The AI For Internet Marketers Crash Course

Hi there and welcome to ***The AI For Internet Marketers Crash Course!*** In this guide my goal is to help you fully wrap your head around AI and the many ways that you can use it in your online business and/or to even create an online business.

I've created this guide because when I first got started with AI (*artificial intelligence*) I was absolutely lost and overwhelmed. There were so many options and tools, and I just couldn't connect the pieces of how I could use it in my business. I was frustrated and had spent a lot of time and money on this thing and that thing.

Sound familiar to you? 😉

If it doesn't, DO NOT go down the path I went down. I've done it all for you! After 100's of hours of research and implementing different things I learned, I'm now *"totally in the know"*! Meaning I know how to use AI for specific purposes that fit my business, and the tools I need to use for those purposes. That's exactly what I want you to walk away with after going through this *"crash course"*. I want you to know how to use AI to fit the needs of **YOUR** business and get the right tools (*some are free and some are paid*) to implement the things you need AI to do in **YOUR** business.

So, with all of that said let's get started...

To get your mind wrapped around what AI can do for you as an online business owner, let me tell you a few ways I've used AI in my business. If I had seen actual ways I could use AI in my business when I first got started I would have **NOT** been so confused. Instead, I was hit with all kinds of products and software that promised tons of sales or tons of traffic and a lot of other outrageous stuff.

I just needed to know and understand what it could do in **MY** online business. So, some of this may resonate with you and some of it won't, but don't worry. I'm going

to show you how to define how you can use AI in **YOUR** online business in this guide, so follow along and you're going to see the light at the end of this tunnel.

Ways I Use AI In My Online Business

Research: As a digital product creator in multiple niches, I do so much research. I do research to define and discover targeted audiences, keyword research, topics for products, topics for content, and even as a search engine because I don't have to go through a bunch of listings in regular search results. I can simply enter a question and I have it instantly answered and then can add follow up questions if need be and quickly get that information. It's like texting with a friend who knows everything!

There are multiple AI tools that you can use to do all of this at insanely fast speeds. We're going to talk about different tools and their functions later, so hold tight for that part. 😉

Content Creation: The amount of content I create is mind blowing, and since discovering and using AI I have been able to create more content **MUCH** faster! And even better quality content!

I have several blogs I run in multiple niches, so I use AI **A LOT** to create blog posts for all of those blogs, and titles for those blog posts that make people want to read them. That's a common problem that bloggers have. Their titles are horrible and that leads to people never even reading them, so AI has been super helpful in this area and my *"clicks"* are **WAY** up!

Besides blog posts, I also use AI to create other content for things like social media, email newsletters, and digital products. I also use it to enhance my content with correct spelling, grammar, dictation, suggestions for better content, and more.

Thanks to AI, your content creation needs can be met in just about any way that you can imagine!

Digital Product Creation: Now this is where things get super profitable with AI...

You can use it to create all kinds of different digital products that you can sell, give away to build your list, use as bonuses, use to build relationships with your audience, etc.

Digital products like… Ebooks, video courses, blueprints, outlines, printables, tools, games, graphics/images, audios, templates, code for software, apps, plugins, Chrome extensions, pages for low-content products, and the list goes on and on.

Bottom line: Product creation has never been easier or faster thanks to AI. You're not even limited by your own creativity because others are giving you *"the keys to the kingdom"* in many cases by giving you "prompts" to feed into different AI tools and are creating tools that work along with AI to spit out several different types of digital products **FAST!** That all falls under the "tools" category, and as I said we're going to get to those further along in this guide.

Sales Copy: One thing all online business owners have in common is the need for sales copy. Maybe it's for a sales letter to sell your digital product, sales copy to entice someone to get on your email list, or sales copy for an ad campaign, etc.

AI can help you create sales copy for any need you have for it and it does it very quickly and most importantly very **EFFECTIVELY!**

How many times have you created sales copy for something and it was just absolutely horrible? Or how many times have you needed sales copy and just didn't know how to write it? When you know how to use AI those aren't things you're going to face anymore.

I have personally used AI tools to create sales letters, emails, product descriptions, reviews, video scripts, ads for paid advertising, headlines, and subject lines. I'm probably leaving a few out, but that's just off the top of my head.

Graphics/Images: Now this is a **BIG** one. The first AI image creator/generator that I used was something (*I can't even remember the name*) that you could upload your photo to, and it would spit out 100 different images that looked similar to me in different settings. It was $10 to get those 100 images, and I had no plans on how to use them. *It was just for fun.*

Fast forward a few months and there are so many different AI tools out there for doing all kinds of things with images. You can use AI to generate logos, images for

social media, infographics, images for products, mockups, images to sell, and so much more.

There are many ways that this type of AI works. A lot of the tools start with you typing in what kind image you want into their system (*a prompt*) and then the AI tool takes that and generates (*hopefully*) exactly what you need. Some tools even allow you to upload images and then AI manipulates them for you.

This is an area that I've just gotten started in, and my main focus is on creating social media content and content for printables and low-content pages for low-content products that I sell in various niches. Make sure that you have a purpose in mind when jumping into AI for image and graphic creation. You can get sucked in a million different directions and never create things you truly need for your business. It's a lot of fun, so be careful that you don't get stuck in *"lets have fun"* mode. 😉

Videos: Videos can be used for many things in your online business and a lot of those things can now be done better and faster with AI. *Are you noticing a theme here with this AI stuff?* **Better… Faster…** 😉

Currently I'm using AI to turn articles into great looking attention getting videos for sales pages, social media, and YouTube channels. I'm also using it to edit videos I have PLR to and/or videos that I create myself. You can do some really cool stuff with videos you have using the right AI tools. If you need video content for basically anything in your business, there's probably an AI tool to help you create it.

If you're wanting to create a video from scratch, then you first need to define the purpose of your video. *Do you need an explainer video, sales video, informational video, etc?* Then use AI to help you generate a script for it. Once you have your script you can either create the video yourself and use AI to enhance it or feed your script into an AI tool that will take your script and instantly turn it into a video for you.

AI for videos and video marketing is one of the fastest changing and developing parts of AI, and I'm **VERY** excited for what the future holds! Keep an eye out for all the different ways you can use it in your online business.

Customer Support: This is **NOT** an area I'm currently using AI in, but I'm investigating it because there are some very powerful tools to help you with providing instant customer support for your customers.

Things like ChatBots (*they are way better now than when they initially came out a few years ago*) to answer pre and post sales questions, onboarding and training after purchases and/or for coaching programs, it can be used to create and maintain knowledge bases that customers can use to self-serve. This can include articles, FAQs, and even interactive tutorials. AI can also be used to power search engines that make it easy for customers to find the information they need.

The best way to figure out how you can use AI for customer service is to look at the tools available and see if they fit into your business. If they do and can help you support your customers better and save yourself some time… **USE THEM!** 😉

Productivity: Now this is a pretty broad category, and you have a lot of options here. And there are so many solutions being created constantly to help you with productivity.

You can use AI to do things like take notes in your webinars and meetings, automate repetitive tasks, scheduling, speech to text, creating summaries of books, videos, etc., build entire websites, and so much more!

Again, because there are just so many options here, I highly recommend you do some research for AI productivity tools, see what's available, and then investigate the tools that will actually fit into your business.

Branding: If you're starting a new online business or you help others start their own online businesses, branding is the first place you start. And of course, there are a ton of things you can use AI for when it comes to branding.

You can generate business names, business plans, logos, color palettes, business cards, presentation templates, social media images, etc., all with AI tools.

Wow… *That's a lot of information on the different ways to use AI in your online business, right?* This should really get the wheels turning in your mind. And here's the real kicker… There are so many **MORE** options depending on what your online business is, does, and what it needs.

So, let's switch gears and start talking about how to define your needs for AI in your business, so you can get laser focused on implementing AI.

How To Decide What You Need AI To Do For Your Business

The first thing you need to do is go through the options I gave you and then note down any that apply to your business. For example, if you need blog posts, then note that down. If you need social media content and/or images. Note that down! You get the point here. 😉

Then constantly keep in the back of your mind as you're working that there might be an option to use AI to do an activity better or faster. When your actively working think to yourself, *"Is there an AI tool I can use to automate this, make it better, or get it done faster?"*

Hot Tip: *Want to do some research and see how other people are using AI in their online businesses to generate ideas for how you can use it in your business?* Head over to YouTube and search for the following phrases:

best AI tools
how to use AI
how to use AI for XYZ (*enter anything you want to know how to use AI for as your XYZ*)

This is going to make your brain explode because there are just so many options, but you don't have to watch everything at once. Make time a few times a week to learn more about AI and what you can use it for in your business. Just a couple of videos at a time and in no time, you will have a huge list of ways you can use AI for multiple things in your business. Before you know it, you're going to be an AI ninja who saves a ton of time and gets better results with what you output in your online business!

Between what I have given you here as examples for using AI, you thinking of stuff you can use AI to accomplish in your business, and the YouTube tip I just gave you for getting ideas for using AI you're going to have plenty of ways to implement AI in your online business to get many different things done better and faster.

But...

You're going to need tools to implement the specific things you want to do, so let's start talking about AI tools...

Get comfy because I'm about to load you up with **A LOT** of options. **Take a deep breath.** You don't have to know it all or use all of these options right now or even **EVER**. This is just to help you with seeing your options for tools.

Let's get started...

AI Tools And Which Ones You Might Need

Okay, so now that we have covered what you can use AI for in your business let me tell you about some of the tools out there, and what they do.

Below you will find a list of AI tools and resources. Look at the descriptions. If a tool doesn't do something you need it to do, then there is **NO** reason for you to even investigate that tool. For example, if you have no need for a chat bot in your business, then there is no reason you need to investigate it. If you have no need for graphics in your business, then there is no reason for you to investigate those kinds of tools. **ONLY** focus on what you actually **NEED**. You will get lost and overwhelmed if you try and use all the tools I'm listing here, and you will **NEVER** get anything accomplished with AI. Plus, there are literally 1000s of different tools for each of the uses of AI. There is no way you'll ever even know of all of the AI tools available to you much less be able to use them all. **Keep it simple because less truly is more here.**

Okay... **Let's dive into THE TOOLS!**

ChatGPT – This is the first AI tool that I ever used and in my opinion is the easiest! When it comes to content creation and research, it's always my first stop. It has **A LOT** more uses though and is even used in combination with other tools. ChatGPT is a large language model chatbot developed by OpenAI. It is trained on a massive dataset of text and code, and can generate text, translate languages, write different kinds of creative content, and answer your questions in an informative way.

Bard – This tool is a lot like ChatGPT and it was the second AI tool that I began using. I started using it when I asked ChatGPT a question and it told me that it couldn't answer the question because it only had information as recent as September 2021. ChatGPT is still my favorite and more often provides better content than Bard for me. Bard was not only fed a ton of information initially, but it also uses the Internet for data where ChatGPT does not.

Hot Tip: These two are the tools to get started with. Sometimes I use ChatGPT, sometimes I use Bard. And sometimes I use both simultaneously to get as much content as I can. Here is a link to a conversation I had with Bard about the differences between it and ChatGPT. This will give you a good look into these two these two tools and their differences. >>> https://aiforim.com/my-conversation-with-bard-about-bard-vs-chatgpt

Wave AI – Wave AI Is the world's first 50-in-1 Google Bard PaLM2 powered app suite that does everything! It creates content, eye catchy graphics, converts text to video, text to image, it's an AI chatbot, creates videos from keywords, creates images from keywords, corrects grammar, makes image variations, creates product names, summarizes & explains text, creates topic outlines, it does proofreading, it's an analogy maker, keyword extractor, ad copy & spreadsheet generator, and so much more!

Midjourney - Midjourney is a closed beta generative AI program that can create images from text prompts. It can generate realistic, cartoony, abstract, and surreal images. You can adjust the mood and composition of images, and generate images based on your own prompts or from a pre-existing collection of prompts.

Side Note: This one is a little hard to use and the REAL benefits don't come with a free account. You really need the paid account to use it privately and with all the benefits it offers.

Jasper – Jasper is an advanced AI writing assistant designed for quick content creation, including blog posts, product descriptions, marketing copy, personalized emails, and social media content. Using vast datasets, it produces high-quality, SEO-optimized, and engaging content tailored to specific needs.

Grammarly – You've probably heard of this tool and it was AI before tools started becoming AI. 😉 Grammarly is a cutting-edge AI-driven writing companion

designed to elevate the quality of communication. It not only detects and rectifies grammar, spelling, and punctuation inaccuracies but also enhances style and clarity. With its intuitive suggestions, Grammarly refines word selection, polishes sentence construction, and optimizes the overall tone of your writing.

Dialpad Ai – This is a completely different tool than any that I've mentioned so far and it will help with many different things in your business. It's a cloud-based communication platform powered by AI, designed to boost customer experiences, elevate productivity, and enhance collaboration for businesses. Leveraging the capabilities of speech recognition and natural language processing, it offers real-time transcription of calls and meetings, keyword tracking from customer interactions, customer sentiment analysis, and beyond. This thing is super powerful!

CopyCoached - CopyCoached is a cutting-edge AI-driven copywriting tool tailored for small businesses, allowing you to create impactful marketing content. Drawing inspiration from renowned marketing experts like Russell Brunson, Joel Erway, Alex Hormozi, Laurel Portie, and Dan Kennedy, our platform produces compelling copy designed for optimal results. Just answer a few simple questions about your business or product, and CopyCoached will generate a draft of your copy. You can then edit the copy to fit your specific needs.

DALL-E 2 – This is a large language model chatbot developed by OpenAI that can create realistic images from text descriptions. It is a successor to the original DALL-E model, which was released in 2021. DALL-E 2 is able to generate more realistic images with better detail and color accuracy. It can also combine multiple concepts and styles in a single image. It's still under development, but it has the potential to be a powerful tool for creativity and innovation. It can be used by artists, designers, and businesses to create new and original content.

Vecteezy AI Reverse Image Search – This is a great little tool that allows you to search for an image that is similar to an image you want to use, but can't use. I was creating an ad and wanted to use an image in another ad I saw. I wasn't sure of the copyright so I used this to find a similar image.

Typefully - Typefully is a tool that uses artificial intelligence to help people write better tweets and threads. It can suggest ideas for tweets, rewrite your tweets in a different way, and help you schedule your tweets so they are published at the best

time. Typefully can also help you track your engagement and see how your tweets are performing.

Pictory - Pictory is a cloud-based video creation software that uses AI to automatically convert long-form text and video content into short videos for social sharing. It is a powerful tool that can help businesses and individuals create engaging and visually appealing videos without having to learn complex video editing software. You simply upload your text or video content to the platform. Pictory's AI will then analyze the content and create a short video with relevant images, text, and music. You can then customize the video by adding your own branding, changing the length, or adding captions.

Descript - Descript is a video and audio editing software that makes it easy to create and edit videos, even if you don't have any experience with video editing. It uses artificial intelligence to automatically transcribe your video and audio, so you can easily edit the text and make changes to the video without having to watch it over and over again. Descript also has features for collaborating with others on videos, adding music and sound effects, and exporting your videos to different formats.

Lumen5 - Lumen5 is a video creation software that helps people create videos from text, without any technical expertise. It is a cloud-based platform, so you can access it from anywhere. To create a video with Lumen5, you first need to import your text. You can do this by pasting text from a document, or by linking to a blog post or article. Lumen5 will then automatically generate a video script based on your text. You can then customize the video by adding images, videos, and music. You can also change the fonts, colors, and layout of the video.

Otter AI - Otter AI is a software that uses artificial intelligence to transcribe audio recordings into text in real time. It can be used to record and transcribe meetings, lectures, interviews, and other conversations. Otter AI is easy to use and can be accessed from any device. It also offers a variety of features to help you stay organized and productive, such as the ability to search your transcripts, highlight important passages, and collaborate with others.

DropDeck - Dropdeck is a tool that helps you create presentations, documents, and other visual content quickly and easily. It uses artificial intelligence to automatically design your content, so you don't need any design experience. All you have to do is start typing, and Dropdeck will do the rest.

Invideo AI - InVideo AI is an AI tool that helps you create videos quickly and easily. It can generate scripts, create videos from text, and even add voiceovers. You can use InVideo AI to create videos for any purpose, such as marketing, education, or entertainment. To use InVideo AI, you first need to give it a brief description of your video. This could include the topic of your video, the target audience, and the desired length. InVideo AI will then generate a script or create a video based on your instructions. You can then customize the generated video to your liking. You can change the script, the visuals, and the voiceover. You can also add your own branding and music.

Veed.io - Veed.io is an online video editor that allows you to create and edit videos without any prior experience. It has a drag-and-drop interface that makes it easy to use, even for beginners. Veed.io offers a variety of features, including video editing tools, subtitle generation, screen recording and more! You can use this tool to create videos for social media, video ads, explainer videos and more. Here's a great explanation of all kinds of things you can do with this tool.
https://www.veed.io/create

10Web.io - 10Web.io is a website builder that uses AI to help you create a professional website quickly and easily. You can answer a few simple questions about your business, and AI will generate tailored content and images for your website. You can then customize your website using a drag-and-drop editor.

Kome AI - Kome AI is a browser extension that uses artificial intelligence to help you summarize articles, bookmark websites, and write emails and blog posts. It is easy to use and can be installed on Chrome, Firefox, and Edge browsers.

Formula Bot - Formula Bot is a free AI-powered Chrome extension that helps you write Excel and Google Sheets formulas faster and easier. It can understand your natural language instructions and generate the correct formula for you.

Mem AI - Mem AI is an AI-powered knowledge management tool that helps you organize, remember, and connect all of your knowledge in one place. It uses natural language processing to understand what you're saving and make it easy to find what you need later. You can take notes, save links, import files, and even chat with Mem to get help finding what you're looking for.

Canva AI Generator - Canva AI Generator is a set of tools that can help you create designs, write text, and generate images using artificial intelligence. It can be used to create realistic images, videos, and text, even if you don't have any design skills.

Hemingway AI - Hemingway AI is a type of AI tool that can help writers improve their writing style. It does this by highlighting complex sentences, adverbs, and passive voice, which can make writing less clear and concise. Hemingway AI also suggests ways to simplify sentences and make writing more engaging. The name Hemingway AI is inspired by the writing style of American author Ernest Hemingway, who was known for his clear and concise prose. Hemingway AI is not actually connected to Hemingway in any way, but it does aim to help writers write in a way that is like his style. Spring for the desktop app because the free app just isn't worth the time with what the paid app can do!

AdCreative AI - AdCreative AI is a tool that uses artificial intelligence to help businesses create better ad creatives. It does this by analyzing a large database of high-performing ad creatives and using that data to generate new creatives that are more likely to be successful. AdCreative AI can be used to create ads for a variety of platforms, including Google Ads, Facebook Ads, and Instagram Ads.

FeedHive - FeedHive is a social media marketing tool that helps you create, schedule, and publish social media posts more easily. It also has features to help you analyze your social media performance and optimize your content for better engagement. It's not solely an AI tool but has some things that uses AI to help you create social media posts that will actually get you results.

Craftly AI - Craftly.ai is an AI-powered copywriting assistant that can help you create high-quality content in seconds. It uses a GPT-3 language model to generate text that is both original and engaging. You can use Craftly.ai to create blog posts, product descriptions, marketing materials, and more. It is easy to use and affordable, making it a great option for businesses and individuals of all sizes.

Hunch Ads - Hunch Ads is a marketing platform that uses artificial intelligence to help businesses create and manage their advertising campaigns. It can automate tasks like creating ad creatives, targeting ads, and optimizing campaigns. This can save businesses time and money, and help them get better results from their advertising.

Stable Diffusion - Stable Diffusion is a type of artificial intelligence (AI) that can create realistic images from text descriptions. It does this by using a technique called *"diffusion"*, which involves gradually adding detail to a blank image until it matches the text description. Stable Diffusion is still under development, but it has already been used to create some impressive images!

Prompts: Now while these aren't tools like we've talked about above; they are tools you use **WITH AI**.

Prompts are simply text or code that are used to instruct an AI tool to perform a certain task. You can create these yourself and you can also buy prompts that others have created to perform certain tasks.

If you're creating and using your own prompts, it's important that...

1. Research and understand how that specific tool uses prompts. A quick search of how others are using the tool will help you a lot with this.

2. Be specific and clear in your instructions and provide as much context as possible.

3. If you can, use examples to illustrate what you want the AI tool to do.

4. You break down complex tasks into smaller, more manageable steps.

5. Refine your prompts as much as you need to until you get the desired results.

With practice, you can learn to write AI prompts that will help you get the most out of AI tools.

If you're looking for AI prompts to buy a quick Google search will give you more options than you'll ever need, but if you don't want to spend hours searching here are some prompts you can buy that are specifically for online business owners.

121 ChatGPT Prompts for Internet Marketers

200 ChatGPT Prompts for Power Copywriting

150 ChatGPT Prompts for Email Marketing Mastery

138 ChatGPT Prompts for Free Traffic

100 ChatGPT Tone of Voice Prompts

177 ChatGPT Prompts to Generate Unique Content

Now at this point your brain is probably popping with all kinds of ideas and simultaneously melting from information overload. Just remember what I said before I gave you all of those tool resources. Only investigate what you actually **NEED** and don't worry about the rest. You can come back to this guide over and over again when you have new and/or different needs.

Start YOUR AI Journey Now!

Now of course there are so many more things you can do with AI I your business that I didn't talk about in this crash course and/or things that I haven't even discovered yet. Knowing **EVERYTHING** should **NOT** be your objective. Knowing only what you **NEED** to know is **ALL** you **NEED** to know. There's no reason to fill your head full of everything AI can do. I don't even think that's possible. There's just way too much it can do, the technology is advancing and changing every day.

My biggest piece of advice here is this…

Define what **YOUR** needs are in your business, and then go seek out tools that will allow you to use AI to meet those needs better and faster. **That's what AI is.** Different tools to help you do things in your online business better and faster. Your job is to know what you need and what tools will meet those needs, and hopefully this crash course will help you do that.

And that's a wrap for ***The AI For Internet Marketers Crash Course!*** I wish you much success on your journey with AI and using it in your online business!