

Your First AI Tech Stack

The 4 Tools Every Small Business Needs

Tool	Purpose	Best For
Claude	Strategy	Planning, writing, problem-solving
NotebookLM	Assets	Research, content organization, audio summaries
Google Gemini	Images	Social graphics, AI-generated visuals with text
JourneyBuilder	Publish & Automate	Social scheduling, email/SMS, websites, CRM, AI assistants

1. Claude — Your AI Strategy Partner

What it does: Claude is your AI thinking partner for planning, writing, and complex problem-solving. It excels at understanding context and producing high-quality, nuanced content.

- **Best for:** Marketing strategy, copywriting, business planning, brainstorming, analyzing documents
- **Website:** claude.ai (free tier available, Pro \$20/month)
- **Pro Tip:** Give Claude detailed context about your business, audience, and goals. The more specific you are, the better the output.

2. NotebookLM — Your Research & Asset Hub

What it does: Upload your documents, websites, and notes to create an AI that ONLY knows about YOUR content. No hallucinations—just answers from your sources.

- **Best for:** Organizing research, creating study guides, generating FAQs, audio summaries (podcasts!)
- **Website:** notebooklm.google.com (free with Google account)
- **Pro Tip:** Create a notebook for each major project. Upload everything related—PDFs, articles, notes—then ask questions about your collected knowledge.

3. Google Gemini — Your Image Creator

What it does: AI image generation built into Google's Gemini. Create social media graphics, promotional images, and visual content with text that actually looks good.

- **Best for:** Social media graphics, promotional images, ads, visual content with text overlays
- **Website:** gemini.google.com (free tier available, Advanced for more features)
- **How to use:** Click 'Create images' from the tools menu, then describe what you want. Refine conversationally!
- **Pro Tip:** Start prompts with 'Create an image of' for best results. Gemini's text rendering is excellent—use it for graphics that need readable text.

4. JourneyBuilder — Your Publishing & Automation Platform

What it does: The all-in-one platform where AI content becomes action. Schedule social posts, send email/SMS campaigns, build websites, create AI chatbots, and automate your marketing.

- **Best for:** Social media scheduling, email marketing, SMS campaigns, landing pages, CRM, AI voice/chat assistants, workflow automation
- **Website:** getjourneybuilder.com
- **Pro Tip:** Use JourneyBuilder's AI content assistant to generate posts, emails, and website copy—then schedule everything from one dashboard.

The AI Content Workflow

Step	Tool	Action
1	Claude	Create strategy, write copy, plan content
2	NotebookLM	Organize research, generate summaries & FAQs
3	Google Gemini	Create images and graphics
4	JourneyBuilder	Publish, schedule, and automate delivery

Quick Links

Claude	claude.ai
NotebookLM	notebooklm.google.com
Google Gemini	gemini.google.com
JourneyBuilder	getjourneybuilder.com
AI for Small Business FB Group	facebook.com/groups/jaytheaiguy
Book a Discovery Call	links.getjourneybuilder.com/widget/booking/0GCx0ffD07bBaIvx6jH1