ANDREW MURPHY ONLINE
AI • FUNNELS • WEBSITE • AUTOMATION • TRAINING
SOCIAL MEDIA • TRAFFIC • ADS • AFFILIATE MARKETING
ENGLISH • FRENCH

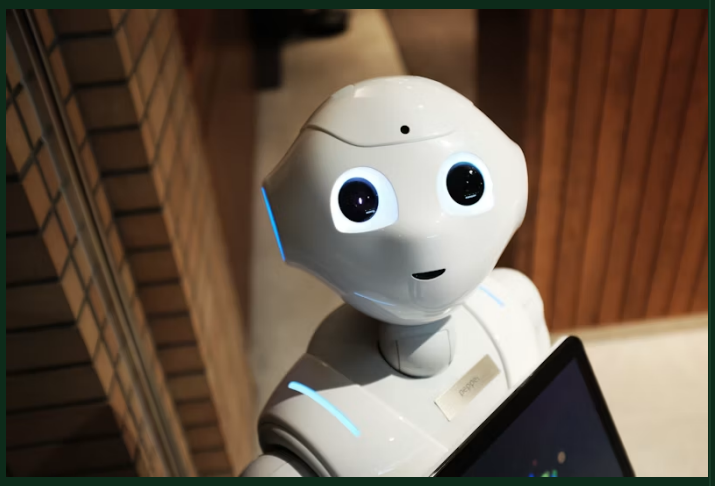
The AI Advantage

YOUR MONTHLY EDGE IN AI & ONLINE INCOME

March 2026
By Andrew Murphy

Welcome to the **March 2026** edition of **The AI Advantage** .

This month: five tool reviews covering the complete content creation and automation stack — video, images, copy, and lead follow-up — plus the AI stories shaping how entrepreneurs build and earn online right now.



THIS MONTH ON THE BLOG

Five Posts You Can't Miss in March

Andrew Murphy · March 2026 · Blog Preview

March is dedicated to the content creation and automation stack. I reviewed five tools that, together, can take you from blank page to fully distributed content — across video, images, copy, and automated lead follow-up — without hiring a single person. Here's what went live:

Week 1 — March 2

HeyGen Review: I Made 10 Videos This Week Without Being on Camera Once

I used to avoid video because the camera intimidated me. HeyGen removed that barrier. I recorded 2 minutes of myself once — HeyGen built an AI avatar that looks and moves like me. This week: 3 YouTube reviews, 2 Reels, 3 Facebook posts, 2 email header videos. Four hours of scripting. Zero hours of filming. The multilingual feature translates any video to French with perfect lip sync — a game-changer for my market.

Week 2 — March 9

Pictory Review: How I Turn Blog Posts Into Videos in Under 10 Minutes

I had 30 blog posts sitting on my site doing nothing except collecting Google traffic. Pictory changed that. Paste the URL, review the AI-selected footage, export. Ten minutes. The result is a fully captioned, branded video uploaded to YouTube the same day — and it now ranks for the post's primary keyword. The 20% recurring affiliate commission makes it one of the best tools to recommend.

Week 3 — March 16

Leonardo AI Review: 150 Free AI Images Per Day — Is It Worth It?

The answer is yes — and not even close. 150 credits per day is a real production budget, not a teaser. Image quality is below Midjourney's absolute ceiling but far above every other free alternative. Multiple model types cover photorealistic, artistic, and product photography. Image-to-image editing, background removal, and outpainting are built in. For entrepreneurs who need professional visuals at no cost, Leonardo is the clear choice.

© 2026 | All rights reserved |

Week 4 — March 23

Copy.ai Review: I Generated 30 Ad Variations in 20 Minutes

A/B testing ad copy is one of the highest-leverage things you can do in paid advertising. I described my affiliate offer, selected the Facebook Ad template, and generated 10 variations in under 2 minutes. Repeated with different angles. 30 variations in 20 minutes. Ran them all at $5/day for 48 hours. The winner produced a 3.1% CTR — industry average is under 1%. The Workflows feature automates entire content pipelines from a single keyword input.

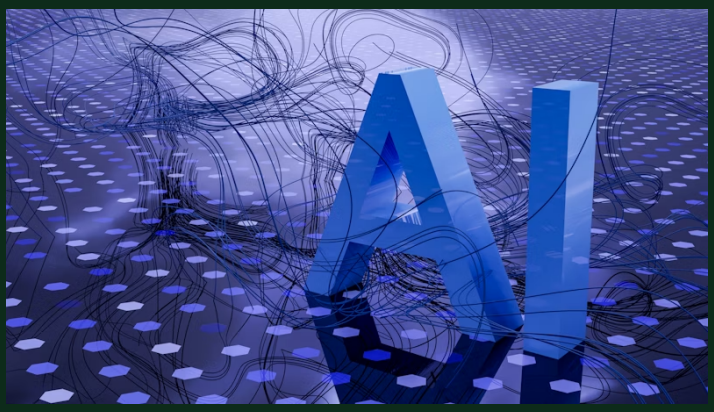
Week 5 — March 30

Make Review: How I Automated My Lead Follow-Up Without Writing Code

New opt-in in ClickFunnels → add to GetResponse → tag by lead source → log to Google Sheets → Slack notification. Five steps. One automation. Set up in 90 minutes. Now it runs in 10 seconds every time someone opts in — zero manual input. The AI-powered workflow sends ChatGPT-personalized follow-up emails based on which lead magnet was downloaded. Free plan: 1,000 operations/month. Paid starts at $9/month.

All five posts are live at andrewmurphy.online/blog-home — with affiliate links so you can try any of these tools directly.

Visit the Blog →



AI NEWS

The AI Price War Is Accelerating — And Entrepreneurs Are the Winners

AI Industry · March 2026

March 2026 is a turning point in how much AI costs. OpenAI, Anthropic, and Google have all made significant pricing moves this month — driven by competition from DeepSeek, the rollout of custom inference chips, and growing pressure from enterprise customers demanding better economics.

OpenAI cut API pricing by 40% on its most popular GPT models, effective March 10. For entrepreneurs building AI-powered tools or using the API at scale, the same capability now costs less than half of what it did in Q4 2025. Anthropic matched with a 35% reduction on Claude 3.5 Sonnet, while Claude 4.5 enters general availability at a price point competitive with GPT-4o.

> ***"The AI infrastructure is getting cheaper every quarter. The businesses that build AI-powered systems now will see the return on those systems compounding as costs fall beneath them."***

© 2026 | All rights reserved | andrewmurphy.online

What this means for your business: If you've been delaying building AI-automated workflows because of API costs, that argument is weakening every month. Tools built on AI APIs — content automation, lead qualification, email personalization — are delivering better economics in March 2026 than they were six months ago.

Action item: Audit what you're currently paying for AI subscriptions. With pricing dropping, some tools you may have written off as expensive are worth a second look. GetResponse and ClickFunnels have also announced AI feature expansions that replace tools you might currently be paying for separately.



STRATEGY

The Content Repurposing Flywheel — How One Blog Post Becomes 10 Pieces of Content

Content Strategy · March 2026

The most common mistake I see entrepreneurs make is treating content as a one-time event. You write a blog post. You publish it. You move on. That model is inefficient by design — you're creating something once and distributing it once, when the same asset could reach ten different audiences in ten different formats with a fraction of the additional effort.

The 6-step flywheel I'm running right now: Write the blog post with AI assistance — then Pictory turns it into a YouTube video in 10 minutes. HeyGen renders a 90-second avatar version for Shorts, Reels, and TikTok. Leonardo AI generates the hero image and social thumbnails for free. Copy.ai produces 15–20 ad variations from the key angle. And Make connects every opt-in back to GetResponse automatically — one connected system, zero manual steps.

> ***"Write once. Distribute everywhere. The tools to do this are now free or nearly free — the only barrier left is deciding to build the system."***

The full cycle — video, short-form, visuals, one ad test — takes about 3 hours the first time and 90 minutes once you have the workflow. The output is 10 pieces of content from one source of truth.

March action item: Pick one blog post you've already published and run it through this system this week. Start with Pictory for the video, Leonardo for the thumbnail, and Copy.ai for one batch of ad variations. You'll see immediately why this changes how you think about content production.

© 2026 | All rights reserved | andrewmurphy.online



AI NEWS

YouTube Updated Its AI Content Rules in March — What Affiliate Creators Need to Know

Platforms & Policy · March 2026

YouTube rolled out updated AI content guidelines in early March 2026 — the most significant revision since the platform first introduced AI disclosure requirements in 2024. For affiliate marketers building faceless channels or using AI-generated video, these updates have direct implications for monetization eligibility and channel health.

The new disclosure requirement: Any video that uses AI to generate or significantly alter a realistic human face or voice — including AI avatar tools like HeyGen — must now carry a visible 'AI-generated content' label in the video description. For videos with significant reach, an on-screen watermark is also required during playback. The label is added via YouTube Studio.

What's NOT affected: AI tools that generate stock footage, background music, captions, or written scripts are not subject to the new labeling rules. AI-assisted editing, color correction, or voiceover enhancement also remains outside the disclosure scope. The rules target realistic synthetic humans, not AI-assisted production in general.

> ***"YouTube isn't restricting AI content — it's asking for transparency about it. The channels that disclose honestly will earn more trust, not less."***

Monetization status: YouTube confirmed that properly labeled AI-avatar videos remain fully eligible for monetization under the YouTube Partner Program. The key requirement is consistency — labeling every video that uses AI-generated faces, not just some of them.

If you're using HeyGen or similar avatar tools:
Add the YouTube AI label in Studio for every video featuring your AI avatar. It takes 10 seconds per upload and keeps your channel compliant. A 'Synthetic media used in this video' line in your description is also best practice. Early compliance avoids future risk.



REGULATION

FTC Releases New Guidance on AI-Generated Affiliate Content — What You Must Disclose

Policy & Compliance · March 2026

© 2026 | All rights reserved | andrewmurphy.online

The Federal Trade Commission released updated guidance in March 2026 specifically addressing AI-generated affiliate marketing content — a direct response to the explosion of AI-assisted reviews and recommendation content flooding the internet.

The key takeaway: using AI to write a review does not change the disclosure requirements. If you earn a commission, that must be disclosed clearly and conspicuously — regardless of how the content was created. Additionally, AI-generated reviews must reflect genuine, firsthand knowledge of the product if they claim to do so. You cannot use AI to fabricate a personal experience you didn't have.

> ***"The rule is simple: if AI wrote it in your voice claiming your experience, you're responsible for it being true. Fabricated AI reviews with affiliate links are the FTC's direct target."***

What this means for honest affiliate marketers: Very little changes. If you use AI to assist writing about products you've actually tested — which is exactly what I do for every review on this blog — you're compliant. Disclose the affiliate relationship, disclose AI assistance, and don't fabricate personal experiences.

Canadian entrepreneurs: The FTC has extraterritorial reach for content targeting US audiences. Canada's Competition Bureau has also signaled similar guidance is forthcoming in Q2 2026. The two-line disclosure — 'This post contains affiliate links. I may earn a commission at no cost to you.' — remains the correct format.

The FTC is targeting the bad actors — AI farms spinning out thousands of fake reviews with hidden affiliate links. For entrepreneurs doing honest, tested-product affiliate marketing, this guidance is validation, not a burden.



TREND REPORT

The Solo Creator Economy in 2026: Numbers That Should Change How You Think About Your Business

Market Trends · March 2026

The creator economy has crossed $250 billion in 2026, and the distribution of that revenue has shifted dramatically toward solo operators using AI tools. For the first time, individual content creators are outcompeting small media teams on output volume, content quality, and audience growth metrics.

The numbers that matter: The average full-time solo creator using an AI content stack is producing 4–6x more content than in 2023, at equivalent or higher quality ratings from their audiences. Affiliate marketing revenue per creator is up 38% year-over-year, driven largely by higher-converting video content that previously required a production team to create.

The tools driving this shift are exactly what I've reviewed this month. HeyGen and Pictory enable

© 2026 | All rights reserved | andrewmurphy.online

video production at a scale impossible for solo operators 18 months ago. Leonardo AI removes the visual design bottleneck. Copy.ai removes the copywriting bottleneck. Make removes the manual process bottleneck. Stack these five tools and you have, functionally, a content team — for under $100/month total.

> ***"In 2026, the advantage doesn't belong to the creator with the biggest team. It belongs to the creator who has built the best system — and AI tools are the system."***

The affiliate opportunity within this trend: The majority of content creators have not yet built integrated AI stacks. That gap is an educational opportunity. Helping your audience understand and adopt this stack is the highest-value content you can produce right now — and every tool in the stack has an affiliate program.

The March 2026 stack: HeyGen (video avatar, multilingual) + Pictory (blog-to-video) + Leonardo AI (images, free tier) + Copy.ai (ad copy, workflows) + Make (automation, $9/month) = a full content operation for one person. Total monthly cost with free tiers: $9-$30/month depending on volume. Revenue potential: unlimited.

© 2026 | All rights reserved | andrewmurphy.online