



Unlocking The TOP AI TOOLS

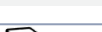
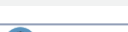
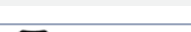
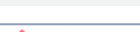
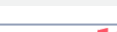
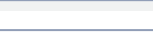
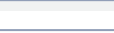
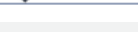
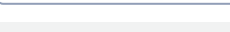
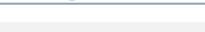
To Boost Your Efficiency



A SHORT LIST OF POWERFUL AI TOOLS

AI is transforming the way we approach business, making it crucial to stay ahead.

This list highlights some of the popular AI tools across key areas, from automation to content creation, designed to streamline your workflow, enhance creativity, and drive growth.

AUTOMATION	 zapier	 make	 bardeen	 TaskMagic	
CHATBOT	 ChatGPT	 Gemini	 Microsoft Bing	 Claude	
CODE	 GitHub Copilot	 Ask Codi	 Amazon Q		
CONTENT	 Opus Clip	 Cohesive	 synthesia	 copy.ai	
DESIGN	 Midjourney	 Adobe Firefly	 Designer	 Ideogram	 Leonardo.Ai
PRESENTATION	 tome	 decktopus	 Gamma		
PRODUCTIVITY	 Notion	 taskade	 MeetGeek	 ClickUp	 Scribe
VIDEO	 PICTORY	 HeyGen	 D-ID	 TubeBuddy	
WEBSITE	 10WEB	 durable	 Imagica		
PROMPT BUILDERS	 perplexity	 PROMPTMETHEUS	 PromptPerfect		



The categories I used are just for reference. This isn't an official AI governed list. Many tools probably could be in several categories. Don't overthink it.



This is a personal list of tools used by the me and popular choices discussed at AI conferences I've attended. I'm not endorsed by any of these companies.



AI is evolving rapidly and the tools and offerings in this list are subject to change.

AUTOMATION

zapier

- **DESCRIPTION:** Zapier is an automation tool that connects apps and services to automate workflows without needing code.
- **USE CASE:** Automating repetitive tasks, connecting apps, and streamlining workflows.
- **COST:** Free tier available; paid plans start at \$19.99 per month.
- **LINK:** [Zapier](#)

bardeen

- **DESCRIPTION:** Bardeen automates repetitive tasks on your computer, integrating with various tools to save time.
- **USE CASE:** Task automation, workflow efficiency, and data integration.
- **COST:** Free tier available; paid plans start at \$10 per month.
- **LINK:** [Bardeen](#)

make

- **DESCRIPTION:** Make (formerly Integromat) is a visual platform for automating workflows across apps and services.
- **USE CASE:** Workflow automation, process integration, and task automation.
- **COST:** Free tier available; paid plans start at \$9 per month.
- **LINK:** [Make](#)

TaskMagic

- **DESCRIPTION:** TaskMagic creates automated workflows and scripts for repetitive computer tasks, increasing efficiency.
- **USE CASE:** Automating repetitive tasks, workflow automation, and increasing productivity.
- **COST:** Free plan available; Pro plan starts at \$15 per month.
- **LINK:** [TaskMagic](#)

CHATBOT

ChatGPT

- **DESCRIPTION:** ChatGPT is a conversational AI model developed by OpenAI, designed to generate human-like text based on input prompts.
- **USE CASE:** Customer support, content creation, and virtual assistants.
- **COST:** Free tier available; subscription plans start at \$20 per month.
- **LINK:** [OpenAI ChatGPT](#)

Microsoft Bing

- **DESCRIPTION:** Bing AI, powered by OpenAI's GPT-4, enhances Microsoft's search engine with AI-driven text generation and search functionalities.
- **USE CASE:** Enhanced search, content generation, and interactive queries.
- **COST:** Included with Bing; free to use.
- **LINK:** [Microsoft Bing AI](#)

Gemini

- **DESCRIPTION:** Gemini is Google's next-gen conversational AI model, designed to provide advanced text generation, search, and interactive experiences.
- **USE CASE:** Search enhancements, content creation, and AI-driven interactions.
- **COST:** Not yet publicly available.
- **LINK:** [Google Gemini](#)

Claude

- **DESCRIPTION:** Claude is an AI language model by Anthropic, focusing on safe and understandable AI interactions.
- **USE CASE:** Customer service, chatbots, and automated content generation.
- **COST:** Pricing details available upon request.
- **LINK:** [Claude by Anthropic](#)

CODE

GitHub Copilot

- **DESCRIPTION:** GitHub Copilot X is an AI-powered coding assistant that integrates with IDEs to provide code suggestions and autocompletion.
- **USE CASE:** Accelerating coding, reducing repetitive tasks, and improving developer productivity.
- **COST:** Subscription plans start at \$10 per month.
- **LINK:** [GitHub Copilot](#)



- **DESCRIPTION:** AskCodi is an AI-powered coding assistant that offers code generation, documentation, and testing support for developers.
- **USE CASE:** Speeding up coding processes, documentation, and testing workflows.
- **COST:** Subscription plans start at \$14 per month.
- **LINK:** [AskCodi](#)



- **DESCRIPTION:** Amazon CodeWhisperer (AKA Amazon Q) is an AI coding companion that provides code recommendations, security scans, and documentation help.
- **USE CASE:** Enhancing code quality, accelerating development, and ensuring code security.
- **COST:** Free tier available; enterprise plans available.
- **LINK:** [Amazon CodeWhisperer](#)

CONTENT



- **DESCRIPTION:** Opus Clip is an AI video editing tool that automatically creates short-form content from longer videos, optimizing them for social media.
- **USE CASE:** Social media content creation, video editing, and content repurposing.
- **COST:** Subscription plans start at \$12 per month.
- **LINK:** [Opus Clip](#)



- **DESCRIPTION:** Synthesia is an AI-driven video creation platform that generates videos from text, using AI avatars and voiceovers.
- **USE CASE:** Marketing videos, corporate training, and personalized video content.
- **COST:** Plans start at \$30 per video; custom enterprise plans available.
- **LINK:** [Synthesia](#)



- **DESCRIPTION:** Cohesive is an AI-powered writing assistant that helps create, edit, and optimize written content for various formats.
- **USE CASE:** Content creation, editing, and optimization for blogs, articles, and marketing materials.
- **COST:** Subscription plans start at \$9 per month.
- **LINK:** [Cohesive AI](#)



- **DESCRIPTION:** Copy.ai uses AI to generate marketing copy, blog posts, and other written content quickly and efficiently.
- **USE CASE:** Content creation for blogs, social media, and marketing campaigns.
- **COST:** Free trial available; paid plans start at \$35 per month.
- **LINK:** [Copy.ai](#)

DESIGN



Midjourney

- **DESCRIPTION:** Midjourney is an AI art generation tool that creates detailed and creative images from textual descriptions.
- **USE CASE:** Digital art creation, graphic design, and concept visualization.
- **COST:** Subscription plans start at \$10 per month.
- **LINK:** [Midjourney](#)



Adobe Firefly

- **DESCRIPTION:** Adobe Firefly is a generative AI tool within the Adobe Creative Cloud suite, designed to create images, text effects, and other media content.
- **USE CASE:** Graphic design, content creation, and creative workflows.
- **COST:** Included with Adobe Creative Cloud subscriptions.
- **LINK:** [Adobe Firefly](#)



Leonardo.Ai

- **DESCRIPTION:** Leonardo AI is a generative AI tool designed for creating high-quality visual assets, including artwork, 3D models, and textures, by using advanced algorithms and deep learning techniques.
- **USE CASE:** Digital art creation, game development, and design prototyping.
- **COST:** Free tier available; pricing details for premium features available upon request.
- **LINK:** [Leonardo AI](#)



Designer

- **DESCRIPTION:** Microsoft Designer is an AI-powered design tool integrated with Microsoft 365, allowing users to create professional-quality visuals with ease.
- **USE CASE:** Graphic design, presentations, and marketing materials creation.
- **COST:** Included with Microsoft 365 subscriptions.
- **LINK:** [Microsoft Designer](#)



Ideogram

- **DESCRIPTION:** Ideogram allows users to add text to images quickly and efficiently. It can be used to create simple logos and add customized text to pictures.
- **USE CASE:** Creating quick and simple text overlays on images for marketing materials and social media.
- **COST:** Free to use.
- **LINK:** [Ideogram](#)

PRESENTATION



tome

- **DESCRIPTION:** Tome is an AI-powered presentation tool that helps create engaging and dynamic presentations with interactive elements.
- **USE CASE:** Business presentations, educational content, and storytelling.
- **COST:** Free tier available; paid plans start at \$8 per month.
- **LINK:** [Tome](#)



decktopus

- **DESCRIPTION:** Decktopus is a smart presentation platform that uses AI to help users create professional-looking presentations quickly.
- **USE CASE:** Business pitches, academic presentations, and project proposals.
- **COST:** Subscription plans start at \$5 per month.
- **LINK:** [Decktopus](#)



- **DESCRIPTION:** Gamma is an AI-powered tool for creating documents and presentations that adapt to audience engagement in real-time.
- **USE CASE:** Interactive presentations, adaptive documents, and data storytelling.
- **COST:** Subscription plans start at \$10 per month.
- **LINK:** [Gamma](#)

PRODUCTIVITY



- **DESCRIPTION:** Notion AI enhances the Notion workspace by offering AI-driven writing, task management, and productivity tools.
- **USE CASE:** Task management, content creation, and team collaboration.
- **COST:** Included with Notion subscriptions; Pro plans start at \$8 per month.
- **LINK:** [Notion AI](#)



- **DESCRIPTION:** Taskade is an AI-powered productivity tool that combines task management, note-taking, and collaboration features in one platform.
- **USE CASE:** Project management, task tracking, and team collaboration.
- **COST:** Free tier available; Pro plans start at \$5 per month.
- **LINK:** [Taskade](#)



- **DESCRIPTION:** MeetGeek is an AI meeting assistant that automatically records, transcribes, and summarizes meetings.
- **USE CASE:** Meeting documentation, action item tracking, and team collaboration.
- **COST:** Free tier available; subscription plans start at \$10 per month.
- **LINK:** [MeetGeek](#)



- **DESCRIPTION:** ClickUp is an all-in-one project management platform that combines tasks, docs, goals, and an inbox to facilitate productivity.
- **USE CASE:** Managing projects, tasks, and workflows efficiently within a single platform.
- **COST:** Free plan available; paid plans start at \$5 per user per month.
- **LINK:** [ClickUp](#)



- **DESCRIPTION:** ScribeHow creates step-by-step guides and standard operating procedures (SOPs) by recording tasks on your computer screen.
- **USE CASE:** Creating detailed SOPs and guides for training and process documentation.
- **COST:** Free plan available; Pro plan starts at \$29 per month.
- **LINK:** [ScribeHow](#)

VIDEO



- **DESCRIPTION:** Pictory is an AI video creation platform that converts long-form content like blogs and articles into short, shareable videos.
- **USE CASE:** Video marketing, social media content, and content repurposing.
- **COST:** Subscription plans start at \$19 per month.
- **LINK:** [Pictory](#)



- **DESCRIPTION:** HeyGen allows users to create videos by typing in text for an avatar to speak.
- **USE CASE:** Creating realistic speaking avatars for various uses, supporting multiple languages.
- **COST:** Free plan available; Premium plans start at \$30 per month.
- **LINK:** [HeyGen](#)



- **DESCRIPTION:** D-ID creates videos by animating photos or avatars, making them appear as if they are talking.
- **USE CASE:** Creating engaging and dynamic video content by animating still photos or avatars.
- **COST:** Plans start at \$49 per month.
- **LINK:** [D-ID](#)



- **DESCRIPTION:** TubeBuddy is a YouTube optimization tool that helps creators manage and grow their channels through various features like keyword research and analytics.
- **USE CASE:** Managing and growing YouTube channels by providing tools for keyword research, analytics, and video SEO.
- **COST:** Offers a free plan; Premium plans start at \$9 per month.
- **LINK:** [TubeBuddy by Benlabs](#)

WEBSITE



- **DESCRIPTION:** 10Web is an AI-powered WordPress platform that automates website building, optimization, and management.
- **USE CASE:** Website creation, hosting, and performance optimization.
- **COST:** Subscription plans start at \$10 per month.
- **LINK:** [10Web](#)



- **DESCRIPTION:** Imagica is an AI website design tool that allows users to create interactive and visually appealing websites without coding.
- **USE CASE:** Website design, prototyping, and creative web projects.
- **COST:** Pricing available upon request.
- **LINK:** [Imagica](#)



- **DESCRIPTION:** Durable is an AI website builder that quickly creates and deploys small business websites with minimal input.
- **USE CASE:** Quick website creation, small business online presence, and local SEO.
- **COST:** Free tier available; paid plans start at \$15 per month.
- **LINK:** [Durable](#)

PROMPT TOOLS



- **DESCRIPTION:** Perplexity AI is a prompt generation tool designed to help users create compelling AI prompts for creative writing, art generation, and content creation.
- **USE CASE:** Creative writing, AI art generation, and content ideation.
- **COST:** Free tier available; pricing for premium features available upon request.
- **LINK:** [Perplexity AI](#)



- **DESCRIPTION:** PromptMETHIUS is an AI-driven prompt generator that helps users craft detailed and context-rich prompts for various AI applications, including GPT models and art generators.
- **USE CASE:** AI text generation, art creation, and brainstorming ideas.
- **COST:** Free to use.
- **LINK:** [PromptMETHIUS](#)



- **DESCRIPTION:** PromptPerfect is a prompt optimization tool that refines and enhances AI prompts to achieve more accurate and creative outputs across various AI platforms.
- **USE CASE:** Optimizing prompts for better AI-generated content, including text, images, and code.
- **COST:** Free tier available; premium plans start at \$9 per month.
- **LINK:** [PromptPerfect](#)

The Author

MARCUS@MARKEINGMASON.COM

Hey there,
I'm Marcus Hermens.

With experience across Health, SaaS, Tech, and Banking, I've mastered scaling companies through digital marketing and strategy. I've held leadership roles from Creative Director to VP to CMO, leading all sizes and types of teams in both scaling startups and established corporations.

I'm passionate about tech and AI and have been diving deep into its applications for businesses. I don't just talk about AI—I test and use these tools in my own business and personal life.

Interested in SCALING FAST? Let's chat.

Marcus Hermens



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