

VOL. 16 | COMPANION GUIDE

5 AI Tools That'll Blow Your Mind

(and actually work for small business)

VIDEO

Clone Yourself

AUDIO

Doc Podcast

BUILD

AI Website

WRITE

AI Content

AGENT

AI Chatbot

Your companion guide to the Greatest Hits Webinar

15

WEEKS OF WORKSHOPS

5

AI TOOL DEEP-DIVES

45

MINUTES TO WATCH

\$0

TO GET STARTED

Jay the AI Guy | JourneyBuilder

jaytheaiguy.com

A Note From Jay

If you just watched the Greatest Hits webinar — first of all, thank you. Putting that together was genuinely fun.

Second: this guide exists because I know what happens after a demo-packed video. You get excited. You close the tab. Life gets busy. And three days later you're thinking "what was that website one again?"

This guide is your reference. Every tool from the video, in one place, with the key info you need to actually get started.

"None of these tools require coding. None require a technical background. All of them have free plans or trials. You've got everything you need. Let's make it happen."

— Jay Vics

Jay the AI Guy | JourneyBuilder

Create content with your face and voice, without a camera.

What It Is

An AI video platform that creates a digital avatar of you — your face, your voice — that can deliver scripts and make videos without you ever being on camera.

Why It Matters

Video gets 1,200% more shares than text and images combined. But filming is time-consuming. HeyGen solves this by letting you create your avatar once and generate content forever.

Use Cases



Social Media Videos

Create scroll-stopping content without any camera setup.



Website Welcome Video

Put YOUR face on your homepage — instant trust builder.



Video Email Sequences

Add personalized video to your JourneyBuilder automations.



Multi-Language Content

Translate your videos into 175+ languages with lip-sync.

Getting Started — 3 Steps

1

Go to heygen.com and sign up free

2

Click "Instant Avatar" and record 2 minutes of yourself on webcam

3

Write a script, select your avatar, and generate your first video

PRO TIP

Use Claude or ChatGPT to write your script first, then paste it into HeyGen. Script quality is everything.

Free plan available

Paid plans from \$29/month

Turn any business document into a searchable AI knowledge base.

What It Is

A free AI research tool from Google that lets you upload your own documents and ask questions — with every answer cited directly from your sources. No internet browsing. No hallucinating. Just YOUR stuff.

Why It Matters

Most business owners have years of content in PDFs, Google Docs, and website pages — completely unsearchable. NotebookLM turns all of it into a knowledge base, and can even generate a podcast about your business in 60 seconds.

Use Cases

AUDIO

Audio Overview Podcast

Generate a two-host AI podcast from your business docs.

FAQ

Instant FAQ Generator

Ask "what questions would a new customer have?" and get real answers.

TRAIN

Team Training Base

Build a knowledge base new hires can ask questions to.

SALES

Sales Call Prep

Query your own products and services before client calls.

Getting Started — 3 Steps

1

Go to notebooklm.google.com — free with any Google account

2

Create a new notebook and upload 2-3 business docs (PDFs, URLs, Google Docs)

3

Click "Generate Audio Overview" and listen to the magic

PRO TIP

One notebook per purpose — don't dump everything in one place. Focused notebooks give much better, more accurate answers.

100% Free

NotebookLM Plus available for higher usage

Websites, funnels, chatbots, CRM, and email — all from one platform.

What It Is

JourneyBuilder is an all-in-one marketing and automation platform for small businesses. Its AI Studio (Vibe Creator) lets you build websites, funnels, and automations from plain-language prompts. No drag-and-drop. No developer. Just describe what you want.

Why It Matters

You should not need a separate web developer, funnel builder, chatbot platform, CRM, email tool, AND appointment system. JourneyBuilder is all of those things — connected, with AI at the center.

Use Cases

BUILD

AI Website Builder

Describe your site in one sentence. Watch it appear.

AGENT

Chat Agent

Add an AI front desk to any page in one click.

EMAIL

Email Automations

Sequences that respond to real customer behavior.

BOOK

Appointment Booking

Fully automated scheduling built right into your dashboard.

Getting Started — 3 Steps

1

Start your free 30-day trial at jaytheaiguy.com/website-workshop

2

Open AI Studio and Vibe Creator inside your JourneyBuilder dashboard

3

Type what you want: "Build a homepage for [my business] with a lead form"

PRO TIP

Add the JourneyBuilder chat agent to your site immediately after building it. That's where the magic happens — 24/7 lead capture and appointment booking, on autopilot.

30-day free trial

Visit jaytheaiguy.com/website-workshop

Stop staring at a blank screen. Let AI execute your ideas at scale.

What It Is

Using AI writing tools — Claude, ChatGPT, or JourneyBuilder's built-in AI — to transform a single idea into multiple pieces of content: social posts, video scripts, and email subject lines, all in minutes.

Why It Matters

Consistent content is one of the biggest struggles for small business owners. AI does not replace your voice — it executes it at scale. You bring the ideas, because you know your business. AI brings the output.

Use Cases

POST

Social Media Posts

Facebook, LinkedIn, and Instagram captions from one prompt.

VIDEO

Video Scripts

Paste directly into HeyGen for instant avatar video content.

EMAIL

Email Subject Lines

Generate five options and pick the best one every time.

BLOG

Blog and Long-Form

Expand bullet points into full articles in minutes, not hours.

Getting Started — 3 Steps

1

Open Claude at claude.ai — free plan available, no credit card needed

2

Pick ONE topic relevant to your business this week

3

Use the prompt template below, review the output, and publish

PRO TIP

"I run a [business type] that helps [customer] with [what you do]. Write me: a 150-word Facebook post, a 30-second video script, and 3 email subject lines about: [your topic]."

Free plans available

Claude, ChatGPT, JourneyBuilder AI — all have free tiers

Answer questions, handle objections, and book appointments while you sleep.

What It Is

An AI-powered chat agent built inside JourneyBuilder that lives on your website, answers customer questions, handles objections, and books appointments — automatically, around the clock, no human required.

Why It Matters

Most businesses lose leads after hours. A potential customer visits at 9 PM, has a question, gets no answer, and books with a competitor. Your chat agent eliminates that gap entirely — and it never calls in sick.

Use Cases

FAQ

FAQ Automation

Hours, pricing, services — answered instantly, every time.

BOOK

Appointment Booking

Books directly into your calendar, no back-and-forth needed.

LEADS

Lead Capture

Grabs contact info even when you are completely unavailable.

ALERT

Instant Notifications

Alerts you the moment a qualified new lead comes in.

Getting Started — 3 Steps

1

Inside JourneyBuilder, navigate to the Chat Agent section

2

Train it — add your business name, services, hours, FAQs, and pricing

3

Add it to your website with one click, then test it as a customer would

PRO TIP

Before going live, spend 10 minutes asking it every question you think a customer might ask. Fix anything that sounds off — then let it run forever.

Included in
subscription

No extra charge — part of your JourneyBuilder plan

What to Do Right Now

You just saw what AI can do for your small business. Here are three ways to keep the momentum going:

FREE TRIAL

Try JourneyBuilder Free — 30 Days

Get access to AI Studio, chat agent, email automations, CRM, and more.

>> jaytheaiguy.com/website-workshop

BOOK CALL

Book a Discovery Call

Want help setting this up for YOUR business? Jay's team will walk you through it.

>> links.getjourneybuilder.com/widget/booking/0GCx0ffD07bBalvx6jH1

COMMUNITY

Join the Free Facebook Group

Weekly workshops, AI tips, and live Q&A; every Friday.

>> facebook.com/groups/jaytheaiguy

Start With These Free Tools This Week:

- [Create a NotebookLM notebook with your business docs — notebooklm.google.com
- [Sign up for HeyGen and create your Instant Avatar — heygen.com
- [Try the AI content prompt from Tool #4 for ONE post this week
- [Watch the Greatest Hits replay — jaytheaiguy.com/learn/replays

About Jay Vics — Jay the AI Guy

Jay is the founder of JVI Mobile Marketing and JourneyBuilder, helping small businesses leverage AI and automation to grow smarter. He has been in digital marketing since 1997 and has been teaching practical AI implementation every Friday since January 2025. Find him on Instagram @jay.vics, TikTok @jaytheaiguyofficial, and YouTube @jvimobile.