



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

This month: Google ships Gemini 3.7 Flash, OpenAI slashes GPT-5.6 Luna pricing 80%, the EU AI Act's transparency rules take effect, Canva goes all-in on agentic design, AI agents take over marketing workflows -- and four must-read posts from the blog.



THIS MONTH ON THE BLOG

Four Posts You Can't Miss in September

Andrew Murphy · September 2026 · Blog Preview

September on the blog is about time, trust, and the systems that scale both -- four posts that connect automation ROI, AI-assisted content, funnel design, and an honest look at the AI coaching space. Here's what's live:

Week 37 -- Sep 7

5 AI Automations That Freed Up 15 Hours a Week (And Added \$2,400/Month)

Five simple, no-code automations built with Make, GetResponse, and ClickFunnels that free up real hours every week -- and the exact ROI math behind each one.

Week 38 -- Sep 14

How I Use AI to Write 30 Days of Affiliate Content in Under 3 Hours

The 'Content Brain' system for batching a full month of captions, blog outlines, and email copy in a single afternoon without losing your own voice.

Week 39 -- Sep 21

The 4-Page AI-Powered Funnel That Turns Cold Traffic Into Buyers

The exact ClickFunnels page-by-page structure -- capture, bridge, offer, upsell -- and where AI actually saves the most time: iteration speed, not copywriting.

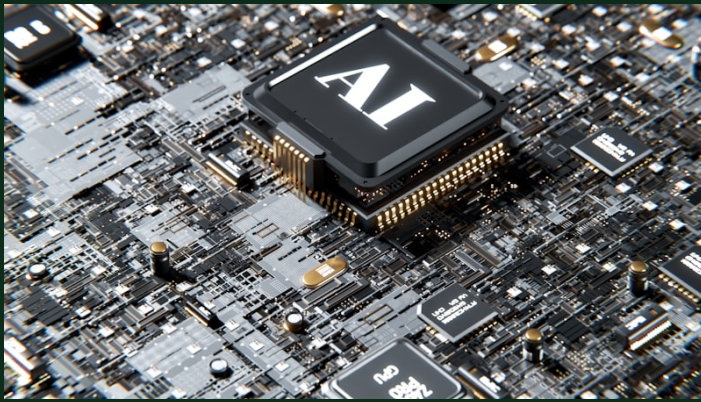
Week 40 -- Sep 28

Is AI Coaching Worth It? What 3 Months Promoting Top Programs Taught Me

An honest, affiliate's-eye breakdown of the red flags and green flags after testing three of the market's top AI coaching programs.

All four posts go live on their scheduled dates at andrewmurphy.online/blog-home -- with affiliate links so you can try every tool directly.

[Visit the Blog ->](#)



NEW MODEL

Google Ships Gemini 3.7 Flash -- Speed Built for High-Volume Workflows

Model Release · August 13, 2026 · Google

Google released Gemini 3.7 Flash on August 13, 2026, its fastest and cheapest model yet in the Gemini 3 family. It arrives alongside a wave of releases this quarter, including GLM-5.3 from Z.AI and ByteDance's Seed 2.1 Turbo -- a sign the industry has moved from occasional flagship launches to near-weekly model updates.

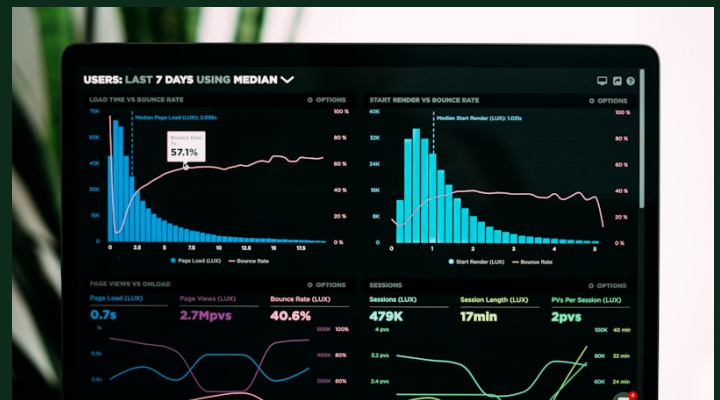
Why it matters for entrepreneurs: Flash-tier models are built for the tasks that run constantly in the background of a content or automation business -- summarizing form submissions, tagging leads, drafting quick social replies. Lower cost per call means these tasks can run continuously without adding meaningfully to your AI tool bill.

The bigger trend: models are now shipping like software patches rather than major annual events. For anyone building automations on top of AI APIs, that means capability and price both improve on a near-monthly cadence -- workflows that felt expensive six months ago are already cheaper today.

"When fast, cheap AI models ship every few weeks, the winning move is building automations that swap in the newest model without a rebuild."

What it means for affiliate marketers in the AI tools space:

Flash-tier models make background AI automation (lead scoring, tagging, FAQ bots) cheap enough to run at scale. Content comparing Flash-tier models for high-volume, low-complexity tasks is a growing, low-competition search category worth covering this quarter.



PRICING

OpenAI Cuts GPT-5.6 Luna Pricing by 80% -- Inference Gets Radically Cheaper

AI Economics · August 2026 · OpenAI

OpenAI cut input-token pricing for GPT-5.6 Luna by roughly 80%, down to about \$0.20 per million input tokens. The move follows a broader pattern across the industry this year of steep price cuts as competition between OpenAI, Google, Anthropic, and fast-moving Chinese labs like Z.AI and DeepSeek intensifies.

What changed for builders: Major frontier releases like GPT-5.6 and Claude Fable 5 now also pass through U.S. Commerce Department



national security review gates before launch -- a new step in the release pipeline that sits alongside, not instead of, the pricing race.

The practical effect: tasks that were too expensive to run at high volume six months ago -- bulk content drafts, large batch summarization, multi-step agent chains -- are now priced within reach of a solo entrepreneur's monthly tool budget.

"An 80% price cut on a frontier model does not just make things cheaper -- it makes entire categories of automation profitable for the first time."

The practical impact for creators and marketers:

If a workflow idea has been sitting on your list because the AI cost math didn't work, re-run the numbers now. Bulk content generation, multi-touch email personalization, and agentic research tasks are all meaningfully cheaper this quarter than last.



REGULATION

EU AI Act Transparency Rules Take Effect -- Disclosure Is Now Mandatory

Policy & Compliance · August 2, 2026 · European Commission

As of August 2, 2026, providers and deployers of certain AI systems in the EU must comply with the transparency obligations under Article 50 of the AI Act. Chatbots and other interactive AI systems must now tell users they're dealing with AI, deepfakes must be labelled, and AI-generated or altered content must carry machine-readable marks.

Who this touches: noncompliance can trigger fines up to €15 million or 3% of worldwide annual turnover. Even outside the EU, the direction is unmistakable -- U.S. state legislation and platform policies (YouTube, Meta) are converging on the same disclosure principle for AI-generated content.

The separate high-risk rules were delayed to December 2027 and August 2028, giving most businesses more runway on the heavier compliance requirements -- but the transparency and labelling rules are active now for anyone serving EU users.



"Every version of AI regulation -- EU, US state, platform policy -- converges on the same requirement: disclose when and how you use AI."

Simple action for online business owners: Add a short AI disclosure line to your content footer, email signature, and About page -- 'This content was produced with AI assistance.' It costs 30 seconds and gets you ahead of requirements spreading well beyond the EU.

Affiliate angle:

Regulation content converts well with business owner audiences. A post titled 'What the EU AI Act Means for Your Online Business' or 'AI Disclosure Requirements Every Affiliate Marketer Needs to Know' ranks quickly and leads naturally into compliance-friendly tool recommendations.



TOOLS

Canva Goes All-In on Agentic Design With Its Creative Operating System

Creator Tools · August 2026 · Canva

Canva has continued rolling out its Creative Operating System, anchored by Canva AI -- a conversational assistant that works inside a design to generate, edit, and give feedback in

real time. It's part of a broader shift documented across the AI marketing tool space this year: from generative point-tools toward orchestrated, agentic creative workflows.

What it replaces: the back-and-forth of briefing a designer, waiting for a draft, and requesting revisions. Canva AI now handles first-draft generation and iterative edits inside the same canvas, compressing a multi-day design cycle into a single working session.

Where it fits your stack: for solo entrepreneurs producing funnel graphics, social creative, and lead magnet covers, this closes the gap between 'I need a graphic' and 'the graphic is done' without hiring out the work.

"The trend in 2026 is a shift from generative AI to agentic AI -- orchestration is becoming the real skill, not just prompting."

Content opportunity for AI marketers:

Tutorials on using Canva AI for funnel and lead-magnet graphics are high-search, low-competition right now, and Canva's affiliate program pairs naturally with any content about building a visual brand without a designer on payroll.





TREND

Agentic AI Takes Over Marketing Workflows -- Orchestration Beats Prompting

Industry Trend · August 2026

Across the AI marketing tool landscape this year, the pattern is consistent: standalone generative tools are being folded into agent-driven systems that plan, execute, and report on marketing tasks with far less manual handoff. Anthropic and Google have both pushed task-running agents in front of more users this quarter.

What top performers are actually doing: combining Claude for scripts and strategy, specialized video and voice tools for creative assets, and agent orchestration to chain those steps into a single workflow instead of manually stitching tools together.

The skill that matters now: not which single tool you use, but how well you can orchestrate several of them into a repeatable system. That's precisely the shift behind this month's blog posts on automation and funnel building.

"Authority, orchestration, and strategic intelligence have become the real metrics of successful marketing in the agentic era."

Affiliate angle:

As agent-based tools multiply, 'how to chain these tools together' content is becoming more valuable than single-tool reviews. A workflow walkthrough naturally covers three or four affiliate offers in one piece of content instead of one.

