



KEY AI TERMS

Artificial Intelligence (AI)	Technology that mimics human intelligence.
Machine Learning (ML)	AI that learns from data and improves over time.
Large Language Model (LLM)	AI trained on massive text data to generate language.
Generative AI	AI trained on massive text data to generate language.
Token	A piece of text AI reads; pricing is based on token count.

PRACTICAL AI FOR BUSINESS



Write Smarter Prompts

Be specific, give context, and test variations to improve AI output



Automate a Repetitive Task

Use Zapier AI to create simple workflows that save time



Draft Content Quickly

Use tools like ChatGPT or Jasper to write blogs, emails, or social posts



Ask for Feedback on Writing

Paste your draft into an AI tool and ask how to improve clarity or tone



Summarize Faster

Summarize meetings, reports, or articles to save time and share insights



Mock Up a Landing Page

Use AI to generate headline options, value props, and CTA ideas



Brainstorm Ideas

Get help naming products, outlining presentations, or generating taglines



Get Inspired Visually

Try image generators like DALL-E to visualize a product or campaign concept



Analyze a Spreadsheet

Upload data to ChatGPT or Claude and ask for trends or summaries



Start a Daily AI Habit

Pick one task per day to test with AI—start small, build confidence



nov**AI** LABS

YOUR **AI** STARTER KIT

TEXT & WRITING

- **ChatGPT** – Versatile writing, research, and brainstorming
- **Claude** – Great for long documents and summaries
- **Gemini** – Google's AI assistant for writing and search
- **Notion AI** – Writing help inside Notion
- **Jasper** – AI for marketing content

PRODUCTIVITY & AUTOMATION

- **Operator** – AI teammate that handles tasks for you
- **Zapier AI** – Automate tasks between apps
- **Magical** – Autofill and shortcut responses
- **Humata / Perplexity.ai** – Ask questions, get clear answers fast

IMAGES & DESIGN


- **DALL-E / Midjourney** – Create images from text
- **Canva AI** – Quick design and content suggestions
- **RunwayML** – AI video tools

VOICE & TRANSCRIPTION

- **Otter.ai / Fireflies.ai** – Auto meeting notes and summaries
- **Descript** – Edit audio/video by editing text

EXPLORE MORE

- **Gemini Search** – Ask complex questions and explore
- **FutureTools.io** – Find new AI tools easily
- **PromptHero** – Browse prompt ideas and templates

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