

// MY FULL RECOMMENDED TOOLKIT · OCTOBER 2026

The AI TOOLKIT

The AI tool to use for every job in your business. What each one is for, what it costs, how to start with it today and what to watch out for.



Writing

Research

Apps & Websites

Content Creation

Coding

Design

Advertising

Sales

Lead Follow-up

Operations

SEO & AI Search

Making Money

38 TOOLS

12 JOBS

12 COPY-PASTE PROMPTS

By Avi Grondin · @avigrondin

// BEFORE YOU START

Read this first

A new AI tool launches every morning and most of them do the same five things. You do not need all of them. You need the right one for the job in front of you, and you need to know what it costs before you sign up.

You asked for my toolkit, so here it is: **38 tools across 12 jobs**. Every chapter is one job. It opens with my pick and two alternatives, then gives each tool one card: what it is best for, what it costs, three steps to start today and the honest limit. Most chapters end with a prompt you can copy and three things to do before the day is over.

Three ways to use it

ONE JOB TO FIX

"My content takes too long"

Go straight to that chapter. Set up the pick, use it for two weeks, then decide. Skip the rest of the guide until you need it.

STARTING FROM ZERO

"I use nothing yet"

Start with the starter stack below. Five tools, one paid plan. Add a tool only when a job hurts enough to need one.

ALREADY PAYING

"I have 14 subscriptions"

Use the table on the next pages. Circle every tool you pay for, then cancel one of each pair that does the same job.

Three rules that run through every chapter

- 1 One tool per job.**
Two tools for the same job cost twice as much and each gets used half as often. Pick one, learn it properly, and move on to the next job.
- 2 Start on the free plan.**
Almost every tool here has a free plan or a free trial. Pay when you hit the limit, not before. The cards tell you where each limit is.
- 3 Give it your context.**
A tool that knows your offer, your customer and how you write beats a better tool that knows nothing about you. Chapter 1 shows you how to set that up once.

How to read a tool card

01

Best for

The one job this tool earns its place for.

02

Price

Free plan or trial first, then the cheapest paid plan.

03

Start here

Three steps for your first session, in order.

04

Watch out

The honest limit, so it does not surprise you later.

A NOTE ON PRICES AND RULES

AI tools change every month. Every price and feature here was checked on the vendor's own site on 12 October 2026. Check again before you buy. Notes on texting, calling, cold email and AI actors flag real rules in plain words. They are not legal advice.

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// EVERY TOOL AT A GLANCE

38 tools, one table

JOB	TOOL	BEST FOR	PRICE
01 Writing	 Claude MY PICK	Long copy in your voice: emails, sales pages, proposals, scripts.	Free plan · Pro ~\$20/mo
	 ChatGPT	One app for drafts, images, voice and quick rewrites.	Free plan · Go ~\$8/mo
	 Gemini	Drafting and editing inside Gmail and Google Docs.	Free plan · AI Plus ~\$5/mo
02 Research	 Perplexity MY PICK	Web answers with numbered sources you can click and check.	Free plan · Pro ~\$17/mo annual
	 Gemini Notebook	Questions answered only from your own files, with citations.	Free plan · AI Plus ~\$5/mo
03 Building apps and websites	 Emergent MY PICK	Apps with logins, saved data, payments and a live address.	Free plan · Standard ~\$20/mo
	 Lovable	Quick prototypes and clean web apps you can share today.	Free plan · Pro ~\$25/mo
	 Webflow	A marketing site with a blog you keep growing.	Free plan · Basic ~\$25/mo
	 Framer	One sharp landing page, live this afternoon.	Free plan · Basic ~\$15/mo
04 Content creation	 Blotato MY PICK	Posting one idea to nine platforms without nine logins.	Free trial · Starter \$29/mo
	 CapCut	Editing short videos fast on your phone or desktop.	Free plan · Pro ~\$20/mo
	 OpusClip	Turning one long video into a batch of short clips.	Free plan · Starter \$15/mo
	 Descript	Cleaning up talking-head footage by editing the words.	Free plan · Hobbyist \$24/mo
	 HeyGen	Avatar videos without filming, and translating videos you already made.	Free plan · Creator \$29/mo
	 ElevenLabs	Voiceovers when you have a script but no recording.	Free plan · Starter \$6/mo
05 Coding	 Claude Code MY PICK	Scripts, sites and internal tools built from plain requests.	Pro ~\$20/mo
	 Codex	ChatGPT subscribers who want tasks running in the background.	Free to try · Plus ~\$20/mo
	 GitHub Copilot	Teams whose code already lives in GitHub and VS Code.	Free plan · Pro ~\$10/mo
06 Design	 Canva MY PICK	Social posts, thumbnails and decks that stay on brand.	Free plan · Pro ~\$18/mo
	 Midjourney	Images with a distinct look for ads, covers and brand visuals.	Basic ~\$10/mo
	 Figma	App and website mockups a developer or client can click through.	Free plan · Professional ~\$20/mo
07 Advertising	 Higgsfield MY PICK	Static ads, product shots and short video ads from one login.	Free to try · Starter ~\$19/mo
	 Arcads	Creator-style video ads read by an AI actor, in many versions.	Free trial · Paid plans
	 Meta Advantage+	Letting Meta's AI find buyers on Facebook and Instagram.	Built into Ads Manager

JOB	TOOL	BEST FOR	PRICE
08 Sales	 Clay MY PICK	Building a researched lead list from 150+ data providers in one table.	Free plan · Launch \$185/mo
	 Apollo	A contact database and simple email sequences in one login.	Free plan · Basic \$65/mo
	 Instantly	Sending cold email at volume from many warmed-up inboxes.	Free trial · Growth \$47/mo
	 Close	Small teams that sell by phone, text and email.	Free trial · Solo \$19/mo
	 Fathom	Recording sales calls and getting the notes without typing them.	Free plan · Premium \$20/mo
09 Lead follow-up	 ManyChat MY PICK	Turning comments and DMs into leads on Instagram, TikTok and WhatsApp.	Free plan · Essential ~\$17/mo
	 GoHighLevel	One place for texts, emails, pipeline and booked calls.	Free trial · Starter ~\$97/mo
	 Retell AI	AI phone agents that answer, qualify, book and call back.	Free to try · From ~\$0.07/min
10 Operations	 Zapier MY PICK	Connecting the apps you already use, with no code.	Free plan · Professional ~\$30/mo
	 Make	Multi-branch automations you can see laid out on a canvas.	Free plan · Core ~\$11/mo
	 n8n	A technical team that wants control of server, data and cost.	Free self-hosted · Starter ~\$24/mo
	 Notion	One home for SOPs, projects, meeting notes and your team wiki.	Free plan · AI on Business ~\$24/mo
11 SEO and AI search	 Ahrefs MY PICK	Seeing what buyers search and who AI names.	Free plan · Starter ~\$29/mo
	 Semrush	Tracking your brand across AI answers with daily prompts.	Free plan · SEO ~\$139/mo

Prices are the cheapest paid plan on each vendor's own site on 12 October 2026, in US dollars, billed monthly unless marked annual. They change often: check before you buy.

Starting from zero? The starter stack

Five tools, one paid plan, about \$20 a month. This covers chapters 1, 2, 4, 6 and 10. Everything else in this guide is for when a specific job needs it.



Claude

Writing and thinking, with your voice saved in a Project.

PRO ~\$20/MO



Perplexity

Research with sources you can click and check.

FREE PLAN



Canva

Social graphics, thumbnails and decks.

FREE PLAN



CapCut

Short videos with captions, on your phone.

FREE PLAN



Zapier

Your first automation between two apps.

FREE PLAN

01

// CHAPTER 1 • THINK AND WRITE

Writing

You can spot an AI email by the second line, and so can your customer. The fix is not a smarter tool, it is feeding the tool you pick enough of your own writing that the draft sounds like you.

MY PICK

Claude

Projects hold your samples so every draft starts from your voice.

RUNNER-UP

ChatGPT

Wins when you want memory, images and voice in one app.

SPECIALIST

Gemini

For people who write inside Gmail and Google Docs all day.



Claude

claude.ai

FREE PLAN

PRO ~\$20/MO

BEST FOR Long copy in your voice: emails, sales pages, proposals, scripts.

Claude is Anthropic's assistant. For writing, the feature that matters is Projects: a workspace where you upload past emails and posts as project knowledge and set project instructions once, so every chat in it starts from your voice. Free accounts get up to 5 projects, plus web search and memory.

START HERE

- Open Projects in the left sidebar and click + New Project.
- Click + in the project knowledge base and add 5 of your own pieces.
- Click Set project instructions, paste your voice rules, then Save instructions.

WATCH OUT

Usage is capped per 5-hour session and Free has the smallest cap; Pro gives at least 5x more. Skip the samples and it still writes generic copy.



ChatGPT

chatgpt.com

FREE PLAN

GO ~\$8/MO

BEST FOR One app for drafts, images, voice and quick rewrites.

ChatGPT is OpenAI's assistant. Projects keep related chats, files and instructions together on every plan, including Free. Memory remembers your preferences and details between chats, Canvas is there for drafting documents, and image creation and voice chats sit in the same app.

START HERE

- Select New project in the sidebar and name it Voice.
- Add your writing samples to the project as files.
- Open the more options menu, select Project settings, and add your instructions.

WATCH OUT

The \$8 Go plan may include ads, and memory and deep research are limited on Free. The advanced reasoning models start at Plus, \$20 a month.

**Gemini**

gemini.google.com

FREE PLAN

AI PLUS ~\$5/MO

BEST FOR Drafting and editing inside Gmail and Google Docs.

Gemini is Google's assistant. The free app includes Canvas and Gems, which are custom versions of Gemini that hold your instructions and files. Paid Google AI plans put Gemini inside Gmail and Docs, where it drafts and refines text in the page you are already working in.

START HERE

- At gemini.google.com, click Explore Gems, then New Gem.
- Paste your voice rules as instructions, add samples under Knowledge, click Save.
- In Gmail, click Compose, type a prompt in Help me write, click Create.

WATCH OUT

The \$5 Plus plan lists Gmail but not Docs. Gemini in Docs is on Google AI Pro, about \$20 a month, and some features are select languages only.

PICK IN 10 SECONDS

If you write long pieces and care most about sounding like yourself, use Claude. If you want one app that also makes images and talks back, use ChatGPT. If your day runs inside Gmail and Google Docs, use Gemini.

PROMPT · WRITE IN YOUR VOICE

Below are [NUMBER] things I wrote: [PASTE 3 TO 5 EMAILS, POSTS OR PAGES].

Study them before you write anything. List the rules of my voice: sentence length, word choice, how I open, how I close, and what I never say. Show me the rules and wait for my OK.

Then write a [TYPE OF PIECE] for [AUDIENCE] about [TOPIC]. Goal: [WHAT THE READER SHOULD DO]. Length: [LENGTH]. Follow my voice rules. Do not add claims, numbers or stories that are not in my notes: [NOTES].

DO THIS TODAY

1. Collect 5 pieces you wrote and liked: 2 emails, 2 posts, 1 longer page.
2. Create a Claude Project called My Voice and upload them as project knowledge.
3. Run the prompt above on one real email you owe someone, then edit and send it.

02

// CHAPTER 2 • THINK AND WRITE

Research

An answer with no source is a guess you cannot check. Before you quote a market size, a competitor's price or a regulation to a client, you want the link, the date and the exact line it came from.

MY PICK

Perplexity

Answers from the live web with sources you can click.

RUNNER-UP

Gemini Notebook

Answers only from the documents you upload, with citations.

SKIP IF

You research rarely

A few reports a month fit your assistant's deep research mode.



Perplexity

perplexity.ai

FREE PLAN

PRO ~\$17/MO ANNUAL

BEST FOR Web answers with numbered sources you can click and check.

Perplexity is an answer engine built on live web search. Every answer carries numbered inline citations that link to the original source, so you can check each claim. Pro adds Deep research, which runs dozens of searches and writes a report, plus a choice of AI models.

START HERE

- Ask one specific question in Search and click the numbered citations.
- Switch the Search menu to Deep research for a full report.
- Click Create project to keep one topic's files and searches together.

WATCH OUT

Free is limited daily use on basic models; Deep research and the model picker are on Pro. Sources can be weak or misread, so open any you plan to quote.



Gemini Notebook

notebook.google.com

FREE PLAN

AI PLUS ~\$5/MO

BEST FOR Questions answered only from your own files, with citations.

Google renamed NotebookLM to Gemini Notebook in July 2026. You load a notebook with your own sources, such as PDFs, Google Docs, web pages and YouTube links, and chat answers use only those sources, with inline citations. It also builds reports, mind maps and Audio Overviews from them.

START HERE

- Open notebook.google.com and select Create new notebook.
- Select Upload a source and add your contracts, reports or call transcripts.
- Ask a question in chat, then select a citation to see the quote.

WATCH OUT

It only knows what you upload, so gaps in your files become gaps in the answer. Free holds 50 sources per notebook, and it can still make mistakes.

ALREADY PAYING FOR AN ASSISTANT?

All three have a deep research mode today. Claude: Research is on Pro, not on Free. ChatGPT: deep research is limited on Free and Go, expanded on Plus. Gemini: Deep Research is on the free plan, with higher limits on paid Google AI plans.

PICK IN 10 SECONDS

If the answer is somewhere on the web and you need to cite it, use Perplexity. If the answer is in your own files, use Gemini Notebook. If you only need a long report now and then, use your assistant's deep research mode.

PROMPT · RESEARCH WITH PROOF

Research [QUESTION] for a [YOUR BUSINESS TYPE] in [COUNTRY OR CITY]. Use sources from the last [12] months and prefer primary sources: company pages, filings, government data.

For every claim give the source name, the link and its publication date. Put numbers in a table with the source beside each one. If two sources disagree, show both.

End with a list titled "What I could not confirm" covering anything you found in only one source or could not date. Do not guess.

PROMPT · COMPETITOR SNAPSHOT

Compare [MY BUSINESS] with [COMPETITOR 1] and [COMPETITOR 2] in [CITY OR MARKET]. For each one find: what they sell, their public prices, their main promise, and what customers praise and complain about in reviews from the last 12 months.

Put it in a table with a source link in every cell. Then list three gaps none of them covers. If you cannot find something, write "not found". Do not guess.

DO THIS TODAY

1. Pick one question you need answered this week, like a competitor's pricing.
2. Run the prompt above in Perplexity and open every source you plan to quote.
3. Upload 5 of your own documents to Gemini Notebook and ask it the same question.

03

// CHAPTER 3 • BUILD

Building apps and websites

Building an app used to mean hiring a developer and waiting months. Now you describe it in a chat box and click through a working version the same day, though getting it ready for real customers still takes testing.

MY PICK

Emergent

Builds the whole app: screens, backend, database, sign-in and hosting.

RUNNER-UP

Lovable

Wins for fast web prototypes and GitHub sync on every plan.

SPECIALIST

Webflow

A marketing site you will keep adding pages and posts to.



Emergent

emergent.sh

FREE PLAN

STANDARD ~\$20/MO

BEST FOR Apps with logins, saved data, payments and a live address.

Emergent turns a chat into a full-stack web or mobile app. Its agents write the screens, the backend and a MongoDB database, add sign-in, connect Stripe, PayPal or Razorpay, run tests, then publish to a live address. On Standard you can attach your own domain and use Save to GitHub.

START HERE

- On the home screen, pick Full Stack App, Mobile App or Landing Page.
- Switch to Plan, agree on the screens and data, then let it build.
- Click through Preview as a real user before you press Publish.

WATCH OUT

A live app costs from 50 credits a month, half the Standard plan, and big changes burn the rest fast. Test sign-in and payments yourself before real customers do.



Lovable

lovable.dev

FREE PLAN

PRO ~\$25/MO

BEST FOR Quick prototypes and clean web apps you can share today.

Lovable builds websites and web apps from a chat, with a live preview beside it. Lovable Cloud adds the database, sign-in, file storage and backend functions, and every plan syncs your code to GitHub. Pro gives 100 credits a month: a small change costs about half a credit, a landing page about two.

START HERE

- Describe your app in the prompt box and keep Build selected.
- Ask for one change at a time and check the preview.
- Ask it to add sign-in and saved data, then press Publish.

WATCH OUT

Free gives 5 build credits a day, capped at 30 a month, and custom domains need Pro. It publishes to the web, with no built-in app store route.

**Webflow**

webflow.com

FREE PLAN

BASIC ~\$25/MO

BEST FOR A marketing site with a blog you keep growing.

Webflow is a visual site builder with a real CMS for blog posts, case studies and landing pages. Its AI site builder turns a prompt into a first site, and Webflow AI drafts copy, designs new sections, creates CMS items in bulk and audits the site for search and AI answer engines.

START HERE

- Start free and describe your business to the AI site builder.
- Ask Webflow AI to design a new section in your site's style.
- Add the Premium site plan when you need the blog live.

WATCH OUT

Basic has no CMS, so a blog means Premium, about \$39 a month. Code export (no CMS content) and some AI features on free sites need a paid Workspace plan.

**Framer**

framer.com

FREE PLAN

BASIC ~\$15/MO

BEST FOR One sharp landing page, live this afternoon.

Framer is a design canvas that publishes straight to a live site. Its AI agent creates editable pages, sections, copy and visuals from a prompt, reviews the site for typos, contrast and SEO gaps before you publish, and you can take over on the canvas at any point.

START HERE

- Start a free project and describe the page to the AI agent.
- Fix the headline, images and phone layout yourself on the canvas.
- Ask the agent to review the site, then publish.

WATCH OUT

Basic stops at 30 pages and 2 CMS collections. Framer's help center says there is no HTML export for self-hosting, so the site stays on Framer.

PICK IN 10 SECONDS

If it needs logins and saved data, use Emergent. If you want a quick prototype to show people, use Lovable. If it is a content site with a blog, use Webflow. If it is one landing page, use Framer.

PROMPT • FIRST MESSAGE TO AN APP BUILDER

Build a web app for [WHO USES IT]. Its one job: [THE ONE JOB]. Screens: [SCREEN 1], [SCREEN 2], [SCREEN 3]. It stores: [DATA, FOR EXAMPLE CLIENTS, BOOKINGS, PAYMENTS]. Users sign in with email. Done means: [WHAT A USER CAN DO START TO FINISH]. Leave out of version one: [FEATURES TO SKIP]. Before you build, ask me up to five questions, then show me the plan and the data you will store. Keep the design clean and simple, and make it work well on a phone.

DO THIS TODAY

1. Write your app idea in five lines: who, the one job, screens, data, what done means.
2. Paste the prompt into Emergent on the free plan and see how far 10 credits go.
3. Test every button as a customer, then save the code to GitHub so you hold a copy.

04

// CHAPTER 4 • CREATE

Content creation

You film one good idea on Monday and by Friday it is still sitting in your camera roll. These six tools cover the gap between having something to say and having it posted on Instagram, TikTok, YouTube Shorts and LinkedIn.

POST EVERYWHERE

Blotato

One idea becomes posts for nine platforms, scheduled from one place.

EDIT

CapCut

Fast phone or desktop edits with templates and auto captions.

CLIP LONG VIDEOS

OpusClip

Paste a long video link, get captioned short clips back.



Blotato

blotato.com

FREE TRIAL

STARTER \$29/MO

BEST FOR Posting one idea to nine platforms without nine logins.

Blotato writes, designs and publishes social posts from one place. Give its AI Agent an idea or a source (YouTube link, TikTok, article, PDF or audio file) and it drafts the posts. Add carousels, slideshows or AI video, then schedule to Instagram, TikTok, YouTube, LinkedIn, Facebook, X, Threads, Bluesky and Pinterest.

START HERE

- Start the 7-day trial, then open Accounts and click Connect account.
- Click New Post, add a source under Context, and describe the post you want.
- Open Schedule, pick your accounts, choose Pick a time, then click Schedule.

WATCH OUT

One VEO3 clip costs 1,250 credits, a full Starter month, while a basic 30-second video costs 7. Blotato cannot add Instagram's AI label for you.



CapCut

capcut.com

FREE PLAN

PRO ~\$20/MO

BEST FOR Editing short videos fast on your phone or desktop.

CapCut is a video editor that runs on your phone, desktop and browser. Trim your footage, drop it into a template, add subtitles with Auto captions, and use text to speech or background removal. Pro adds premium templates, 1,200 monthly AI credits and 1 TB of cloud storage.

START HERE

- Download CapCut or open it in your browser, then start a new project.
- Tap Captions, choose Auto Captions, confirm the language, then tap Generate.
- Tap any caption to fix wrong words, then Export.

WATCH OUT

Prices vary by region and device. CapCut's own help pages disagree on whether auto captions are free or Pro, so check inside your app first.

**OpusClip**

opus.pro

FREE PLAN

STARTER \$15/MO

BEST FOR Turning one long video into a batch of short clips.

OpusClip takes a long video (an interview, podcast or webinar recording) and cuts it into short clips. ClipAnything picks the moments, ReframeAnything keeps the speaker centered for each platform, and captions are added for you. Paid plans add a virality score and posting to YouTube Shorts, TikTok and Instagram.

START HERE

- Sign up free, then paste a YouTube or Zoom link or upload a file.
- Wait for the clips, then open the two or three that make sense alone.
- Fix the captions, add your logo, then download.

WATCH OUT

The free plan gives 60 minutes of processing a month, adds a watermark and holds clips for 3 days. Scheduling to all platforms needs Pro at \$29 a month.

**Descript**

descript.com

FREE PLAN

HOBBYIST \$24/MO

BEST FOR Cleaning up talking-head footage by editing the words.

Descript transcribes your recording, then lets you edit the video by editing the text: delete a sentence and the footage goes with it. Remove filler words and Studio Sound clean up a rough take, Create clips pulls shorts from a long one, and Underlord, its AI editor, makes a rough cut from your instructions.

START HERE

- Start a new project and drag in your recording.
- Read the transcript and delete every line you would not say again.
- Open AI Tools, run Remove filler words, then turn on Studio Sound.

WATCH OUT

Free exports are 720p with a watermark. Hobbyist is \$24 monthly or \$16 a month billed yearly, and AI tools spend credits: 400 a month.

**HeyGen**

heygen.com

FREE PLAN

CREATOR \$29/MO

BEST FOR Avatar videos without filming, and translating videos you already made.

HeyGen makes video from a script using an AI avatar: one of its stock avatars, or a Digital Twin of you trained on 2 to 5 minutes of footage. Video translation re-voices an existing video in another language with lip sync, across 175+ languages and dialects on paid plans.

START HERE

- Open Avatars, select New Avatar, then choose Clone a Real Person.
- Record 2 to 5 minutes of footage, then record the consent video.
- Make a test video: the free plan allows 3 a month, 1 minute each.

WATCH OUT

Only clone a face you have the right to use: HeyGen requires a consent video from the person shown. Check each platform's rule on when to label AI-made video.

**ElevenLabs**

elevenlabs.io

FREE PLAN

STARTER \$6/MO

BEST FOR Voiceovers when you have a script but no recording.

ElevenLabs turns text into spoken audio. Type or paste a script in Text to Speech, pick a voice and download the file. Instant Voice Cloning, on Starter and up, builds a copy of your own voice from 1 to 2 minutes of clean audio, and Dubbing Studio re-voices a video in another language.

START HERE

- Open Text to Speech in the sidebar and paste a 30-second script.
- Pick a voice, click Generate speech, and download the audio.
- To clone your own voice: Voices, plus icon, Instant Voice Clone.

WATCH OUT

Only clone a voice you have the right to use, and check each platform's rule on when to label AI audio. The free plan has no commercial license.

PICK IN 10 SECONDS

No footage yet? Use HeyGen. Raw talking-head footage? Use Descript. Phone clips to cut together? Use CapCut. A long podcast or webinar? Use OpusClip. Need a voice? Use ElevenLabs. Need to post daily on five platforms? Use Blotato.

PROMPT · ONE IDEA TO A 30-SECOND SCRIPT

You write short-form video scripts. My idea: [IDEA]. My audience: [WHO THEY ARE]. My offer: [WHAT I SELL]. Write a 30-second script I can say on camera, about 75 words, in plain spoken language. Structure: a hook in the first 3 seconds, three beats that each make one point, then one call to action: [WHAT THEY SHOULD DO]. Then write a caption under 50 words and five hashtags. Give me three different hooks to choose from. No hype and no invented numbers.

DO THIS TODAY

1. Run the prompt above on one idea and record the script on your phone.
2. Edit it in CapCut or Descript: cut the pauses and add captions.
3. Start the Blotato trial, connect your accounts, and schedule that video to every platform you use.

05

 // CHAPTER 5 • BUILD

Coding

A chatbot hands you code to copy and paste. A coding agent opens your project, edits the files, runs the tests and shows you what changed, which is faster and also why you need a way to undo.

MY PICK**Claude Code**

Runs in terminal, desktop, web and your editor on one plan.

RUNNER-UP**Codex**

Wins if you already pay for ChatGPT Plus or Pro.

SPECIALIST**GitHub Copilot**

Your code and team already live in GitHub and VS Code.

**Claude Code**

claude.com

PRO ~\$20/MO

BEST FOR Scripts, sites and internal tools built from plain requests.

Claude Code is Anthropic's coding agent: it reads your project, edits files, runs commands and handles git, in the terminal, the desktop app, the web, VS Code and JetBrains. Plan mode proposes changes before touching anything, and a CLAUDE.md file holds your standing instructions. It comes with every paid Claude plan.

START HERE

- Subscribe to Pro, open the Claude desktop app and click the Code tab.
- Point it at a project folder and ask: what does this project do?
- Switch to plan mode, approve the plan, then read every diff.

WATCH OUT

It shares your plan's limits, a five-hour window plus a weekly cap, and Pro can hit them. Rewind does not undo shell commands, so commit to git first.

**Codex**

openai.com

FREE TO TRY

PLUS ~\$20/MO

BEST FOR ChatGPT subscribers who want tasks running in the background.

Codex is OpenAI's coding agent, included with ChatGPT. Use it in the ChatGPT desktop app, the Codex CLI, an IDE extension or Codex cloud, where tasks keep running after you close your laptop. It can also review pull requests on GitHub automatically, and an AGENTS.md file holds your project rules.

START HERE

- Download the ChatGPT desktop app and sign in with your ChatGPT account.
- Open your project folder and select Codex from the ChatGPT dropdown.
- Give it one small task and read the changes before you accept.

WATCH OUT

Free and Go get a limited version in the desktop app only. On Plus, limits depend on the model, and cloud tasks use more of your allowance.



GitHub Copilot

github.com

FREE PLAN

PRO ~\$10/MO

BEST FOR Teams whose code already lives in GitHub and VS Code.

GitHub Copilot puts AI inside the editor and GitHub itself. You get inline suggestions as you type, chat, and agent mode that edits across files in VS Code, Visual Studio, JetBrains and Xcode. On Pro, the cloud agent takes an assigned issue, works in the background and opens a pull request.

START HERE

- In VS Code, hover the Copilot icon and select Use AI Features.
- Open the Chat view, pick Agent, and ask for one small change.
- On Pro, assign a GitHub issue to Copilot and review its pull request.

WATCH OUT

Chat and agents spend AI Credits, and Free stops at 50 chat requests a month. Never paste API keys into a chat, and read every pull request before you merge.

PICK IN 10 SECONDS

If you want one agent for scripts, sites and internal tools, use Claude Code. If you already pay for ChatGPT, use Codex. If your team works in GitHub and VS Code all day, use GitHub Copilot.

PROMPT · FIRST MESSAGE TO A CODING AGENT

Goal: [WHAT YOU WANT, IN ONE SENTENCE]. The code is in [FOLDER OR REPO]. Run it with [COMMAND] and test it with [COMMAND]. Do not touch [FILES, FOLDERS OR SETTINGS TO LEAVE ALONE]. Never print or change secrets or .env files. Before you edit anything, read the project and show me a plan with the files you will change. Wait for my OK. Ask before you delete files, install packages, change the database or push to git. When done, run the tests and list what changed and why.

DO THIS TODAY

1. Put your project in a git repository and commit before the agent touches anything.
2. Give Claude Code one small, boring task and read every line it changes.
3. Move API keys into a .env file and never paste them into a chat.

06

// CHAPTER 6 • CREATE

Design

You need a thumbnail tonight, a deck by Friday and social posts that all look like one brand, and you are not a designer. You do not need to be: describe what you want, then fix what comes back.

MY PICK

Canva

Posts, thumbnails and decks in one place, with your brand saved.

RUNNER-UP

Midjourney

When you need images with a look of their own.

SPECIALIST

Figma

App and website mockups you can click through, from a prompt.

**Canva**

canva.com

FREE PLAN

PRO ~\$18/MO

BEST FOR Social posts, thumbnails and decks that stay on brand.

Canva is a drag-and-drop design tool with AI built in. Canva AI drafts a post, deck or thumbnail from a typed prompt, a Brand Kit stores your logo, colors and fonts, and Magic Resize copies one design into other social sizes. Magic Edit and Background Remover handle photo fixes.

START HERE

- From the homepage side panel, select Brand and add your logo, colors and fonts.
- Open Canva AI on the homepage and describe the post or deck you need.
- In the editor, click Resize, pick the sizes, then Copy & resize.

WATCH OUT

Free allows up to 20 uses a month of the AI tools that draw on your allowance. Magic Resize, Magic Edit and Background Remover need Pro.

**Midjourney**

midjourney.com

BASIC ~\$10/MO

BEST FOR Images with a distinct look for ads, covers and brand visuals.

Midjourney is an image generator known for a look of its own. The default model is V8.2, with HD images at 2K. Personalization profiles and moodboards teach it your taste, and Style References carry one look across a whole set of graphics. It also turns a still image into video.

START HERE

- Subscribe at midjourney.com, then open the Create page.
- Type your prompt in the Imagine bar. You get four images back.
- Add a Style Reference image so the next batch matches the look you like.

WATCH OUT

No free trial on the website. Images are public by default, and Stealth Mode, which keeps them private, only comes with Pro at \$60 a month.



Figma
figma.com

FREE PLAN

PROFESSIONAL ~\$20/MO

BEST FOR App and website mockups a developer or client can click through.

Figma is a design tool for apps and websites. Figma Make turns a typed prompt, or a design you attach, into a working prototype or web app you can click through and keep editing. Figma Sites (beta) publishes websites, and Figma Slides covers decks.

START HERE

- In the file browser, open Drafts and click Make in the upper right.
- Describe the screen you want. Use the + button to attach a reference.
- Click through the result, then ask for one change at a time.

WATCH OUT

Starter is capped at 500 AI credits a month and publishes only through Figma Community. A Professional Full seat gets 3,000 credits, and the full editor takes time to learn.

IMAGES INSIDE YOUR ASSISTANT

ChatGPT runs ChatGPT Images 2.5: it changes only what you ask and keeps the person from your reference photo. Gemini runs Nano Banana 2 free and Nano Banana 2.1 on a paid Google AI plan: clear text in the image and consistent characters.

PICK IN 10 SECONDS

If you need a post, thumbnail or deck today, use Canva. If the picture itself has to stop the scroll, make it in Midjourney, then add the text in Canva. If you are mocking up an app or a website, use Figma.

PROMPT · AN IMAGE BRIEF FOR CANVA AI, MIDJOURNEY OR CHATGPT

Create one image for [WHERE IT GOES, e.g. Instagram ad for my bakery].

Subject: [WHO OR WHAT, DOING WHAT].

Setting: [PLACE AND TIME OF DAY].

Light: [e.g. soft morning window light from the left].

Lens: [e.g. 50mm, eye level, shallow depth of field].

Style: [e.g. candid editorial photo, warm muted colors].

Leave out: text, logos, watermarks, extra people, [ANYTHING ELSE].

Aspect ratio: [1:1, 4:5, 9:16 or 16:9].

Keep the [TOP THIRD] empty and uncluttered so I can add a headline.

DO THIS TODAY

1. Set up your Brand Kit in Canva with your logo, two colors and one font.
2. Fill in the image prompt above and run it in Canva AI or Midjourney.
3. Turn your favorite result into three sizes: square post, vertical story, wide thumbnail.

07

// CHAPTER 7 • SELL

Advertising

An ad used to mean a shoot, an editor and a week of waiting. Now the creative comes from a prompt and the ad platform's own AI picks who sees it, so your job is the angle and the numbers.

MAKE THE CREATIVE

Higgsfield

Image and video models for ads under one credit balance.

AI ACTORS

Arcads

Talking AI actors read your script in a creator-style video.

FIND THE BUYERS

Meta Advantage+

Meta's AI sets audience, placements and budget for each campaign.



Higgsfield

higgsfield.ai

FREE TO TRY

STARTER ~\$19/MO

BEST FOR Static ads, product shots and short video ads from one login.

Higgsfield puts 30+ image and video models, including Kling 3.0, Seedance 2.0 and Veo 3.1, behind one credit balance. Ads Studio builds a brand kit from your website and makes on-brand static ads, Ad Multiplier recreates an ad with your product, and Marketing Studio handles UGC, product shots and posters.

START HERE

- Open Ads Studio and enter your website so it builds your brand kit.
- Click Create ads for statics, or Ad multiplier to remake an ad with your product.
- In Marketing Studio, pick UGC, add an avatar and your product, then Generate.

WATCH OUT

Starter is 270 credits and selected models only; every model starts on Plus at \$59 a month. Unused credits expire each cycle, and video burns them fast.



Arcads

arcads.ai

FREE TRIAL

PAID PLANS

BEST FOR Creator-style video ads read by an AI actor, in many versions.

Arcads makes UGC-style video ads with talking AI actors. Pick one from a library of 1,000+, paste your script, choose a voice, and it lip-syncs a video up to 2 minutes long. A talking actor costs 800 credits a minute, so Starter's 8,000 credits make up to 10 minutes a month. Arcads lists no prices on its site; recent reviews put Starter near \$110 a month.

START HERE

- Start the 72-hour trial. A card is required and it rolls into Starter.
- Click Add actors, pick one, and paste your script.
- Pick a voice, preview the audio, then click Generate.

WATCH OUT

An AI actor is not a customer: FTC endorsement and fake-review rules bar scripting one as a real buyer or inventing results. Disclose it and use each platform's AI-content label.



Meta Advantage+

facebook.com/business

BUILT INTO ADS MANAGER

BEST FOR Letting Meta's AI find buyers on Facebook and Instagram.

Advantage+ is the AI inside Meta Ads Manager. Advantage+ sales, leads and app campaigns switch on Advantage+ audience, placements and campaign budget together, so Meta decides who sees each ad and where. Advantage+ creative adds AI enhancements such as image generation, text generation, translations and video subtitles.

START HERE

- In Ads Manager click + Create, then choose Sales or Leads.
- Keep the Advantage+ on label showing on Budget, Audience and Placements.
- Upload several different creatives, and review each Advantage+ creative enhancement before you publish.

WATCH OUT

Some Advantage+ creative enhancements are on by default and can change your image and text, so check each ad. Housing, employment and financial ads may get fewer AI features.

ON GOOGLE ADS

Google's version is Performance Max, one campaign that reaches Search, YouTube, Display, Discover, Gmail and Maps. On Search campaigns, turn on AI Max for Search: it adds search term matching, text customization and final URL expansion.

PICK IN 10 SECONDS

If you need images, product shots and video ads from one tool, use Higgsfield. If the ad is a person talking to camera, use Arcads. If the ad is made and you need buyers, launch it with Meta Advantage+ and let the campaign learn.

01

Winning angle

Pull the one promise your customers repeat in reviews and sales calls.

02

Creative

Make 3 to 5 versions in Higgsfield or Arcads. Change the hook and the visual.

03

Launch

Load them into one Advantage+ campaign and keep Advantage+ on.

04

Read the numbers

After 7 days, compare cost per lead or sale. Keep the winner, remake the rest.

DO THIS TODAY

1. Write down the one promise your customers repeat most. That is your angle.
2. Make three versions of it in Higgsfield or Arcads, and label AI actors where the platform asks.
3. Launch all three in one Advantage+ campaign and check cost per result after seven days.

08

// CHAPTER 8 • SELL

Sales

Buying a list of 5,000 names takes an afternoon. Turning it into booked calls takes four jobs done well: find the right people, reach them, run the call, and follow up before the deal goes cold.

FIND AND RESEARCH LEADS

Clay

Builds your list, finds emails, and researches each lead with AI.

SEND COLD EMAIL

Instantly

Unlimited inboxes and warmup on every sending plan, from \$47 a month.

RUN THE CALL

Fathom

Records, transcribes and summarizes every sales call, free to start.

**Clay**

clay.com

FREE PLAN

LAUNCH \$185/MO

BEST FOR Building a researched lead list from 150+ data providers in one table.

Clay is a spreadsheet that fills itself in. Start with a list of companies or people, then add columns that pull emails and company data from 150+ providers, trying one after another in a waterfall. Claygent, its AI agent, researches the web for each row and answers the question you write.

START HERE

- In a workbook, click + Add, search Find People, set filters, then import.
- Click Add enrichment, search Work Email, and run it on 10 rows first.
- Add a Claygent column and ask one research question about each company.

WATCH OUT

The free plan gives 100 Data Credits and 500 Actions a month, 200 rows per table. CRM sync needs Growth, from \$495 a month.

**Apollo**

apollo.io

FREE PLAN

BASIC \$65/MO

BEST FOR A contact database and simple email sequences in one login.

Apollo is a B2B contact database with outreach built in. Filter People by job title, location and company size, save the matches, and add them to a Sequence of emails, calls and tasks. AI Research runs a research prompt on each prospect for 1 credit, and AI Writing drafts the emails.

START HERE

- Open People, set your filters, and filter email status to Verified.
- Check up to 25 people, click Save, and keep verified emails only.
- Open Sequences, build a 3-step sequence, then add your saved contacts.

WATCH OUT

Apollo rates its verified emails at over 90% accurate, so verify every list again before sending. Free and Basic cap sends at 250 emails a day.

**Instantly**

instantly.ai

FREE TRIAL

GROWTH \$47/MO

BEST FOR Sending cold email at volume from many warmed-up inboxes.

Instantly sends cold email campaigns across every inbox you connect and rotates between them, so no single address carries the volume. Every sending plan includes unlimited email accounts and warmup; Growth covers 1,000 contacts and 5,000 emails a month. Replies land in Unibox, and the AI Reply Agent drafts answers using credits sold separately.

START HERE

- Open Email Accounts, click Add New, and connect your sending inboxes.
- Click the flame icon to start warmup, and wait at least two weeks.
- In Campaigns, click Add New, then pick inboxes under Accounts To Use in Settings.

WATCH OUT

Gmail, Yahoo and Microsoft make bulk senders pass SPF, DKIM and DMARC; add one-click unsubscribe and keep spam complaints under 0.3%. CAN-SPAM covers B2B email too: postal address, working opt-out.

**Close**

close.com

FREE TRIAL

SOLO \$19/MO

BEST FOR Small teams that sell by phone, text and email.

Close is a sales CRM with calling, SMS and email built in, so every touch logs itself. Call Assistant transcribes and summarizes calls, Notetaker covers Zoom, Teams and Meet, and Chloe, its AI agent, calls and qualifies leads. AI email rewrite, workflows and the power dialer start on Growth at \$109 a seat.

START HERE

- Start the 14-day trial, open Import Data, and upload your lead CSV.
- In Settings, open Accounts & Apps and connect your email and calendar.
- Add a phone number in Settings, then call a lead from its page.

WATCH OUT

Calls and texts bill by usage; Call Assistant adds \$50 monthly plus \$0.02 a minute. US texting needs A2P 10DLC registration, and AI voice calls need prior consent.

**Fathom**

fathom.ai

FREE PLAN

PREMIUM \$29/MO

BEST FOR Recording sales calls and getting the notes without typing them.

Fathom records your Zoom, Google Meet or Microsoft Teams calls, transcribes them, and has a summary ready when each call ends. Paid plans add AI action items and follow-up emails. Summaries sync to HubSpot or Salesforce, and Ask Fathom answers questions about any call.

START HERE

- Sign up free and connect your Google or Microsoft calendar.
- In Settings, under Integrations, click Connect next to HubSpot or Salesforce.
- Record one real call, then check the summary against what was said.

WATCH OUT

Tell people the call is being recorded: some US states require everyone's consent. CRM sync stops at 3 users until Business, \$34 a user.

PICK IN 10 SECONDS

If you need a list and the research behind it, use Clay. If you want contacts and sequences in one tool, use Apollo. If you send cold email at volume, use Instantly. If you sell by phone, use Close. If you run sales calls, use Fathom.

01**List**

Pull 200 people who fit your buyer from Apollo or Clay's Find People.

02**Enrich**

Run Clay's Work Email waterfall with validation on. Add one researched fact per lead.

03**Sequence**

Load the list into Instantly. Three short emails from warmed inboxes, opt-out in each.

04**Booked call**

Track replies and deals in Close. Tell the prospect, then record the call with Fathom.

PROMPT · TURN A CALL INTO A FOLLOW-UP

Below is the transcript of a sales call: [PASTE TRANSCRIPT].

Write three things. 1. A follow-up email under 120 words in my voice: what they told me they need, what I proposed, the one next step and a date. 2. CRM notes: budget, decision maker, timeline, objections, exact quotes. 3. My to-do list with deadlines.

Use only what was said on the call. If something was not discussed, write "not covered".

DO THIS TODAY

1. Build a 25-person test list on Apollo's or Clay's free plan and verify every email.
2. Start the Instantly trial, connect two inboxes, and turn on warmup today.
3. Set up Fathom's free plan before your next sales call, and tell the prospect you are recording.

09

// CHAPTER 9 • SELL

Lead follow-up

A lead comments on your reel at 9pm and hears nothing until morning. By then they have moved on, so the job is a reply in minutes, in DMs, by text and on the phone, without hiring.

DMS

ManyChat

Turns a comment or DM into a conversation that captures the lead.

TEXT, EMAIL, CALENDAR

GoHighLevel

One CRM that texts, emails and books every lead from your forms.

PHONE

Retell AI

AI agents that answer and place calls, billed by the minute.



ManyChat

manychat.com

FREE PLAN

ESSENTIAL ~\$17/MO

BEST FOR Turning comments and DMs into leads on Instagram, TikTok and WhatsApp.

ManyChat automates DMs on Instagram, Facebook Messenger, TikTok and WhatsApp. Comment to DM sends a private message when someone comments your keyword, and Data Collection, on Essential and up, captures an email or phone number in the chat. On Pro, from \$39 a month, AI Replies and AI Step answer questions and qualify leads.

START HERE

- Connect Instagram, open the Automation tab and click New Automation.
- Pick the trigger "User comments on your Post or Reel" and set a keyword.
- Add an Instagram message marked Send as a Private Reply, then click Set Live.

WATCH OUT

On Instagram and Messenger, automation only reaches people who commented or messaged first, and automated replies must land within Meta's 24-hour window. Free covers 25 contacts a month.



GoHighLevel

gohighlevel.com

FREE TRIAL

STARTER ~\$97/MO

BEST FOR One place for texts, emails, pipeline and booked calls.

GoHighLevel, sold as HighLevel, is a CRM with funnels, calendars, SMS, email and workflows, from \$97 a month (\$297 for unlimited sub-accounts). Conversation AI replies by text and DM, and Voice AI answers calls. AI is billed per use, or through AI Employee plans at \$50 or \$97 a month per sub-account.

START HERE

- Open Settings, Phone System, Trust Center and start A2P 10DLC registration.
- Go to AI Agents, Conversation AI and click Create Bot.
- Run it in Suggestive mode first, then switch to Auto-Pilot once replies look right.

WATCH OUT

US texting needs each person's consent and A2P 10DLC registration, or your texts get blocked (not legal advice). AI and phone usage are billed on top of the plan.

**Retell AI**

retellai.com

FREE TO TRY

FROM ~\$0.07/MIN

BEST FOR AI phone agents that answer, qualify, book and call back.

Retell AI is a platform for building voice agents that take inbound calls and place outbound ones. An agent can check availability and book appointments, answer from a knowledge base and transfer the caller to a person. You pay per minute, from \$0.07 to \$0.31 by voice and model, with \$10 in free credits.

START HERE

- Open the Agents tab, click Create an agent and choose Single prompt.
- Start from the Receptionist template, then click Test to talk to it.
- In Phone Numbers, click Buy New Number and assign your agent.

WATCH OUT

The FCC treats AI voices as "artificial" under the TCPA: get prior consent, written for sales calls, and say who is calling. Not legal advice.

PICK IN 10 SECONDS

If your leads come from comments and DMs, use ManyChat. If they come from forms, ads and missed calls, use GoHighLevel. If the phone rings while you are on a job, add Retell AI.

01**Comment or form**

A lead comments your keyword, sends a DM or fills in your form.

02**Instant reply**

A DM, text or call goes out in minutes, day or night.

03**Qualify**

Two or three questions: what they need, when, and their budget.

04**Booked call**

Good fits get your calendar link. Everyone else gets a clear answer.

PROMPT • WRITE YOUR COMMENT TO DM MESSAGES

I am setting up a comment keyword on Instagram. The keyword is [KEYWORD]. People who comment get [FREE THING] at [LINK]. My offer after that is [OFFER] for [PRICE].

Write: 1. the first DM, under 40 words, that delivers the link. 2. One follow-up DM for people who clicked, asking one question about their situation. 3. A reply for people who answer, pointing to the offer.

Friendly, short, no pressure, no claims about results. One message, one idea.

DO THIS TODAY

1. Pick one reel, add a keyword to the caption and build one comment to DM automation.
2. Add a consent line to every form that asks for a phone number, then start A2P 10DLC registration.
3. Call your own business number after hours and write down what a new lead hears.

10

// CHAPTER 10 • RUN

Operations

A lead fills in your form at 9pm and sits there until morning. Automation tools move it the second it happens, and now they can read and sort it too.

MY PICK

Zapier

Easiest to start, with 9,000+ apps ready to connect.

RUNNER-UP

Make

When a workflow needs branches and a lower cost per step.

SPECIALIST

n8n

For teams that want to self-host and own their data.

PICK IN 10 SECONDS

No code and working this afternoon: use Zapier. Branches or high volume: use Make. Someone technical and your own server: use n8n. Scattered docs and no single source of truth: use Notion.



Zapier

zapier.com

FREE PLAN

PROFESSIONAL ~\$30/MO

BEST FOR Connecting the apps you already use, with no code.

Zapier connects 9,000+ apps with Zaps: a trigger in one app sets off actions in others. Copilot builds the Zap from a plain-English description, and Zapier MCP lets Claude or ChatGPT run the same actions from a chat, both on every plan. Agents is a separate add-on with a free tier.

START HERE

- Sign up free, then click Create a Zap in the left sidebar.
- Tell Copilot what you want, or pick your trigger app and action app yourself.
- Test each step, click Publish, then check Zap History after the first live run.

WATCH OUT

Free stops at 100 tasks a month and two-step Zaps. AI steps cost 1 to 5 tasks each and MCP calls cost 2, so volume adds up fast.



Make

make.com

FREE PLAN

CORE ~\$11/MO

BEST FOR Multi-branch automations you can see laid out on a canvas.

Make lays every automation out as a visual scenario, and a Router splits it into branches with their own filters. Maia builds or debugs a scenario from a prompt, and Make AI Agents (beta) come with every plan. Billing runs on credits, which replaced operations: most module actions cost 1.

START HERE

- Sign up free and click Create a new scenario on the dashboard.
- Add a trigger module, then a Router from Flow controls to branch.
- Click Run once to test, then set the schedule and switch it on.

WATCH OUT

Most module actions cost 1 credit and AI ones can cost more, so 10,000 goes fast. Have a person approve AI output before it reaches a customer or money.

**n8n**

n8n.io

FREE SELF-HOSTED

STARTER ~\$24/MO

BEST FOR A technical team that wants control of server, data and cost.

n8n is a workflow builder you can run on n8n Cloud or on your own server, where the Community Edition is free. Cloud bills per workflow execution, not per step, so long workflows stay cheap. The AI Agent node lets a model pick which tools to call.

START HERE

- Start the n8n Cloud free trial, no card needed, and choose Start from Scratch.
- Click Add first step, pick a trigger, then add an AI Agent node.
- Click Execute Workflow to test, then Publish so it runs on its own.

WATCH OUT

Self-hosting is free, but you run the server: updates, backups, security and uptime are yours. Its MCP server stays off until an admin enables it, workflow by workflow.

**Notion**

notion.com

FREE PLAN

AI ON BUSINESS ~\$24/MO

BEST FOR One home for SOPs, projects, meeting notes and your team wiki.

Notion holds your wiki, docs and projects in one workspace. On the Business plan, Notion Agent drafts and updates pages and databases, AI Meeting Notes transcribes calls with no bot joining, and Enterprise Search (beta) answers from connected apps such as Slack and Google Drive.

START HERE

- Create a free workspace and write one wiki page for your top SOP.
- In the desktop app, type /meet on a page and select Start transcribing.
- As workspace owner, open Settings, then Notion AI, and connect Slack or Google Drive.

WATCH OUT

Full Notion AI sits on Business, about \$24 per member a month, and Free and Plus only get a limited trial. Get everyone's consent before you transcribe a call.

01**New lead form**

Someone submits your website form. That is the trigger.

02**AI sorts and scores**

An AI by Zapier step reads the answers and tags the lead hot, warm or cold.

03**CRM and Slack**

The lead lands in your CRM and the score posts to your sales channel.

04**Follow-up task**

A task is created with a due date. A person writes and sends the reply.

DO THIS TODAY

1. List the 3 tasks you repeat every week, then automate the smallest one first.
2. Build it as a two-step Zap on the free plan and test it with real data.
3. Check Zap History after a week, then add one AI step with a person reviewing its output.

11 // CHAPTER 11 • GET FOUND

SEO and AI search

Your buyer used to scroll ten blue links. Now they ask ChatGPT who to hire and get a short list of names, so the job is to rank on Google and to be one of the names.

MY PICK

Ahrefs

Keyword, backlink and AI answer tracking in one \$129 plan.

RUNNER-UP

Semrush

Wins if AI answers are the whole goal: 25 prompts for \$99.

SKIP IF

You serve one town

Start with free Google Business Profile and Search Console instead.



Ahrefs

ahrefs.com

FREE PLAN

STARTER ~\$29/MO

BEST FOR Seeing what buyers search and who AI names.

Ahrefs shows what people search, which pages rank and who links to them through Keywords Explorer and Site Explorer. Brand Radar tracks how often your brand is mentioned and cited in ChatGPT, Gemini, Perplexity, Copilot and Google's AI Overviews and AI Mode. Lite, at \$129 a month, includes 5 tracked AI prompts.

START HERE

- Create an Ahrefs Free account and verify your website.
- Run Site Audit and fix the issues it flags.
- Check your brand in the free AI Visibility Checker.

WATCH OUT

AI prompt tracking starts on Lite, not the \$29 Starter plan. Lite's 150 checks a month cover 5 prompts on one platform daily; more costs from \$50 a month.



Semrush

semrush.com

FREE PLAN

SEO ~\$139/MO

BEST FOR Tracking your brand across AI answers with daily prompts.

Semrush, now part of Adobe, covers keyword research, Position Tracking and Site Audit. Its AI Visibility Toolkit adds Visibility Overview, Brand Performance and Prompt Tracking for mentions in ChatGPT, Google AI, Gemini and Perplexity. You get it alone at \$99 a month per domain, or inside the Starter plan at \$199.

START HERE

- Open a free account. No credit card needed.
- Run your brand through Semrush's free AI Visibility Checker.
- Start a Starter trial and add buyer questions to Prompt Tracking.

WATCH OUT

The \$139 SEO plan has no AI visibility tracking. That starts on Starter at \$199 a month, and the free account allows 10 reports a day.

FREE CHECK, 5 MINUTES

Ask ChatGPT, Gemini and Perplexity the question a buyer would ask, like "best [SERVICE] in [CITY]". Write down which businesses get named and which sources each answer cites. Those sources are where you need to show up.

PICK IN 10 SECONDS

If you want search data and AI tracking in one tool, use Ahrefs. If being named in AI answers is the whole goal, use Semrush's AI Visibility Toolkit. If you serve one town, start with Google Business Profile and Search Console, both free.

PROMPT · TURN A SERVICE PAGE INTO DIRECT ANSWERS

Rewrite the service page below so it answers a buyer's questions directly. Lead with what the service is, who it is for, the price or price range and the service area. Use plain facts and short sentences. End with an FAQ of 5 questions buyers ask. Use only facts from my page and my notes. Do not invent facts, prices, reviews or awards. If something is missing, write [NEEDED: detail] instead. Business: [NAME]. Area: [CITY OR REGION]. Notes: [PRICES, HOURS, GUARANTEES]. Page: [PASTE PAGE TEXT]

PROMPT · FIND THE QUESTIONS YOUR SITE DOES NOT ANSWER

List the 20 questions a buyer of [SERVICE] in [CITY] asks before they hire someone, grouped by price, trust, timing and comparison.

Here are my pages: [PASTE PAGE TITLES AND URLS]. For each question, name the page that should answer it and mark every question no page answers today.

Then draft a 60-word plain answer for the top five gaps, using only these facts about my business: [FACTS]. Mark anything you assumed with [CHECK].

DO THIS TODAY

1. Claim or update your free Google Business Profile: hours, services, photos.
2. Add your site to Google Search Console and see which queries bring visitors.
3. Run the 5-minute AI check above, then rewrite one service page with the prompt.

12

// CHAPTER 12 • EARN

Making money

No tool in this guide pays you for owning it. Money comes from a path: someone sees you, raises a hand, gets an answer fast and buys. AI makes every step of that path cheaper to run.

THE ONE YOU NEED

Claude

It builds the offer, the page, the emails and the product itself.

CATCH THE LEAD

ManyChat

Turns a comment into a conversation while they still care.

TAKE THE ORDER

GoHighLevel

Page, checkout, calendar and follow-up in one place.

These three already have cards in chapters 1 and 9. This chapter is about wiring them together. Below are three paths. Each one uses tools from this guide and nothing else. Pick the path that matches what you sell, build it end to end, and only then make it better.

Path 1 • You sell a service

Agencies, local services, coaches, consultants. The sale happens on a call, so the whole path exists to book that call.

01

Get seen

An ad or a post with one clear offer. Chapters 4 and 7.

02

Answer fast

A text or DM goes out in minutes. Chapter 9.

03

Book the call

Good fits get your calendar link. Chapter 9.

04

Follow up

The call is recorded and the recap is drafted for you. Chapters 1 and 8.

Path 2 • You sell a digital product from short videos

A guide, a template pack, a course. If you got this guide by commenting TOOLS on my reel, you just walked through the first two steps of this path.

01

Make the reel

End it with one keyword to comment. Chapter 4.

02

Send the free guide

ManyChat sends the link by DM. Chapter 9.

03

Make the offer

A page and a checkout for the paid product. Chapter 9.

04

Deliver

The files go out by email the minute they pay. Chapter 10.

Path 3 • You sell leads

You run the ads, collect the lead and sell it to a business that wants it. The tools are the same as path 1. The difference is who takes the call.

01

Pick a niche

One service, one area, buyers you can name. Chapter 2.

02

Run the ads

Let the platform's AI find the people. Chapter 7.

03

Capture and check

A form, a consent line, an instant reply. Chapter 9.

04

Deliver and track

The lead reaches the buyer in seconds. Chapter 10.

PATH	TOOLS TO START	TOOL COST TO START
1 · Service	Claude Pro, GoHighLevel Starter, Fathom free plan	About \$117 a month
2 · Digital product	Claude Pro, ManyChat Essential, GoHighLevel Starter, CapCut free plan	About \$134 a month
3 · Leads	Claude Pro, GoHighLevel Starter, Zapier free plan	About \$117 a month

Tool plans only, at the prices in this guide. Ad spend, texting and calling usage and payment fees come on top.

WATCH OUT

A tool stack is a cost until the path works. Watch three numbers every week: cost per lead, cost per booked call and cost per sale. If you cannot say all three, you are not ready to add another tool.

PROMPT · TURN WHAT YOU KNOW INTO AN OFFER

I help [WHO] get [RESULT]. Here is what I have done for real people, with no numbers changed: [PASTE YOUR PROOF].

Ask me up to 5 questions, one at a time, about my buyer, their problem and what I can deliver. Then write one offer: who it is for, the promise, what they get, the price, and the first step. Use only facts I gave you. Mark anything you assumed with [CHECK]. Then write the 30-second video script that sells it.

DO THIS TODAY

1. Pick one path and write its four steps on paper with your own offer in them.
2. Find the step with nothing behind it yet. Build only that one this week.
3. Write down today's cost per lead, even if the honest answer is "I do not know".

// WHAT NEXT

You have the toolkit. Want help putting it to work?

Picking the tools is the easy part. If you want help putting them to work in your business, there are two ways to work with me.

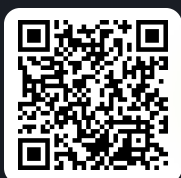
OPTION 1 • THE COMMUNITY

Join my Skool community

Pay Per Lead Academy

Stop chasing clients. Start building a lead generation business.

- Pick a niche
- Run Meta and Google ads
- Find lead buyers and price your leads
- Automate delivery and tracking



Join on Skool →

skool.com/pay-per-lead-academy-3593

OPTION 2 • DIRECT

Book a call with me

1 on 1 with Avi Grondin • 60 minutes

One hour. Your business. My full attention.

- A deep dive into your specific business
- Your niche, your ads, your lead buyers
- A straight read on your numbers
- Your next best moves



Book your call →

Tap the button or scan the code

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More ways to use AI in your business, explained so anyone can run them.

