

AI Tools for Business Owners

Leveraging Intelligence for Growth - Workshop Handout

The Five Pillars of AI for Business

Understanding these five types of AI tools will help you identify the right solutions for your specific business needs. Each type serves different purposes and offers unique advantages for growing your business.



Type 1: Fast Answerers

Quick Solutions on Demand

These AI models are like highly efficient virtual assistants for immediate information retrieval.

Best Use Cases:

- ✓ Drafting emails, social media posts, or short descriptions
- ✓ Brainstorming ideas (blog topics, marketing slogans)
- ✓ Getting quick definitions or explanations
- ✓ Customer service chatbots for common FAQs

Example Tool:

🔧 **ChatGPT 4o** - Multimodal capabilities: text, audio, image input/output

⚠️ **Important:** Don't rely on them for deep thinking, fact-checking, or critical analysis. They're designed for speed and general knowledge, not exhaustive research or strategic decision-making.



Type 2: Researchers / Strategic Thinkers

Your Business Intelligence Powerhouse

💡 **This is where you should invest your learning time!**

These AI tools excel at deep analysis, pattern recognition, and generating comprehensive insights.

Why they're "Super Super Useful":

- 💡 **Market Analysis:** Understand competitor strategies, identify target audiences, spot emerging trends
- 💡 **Business Planning:** Develop comprehensive business plans, analyze financial data, forecast performance
- 💡 **Problem Solving:** Explore various solutions to complex business challenges
- 💡 **Decision Support:** Provide data-driven insights to inform strategic decisions

Example Tool:

🔧 **o3** - Ability to "think harder" and run multiple reasoning threads before answering

Recommendation: Spend significant time learning to leverage these models for their research and strategic capabilities.



Type 3: Agents / Automation Engines

Automate and Streamline

These AI tools perform specific tasks autonomously or connect different applications to automate entire workflows.

Best Use Cases:

- ✓ **Scheduling:** Automatically book meetings and manage calendars
- ✓ **Customer Support:** Route inquiries, provide initial responses, manage support tickets
- ✓ **Data Entry & Management:** Transfer data between systems, update records
- ✓ **Marketing Automation:** Schedule social media posts, send personalized emails
- ✓ **Process Automation:** Automate onboarding, invoice processing, lead nurturing

Example Tools:

- 🔧 **Skej:** Specialized scheduling agent that handles the back-and-forth
- 🔧 **N8N:** Open-source automation engine for connecting apps and building custom workflows
- 🔧 **Manus:** AI agent for high-level business process automation and decision-making
- 🔧 **Genspark:** AI "super agent" for automating everyday tasks across productivity platforms

🎯 **Action Item:** Start exploring how these tools can automate repetitive tasks in your business.



Type 4: Artists / Media Generators

Unleash Your Creative Marketing

AI can be your creative partner, generating stunning visuals and immersive media for your marketing and product needs.

Best Use Cases:

- ✓ **Marketing Materials:** Generate unique images for ads, social media, and website banners
- ✓ **Product Visuals:** Create product mockups, lifestyle images, or explanatory videos
- ✓ **Social Media Content:** Produce engaging video clips and captivating images quickly
- ✓ **Website Design:** Generate icons, background images, or entire visual themes
- ✓ **Training Materials:** Produce engaging videos for employee training or customer tutorials

Example Tool:

- 🔧 **Veo 3** - State-of-the-art cinematic quality video with synchronized audio and realistic movement



Type 5: Coders / Programmers

Your Development Partner

Generate code, debug existing code, explain programming concepts, build applications, and assist with technical development tasks.

Best Use Cases:

- ✓ **Website Development:** Create websites, landing pages, and web applications
- ✓ **Business Applications:** Build custom tools for inventory, CRM, or data management
- ✓ **Code Debugging:** Identify and fix issues in existing code
- ✓ **Database Queries:** Generate SQL queries for data analysis
- ✓ **API Integration:** Connect different software systems
- ✓ **Automation Scripts:** Create custom scripts for repetitive tasks
- ✓ **Mobile Apps:** Develop simple mobile applications
- ✓ **Technical Documentation:** Generate code documentation and user guides

Example Tools:

- 🔧 **Claude:** Capable of writing and debugging code across many languages
- 🔧 **GitHub Copilot:** AI pair programmer integrated into development environments
- 🔧 **Cursor:** AI-powered code editor
- 🔧 **Replit:** AI-assisted coding platform

💡 **Business Value:** Even without programming knowledge, you can describe what you need and get working code. Perfect for custom solutions when off-the-shelf software doesn't fit your needs.

⚠️ **Important:** Always test code thoroughly and consider security implications, especially for customer-facing applications.