

5 Free AI Tools Every Small Business Owner Should Be Using Right Now

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5 Free AI Tools You Can Use in Your Daily Life

INTRODUCTION

Right, let me tell you something. How many hours did you spend last week writing social media posts, replying to customer messages, or just trying to figure things out on your own?

Because I speak to small business owners every single week - restaurant owners, salon owners, people running shops, barbers, you name it - and almost all of them are doing way too much by hand.

And here's the thing. There are free tools out there - AI tools - that can do a lot of that work for you. For free. Right now. Today.

I'm going to tell you 5 of them. I'll tell you exactly what each one does, how to use it, and give you a real example so you can see exactly how it works for your business.

You don't need to be good with computers. You don't need to spend any money. You just need to watch this video to the end, and by the time we're done, you'll have 5 tools you can go and use today.

Let's get into it.

TOOL 1 - ChatGPT

Okay, tool number one. And I promise you, even if you've never heard of this before, by the end of this section you're going to want to try it.

It's called ChatGPT. And what it does is simple - you type something to it, like you're texting a friend, and it writes back for you. Properly. Like a real person.

Think of it like this. Imagine you had a really clever mate who went to university, studied everything, and will write anything you need for free at any time of day. That's ChatGPT.

Real example:

Let's say you run a pizza shop and you need to post something on Instagram today but you've got no idea what to write. You just go to chatgpt.com and type something like:

"Write me an Instagram post for my pizza shop in Cheshire. Make it fun. Tell people we have a deal on buy one pizza get one half price. Keep it short."

And within seconds, it writes you a full Instagram caption, ready to copy and paste. Done. That would have taken you 20 minutes. ChatGPT did it in 10 seconds.

You can use it to write emails to customers, reply to reviews, write your website text, create a menu description, make a list of ideas - honestly, whatever you need. And the basic version is completely free.

Go to chatgpt.com, make a free account, and just start typing. Try it right after this video.

TOOL 2 - Google Gemini

Tool number two is called Google Gemini. And this one is made by Google - so if you already use Gmail or Google Drive, this fits right in with everything you already do.

Think of Gemini like a really smart assistant who can research things for you, help you plan, and answer questions about your business - fast.

Real example:

Let's say you run a hair salon and you want to get more customers in January, which is always quiet after Christmas. You open Gemini and you type something like:

"I run a hair salon in Cheshire. January is my quietest month. Give me 5 ideas to get more customers in January without spending much money."

And it gives you 5 proper ideas - like running a refer-a-friend deal, posting before and after photos, doing a January new look offer. Real, useful ideas you can actually go and do.

You can also use it to help you plan your week, write a business email, or even help you figure out what to charge for something. It's like having a business advisor in your pocket. For free.

Just go to gemini.google.com and sign in with your Google account. That's it.

TOOL 3 - Canva AI

Tool number three - and this one is brilliant if you ever need to make graphics for your business. It's called Canva. You might have already heard of it. But did you know it now has AI built in?

Canva lets you make posters, social media posts, flyers, menus, business cards - you name it. And the AI part means you don't need to be a designer. You just describe what you want, and it builds it for you.

Real example:

Let's say you run a nursery and you need a quick post for Facebook to tell parents about an upcoming open day. You open Canva, click on Magic Write, and type:

"Write a friendly Facebook post for our nursery open day on Saturday 5th July. Tell parents to come along and bring the kids."

It writes the post for you. Then you pick a nice template, add your logo, change the colours to match your brand - done. A professional-looking post in under 5 minutes.

The free version of Canva gives you loads to work with. Go to canva.com, make a free account, and just explore. You'll be amazed what you can make.

TOOL 4 - Tidio

Okay, tool number four. This one is a little different - but trust me, it's a game changer if you have a website.

It's called Tidio. What it does is put a little chat box on your website - you know, like when you go on a website and a little bubble pops up saying 'Hi, how can I help?' That's what Tidio does. But here's the clever part - it's AI. So it answers your customers automatically, even when you're asleep.

Real example:

Let's say you run a restaurant. Someone visits your website at 11 o'clock at night to ask what time you open on Sunday. You're in bed. But Tidio is awake.

The customer types in the chat box: "What time do you open on Sunday?" And Tidio replies straight away with the right answer. Customer happy. You didn't have to do a thing.

You set it up once - tell it your opening times, your address, your menu, whatever information your customers normally ask about - and then it handles those questions for you automatically.

The free plan on Tidio gives you enough to get started. Go to tidio.com, sign up for free, and follow their simple setup guide to add it to your website.

TOOL 5 - Google NotebookLM

And the last one - tool number five. This one is a bit more unusual, but once you understand it, you're going to love it.

It's called Google NotebookLM. Here's what it does in simple terms. You upload your documents - maybe your price list, your menu, your service information, even a PDF - and then you can ask it questions about what's in those documents. Like having a conversation with your own files.

Real example:

Let's say you run a cleaning business and you have a long document with all your service packages and prices. Someone on your team needs to quickly find out the price of an office clean for 3,000 square feet. Instead of scrolling through the whole document, they just open NotebookLM, ask the question, and it finds the answer instantly.

You can also upload your old quotes, contracts, or notes from meetings - and then ask it to summarise them, find key information, or help you write something based on what's in there.

It's brilliant for business owners who have loads of paperwork and just want to find things fast.

Go to notebooklm.google.com, sign in with your Google account, upload a document you already have, and start asking it questions. It costs nothing.

SUMMARY

Right, so there you go. 5 free AI tools. ChatGPT for writing. Google Gemini for research and ideas. Canva AI for graphics. Tidio for your website chat. And Google NotebookLM for your documents.

None of these cost you anything to get started. All of them will save you time. And any one of them - just one - could make your week easier starting from today.

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