

Building an AI toolkit

There are thousands of AI tools available today. Every week, a new tool claims to revolutionize some field. For small businesses, this creates confusion.

Choose the right tools without wasting money.

Tool overload is a real problem.

In the previous lesson, we learned about sales management and lead generation . Now let's build on that foundation. There are thousands of AI tools available today. Every week, a new tool claims to revolutionize some field.

For small businesses, this creates confusion. Which tools should they use? How much should they spend? Will these tools still be relevant next year?

Let's work together to eliminate misinformation.

Minimum required toolset

What most small businesses really need:

C?N THI?T (B?t ??u t? ?ây) ??? Tr? lý AI t?ng quát ? ??? Claude, ChatGPT ho ?c Gemini ? ??? X? lý 80% các tác v? trong khóa h?c này ? ???

Chi phí: Gói mi?n phí th??ng ?? dùng, 20 USD/tháng cho các tính n?ng cao c ?p h?n ? ??? ?ó là nh?ng gì c?n thi?t ?? b?t ??u S? H?U ÍCH (Khi b?n ??t ?? n gi?i h?n) ??? Công c? vi?t/n?i dung ? ??? N?u b?n t?o nhi?u n?i dung dài ? ??? N?n t?ng ti?p th? qua email ? ??? Khi b?n có danh sách c?n ch?m sóc ? ??? L?p l?ch/T? ??ng hóa ? ??? Khi vi?c ph?i h?p tr? nên khó kh?n (nút th? t c? chai) ? ??? K? toán/Tài chính ??? Khi các con s? c?a b?n tr? nên ph? c t?p

Start with a few tools. Add tools as you identify specific problems, rather than including everything at once.

Choose your primary AI assistant.

Top three options for general business purposes:

Tools	Strengths	Most suitable for
-------	-----------	-------------------

Claude	Quality of writing and argumentation	Content, analysis, complex tasks
ChatGPT	Diverse capabilities, plugins	Diverse tasks, integrated
Gemini	Google integration	Gmail/Docs workflow

The truth is : For most business tasks, they're all good enough. Choose one and learn to use it proficiently instead of switching between the three tools.

The reality of pricing:

1. Free plan: Capable but limited
2. ~\$20/month: Removes most restrictions for business purposes.
3. Enterprise Package: Only if you have specific compliance needs.

What about specialized tools?

Questions to ask before adding a tool:

1. Can my general AI assistant do this?
2. How often do I need this specific ability?
3. What is the actual cost (money + time spent studying)?
4. Will this tool solve the problem I'm facing?

For example:

Specialized tools	Buy if.	Skip if.
AI-powered text editing tools (Jasper, Copy.ai)	You write more than 10 articles per week.	You only write occasionally.
Create transcripts using AI (Otter, Fireflies)	You have many meetings that need to be recorded.	Meetings rarely happen.
Creating images using AI (Midjourney)	Visual content is a core element of a business.	The existing image is still perfectly usable.
Creating social media content using AI (Buffer, Hootsuite)	You manage multiple platforms on a large scale.	You only post manually a few times a week.

The principle : Don't pay for specialized tools until the free/common options really bother you.

Integrating AI into existing tools

Before buying new tools, check what you already have:

Many of the tools available today already incorporate AI:

1. Google Workspace ? Gemini Integration
2. Microsoft 365 ? Copilot Integration

3. Canva ? AI Design Features
4. Your email platform ? May have AI suggestions

Check these things first. You may have already paid for AI capabilities.

Cost management

The cost of registering for AI will increase.

Keep track of what you're paying:

AI: "Hãy giúp tôi ki?m toán chi tiêu cho các công c? AI c? a mình. Các công c? tôi hi?n ?ang tr? phí ho?c ?ang cân nh?c: - [Công c? 1]: \$[s? ti?n]/tháng - [Công c? 2]: \$[s? ti?n]/tháng - [Công c? 3]: \$[s? ti?n]/tháng V?i m?i công c?, hãy giúp tôi ?ánh giá: 1. Tôi có th?c s? s? d ?ng nó th?ng xuyên không? 2. Tôi có th? ??t ???c k?t qu? t?ng t? v?i l? a ch?n r? h?n/mi?n phí không? 3. Tôi s? m?t gì n?u h?y b?? 4. L?i t?c ??u t ? (ROI) có rõ ràng không?"

Monthly check : Are you using what you paid for?

Build workflows, not toolkits.

Focus on the workflow, not the tools.

A bad approach: *'I need an AI tool for social media, another for email, another for writing posts, and one for scheduling...'*

A good approach: *'My content workflow is: Ideation ? Drafting ? Editing ? Scheduling. Where does AI help the most? What is my biggest bottleneck?'*

One good tool used effectively is better than five tools used ineffectively.

Security and privacy considerations

Important for any business:

1. Do not share sensitive data carelessly.
 1. Customer data
 2. Financial information
 3. Password or login information
 4. Exclusive business information
2. Understanding data retention periods
 1. What does the tool do with your input data?
 2. Is it training on your data?

3. Can you refuse?

3. Check the privacy policy.

1. For business purposes, be clear about what you are agreeing to.
2. Many tools offer enterprise packages with better security terms.

General rule : Assume that anything you put into the AI ??tool has the potential to be seen by others. Don't share anything you wouldn't want shared with a contractor.

Invest in learning.

Each tool requires time to get acquainted with and learn about.

1. Learning a new tool: 2-5 hours to reach the basic level.
2. To become truly proficient: 10-20 hours per week
3. Multiply by the number of tools...

This is why fewer tools are better. The tools you know well are more suitable than the 'better' tools you only know superficially.

Practical setup proposals

For individual business owners:

1. Choose an AI assistant (Claude, ChatGPT, or Gemini).
2. Use the free plan until you reach your limit.
3. Learn how to use it proficiently - build your own prompts and templates.
4. Only add tools when you feel you're encountering a specific problem.

For small groups (2-10 people):

1. Standardize the use of a primary AI assistant.
2. Share the question library with the entire team.
3. Consider tools that support collaboration.
4. Track duplicate subscription packages.

Exercise: Check your current settings

1. List all the AI ??tools you are currently paying for (or using for free).
2. For each tool: When was the last time you used it? And for what purpose?
3. Determine: Which tools are essential, which should be present, and which should not be used?
4. Calculate: What are your monthly AI costs?
5. Decision: What needs to be removed? Merged? Added?

Key points to remember

1. Starting at the bare minimum: A good AI assistant can meet most business needs.
2. Only add specialized tools when the multi-purpose tools are truly bothersome to you.
3. Check out the AI ??features in the tools you've paid for.
4. Track monthly spending and AI usage.
5. Fewer tools used effectively are better than many tools used inefficiently.
6. Consider security: Don't share sensitive data carelessly.
7. The learning process is real – keep that in mind when evaluating new tools.

1. Question 1:

How many AI tools does a small business typically need to get started?

1. A. 5 - 10 specialized tools for different tasks
2. B. One or two multi-tools handle most needs.
3. C. Not needed – AI is not yet ready for business use.
4. D. Using the same tools as larger companies.

EXPLAIN:

For most small businesses, one or two general-purpose AI assistants handle 80% of the needs. Only add specialized tools when you encounter clear limitations with general-purpose tools.

2. Question 2:

What is the best approach to choosing AI tools for your business?

1. A. Buy the most expensive option for the best quality.
2. B. Start with free/cheap options that solve your specific problem, only upgrading when necessary.
3. C. Wait until AI tools are more mature.
4. D. Using the same tools as large companies.

EXPLAIN:

Start with free or low-cost tools that meet your specific needs. Upgrade when you encounter actual limitations, not assumed ones. Many businesses never need a premium package.

Submit your work

Training results

You have completed **0** questions.

-- / --

Review the lesson

You finished reading the article "**Building an AI toolkit**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.
