



ANDREW MURPHY
ONLINE

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

2026 PRACTICAL GUIDE

The Essential AI Toolkit for Entrepreneurs

10 practical tools. One smarter system for content, visibility, sales, and customer follow-up.

Less tool overload. More useful workflows.

Includes social media scheduling, AI video, voice, funnels, automation, and AI chat assistants.

andrewmurphy.online

Andrew Murphy Online | Bilingual AI systems for smarter growth



One connected system - 10 focused tools

Start with the problem you want to solve. Each category below includes only the tools that earn a place in a practical small-business stack.



Think & write

ChatGPT • Claude



Capture & sell

Systeme.io • ClickFunnels



Connect & create

Make • ElevenLabs



Be seen

Buffer • Metricool



Make videos

Synthesia • Pictory

A simple connected workflow

ChatGPT or Claude → Systeme.io → Make → Buffer / Metricool → Synthesia / Pictory



AI chat assistants

Two capable assistants, used differently: ChatGPT for rapid everyday creation; Claude for longer, nuanced work.



ChatGPT

CHAT ASSISTANT

Free tier

Plus from US\$20/mo

Key features

- Brainstorm offers and campaigns
- Draft and repurpose content
- Organize projects and research

Try it for

A bilingual service page, a week of social posts, or a better customer FAQ.

chatgpt.com



Claude

CHAT ASSISTANT

Free tier

Pro from US\$20/mo

Key features

- Work through long documents
- Refine high-stakes copy
- Think through complex strategy

Try it for

A proposal review, long-form guide, or a clearer business plan.

claude.ai

Price snapshot: 30 August 2026. Prices and plans can change; check each provider before purchase.



Funnels, websites & email

Use a clear page, a useful offer, and follow-up that continues the conversation after a visitor leaves.



Systeme.io

AFFILIATE PICK

Free tier

Startup from US\$17/mo

Key features

- Funnels, forms and email
- Courses and bookings
- Built-in automations

Try it for

A free guide funnel with welcome emails and a discovery-call invitation.

go.andrewmurphy.online/systemio



ClickFunnels

AFFILIATE PICK

No free tier

Launch from US\$97/mo

Key features

- Sales funnels and offers
- Order bumps and upsells
- Launch-style campaigns

Try it for

A paid digital product funnel or a focused campaign for one core offer.

go.andrewmurphy.online/clickfunnels

Price snapshot: 30 August 2026. Prices and plans can change; check each provider before purchase.



Automation & AI voice

When the handoff between tools is automatic, you can spend more time serving people and less time moving information.



Make

AFFILIATE PICK

Free tier

Core from US\$9/mo

Key features

- Visual app connections
- Filters and data routing
- Repeatable workflows

Try it for

New lead → CRM record → personal follow-up task without manual copying.

go.andrewmurphy.online/make



ElevenLabs

AFFILIATE PICK

Free tier

Starter from US\$6/mo

Key features

- Natural AI narration
- Voiceovers and audio lessons
- Multilingual voice tools

Try it for

A 60-second video voiceover or an audio version of your best article.

go.andrewmurphy.online/elevenlabs

Price snapshot: 30 August 2026. Prices and plans can change; check each provider before purchase.



Social media visibility

Create the content with AI, then use a social-media platform to schedule, publish, learn from the data, and stay visible.



Buffer

AFFILIATE PICK

Free tier

Essentials from US\$6/channel/mo

Key features

- Schedule and publish posts
- Content ideas and AI help
- Simple analytics

Try it for

Schedule a week of LinkedIn and Instagram posts created from one longer article.

go.andrewmurphy.online/buffer



Metricool

AFFILIATE PICK

Free tier

Starter from €20/mo

Key features

- Plan and auto-publish
- Analytics and reports
- Competitor research

Try it for

See which posts drive the most clicks, then plan next month around what works.

go.andrewmurphy.online/metricool

Price snapshot: 30 August 2026. Prices and plans can change; check each provider before purchase.



AI video creation

Video does not need a studio production. Use a good script, a clear message, and the right format for the platform.



Synthesia

AFFILIATE PICK

Free Basic tier

Starter from US\$29/mo

Key features

- AI-avatar presenters
- Training and explainers
- Scripts to polished video

Try it for

A bilingual how-to lesson or a client onboarding video with a consistent presenter.

go.andrewmurphy.online/synthesia.io



Pictory

AFFILIATE PICK

Free trial

Starter from US\$29/mo

Key features

- Articles to short video
- Captions and visuals
- Branded social clips

Try it for

Turn a blog article into short social videos that point people back to your guide.

go.andrewmurphy.online/pictory

Price snapshot: 30 August 2026. Prices and plans can change; check each provider before purchase.



How these tools work together

The right combination turns one useful idea into a repeatable business process. Estimates are illustrative only; results vary by offer, market, and execution.

1 Local wellness studio

A massage therapist uses ChatGPT to turn common client questions into a “5 Ways to Feel Better After a Long Work Week” guide. They build the download page, welcome emails, and booking link in Systeme.io. Make sends every new subscriber into their client list and creates a follow-up task when someone clicks the booking link. Buffer schedules educational posts, while Metricool shows which topics produce the most bookings.

About US\$32-\$58/month • Save 3-5 hrs/week

2-6 additional monthly appointments at \$90 = about 3x-17x ROI.

2 Home-service contractor

An electrician receives website enquiries through a Systeme.io form. Make immediately sends the details to a spreadsheet or CRM, alerts the business owner, and creates a follow-up task. Claude turns the contractor’s expertise into clear service-page copy, estimate-email templates, and a practical safety checklist. Synthesia turns that checklist into a short video explaining what homeowners should do before an appointment.

About US\$75/month • Save 4-6 hrs/week

One \$350-\$750 booked service job = about 5x-10x ROI.

3 Online coach

A business coach records one useful lesson each week. ChatGPT helps shape the outline; Claude refines the final teaching script; ElevenLabs creates a polished audio version. Pictory turns the lesson into short captioned videos for social media. Buffer schedules the posts, and Systeme.io sends interested viewers to a free resource and a discovery-call invitation.

About US\$98/month • Save 5-7 hrs/week

One \$500-\$1,000 coaching client = about 5x-10x ROI.

4 Real-estate professional

A real-estate professional uses ChatGPT to create helpful content around local neighbourhoods, first-time buyer questions, and home-preparation tips. Pictory turns the strongest ideas into short listing and advice videos. Metricool identifies which posts generate the most engagement, while Buffer schedules the next few weeks. Systeme.io captures leads and Make places them into a follow-up workflow.

About US\$100/month • Save 5-8 hrs/week

A \$1,000 gross commission = about 10x ROI.

5 Affiliate marketer

An affiliate marketer uses ChatGPT and Claude to create an honest comparison guide that helps readers choose between tools. Systeme.io delivers the guide and follows up with useful educational emails rather than immediate sales pressure. Make tags readers by the links they click. Pictory and ElevenLabs turn the guide’s key lessons into helpful short videos, while Buffer schedules them across social channels. ClickFunnels can be added for a focused offer when the audience is ready.

US\$100/month without ClickFunnels • Save 5-8 hrs/week

US\$300-\$1,000 monthly affiliate commissions = about 2x-10x ROI.



Build the system behind smarter growth

I help entrepreneurs turn the tools in this guide into a clear, workable online system - in English or French.

Funnels & websites

Pages and funnels that clearly explain your offer and guide visitors to the next step.

AI systems & automation

Practical workflows that connect your tools and reduce repetitive manual work.

Social media building

A sustainable content and visibility system built around your real business.

Training & coaching

Clear, personal guidance so you can confidently use the tools long after the project ends.

Not sure where to begin?

Book a Discovery Call and identify the next system improvement that will matter most.

[Book your Discovery Call →](#)



Meet Andrew Murphy

A Québec-based builder, lifelong learner, and bilingual partner for entrepreneurs who want to use technology with purpose.

One strategy. Two languages. More opportunity.

I build practical websites, funnels, automations, and AI workflows for people who want their online business to feel clear, useful, and human. I work in English and French, helping you reach the markets that matter to you.



Based in the Laurentians

From Sainte-Agathe-des-Monts, Québec - serving entrepreneurs online.

Built around real life

Single father. Devoted son. Always learning and always looking for a better way to help.

Keep learning with me

New blog post every Monday. The AI Advantage newsletter arrives on the 1st of every month.

[Read the blog and newsletter archive →](#)



Keep learning with me

Follow Andrew Murphy Online for practical AI ideas, system-building tips, and new resources for entrepreneurs.



Facebook

facebook.com/profile.php?id=61589653035411



Instagram

instagram.com/andrewmurphyonline.en/



LinkedIn

linkedin.com/company/andrew-murphy-online/



TikTok

tiktok.com/@andrewmurphyonline.en



YouTube

youtube.com/@AndrewMurphyOnline



X

<https://x.com/AMurphyOnlineEN>



ANDREW MURPHY
ONLINE

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

Build your next smart workflow.

Pick one bottleneck. Choose the simplest tools that solve it.
Then make that workflow work beautifully before you add more.

Explore the tools and resources

andrewmurphy.online/ai-tools

Some links in this guide may be affiliate links. I only recommend tools I believe can help you build smarter.