



AI BLUEPRINT

LEARN AI. CREATE MORE. EARN MORE.

THE COMPLETE BEGINNER'S GUIDE TO USING FREE AI TOOLS

Learn How To Create:

- ✓ ADS THAT CONVERT
- ✓ VIDEOS THAT ENGAGE
- ✓ MUSIC & SONGS
- ✓ BOOKS & EBOOKS
- ✓ EMAILS & NEWSLETTERS
- ✓ SOCIAL MEDIA CONTENT
- ✓ BUSINESS DOCUMENTS
- ✓ DIGITAL PRODUCTS



USING FREE
AI TOOLS



SAVE TIME. BE MORE PRODUCTIVE. BUILD YOUR FUTURE.

After reading this guide, check out our
LAPTOP BUSINESS BLUEPRINT
and join the thousands of everyday people of all
ages making life-changing income using A.I.

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Guide to Using Free AI Tools for Creative and Business Content

This guide helps you leverage **free AI tools** to create ads, videos, music, books, emails, social media content, business documents, and digital products with ease.

Part one includes links to all the free AI programs available. Part two covers a selection of AI programs that can be used for both business and personal creatives.

PART 1

1. Creating Ads with AI

Free tools to generate catchy ad copy and visuals:

- **Copy.ai** – AI-powered ad copy generator: copy.ai
- **Canva** – Create ad visuals with free templates: canva.com
- **Writesonic** – Generate engaging marketing copy: writesonic.com

2. Making Videos

Create videos from text or templates effortlessly:

- **Lumen5** – Turn blog posts or scripts into videos: lumen5.com
 - **InVideo** – Free video creation with templates: invideo.io
 - **Pictory** – AI video generator from text: pictory.ai
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3. Composing Music and Songs

Generate music and lyrics with AI assistance:

- **Amper Music** – Create royalty-free music tracks: ampermusic.com
 - **Soundraw.io** – AI music generator (free tier available): soundraw.io
 - **These Lyrics Do Not Exist** – AI-generated song lyrics: theselyricsdonotexist.com
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4. Writing Books and eBooks

AI tools to assist in writing and editing longer texts:

- **Sudowrite** – AI novel and story writing assistant: sudowrite.com (free trial)
 - **Quillbot** – Paraphrasing and grammar help: quillbot.com
 - **Hemingway Editor** – Improve readability for free: hemingwayapp.com
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5. Crafting Emails and Newsletters

Automate and optimize email content creation:

- **Beehiiv** – Newsletter creation platform with AI tools: beehiiv.com
 - **Flowrite** – AI email writer (free tier): flowrite.com
 - **Mailchimp** – Email marketing with AI suggestions: mailchimp.com
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6. Creating Social Media Content

Generate captions, posts, and visuals for social platforms:

- **Buffer** – Schedule and generate social posts: buffer.com
 - **Caption AI** – AI-generated Instagram captions: captionai.app
 - **Crello (now VistaCreate)** – Free social media design tool: vistacreate.com
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7. Developing Business Documents

AI tools to draft reports, proposals, and presentations:

- **Notion AI** – Document creation and summarization: notion.so
 - **Grammarly** – Grammar and style checker: grammarly.com
 - **Google Docs** – Free collaborative document editor with AI features: docs.google.com
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8. Designing Digital Products

Create digital templates, courses, or printables:

- **Canva** – Design templates for ebooks, printables, courses: canva.com
 - **Crello (VistaCreate)** – Design digital product assets: vistacreate.com
 - **Google Slides** – Create course presentations or digital downloads: slides.google.com
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Tips for Success

- Experiment with multiple tools to find your best fit.
 - Combine AI-generated content with your personal touch.
 - Review all generated content carefully before use.
 - Keep updated on new AI tools and features.
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PART 2

Your Guide to Free AI Tools

A friendly handbook for complete beginners

What is AI, and why should I care?

AI (Artificial Intelligence) tools are clever computer programs that can hold a conversation, write text, answer questions, create images, and much more. The best part? Many of the most powerful ones are completely free to use — no technical knowledge required.

This guide will walk you through the most popular free AI tools, explain what each one does in plain language, and show you exactly how to get started — step by step.

Section 1: Chatbots — Your AI Conversation Partners

Chatbots are AI tools you can type to, just like texting a friend. You ask a question or give an instruction, and the AI responds. They are great for answering questions, helping you write, explaining tricky topics, and much more.

Claude (claude.ai)

Claude

What it does: Answers questions, writes text, summarises documents, explains complex topics simply

Best for: General tasks, thoughtful writing, research questions

Free plan: Generous daily usage on the free plan

ChatGPT (chat.openai.com)

ChatGPT

What it does: Conversation, writing help, code, general knowledge, image generation (paid)

Best for: Wide range of everyday tasks
Free plan: Free access to GPT-4o mini; limited GPT-4o messages

Google Gemini (gemini.google.com)

Google Gemini

What it does: Conversations, Google search integration, summarising web pages

Best for: Searches the live web, integrates with Gmail and Google Docs

Free plan: Free tier available; links to your Google account

Microsoft Copilot (copilot.microsoft.com)

Microsoft Copilot

What it does: AI chat powered by GPT-4, web search built in, image creation

Best for: Quick research with up-to-date web results

Free plan: Fully free with a Microsoft account

TIP

Not sure which to start with? Try Claude or ChatGPT first. Both are excellent for beginners and work without any set-up.

Section 2: How to Get Started with a Chatbot

Every AI chatbot on this list follows the same basic steps. Here is how to begin in under five minutes:

1. Open your web browser (Chrome, Safari, Edge, or Firefox all work fine).
2. Visit the website — for example, claude.ai or chat.openai.com.
3. Create a free account using your email address.
4. Click the message box and type your first question or request.
5. Press Enter or click the send button. The AI will reply within seconds.

What Should I Type?

Just write naturally — as if you were asking a friend. You do not need to use special words or commands. Here are some ideas to try:

You want to...	Try typing...
Understand something	<i>"Can you explain what a pension is in simple terms?"</i>
Write something	<i>"Help me write a thank-you card for my neighbour."</i>
Get ideas	<i>"What are some easy dinner recipes for one person?"</i>
Solve a problem	<i>"My Wi-Fi keeps dropping. What could cause this?"</i>
Summarise text	<i>"Here is an article — can you give me a short summary?"</i>

Section 3: AI Image Generators

These tools create images from a text description. You simply describe what you want to see and the AI draws it for you — no artistic skill needed.

Adobe Firefly (firefly.adobe.com)

Adobe Firefly

What it does: Generates images, edits photos, changes backgrounds, creates text effects

Best for: Safe and beginner-friendly; great for practical photo editing

Free plan: Free monthly credits; no subscription needed to start

Microsoft Designer / Bing Image Creator

Designer

What it does: Creates images, social media graphics, invitations, posters

Best for: Making attractive graphics without design skills

Free plan: Free with a Microsoft account; uses a daily credit system

Canva AI (canva.com)

Canva AI

What it does: AI image generation inside Canva's design tool; resize, background removal

Best for: Making polished designs (cards, posters, presentations) with AI help

Free plan: Free plan is generous; some AI features need Canva Pro

TIP

When creating images, be descriptive! Instead of "a dog", try "a golden retriever

sitting in a sunny garden, watercolour painting style". More detail gives better results.

Section 4: AI Writing and Productivity Tools

These tools help you write better emails, summarise long documents, take notes, and stay organised — all using AI.

Grammarly (grammarly.com)

Grammarly

What it does: Checks spelling, grammar, and tone; suggests clearer phrasing

Best for: Anyone who writes emails, messages, or documents

Free plan: Free plan covers essential grammar and spelling checks

NotebookLM (notebooklm.google.com)

NotebookLM

What it does: Upload documents or paste text; ask questions about your own files

Best for: Students, researchers, anyone dealing with lots of reading

Free plan: Completely free with a Google account

Otter.ai (otter.ai)

Otter.ai

What it does: Transcribes spoken audio into text in real time; summarises meetings

Best for: Anyone who attends meetings or wants to record conversations

Free plan: Free plan: 300 minutes of transcription per month

Section 5: Staying Safe When Using AI

AI tools are very powerful, but it is important to use them wisely. Here are the most important rules to remember:

NEVER

Share personal information such as passwords, bank details, National Insurance numbers, or passport details with any AI tool.

CHECK

AI can sometimes get facts wrong. Always double-check important information — especially medical, legal, or financial advice — with a trusted source.

KNOW

Content you type into a chatbot may be used to improve the AI. Avoid sharing private or sensitive details about yourself or others.

FREE

You never need to pay or enter credit card details to use the free tools listed in this guide. If a site insists, close the tab.

Section 6: Quick-Start Checklist

Use this checklist to get going today. Tick each item off as you complete it:

- Choose one chatbot to try first (Claude or ChatGPT are great choices)
- Visit the website and create a free account with your email
- Type your first question — make it something you are genuinely curious about
- If you are not happy with the answer, ask a follow-up question or rephrase
- Try an image generator — describe something simple like your pet or a dream holiday
- Explore Grammarly or NotebookLM if you read or write a lot
- Share this guide with a friend who might enjoy learning about AI tools

After reading this guide, check out our **LAPTOP BUSINESS BLUEPRINT** and join the thousands of everyday people of all ages making life-changing income using A.I.

Click on this link to go there now! <https://bit.ly/4un4Ok9>