

10 Insane AI Tools You Should Use in 2023

<https://www.youtube.com/watch?v=bWjDJoV2DBo>

AI is advancing quickly if you're a content creator or an entrepreneur today I'm going to share the AI tools that I use the most and the ones I think you're absolutely going to love [Music] I'm Phil palmer brand strategist welcome to my channel where I promise practical advice to build your brand today we're exploring AI tools as I often find myself doing nowadays on this YouTube channel I'm glad you're here because I am distilling down the platforms that I think you'll benefit from the most some of these tools are free others are paid but if they're paid I'm mentioning them because I think their subscriptions are worth the price some of these platforms are brand partners of mine I've worked with them now or I've worked with them in the past if they're in this video though there are platforms that I use daily and I think you'll benefit from learning about them so now that we've got that out of the way let's Jump Right In with our first one it's obvious but not that obvious you probably thought I was gonna say chat GPT and I will mention that one next but for this example all the chatter this week is about photoshop's integration of generative AI using Adobe Firefly this is the first time we're seeing it in the actual interface of Photoshop which is obviously a software used and loved by creatives around the world but you need to see this in action I've already started using this within my business for example here's my client Carrie we love this photo but we're not totally sold on the red brick that was captured in the actual photo shoot so what I'm going to do for this quick tutorial to show you this in action is use the magnetic lasso tool and I will quickly Trace around carry and there we have traced I will quickly duplicate this so now that I have isolated this layer I can use generative fill and here will be descriptive white brick background with texture and let's click generate and see what options we get there in just a few seconds it's giving us some variations and I'm actually loving these I think that's a little bit too white but again this is just getting started here I can duplicate this layer and here let's actually try a version without a prompt and see what it generates naturally there we go so in this is since I have not specified The Prompt but it's giving me again some great options and I can continue to brainstorm here even by looking at examples to get ideas on what I might want a background with some Greenery let's try that foreign so I'm not loving the options with Greener but I actually love this final texture this is really super cool again in this quick demo to show you that now Photoshop has incorporated generative AI thanks to Firefly and as promised next we're talking chat GPT which has definitely dominated the conversation about Ai and generative AI but certainly for today's video this keeps it a little more exciting I'm showing you this interface from the mobile app which was just launched for iPhone at the top I can toggle between GPT 3.

or gpt4 since I have access to four I'm going to go ahead and write a prompt for that I have found in my experience so far and there's so much information out there um on writing prompts right and using this platform effectively but so far I have discovered that my two favorite prompts are this act as if you are and then you would fill in the blanks for this example I'm going to say you are my social media manager not good at multitasking there we go create an Instagram caption for my latest product launch let's say obviously it's going to need more

information on what that product is so I'm gonna actually this my second favorite prop tell me what else you need to do this absolutely perfect we'll click enter and watch it work right away I'm definitely loving this speed on the mobile app I feel like it's really fast and this is absolutely awesome especially gpt4 I'm noticing a huge improvement from 3.

so I need to tell Chad GPT and if I had more time in this video I would the name of the product key features My overall audience overall tone any specific call to action needed and I will get that caption I think it's going to be pretty good truly there's no shortage of chat GPT information on the internet paid and free prompt ideas Etc I've started to talk about this more on my channel this is kind of ironic though this week in the news apple is one of many companies that have banned chat GPT internally so we're likely to see that carry through at least through some big organizations ironic because they just rolled it out on iOS as I just demonstrated to you but certainly I think we'll see other big corporations companies follow suit and I would remind you that even learning to use chat GPT effectively takes time it might save you time in the long run but really now we're learning the art of the prompt so if this is something you want to master you're going to need to take time to do it moving right along to another platform that I've started using more recently but it's becoming very popular very quick and that's notion which I'm sure many of you are using for notes or for just logging ideas meetings summaries Etc very cool that they've integrated now ai so this can help you summarize things or action items as you can see in this quick example summaries takeaways you name it now that it's fully integrated into the platform you might find this really super useful adjusting your voice or tone translating things fixing spelling and grammar all within notion you don't have to go anywhere separate this is really awesome and since we're talking about notion I want to show you what I think is the best example at least in my Circles of using notion my friend Becca from inside the square a leader in Squarespace website customization she's a great friend of mine she for years has published this product of hers the CSS cheat sheet this is the old version that I believe she did in Google Docs she has since migrated this over to notion and I can't believe how amazing this looks this is a paid product but it is worth every freaking penny I'm linking to it in the description below if you have a Squarespace website that you ever want to customize Becca is the reigning queen of this world and I just love have a look at this look at how she has used notion harnessed it really to do so much not only code Snippets but instructions Graphics here for upcoming events I'm completely impressed with how she is using this platform and now knowing you can incorporate AI this is very very exciting to keep things efficient this next tool is one that I use often for people that are just getting started with a business or a brand it is the free logo maker by Adobe Express literally create a logo in just a few steps watch this this is a really simple tool it only takes four questions that you'll answer to tell Adobe Express about your business so let's say we're doing a coaching business I'm going to give it a name game and a slogan if we have one I'll click next here we can choose bold elegant modern or decorative style for this example why don't we choose elegant I'll click next it accesses a database of I believe millions of icons this little whistle is a lot of fun I'll select that for this example and it's going to begin designing remember we chose elegant so I'm loving these color palettes and some of these ideas are really great starting points for a logo maybe for this example I just want to go text only we'll click customize and here I can actually toggle through some other suggestions on colors even fonts and I'm really really loving these Styles this looks awesome if I want to imagine how it's going to look as a social media profile photo I can see it here even as a t-shirt or any kind of

print material and online that's how it looks I would click either download here if I like it as is or I can customize more directly in Adobe Express and here we are in Adobe Express to be able to make very simple edits on this in the future colors fonts you name it a great way to design a logo quickly to establish proof of concept moving right along this next one is a premium tool and it's one that I've partnered with in the past very proudly because I think when it comes to copywriting it is the leading platform I absolutely love and Rave about any word when it comes to writing copy Chad gbt is not my favorite platform I like platforms built specifically for copywriting and any word is the only one that I know and use that is actually Based on data and I'll show you let's have a look at an existing project so I can show you this quickly here I'm writing Facebook ads for a particular ad campaign you'll notice this little score over here what is this score if I click it you can see some insights here it is scoring this as average I know we can do better it's also just giving me a lot of information so target audience tone of voice which gender it appeals to ages benefits click show more so you can see here it's actually able to piece out what the benefits are and what the call to action is so they really break this down into a science in a way it's really super cool again building a campaign here to promote my course Content Mastery based on a product description it's just really Visual and easy to use if I want to change my writing formula here from Ida which is attention interest desire action to let's say pis another popular one problem agitate solve I can click generate and here I'm hoping to increase this score here with some tweaks maybe I need to actually tweak my product description here give a little bit more detail so we can get this score up again for copywriting the fact that they can actually score the results for me that's why I know and love this platform it's called any word Linked In the description this next tool is for meetings and presentations it's interactive and it's awesome and it is so much better than Zoom oh my gosh I love this platform so much better than Zoom but let me show you how they've Incorporated AI recently in a way that I absolutely love creating an agenda can take a lot of time so let their AI co-pilot help you let's say I'm going to do a minute branding Workshop I can go ahead and click generate and in a matter of seconds it's actually creating an outline for my presentation introduction what is branding establishing your brand identity right I can click any of these if I want to incorporate them into my agenda as topics so I would click import we would use this agenda and there we go one of the greatest things about sessions is this will be visible in your meeting so here I can estimate how long I want to plan on it and this will help keep us on track after hitting test agenda you can actually see it in action here the agenda visible on the left hand side and all your meeting attendees in the middle this is sessions one of my very very favorite platforms and subscriptions also linked in the description below hopping back into Adobe Express which is my favorite platform for creating standout content quickly for this next example we are going to use a specific feature that it's got check this out that's right I talk a lot about Adobe Express because I love it for a lot of things but one of those features is called a quick action in Express and that is the remove background feature so here I have a stock photo that I like but let's say I want to put it on this beautiful powder pink I can do that easily removing the background but it's not just a simple click certainly it can be but what I love most in Express is that it gives you additional settings and features let me show you those here I can adjust just how much background it is removing as well if I want to restore in that process I could do so here in this case I actually want to remove it or if I want to cut in even and closer I certainly can I think in most cases I leave it up to the auto setting which works beautifully in Express I've tried a lot of background removed features in different platforms and tools and

this is certainly my favorite for accuracy I'll click that check sign we'll have a little look at how the final result looks looking awesome again that is remove background which is a quick action in Adobe express it works like a charm I've talked about this next platform at length several times on YouTube I use it to create a custom avatar of myself this one is not only fun but it's also incredibly useful I love Synthesia I especially love it because as you can see on screen I have a custom avatar so I went through the steps to record this now I can access this directly from my interface one of the new features in Synthesia is the ability to add scenes like this from a template and I really love these designs so I can pretty much accomplish everything that I could ever need and even the different sizing here of my own avatar it's effortless here I can set my agenda done maybe I want to add a stock photo or video in this case maybe put something on the screen here a photo or a video and really simple all I do is add the script that I want to have here and click generate now additional functionality like markers pauses or addition you can get really granular and delightfully specific on what you want your avatar to do definitely check out Synthesia another AI tool from Adobe is a generative AI tool it's new and it's called Firefly it's really unique because it's putting creators at the center and that's really important I'll explain access to the beta will mean access to these ever-changing new features we talked about generative field directly from Photoshop earlier so let's click a new one that's part of Adobe Firefly I'll click generate on text effects this is a fun one here you can see a few examples which I'm absolutely loving this can inspire what you might want to try I'm going to enter my first name Phil let's describe what we want to see a design inspired by volcanoes at the time of recording the screen record I'm in Iceland so there we go I'm going to click generate there we go as the starting point I think is looking pretty cool and I can cycle through here to get some other variations I love little spurts of lava here very very interesting also if you just want to try some other styles that are popular here you can choose their sample prompts wires flowers or even a snake remember as with any generative AI platform the more specific or descriptive The Prompt the better your final result is going to be now not only are the features super cool with Firefly but know that this generative AI technology from Adobe is coming from a very good place for creators Adobe actually created the content authenticity initiative you can read about this I'll link to this article in the description below certainly they are the leader in combating the threat of misinformation and ensuring proper attribution for creators a huge concern nowadays with Chat GPT and other GPT technology-based platforms so as a Creator I think it's really cool so from the perspective of a Creator I think it's fantastic that Adobe is prioritizing this certainly Their audience is made up of creators and creatives attribution is a huge concern and this is something that they are prioritizing lately in partnership with Google to bring Firefly to Bard and really anything that Adobe touches they're going to make sure that this is not something that is a threat to creators again you can read more about this in this great article all this next one should come as no surprise without it I would be making a lot more spelling and grammar mistakes finally also worth mentioning Grammarly everyone's favorite grammar and spelling tool has also delved into the world of generative AI and I'm loving what they have done really you can think of the tool now Beyond spelling and grammar but they're also using generative AI able to make suggestions on rewrites let's say for example you want to rewrite something to be more formal one of the reasons I use Grammarly and love it is that it transcends one particular browser let's say so I have it integrated in Google Chrome it also is in my Gmail social media and documents even those that are browser-based or if I'm using Microsoft Word

let's say as software grammarly is everywhere I need it to be to make sure that I am writing correctly and I love this delve into AI recently I think it's a really good move there you go amazing AI tools for Content creators and entrepreneurs I've linked to those in the description below enjoy and let me know what you think we can keep the conversation going on in the comments I respond those personally and if you enjoyed this video give it a like that helps other people discover these videos which we work hard to create for you and subscribe for more of my videos on branding positioning building and promoting your brand next I'm sharing a few videos that I think you'll be interested in I'm Phil Palin thanks for watching those are coming up next foreign [Music] foreign [Music]