

Which tool for *which job*.

There is no best AI tool, only a best fit for one job. Find the row that matches the work you keep repeating, then use the tool in that row before you buy anything else.

THE JOB	REACH FOR	BECAUSE
Drafting and rewriting Emails, posts, product copy, first drafts	ChatGPT or Claude	Both draft well. Claude holds a long document together; ChatGPT is quicker for short, varied pieces.
Reading long documents Contracts, reports, transcripts, research	Claude or NotebookLM	Long-context models summarise without losing the middle. NotebookLM answers only from the files you give it.
Finding current facts Market checks, competitor scans, prices	Perplexity or Gemini	They search the live web and cite sources, so you can check the claim. A plain chatbot cannot see last week.
Moving data between apps Form to CRM, order to invoice, alerts	Zapier or Make	Most "AI problems" are plumbing. Connect the tools first; add a model only where judgement is needed.
Answering the same questions Support, FAQs, booking, intake	A scoped assistant on your own content	Answers drawn from your documents, with a clear handover to a person when it is unsure.
Notes and follow-ups Meetings, calls, actions	Your meeting tool's built-in summary	A separate note-taker is one more app to run. Use what is already in the call before adding another.
Images and layout Social, simple graphics, mock-ups	Canva AI or a design pass	Fine for volume and speed. Anything that carries your identity still wants a human eye on it.
Code and technical work Scripts, fixes, small tools	Claude Code or Copilot	Strongest when the task is specific and testable. Weakest when nobody can tell whether the output is right.

Two rules that save money. Pick the simplest tool that fits the systems you already run — a pilot that adds steps gets abandoned. And never automate a task nobody has written down; you will automate the confusion too.

Before anything sensitive: check where the data goes, who at the vendor can see it, and whether it trains their model. Get that in writing.

One task. *Thirty days.*

Fill this in before you buy a subscription. If you cannot answer 2 and 4, you are not ready to start — and that is a useful thing to find out for free.

01 Which task keeps coming back?

One repeated task, named the way the person who does it would name it.

02 What does it cost today?

Your baseline. Times per week × minutes each, and who does it. Guess if you must, but write the guess down.

03 Who owns the trial?

One name. It should be the person doing the task, not only the person paying for the tool.

04 What result would make this worth keeping?

A number and a date. "Two hours a week back by the 30th" works. "Use AI more" does not.

05 Where does a person still check the work?

Name the step that always gets read by a human, and what happens when the tool is unsure.

06 What could go wrong, and who would notice?

Wrong answer to a customer, a number out by a decimal, something private in the wrong place.

07 After thirty days

Come back to this row and tick one. Stopping is a real answer, and a cheap one.

Keep it

It paid for itself. Write down what made it work before you forget.

Change it

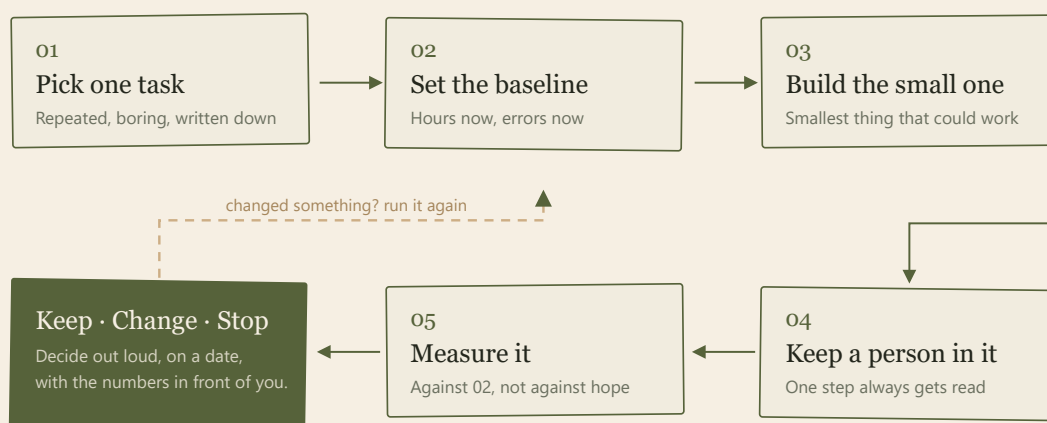
Right task, wrong shape. What single thing would you change first?

Stop it

It cost more attention than it saved. Say so, and keep the baseline.

The loop that keeps *a pilot honest.*

Five steps and one decision. The arrow back is the part most people skip, and it is the part that stops a trial quietly becoming a subscription nobody uses.



One loop. Thirty days. Then the next task — never two at once.

Start too small

If the first version feels embarrassingly limited, it is the right size. You are testing whether the task suits a machine, not building a product.

Keep the receipt

The baseline in step 02 is the only thing that can tell you later whether this worked. Written down beats remembered, every time.

Stopping is winning

A trial you end after thirty days cost you thirty days. A tool nobody admits is useless costs you every month, quietly.

Make it work. Then make it yours.