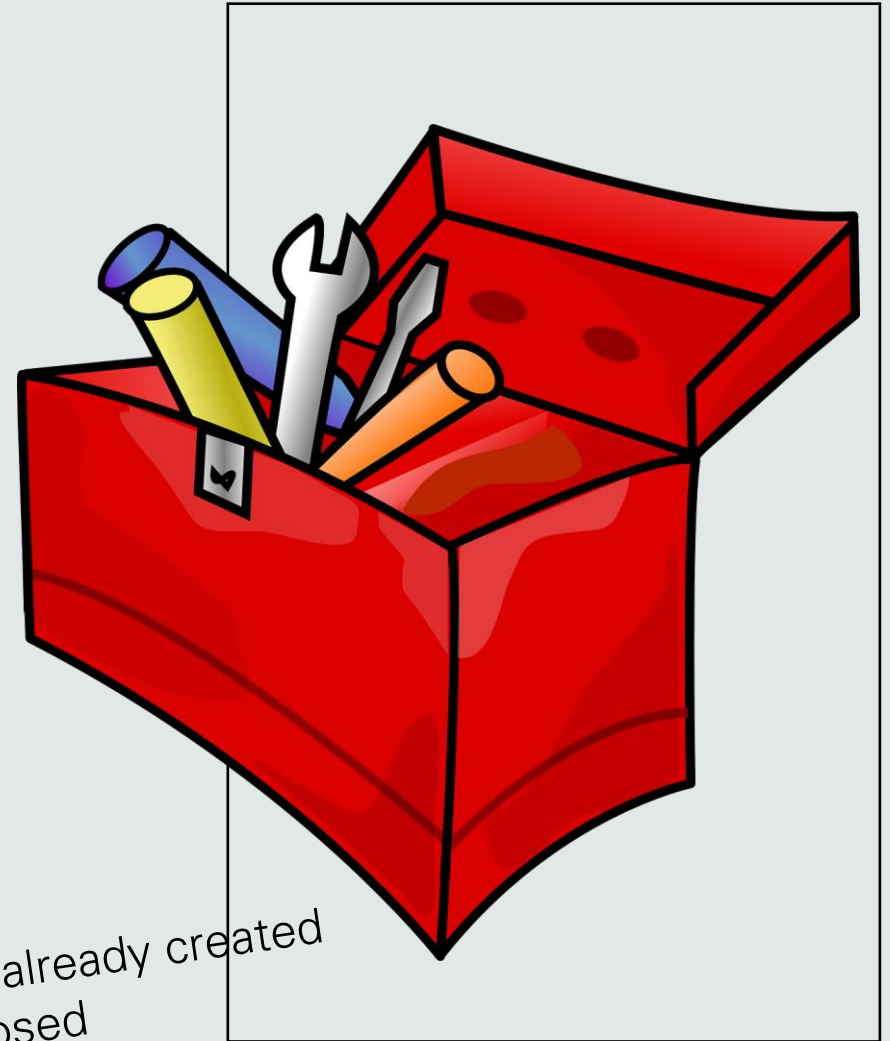
# PUT YOUR CONTENT IN TOP GEAR

[ElevenLabs.io](https://ElevenLabs.io)

Audiobooks  
Blog to speech  
Course creation  
Video voiceovers  
Podcasting  
Content in other languages  
Sales pitches and demos  
Sound effects

HOT TIP

Be creative about how already created  
content can be repurposed



# GET MORE ENGAGEMENT

Everyone loves a quiz or survey and posting a link on social media can improve your engagement.

## HOT TIPS

Check out these survey tools:

1. [SurveyMonkey.com](https://www.surveymonkey.com)
2. [TryInteract.com](https://www.tryinteract.com)
3. [ScoreApp.com](https://www.scoreapp.com)



# KEEP YOUR WEBSITE ON TARGET

Make it a monthly task to review your website. Check links work, make sure the navigation is easy, keep the content fresh and relevant.

## HOT TIPS

1. SemRush.com gives you stats on your website showing how your keywords perform.
2. SEObility.net crawls your website and finds errors, problems with on-page optimisation and other problems.



# NEED HELP?

◆ Marketing strategy ◆ Blogs ◆ Newsletters ◆ Social media content & management ◆ email campaigns ◆ Landing pages ◆ Autoresponders ◆ Articles for the media ◆ Marketing funnels ◆ Lead magnets ◆

And we help people to develop, write, publish and market non-fiction books.

Contact me at:

[Lesley@insideneews.co.uk](mailto:Lesley@insideneews.co.uk) or on 07919 177653

