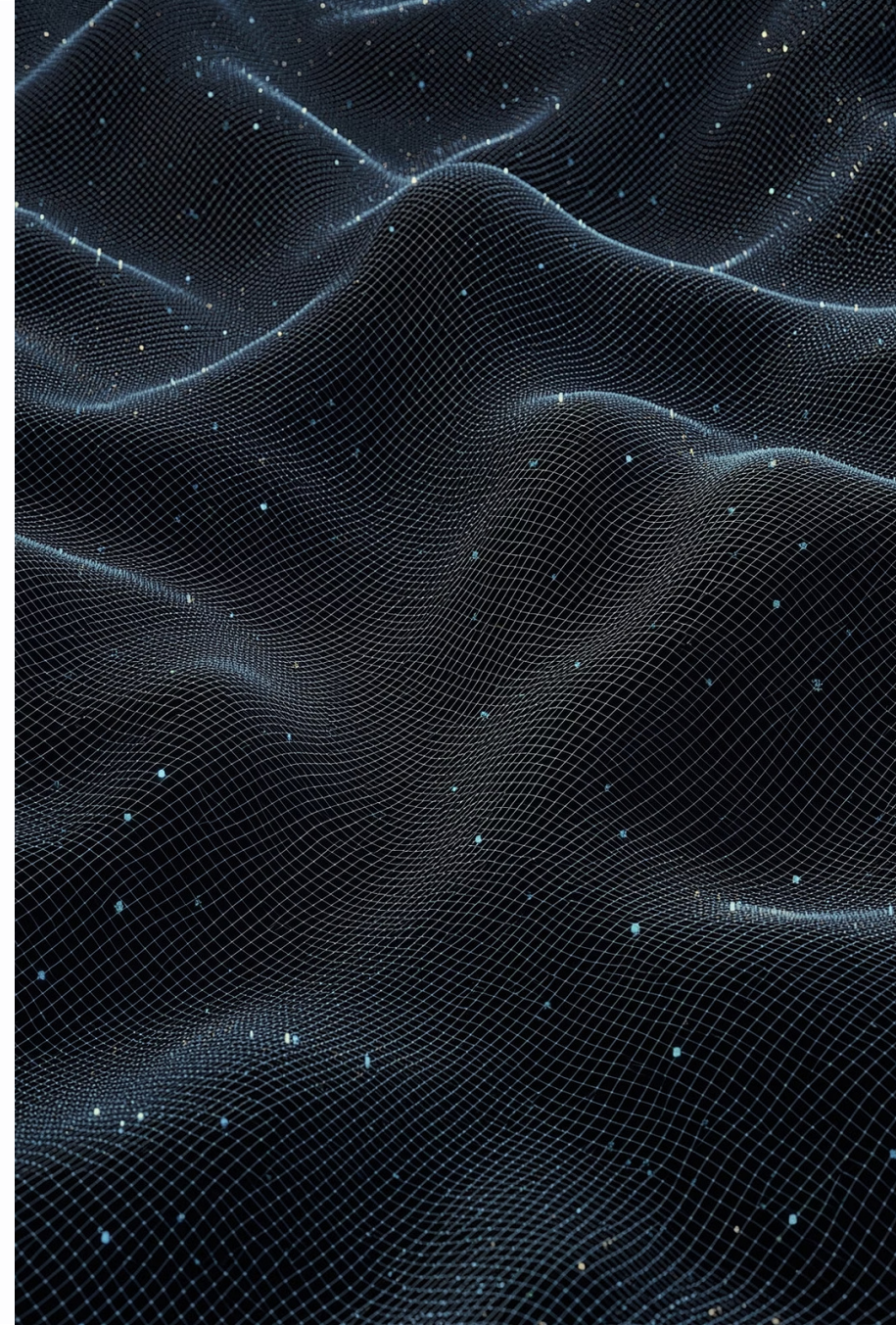
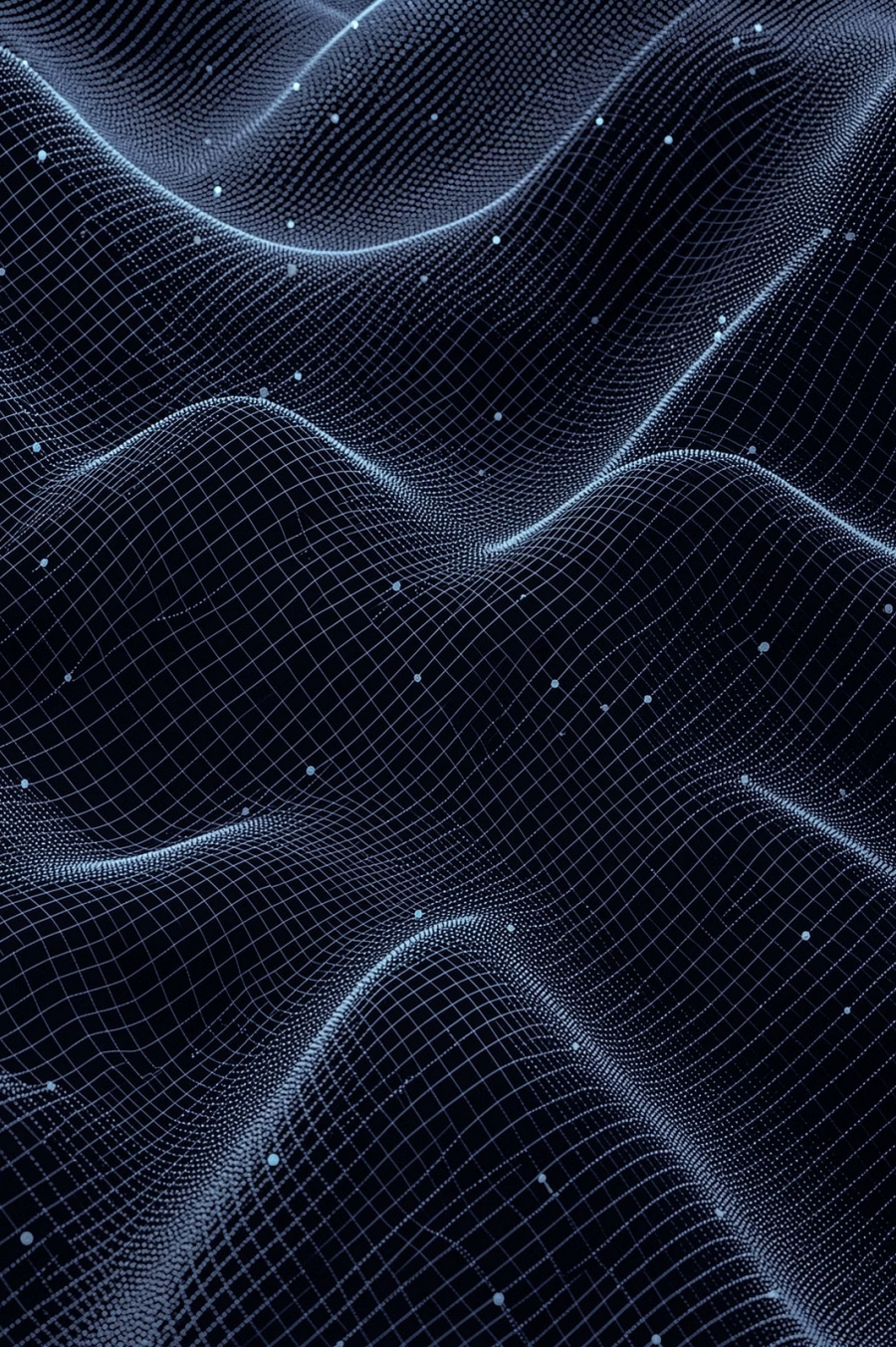


# My Favorite AI Tools (and What They Actually Do)

A practical webinar for aging in place professionals who want to work smarter, not harder.





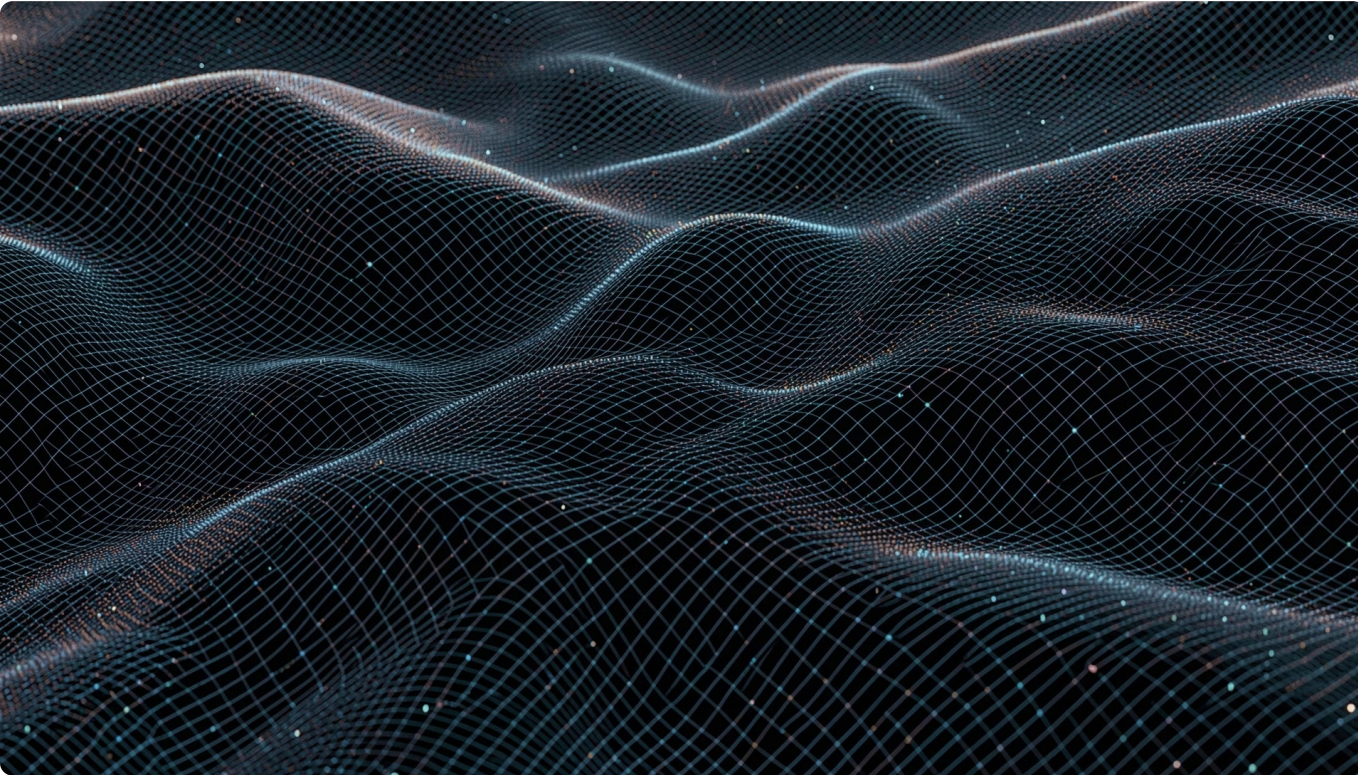
# Introduction

Today we're talking about AI tools I personally use almost every day, tools that help me write articles, create YouTube videos, design graphics, build presentations, research topics, and manage multiple websites.

If you can send an email or search Google, you already have all the skills you need to start using AI.

The goal isn't to overwhelm you with dozens of choices. The goal is to help you discover a few tools that can save you hours every single week.

# AI Isn't Replacing You

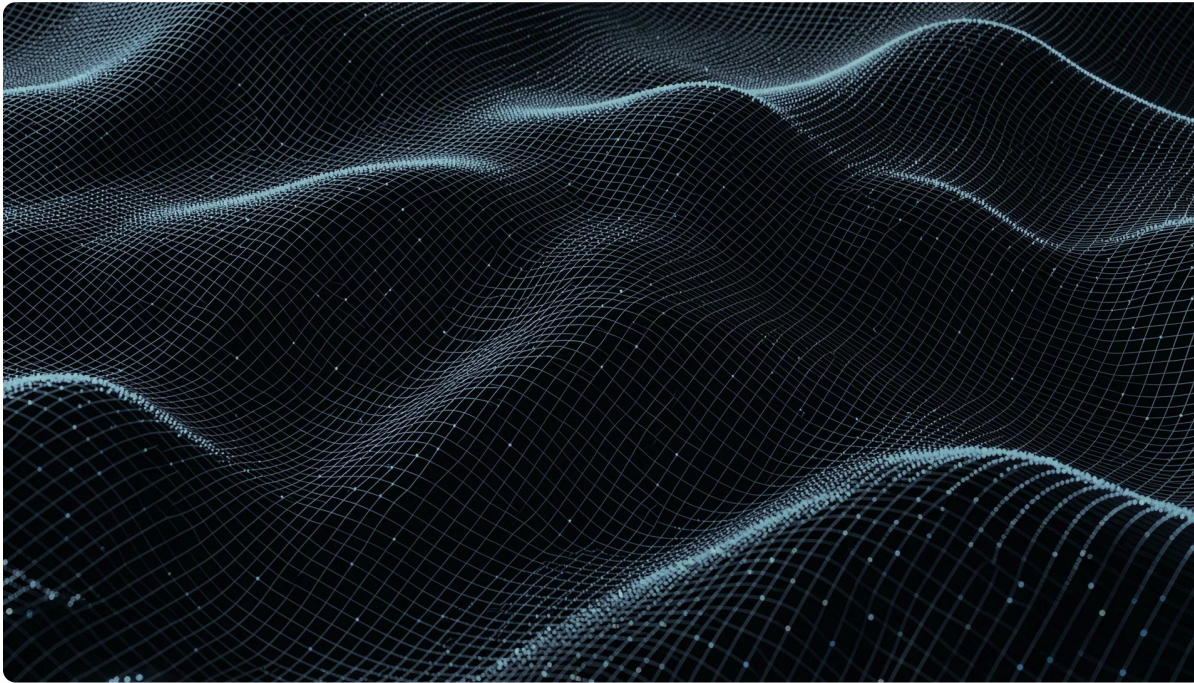


One of the biggest misconceptions about AI is that it's trying to replace people. I don't see it that way at all.

I think of AI as an **incredibly fast assistant**. It doesn't replace your experience, your judgment, or your creativity. What it replaces is the repetitive work.

Instead of spending three hours writing a first draft... you might spend thirty minutes writing a better one. Instead of staring at a blank page... you have a brainstorming partner available 24 hours a day.

# Tool #1 — Claude



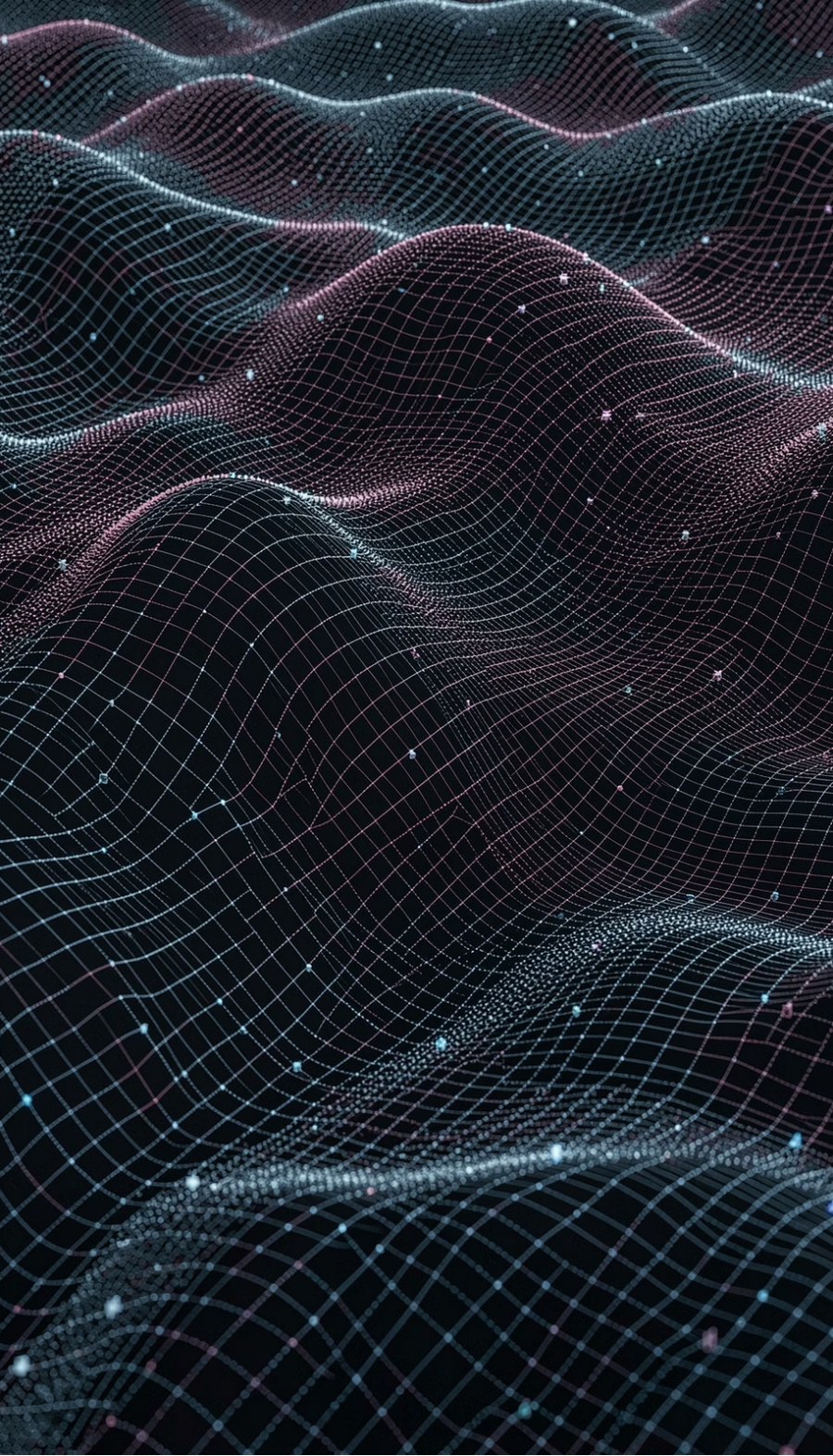
## Your Partner for Long-Form Work

If I could only keep one AI tool, this would probably be it. Claude is an AI assistant I often use for longer documents.

- Excellent for lengthy articles, large PDFs, or documents that need thoughtful editing
- Sometimes I compare what ChatGPT and Claude produce, each has different strengths



Having two AI assistants isn't redundant, it's like getting a second opinion. Each one brings something different to the table.



# Tool #2 — ChatGPT

Think of ChatGPT as a **conversation** rather than a search engine.



## Writing

Blog articles, newsletters,  
and YouTube scripts



## Brainstorming

Ideas, checklists, and  
social media posts



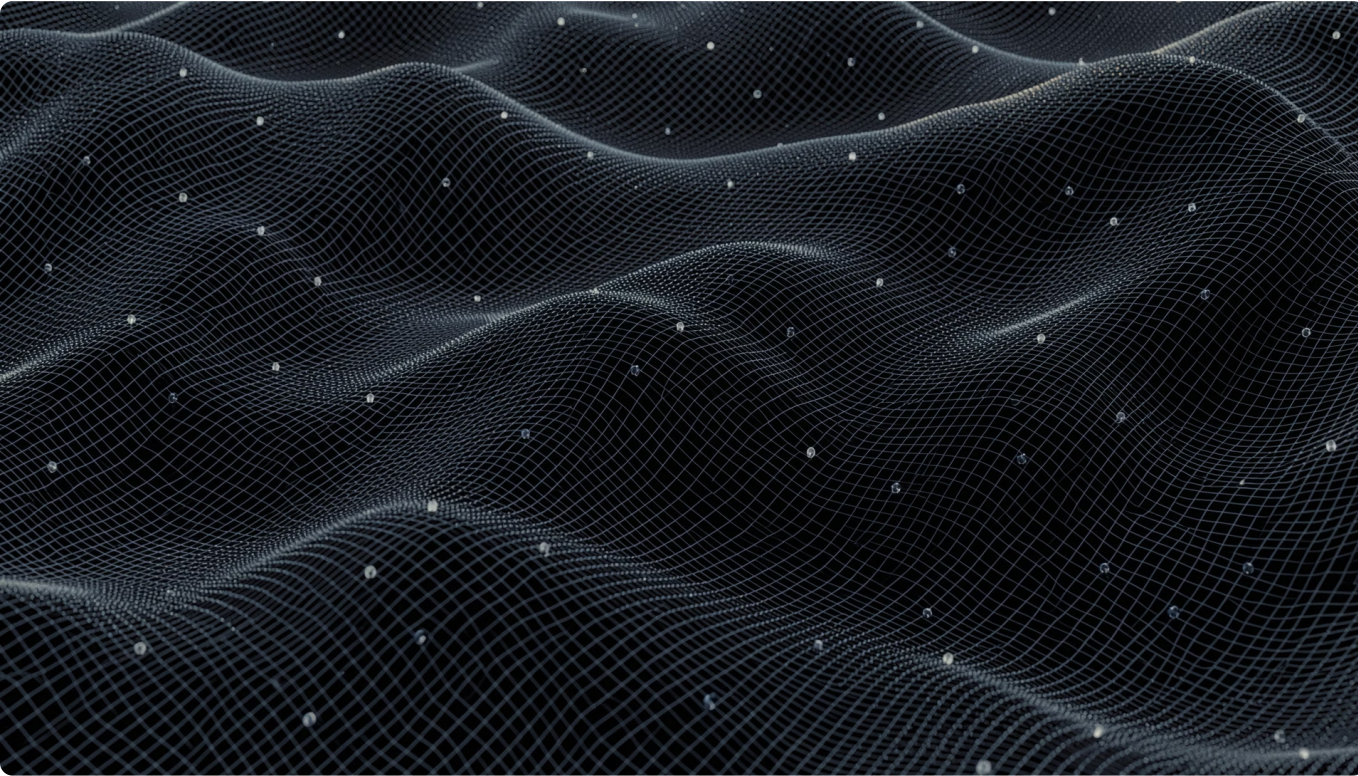
## Emails

Writing and editing messages quickly



One of my favorite things: I rarely use the first answer. I keep talking to it, "Can you make this shorter?" "Can you make it friendlier?" That's where the magic happens.

# Tool #3 — Perplexity



When I need research, I often use Perplexity. Unlike many AI tools, **Perplexity shows you where it found its information.**

- Especially useful for current events, medical topics, and statistics
- Great for comparing products
- Instead of opening fifteen browser tabs, you get a well-organized summary with sources included

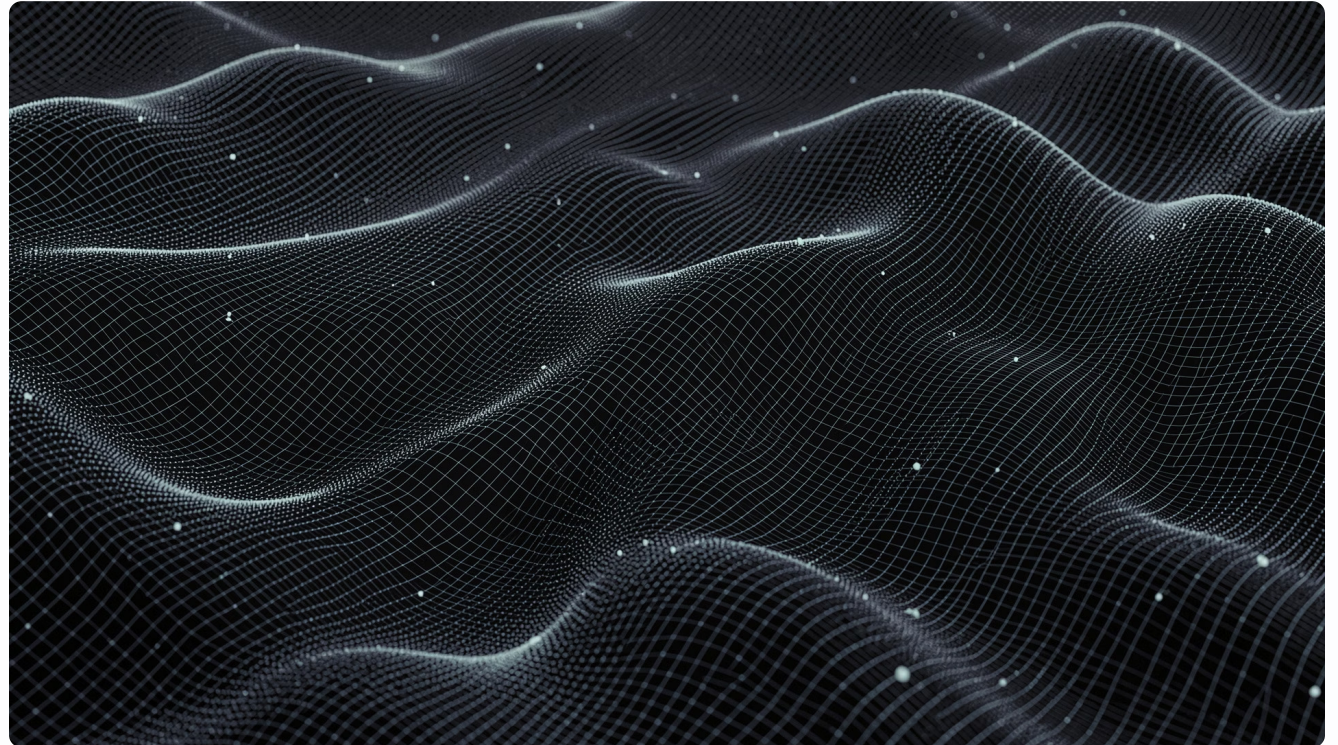
# Tool #4 — NotebookLM

What makes it different?

Instead of asking questions about the internet... you upload **your own information**.

- Upload PDFs, training manuals, articles, or research papers
- NotebookLM learns *your* material
- Ask questions, get summaries, find information quickly
- Can even create a podcast-style discussion based on your documents
- Create slide show and cinematic videos

For anyone who creates educational content, it's incredible.

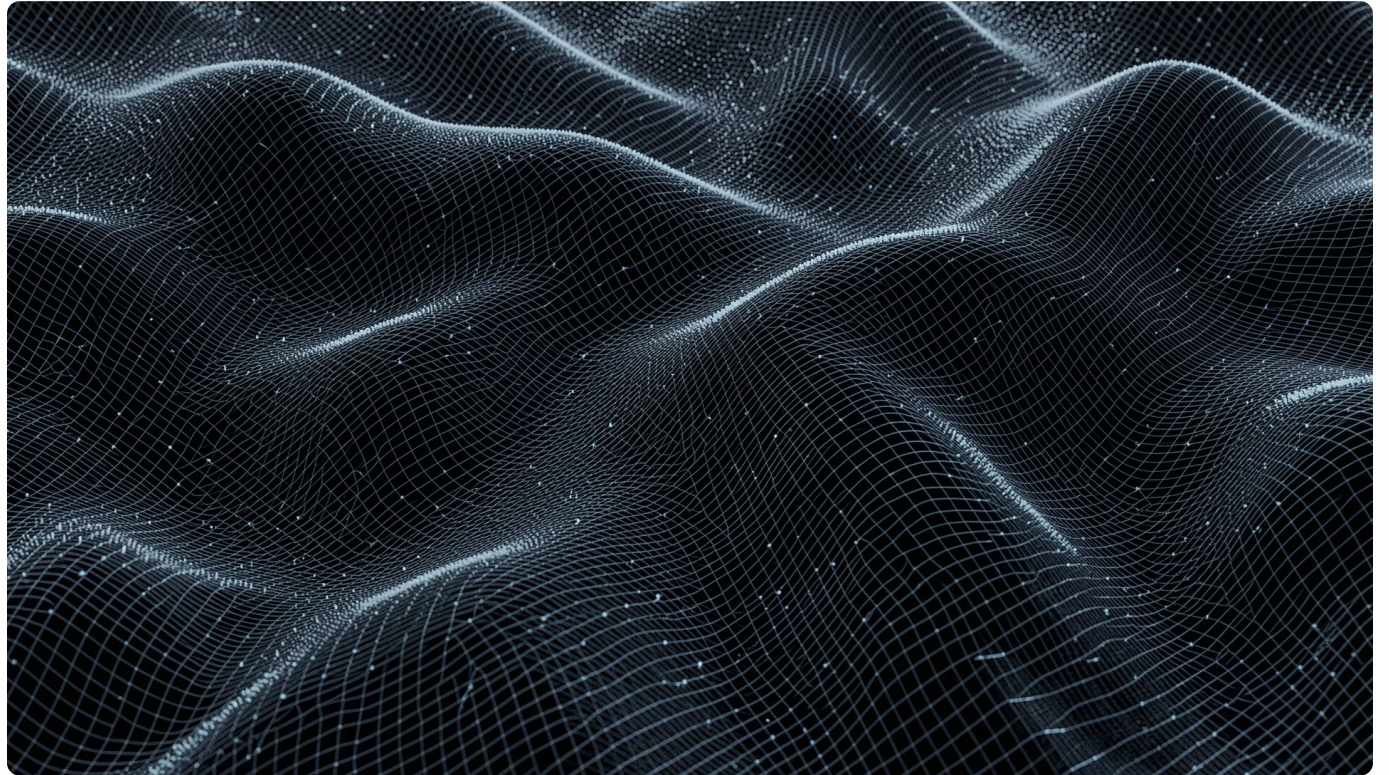


# Tool #5 — Gamma

## Presentations Without the Pain

If you've ever had to build a presentation from scratch, Gamma is worth exploring.

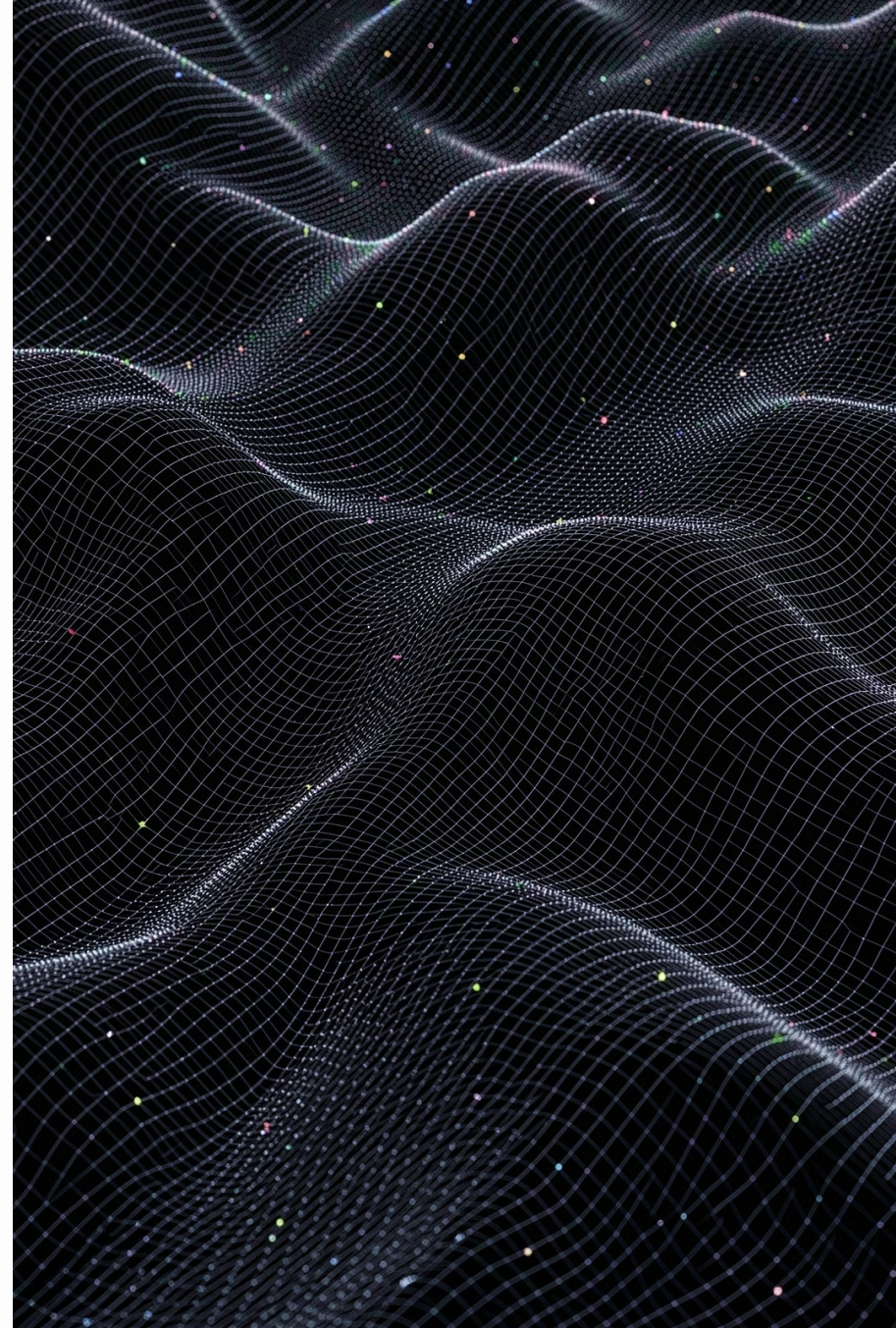
- Simply describe what you want, Gamma builds a professional-looking presentation for you
- Then customize it to your liking
- Especially helpful for webinars and educational presentations



# Tool #6 — Descript

If you create videos or podcasts, Descript is amazing. Instead of editing a video the traditional way... **you edit the words.**

- Delete a sentence  
And the video edits itself automatically
- Auto Captions  
Creates captions and removes filler words
- Screen Recording  
Records your screen, makes video editing much less intimidating



# Tool #7 - ScreenPal

ScreenPal is a screen recording and video editing platform with a strong focus on AI-powered tools. Here's what makes it useful:

## Core Features

- **Screen & webcam recording** — Record your screen, webcam, or both simultaneously, with easy annotations
- **Video editor** — Trim, cut, add text, overlays, and music, no editing experience needed
- **Screenshot capture** — Capture, edit, and annotate screenshots

It's quite similar to Descript in some ways (text-based editing, captions, screen recording), but ScreenPal leans more toward educational content and accessibility (translations, quizzes, interactive video).

# Tool #8 - Ideogram

Ideogram (pronounced "eye-dee-oh-gram") is a free-to-use AI image generator that turns text descriptions into stunning images in seconds. Its standout feature, what sets it apart from tools like DALL-E or Midjourney, is its exceptional ability to render readable text inside images, making it a favorite for logos, posters, and branded graphics.

## What It Does

- **Text-to-image generation** — Describe what you want in plain language and Ideogram creates it instantly
- **Text rendering in images** — Accurately places readable words, titles, and labels inside generated images (most AI tools struggle with this)
- **Logo & brand graphics** — Creates professional logos, promotional posters, and product photography with accurate text
- **Much more in this tool.**

Ideogram is great for content creators, marketers, and educators who need eye-catching graphics with text, think YouTube thumbnails, social media posts, event flyers, or course materials, without needing a graphic designer.

It's free to start, with paid plans for higher volume and advanced features.

# Tool #9 - inPixio

inPixio is an AI-powered photo editing tool designed to be beginner-friendly, no design or photography experience required. It's available as both a browser-based online editor and a Windows desktop app.

## Core Features

- **Background removal** — Remove backgrounds instantly with one click using AI, even on complex images
- **AI background replacement** — Replace backgrounds with AI-generated images or your own photos; write a text prompt and AI creates the background
- **Object/element removal** — Use the Magic Eraser to remove unwanted people, signs, or objects; AI fills in the background seamlessly
- **Photo enhancement** — Auto-correct exposure, brightness, contrast, saturation, and color with one click
- **Much more in this tool.**

inPixio is positioned as a Photoshop alternative for non-designers, great for small business owners, content creators, and educators who need professional-looking photos without the complexity or cost of traditional editing software. It runs in the browser with no installation needed.

It's similar to Canva in accessibility, but focused specifically on photo editing and manipulation rather than graphic design.

# Tool #10 — Canva AI

Most people have heard of Canva, but many haven't explored all of its AI features.

## Design Everything

Social media graphics,  
presentations, infographics,  
YouTube thumbnails

## AI Image Generation

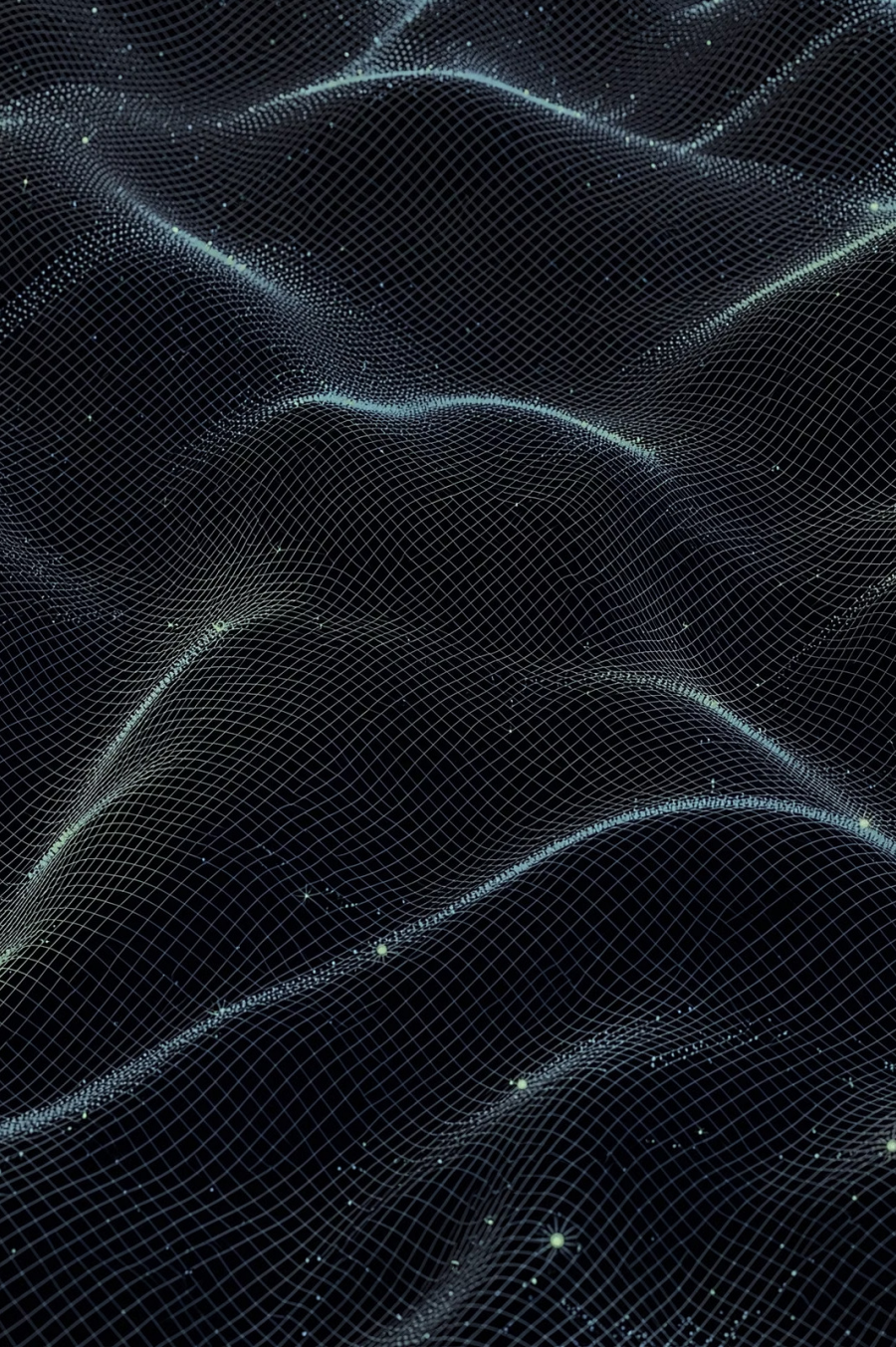
Create custom visuals without a  
photographer or illustrator

## Magic Tools

Background removal, Magic Resize, tools that used to require expensive  
software

Think about the last graphic you made. How long did it take? Now imagine cutting that time in half.





# Tool #11 — Buffer

Once all the content is finished... I use Buffer.

## Schedule Posts

Across multiple social media  
platforms at once

## Prepare Ahead

Prepare everything ahead of time  
instead of stopping every day to  
post

## Create More

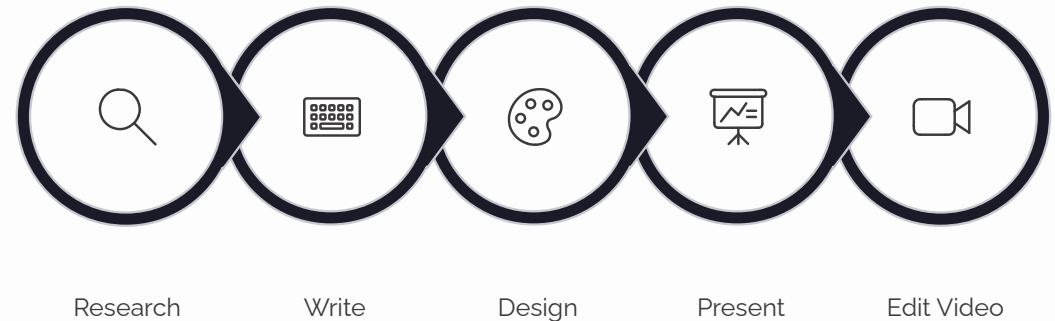
Spend more time creating content, instead of constantly publishing it

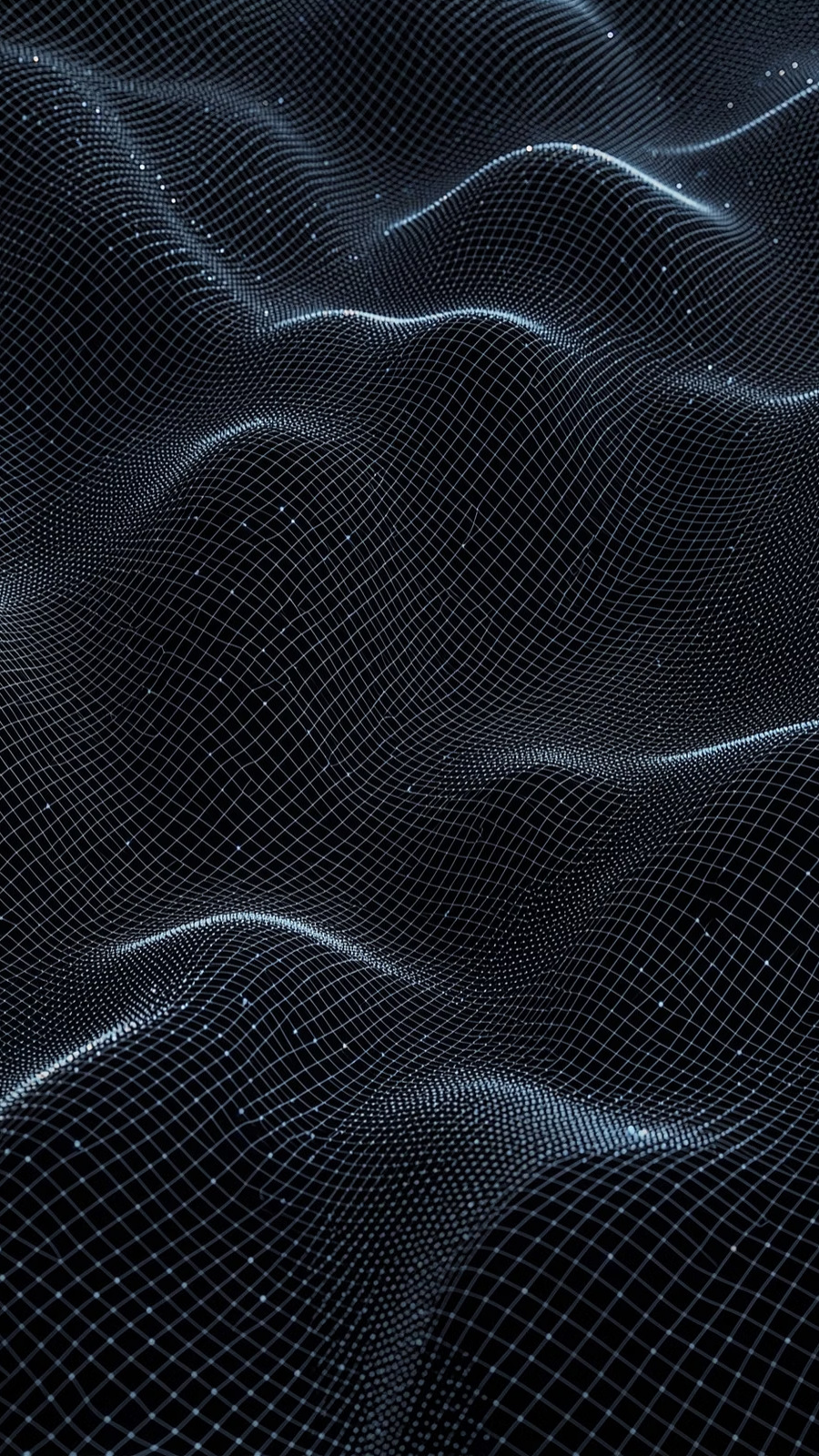
# Putting It All Together

"Do you really use all of these?" Yes, but not all at once. Here's my typical workflow:

1. **Research** with Perplexity
2. **Write** with ChatGPT or Claude
3. **Create graphics** in Canva or Ideogram or ChatGPT
4. **Edit images** with inPixio
5. **Build presentations** in Gamma
6. **Create and edit videos** with Descript or ScreenPal
7. **Work from my own research** with NotebookLM
8. **Schedule everything** through Buffer

Each tool has one job. Together, they save me dozens of hours every month.





# You Only Need One Tool to Start

If you remember only one thing from today's webinar, remember this: you do **not** need to learn every AI tool. You only need to learn the one that solves your biggest problem.

Writing is difficult?

Start with **Claude** and/or **ChatGPT**.

Graphics take forever?

Start with **Ideogram** and/or **ChatGPT** and/or **Canva**.

Research overwhelms you?

Try **Perplexity** and/or **NotebookLM**

Master one tool. Then add another. AI isn't about replacing your knowledge, it's about helping you spend less time on repetitive tasks, so you can spend more time doing the work that only *you* can do.