

THE ULTIMATE AI TOOLS CHEAT SHEET

Top AI tools by category, use case & skill level — curated by Mario Urbina

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WRITING & CONTENT CREATION

TOOL	BEST FOR	FREE?	SKILL LEVEL
ChatGPT	Long-form writing, brainstorming, drafts	Yes*	Beginner
Claude	Analysis, long docs, nuanced writing	Yes*	Beginner
Jasper	Marketing copy, blog posts, ads	No	Beginner
Copy.ai	Sales copy, emails, social content	Yes*	Beginner
Notion AI	Writing inside Notion workspace	No	Beginner

IMAGE GENERATION

TOOL	BEST FOR	FREE?	SKILL LEVEL
Midjourney	High-quality artistic images	No	Intermediate
DALL-E 3	Accurate text-to-image generation	Yes*	Beginner
Stable Diffusion	Open-source, full control	Yes	Advanced
Adobe Firefly	Commercial-safe images	Yes*	Beginner
Canva AI	Quick graphics, presentations	Yes*	Beginner

VIDEO CREATION & EDITING

TOOL	BEST FOR	FREE?	SKILL LEVEL
Runway ML	AI video generation & editing	Yes*	Intermediate
HeyGen	AI avatar videos, translations	Yes*	Beginner
Synthesia	Training & explainer videos	No	Beginner
Descript	Podcast & video editing by text	Yes*	Beginner
CapCut AI	Short-form video, auto captions	Yes	Beginner

PRODUCTIVITY & AUTOMATION

TOOL	BEST FOR	FREE?	SKILL LEVEL
Zapier AI	Automate workflows between apps	Yes*	Intermediate

TOOL	BEST FOR	FREE?	SKILL LEVEL
Make (Integromat)	Advanced automation & AI flows	Yes*	Intermediate
Otter.ai	Meeting transcription & notes	Yes*	Beginner
Fireflies.ai	Meeting summaries, action items	Yes*	Beginner
Reclaim.ai	AI calendar & time management	Yes*	Beginner

■ BUSINESS & MARKETING

TOOL	BEST FOR	FREE?	SKILL LEVEL
HubSpot AI	CRM, email & marketing automation	Yes*	Intermediate
Surfer SEO	AI-powered SEO content writing	No	Intermediate
Tidio	AI chatbot for customer support	Yes*	Beginner
Ocoya	Social media content & scheduling	Yes*	Beginner
Albert.ai	Autonomous digital advertising	No	Advanced

■ RESEARCH & DATA ANALYSIS

TOOL	BEST FOR	FREE?	SKILL LEVEL
Perplexity AI	Real-time AI web research	Yes*	Beginner
Consensus	Search scientific papers with AI	Yes*	Intermediate
Julius AI	Data analysis & visualization	Yes*	Intermediate
Elicit	Literature review & research assist	Yes*	Intermediate
Tableau AI	Business intelligence with AI	No	Advanced

* Free tier available with limitations | Skill levels: Beginner = no tech experience needed · Intermediate = some setup required · Advanced = technical knowledge helpful