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FREE GUIDE

The Free AI Toolkit for Beginners

7 powerful free AI tools that let you create professional content today—no budget, no experience required.



INSIDE THIS FREE GUIDE:

- 7 free tools reviewed & rated
- What each tool is best for
- Step-by-step setup for each
- 10 starter prompts to try today
- Your free AI content action plan

AI MARKETPLACE CO
www.aimarketplaceco.com
hello@aimarketplaceco.com

Welcome!

Ifyou havebeen curiousabout AI content tools but felt overwhelmed, unsure where to start, or worried about the cost — this guide is for you.

The truth is, some of the most powerful AI tools in the world are completely free. You do not need a paid subscription, a tech background, or any prior experience. All you need is an email address and 15 minutes to set things up.

What You'll Find Inside

This guide covers the 7 best free AI tools for content creation, exactly what each one is best for, how to get started in minutes, and 10 starter prompts you can copy and use today.

What these tools will help you create:

- Blog posts and articles — from outline to finished draft
- Social media content for LinkedIn, Instagram, X, Facebook, and TikTok
- Email newsletters that actually get opened and read
- Video scripts and captions — no camera or editing skills needed
- Images and graphics for your content — no design skills required

No budget required. Every tool in this guide has a generous free tier that covers everything a beginner needs. You can create professional-quality content without spending a single dollar.

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Your Free AI Toolkit

Theseseven toolscoverevery contenttypeabeginner needs. They are listed in priority order — start with Tool #1 and work your way down.

1 ChatGPT chatgpt.com

WRITING & RESEARCH

Best for:	Writing first drafts, brainstorming ideas, answering questions, and generating outlines for any type of content.
What it does:	An AI writing assistant trained on vast amounts of text. You type a prompt (an instruction) and it generates a full response — a blog post, social caption, email, script, or anything else you ask for.
How to start:	Go to chatgpt.com → Create a free account → Type your first prompt in the chat box. Start with: 'Write a 500-word blog post about [your topic] for [your audience].'
Pro tip:	Create a free account and start a new chat. Paste your brand description at the top of every new conversation so ChatGPT always has context about who you are.

2 Claude (claude.ai) claude.ai

LONG-FORM & EDITING

Best for:	Long-form content like eBooks and detailed guides, editing and rewriting existing drafts, and maintaining a consistent tone across large documents.
What it does:	An AI assistant made by Anthropic. Claude is particularly strong at following nuanced instructions, maintaining context over long conversations, and producing writing that feels more natural and less robotic than many AI tools.
How to start:	Go to claude.ai → Sign up free → Start a conversation. Try: 'Review this text and rewrite it to sound more conversational and engaging: [paste your text].'
Pro tip:	Use Claude when you want to edit or polish AI-generated text. It is excellent at improving drafts written by other AI tools, including ChatGPT.

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3 Google Gemini gemini.google.com

RESEARCH & FACTS

Best for:	Research, fact-checking, summarising topics, and any content that requires up-to-date information from the web.
What it does:	Google's AI assistant, connected to Google Search. Unlike most AI tools, Gemini can access live internet information, making it ideal for research-heavy content where accuracy and currency matter.
How to start:	Go to gemini.google.com → Sign in with any Google account → Start a conversation. Try: 'Summarise the top 5 trends in [your industry] this year with sources.'
Pro tip:	Use Gemini to verify facts and find recent statistics before including them in your content. It will often provide source links you can cite.

4 Canva (Free) canva.com

DESIGN & IMAGES

Best for:	Social media graphics, blog post featured images, eBook covers, presentations, and any visual content — with zero design experience needed.
What it does:	A drag-and-drop design platform with thousands of free templates and a built-in AI image generator. The free tier covers the vast majority of beginner design needs for social media, blogs, and digital products.
How to start:	Go to canva.com → Create a free account → Click 'Create a design' → Choose your format (Instagram Post, LinkedIn Banner, etc.) → Customise a template.
Pro tip:	Use Canva's 'Magic Write' feature (free in limited daily uses) to generate text directly inside your designs — perfect for social media captions on graphics.

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5 CapCut (Free) capcut.com

VIDEO & CAPTIONS

Best for:	Automatically generating captions for videos, basic video editing for social media, AI voiceovers, and turning written scripts into short video content.
What it does:	A free video editing app (desktop and mobile) with powerful AI features including auto-captions in seconds, text-to-speech voiceover, background removal, and auto-cut to music — all without any editing experience.
How to start:	Download CapCut (free on mobile or desktop) → Upload your video or record directly in the app → Tap 'Captions' → Select 'Auto Captions' → Review and export.
Pro tip:	Use CapCut's 'Text to Video' feature to turn a written script into a simple slideshow-style video with voiceover — no recording required.

6 Google NotebookLM notebooklm.google.com

RESEARCH ASSISTANT

Best for:	Summarising long documents, extracting key points from PDFs and articles, creating study guides, and researching topics using your own source material.
What it does:	A free AI research tool from Google that lets you upload documents, PDFs, or web links and then ask questions about them. It generates summaries, FAQs, and even podcast-style audio overviews of your source material.
How to start:	Go to notebooklm.google.com → Sign in with Google → Create a new notebook → Upload a document or paste a URL → Ask it questions or request a summary.
Pro tip:	Upload 3–5 articles about your content topic, then ask NotebookLM to generate a comprehensive summary. Use this as your research base before writing.

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7 Hemingway Editor hemingwayapp.com

EDITING & CLARITY

Best for:	Improving the readability of your AI-generated content, simplifying overly complex sentences, and making your writing easier to scan and understand.
What it does:	A free browser-based editing tool that analyses your text and highlights: sentences that are too long, use of passive voice, adverbs to cut, and overall readability grade. It gives your content a readability score (aim for Grade 6–8).
How to start:	Go to hemingwayapp.com → Paste your text directly into the editor → Review the colour-coded highlights → Fix red (very hard to read) sentences first.
Pro tip:	Always run your final AI-generated content through Hemingway before publishing. It takes 2 minutes and consistently improves readability and engagement.

10 Starter Prompts to Try Today

Copyany ofthese prompts,paste themintoChatGPTor Claude,replacethe text in [brackets] with your specifics, and hit send. Each one is designed to give you a useful, ready-to-use result in under 60 seconds.

Prompt #1 Blog Post Intro

Write a compelling opening paragraph for a blog post titled "[your title]". My audience is [description]. Hook the reader with a relatable problem or surprising statement. Keep it under 80 words.

Prompt #2 Social Media Post

Write a LinkedIn post sharing one useful tip about [topic] for [audience]. Open with a hook. Keep it under 200 words. End with a question to drive comments.

Prompt #3 Email Subject Lines

Give me 10 email subject lines for a newsletter about [topic]. Mix curiosity, benefit, and question-based styles. All under 50 characters.

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Prompt #4 Content Ideas

Generate 10 content ideas for [your niche or business]. My audience is [description]. Focus on beginner questions and practical how-to topics. Include a suggested format (blog, video, carousel, email) for each.

Prompt #5 Instagram Caption

Write an Instagram caption for a post about [topic]. First line must stop the scroll. Include a relatable insight, emojis, and end with a question. Add 10 relevant hashtags.

Prompt #6 Video Script Hook

Write 3 different 10-second video hooks for a video about [topic]. Use these styles: (1) surprising fact, (2) bold claim, (3) relatable problem. Each hook should make the viewer want to keep watching.

Prompt #7 Blog Post Outline

Create a detailed blog post outline for: "[title]". Target reader: [description]. Include an introduction hook, 5 H2 sections with 3 bullet points each, and a conclusion with a CTA to [action].

Prompt #8 Rewrite for Clarity

Rewrite this paragraph in plain, conversational English. Remove jargon. Use short sentences. Keep the core message. Target reading level: easy to understand for a beginner. Here is the paragraph: [paste your text]

Prompt #9 Newsletter Issue

Write a 300-word weekly newsletter issue about [topic] for [audience]. Structure: engaging opening, 3 quick tips or insights, and a soft CTA to visit [your website or product link].

Prompt #10 Product or Service Description

Write a compelling description for [your product or service]. Start with the problem it solves. List 3 key benefits (not features). End with a clear, low-pressure call to action. Keep it under 150 words.

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Your 7-Day Free AI Action Plan

Reading about toolsis one thing. Using themis where theresults happen. Here is a simple 7-day plan to get you up and running with your free AI toolkit — one small action per day, no overwhelm.

Day 1	**Set up your free accounts** Create free accounts on ChatGPT, Claude, and Canva. Takes 10 minutes total. You now have the core of your free AI toolkit ready to use.
Day 2	**Write your first AI piece of content** Open ChatGPT. Use Prompt #1 or #7 from this guide. Write a blog post intro or a full outline on a topic relevant to your business or brand.
Day 3	**Create a social media post** Use Prompt #2 or #5 to draft a LinkedIn post or Instagram caption. Open Canva and pair it with a simple branded graphic using a free template.
Day 4	**Research a topic with Gemini or NotebookLM** Pick a topic you want to write about this month. Use Google Gemini to research current information, or upload reference articles to NotebookLM for a summary.
Day 5	**Write a short email or newsletter** Use Prompt #9 to draft a 300-word newsletter issue. Send it to your list or save it as your first draft for when you launch your email list.
Day 6	**Edit existing content with Claude and Hemingway** Take something you have already written — a social post, email, or bio. Paste it into Claude and ask it to improve the tone. Then run it through Hemingway to check readability.
Day 7	**Review and plan your next 4 weeks** Use Prompt #4 to generate 10 content ideas. Pick 8 and spread them across the coming month. You now have a simple content calendar powered by AI.

Ready to Go From Beginner to Content Creator?

Want the full system? This free guide covers the tools — the complete paid guide, AI Content Creation Without Skills, takes you step-by-step through creating every type of content with 11 chapters, 50 prompt templates, and a 30-day action plan. Get it for just $17 at **gumroad.com/l/aicontentguide**

Questions or feedback? Email: hello@aimarketplaceco.com | Web: www.aimarketplaceco.com

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Ready to go deeper?

This free guide is just the beginning. The full paid guide takes you step-by-step through every content type — in detail.



AI Content Creation Without Skills

The Complete Beginner's Guide — $17

11 full chapters

50 prompt templates

30-day action plan

- Blog posts
- Email
- Social media
- eBooks
- Video scripts

Get the Full Guide | gumroad.com/l/aicontentguide

More Free Resources at AI Marketplace Co

Free weekly AI content tips newsletter

More free guides, checklists & templates

Tool reviews and comparisons updated regularly

Why AI Marketplace Co?

We help entrepreneurs, freelancers, and small business owners use AI tools practically and profitably — with clear, jargon-free guidance and no overwhelm. Everything we publish is designed to be useful from page one.

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> *"You do not need to be a writer. You just need to know how to ask."*

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