

Video Script: Module 1, Lesson 2 - Tool Categories

Target Length: 3 minutes

Tone: Clarity, Organization, Practical.

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

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."

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

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."

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

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."

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

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."