

AI RESOURCE GUIDE

Your Pre-Workshop Reference

FREE AI TOOLS TO START WITH

General Purpose AI Assistants

Claude (by Anthropic)

- Website: <https://claude.ai>
- Best for: Writing, analysis, coding, document review
- Free tier: Generous daily usage
- Paid: Claude Pro (\$20/month) for extended conversations and priority access
- Mobile: iOS and Android apps available

ChatGPT (by OpenAI)

- Website: <https://chat.openai.com>
- Best for: General tasks, brainstorming, coding, creative writing
- Free tier: GPT-3.5 model
- Paid: ChatGPT Plus (\$20/month) for GPT-4, faster responses, plugins
- Mobile: iOS and Android apps available

Microsoft Copilot

- Website: <https://copilot.microsoft.com>
- Best for: Integration with Microsoft products, web search
- Free tier: Available with Microsoft account
- Paid: Copilot Pro (\$20/month), included in Microsoft 365 for business
- Integrates with: Word, Excel, PowerPoint, Teams, Outlook

Google Gemini

- Website: <https://gemini.google.com>
 - Best for: Google Workspace integration, research
 - Free tier: Available with Google account
 - Paid: Google One AI Pro (\$19.99/month)
 - Integrates with: Gmail, Docs, Sheets, Drive
-

SPECIALIZED AI TOOLS BY FUNCTION

Writing & Content

Grammarly - <https://grammarly.com>

- Grammar checking and writing enhancement
- Free tier available | Premium: \$12/month

Jasper - <https://jasper.ai>

- Marketing copy, long-form content
- Starts at \$49/month

Copy.ai - <https://copy.ai>

- Marketing copy, social media content
- Free tier available | Pro: \$36/month

Social Media Management

Buffer AI Assistant - <https://buffer.com>

- Social media scheduling with AI suggestions
- Free tier available | Pro: \$6/month per channel

Hootsuite (with AI features) - <https://hootsuite.com>

- Social media management with AI caption writing
- Starts at \$99/month

Canva Magic Write - <https://canva.com>

- Built into Canva for social graphics and captions
- Free tier available | Pro: \$12.99/month

Email & Communication

Superhuman - <https://superhuman.com>

- AI-powered email client
- \$30/month

Mailchimp (AI features) - <https://mailchimp.com>

- Email marketing with AI subject lines and content
- Free tier available | Essentials: \$13/month

HubSpot AI Tools - <https://hubspot.com>

- CRM with AI email and content generation
- Free tier available | Paid plans vary

Meeting & Productivity

Otter.ai - <https://otter.ai>

- Meeting transcription and summaries
- Free tier available | Pro: \$16.99/month

Fireflies.ai - <https://fireflies.ai>

- AI meeting notes and action items
- Free tier available | Pro: \$10/month

Notion AI - <https://notion.so>

- Note-taking and knowledge management with AI
- \$10/month (add-on to Notion)

Image & Design

Canva AI - <https://canva.com>

- AI image generation and design tools
- Free tier available | Pro: \$12.99/month

Midjourney - <https://midjourney.com>

- AI image generation
- Starts at \$10/month

Adobe Firefly - <https://firefly.adobe.com>

- AI image generation (Adobe)
- Limited free tier | Included with Creative Cloud

Data & Analysis

Microsoft Excel Copilot

- Data analysis and formula generation
- Included with Microsoft 365 Copilot

Google Sheets AI

- Built-in AI features in Google Sheets
- Free with Google account

FREQUENTLY ASKED QUESTIONS

Q: Is my data safe when I use these AI tools? A: Free AI tools may use your inputs to improve their models. Avoid sharing confidential information. Many paid versions offer better data privacy. Always read the privacy policy.

Q: Can I use AI-generated content for commercial purposes? A: Generally yes, but check each tool's terms of service. Most allow commercial use, but you're responsible for the output.

Q: Will AI replace my job? A: AI is a tool, not a replacement. People who use AI effectively will be more productive than those who don't. Think of it as having a very capable assistant.

Q: How do I know if AI content is accurate? A: Always fact-check, especially for statistics, dates, quotes, and specialized information. AI can be confidently wrong.

Q: Can I trust AI for legal or financial advice? A: No. AI can provide general information, but always consult qualified professionals for advice.

Q: What if AI generates content that's too generic? A: Add more specific details to your prompt. Include examples, specify your audience, and iterate.

Q: How much does it cost to use AI for my business? A: You can start completely free. Most professionals find \$0-20/month covers their needs. Specialized business tools range from \$30-100+/month.

Q: Do I need to disclose when I use AI? A: It depends on context. In professional communications, you're not required to disclose, but should always review and own the content. In academic or journalistic contexts, disclosure may be required.

NOTES & PERSONAL ACTION PLAN

Top 3 tools I want to try:

1.

2.

3.

First AI task I'll complete this week:

Biggest challenge I want to solve with AI:

Person/team I'll share this with:

Follow-up questions:

Remember: AI is a tool to amplify your expertise, not replace it.

The best results come from combining AI capabilities with your human judgment, creativity, and experience.