

# Video Script: Module 1, Lesson 2 - Tool Categories

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**Target Length:** 3 minutes

**Tone:** Clarity, Organization, Practical.

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## 🎬 1. Intro (Face to Camera) - 0:00 to 0:30

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**Visual:** Jimmy, Full Screen.

**Audio:**

"Hi there.

One of the biggest reasons people get overwhelmed by AI is simply *choice paralysis*.

There are thousands of tools launching every week.

ChatGPT, Claude, Gemini, Midjourney, Jasper... it's a lot.

In this lesson, I'm going to simplify the entire landscape into just **Four Categories**.

Once you understand these four buckets, you'll know exactly which tool to grab for any job."

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## 2. Screen Share: The 4 Categories (0:30 - 2:00)

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**Visual:** Screen Share of a slide/diagram showing 4 quadrants or columns.

### **Audio:**

"Here is your mental map for the AI world.

#### **Category 1: Text & Analysis (The 'Brain')**

This is ChatGPT, Claude, and Gemini. Use these for writing emails, summarizing reports, brainstorming ideas, or coding. If it involves words or logic, start here.

#### **Category 2: Image & Visuals (The 'Artist')**

This is Midjourney, DALL-E, or Canva Magic. Use these when you need a slide background, a social media post, or a mockup. They don't 'read' text well, but they 'draw' beautifully.

#### **Category 3: Audio & Video (The 'Studio')**

Tools like ElevenLabs (for voice) or HeyGen (for avatars). They turn text into multimedia. Great for content creation, but not for daily office admin.

#### **Category 4: Automation (The 'Glue')**

This is where it gets powerful. Tools like Zapier or Make. They connect the 'Brain' to your email or Slack. We'll cover this in the Intermediate course."

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## 3. Live Demo: Choosing the Right Tool (2:00 - 2:45)

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**Visual:** Show ChatGPT interface, then flip to Midjourney Discord (or Canva).

### **Audio:**

"Let's say you need to launch a new product.  
You'd go to **ChatGPT** (Category 1) to write the press release.  
Then, you'd go to **Canva** (Category 2) to design the flyer.  
Don't try to get ChatGPT to draw the flyer—it's not built for that.  
Using the right tool for the job is 90% of the battle."

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## 👉 4. Outro (Face to Camera) - 2:45 - 3:00

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**Visual:** Jimmy, Full Screen.

**Audio:**

"So, for your next task, I'm going to give you a few real-world scenarios. I want you to tell me: Which category of AI would you hire? Jump into the challenge below, and I'll see you in the next video."