briitely

FREE DOWNLOAD

Your AI Starter Cheat Sheet

Which AI tool does what, and how to use it safely.

Chat assistants

You type or talk, they answer and help you work

ChatGPT
An all-rounder: questions, writing, brainstorming, voice chats, images
Great if you want one tool that does a bit of everything

Claude
Writing that sounds human, long documents, careful thinking, building tools
Great if you write a lot or work with long reports and files

Gemini
Working inside Gmail, Google Docs and Drive
Great if you already run your business on Google

Copilot
Working inside Word, Excel, Outlook and Teams
Great if you already use Microsoft 365

Research tools

They find and sum up information for you

Perplexity
Searches the web and answers with links to its sources
Free plan available

NotebookLM
Researches only the documents you upload, and can make an audio summary
Free with a Google account

Images, design & video

They make and edit pictures, designs and video

Canva
Social posts, flyers and presentations, with AI built in
Free to try

Adobe Firefly
Polished images and photo edits
Free, with daily limits

Nano Banana
Creates and edits images from a description
Included with Gemini

Higgsfield
Short videos and images from a description
Free, with limits

CapCut
Video editing with AI help
Free to start; some AI features paid

Tip
ChatGPT can also make images right inside the chat, so you may not need a separate tool to start.

Free or paid? All four chat assistants have a free plan, which is plenty to get started. Upgrade only when you keep hitting the limits.

Which one should I start with? Pick the one that fits the tools you already use. There's no wrong answer; the skills transfer between them.

5 rules for using AI safely

1. If you wouldn't email it to a stranger, don't paste it in: no passwords, banking details or private client information.
2. Check the privacy settings, including whether your chats can be used to train the AI.
3. Remove names and identifying details before asking for help with a real situation.
4. Double-check facts, numbers and dates. AI can sound confident and still be wrong.
5. You're the editor. Read everything before you send or post it.

Try this today

"I need to write an email to [who]. Here are my messy notes: [paste them]. Turn this into a clear, friendly email. Ask me questions first if anything's unclear."