



Everyday AI for Business



This report will give you some ideas for how AI can help your business. Some of these tools are free, some are on subscription, but most offer a free trial. If you choose a free trial, put the expiry date in your diary and schedule 'playtime', so you don't end up paying for tools you don't use often enough to justify the fee.

Dip in and explore!

1: Focus first

First discover your ideal client avatar.

[Founderpal.ai](https://founderpal.ai) offers a User Persona Generator as part of their free deck of tools to generate a profile that will get you focused.

There's also a worksheet in the Treasure Chest 7 *Simple Steps to Attract Lots of Lovely New Customers*.

Get one or more avatars in place and your marketing will become much more effective.



2: Content generation

Most people have heard of [Chat GPT](#), but using it effectively will give you better results.

My tips:

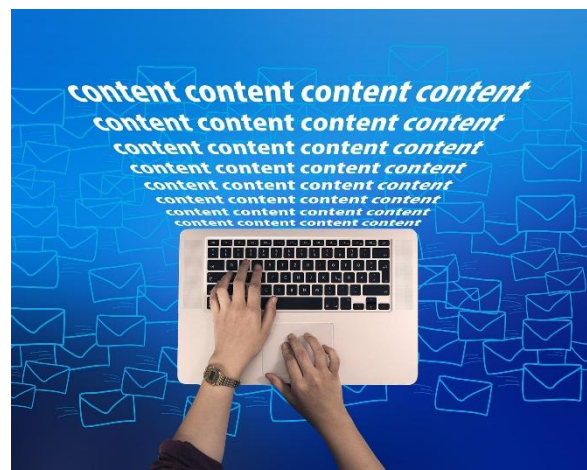
The better the brief, the better the outcome.

If you're not happy with the outcome, ask it to redo the copy 'in the style of a professional copywriter'.

Never just copy and paste content – edit it to reflect your voice.

There are other content generation tools. Check out:

- [Claude](#)
- [Perplexity](#)
- [Gemini](#)
- [Deepseek](#)



3: 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.

This is just one of many tools that can turn one kind of content into other versions.

You'll find [ElevenLabs.io](https://elevenlabs.io) is amazing too. It can help with:

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

Don't reinvent the wheel!



4: Graphics

Creating graphics helps you to add relevant images to support your message, whether it's a blog article, a social media post, your newsletter header or a slide deck.

[Canva.com](https://canva.com) is a great place to start creating bespoke images.

Use royalty free image libraries for existing images – such as Pixabay, Unsplash, Pexels, etc. NEVER use images resourced from Google images – they may have copyright and there's not always any way to see that. You're risking a big fine (in the thousands) if you use them.

Creating images from scratch is much easier now with AI like:

[Dall-e](https://openai.com/dall-e)

[Leonardo.ai](https://leonardo.ai)

Or if you want to convert text into a graphic, try using:

[Napkin.ai](https://napkin.ai)



5: Video creation & editing

Canva has the facility to create still slides that can be run as video, but if you want original moving video try [InVideo](#). Give it a brief and it will create a video for you.

Tip: Check out AppSumo.com for deals on software – InVideo often has a lifetime offer for a nominal cost on this platform.



If you want to edit video material, look at:

- [Capcut](#)
- [Descript](#)

6: Video clips for social media

If you have a longer video – e.g. 10 minutes or more – there are clever tools that will clip intelligent 30-60 second shorts suitable for social media.

All these AI tools will produce the goods!

[Opus.pro](#)

[Getmunch.com](#)

[Alphana.ai](#) (this is sometimes on AppSumo)

And, if you're uploading videos to YouTube, check out [Taja](#), which not only clips videos, but also creates the description and keywords to optimise your SEO.



MEDIA

7: Polish up your presentations

If you spend hours creating slide decks – check out [Gamma.app](#). A short brief will deliver a complete presentation in minutes (instead of hours). You can use it to create reports, ebooks and more too.

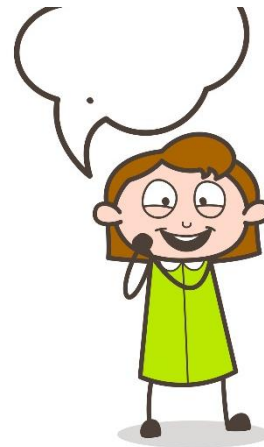
My tip is to review and edit as slide decks are visual aids (not verbal ones), and Gamma can sometimes overload slides with copy.



8: Get more engagement

Everyone loves a quiz or survey and posting a link on social media can improve your engagement. Check out the following:

- Surveymonkey.com
- Tryinteract.com
- ScoreApp.com



9: 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.

These AI tools may be useful:

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.



These are just a few of the dozens of AI options available – and there are more coming and more sophisticated versions being developed daily. I've chosen a few that I think are practical for busy entrepreneurs who don't want to do battle with lots of tech!

Experiment and find the ones that work for you and your business.

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