The AI For Internet Marketers Crash Course

Hi there and welcome to **The AI For Internet Marketers Crash Course!** In this guide my goal is to help you fully wrap your head around AI and the many ways that you can use it in your online business and/or to even create an online business.

I've created this guide because when I first got started with AI (*artificial intelligence*) I was absolutely lost and overwhelmed. There were so many options and tools, and I just couldn't connect the pieces of how I could use it in my business. I was frustrated and had spent a lot of time and money on this thing and that thing.

Sound familiar to you? 😉

If it doesn't, DO NOT go down the path I went down. I've done it all for you! After 100's of hours of research and implementing different things I learned, I'm now *"totally in the know"*! Meaning I know how to use AI for specific purposes that fit my business, and the tools I need to use for those purposes. That's exactly what I want you to walk away with after going through this *"crash course"*. I want you to know how to use AI to fit the needs of **YOUR** business and get the right tools (*some are free and some are paid*) to implement the things you need AI to do in **YOUR** business.

So, with all of that said let's get started...

To get your mind wrapped around what AI can do for you as an online business owner, let me tell you a few ways I've used AI in my business. If I had seen actual ways I could use AI in my business when I first got started I would have **NOT** been so confused. Instead, I was hit with all kinds of products and software that promised tons of sales or tons of traffic and a lot of other outrageous stuff.

I just needed to know and understand what it could do in **MY** online business. So, some of this may resonate with you and some of it won't, but don't worry. I'm going

to show you how to define how you can use AI in **YOUR** online business in this guide, so follow along and you're going to see the light at the end of this tunnel.

Ways I Use AI In My Online Business

Research: As a digital product creator in multiple niches, I do so much research. I do research to define and discover targeted audiences, keyword research, topics for products, topics for content, and even as a search engine because I don't have to go through a bunch of listings in regular search results. I can simply enter a question and I have it instantly answered and then can add follow up questions if need be and quickly get that information. It's like texting with a friend who knows everything!

There are multiple AI tools that you can use to do all of this at insanely fast speeds. We're going to talk about different tools and their functions later, so hold tight for that part. 😉

Content Creation: The amount of content I create is mind blowing, and since discovering and using AI I have been able to create more content **MUCH** faster! And even better quality content!

I have several blogs I run in multiple niches, so I use AI **A LOT** to create blog posts for all of those blogs, and titles for those blog posts that make people want to read them. That's a common problem that bloggers have. Their titles are horrible and that leads to people never even reading them, so AI has been super helpful in this area and my *"clicks"* are **WAY** up!

Besides blog posts, I also use AI to create other content for things like social media, email newsletters, and digital products. I also use it to enhance my content with correct spelling, grammar, dictation, suggestions for better content, and more.

Thanks to AI, your content creation needs can be met in just about any way that you can imagine!

Digital Product Creation: Now this is where things get super profitable with AI…

You can use it to create all kinds of different digital products that you can sell, give away to build your list, use as bonuses, use to build relationships with your audience, etc.

Digital products like… Ebooks, video courses, blueprints, outlines, printables, tools, games, graphics/images, audios, templates, code for software, apps, plugins, Chrome extensions, pages for low-content products, and the list goes on and on.

Bottom line: Product creation has never been easier or faster thanks to AI. You're not even limited by your own creativity because others are giving you *"the keys to the kingdom"* in many cases by giving you "prompts" to feed into different AI tools and are creating tools that work along with AI to spit out several different types of digital products **FAST!** That all falls under the "tools" category, and as I said we're going to get to those further along in this guide.

Sales Copy: One thing all online business owners have in common is the need for sales copy. Maybe it's for a sales letter to sell your digital product, sales copy to entice someone to get on your email list, or sales copy for an ad campaign, etc.

AI can help you create sales copy for any need you have for it and it does it very quickly and most importantly very **EFFECTIVELY!**

How many times have you created sales copy for something and it was just absolutely horrible? Or how many times have you needed sales copy and just didn't know how to write it? When you know how to use AI those aren't things you're going to face anymore.

I have personally used AI tools to create sales letters, emails, product descriptions, reviews, video scripts, ads for paid advertising, headlines, and subject lines. I'm probably leaving a few out, but that's just off the top of my head.

Graphics/Images: Now this is a **BIG** one. The first AI image creator/generator that I used was something (*I can't even remember the name*) that you could upload your photo to, and it would spit out 100 different images that looked similar to me in different settings. It was $10 to get those 100 images, and I had no plans on how to use them. *It was just for fun.*

Fast forward a few months and there are so many different AI tools out there for doing all kinds of things with images. You can use AI to generate logos, images for

social media, infographics, images for products, mockups, images to sell, and so much more.

There are many ways that this type of AI works. A lot of the tools start with you typing in what kind image you want into their system (*a prompt*) and then the AI tool takes that and generates (*hopefully*) exactly what you need. Some tools even allow you to upload images and then AI manipulates them for you.

This is an area that I've just gotten started in, and my main focus is on creating social media content and content for printables and low-content pages for low-content products that I sell in various niches. Make sure that you have a purpose in mind when jumping into AI for image and graphic creation. You can get sucked in a million different directions and never create things you truly need for your business. It's a lot of fun, so be careful that you don't get stuck in *"lets have fun"* mode. 😉

Videos: Videos can be used for many things in your online business and a lot of those things can now be done better and faster with AI. *Are you noticing a theme here with this AI stuff?* **Better... Faster...** 😉

Currently I'm using AI to turn articles into great looking attention getting videos for sales pages, social media, and YouTube channels. I'm also using it to edit videos I have PLR to and/or videos that I create myself. You can do some really cool stuff with videos you have using the right AI tools. If you need video content for basically anything in your business, there's probably an AI tool to help you create it.

If you're wanting to create a video from scratch, then you first need to define the purpose of your video. *Do you need an explainer video, sales video, informational video, etc?* Then use AI to help you generate a script for it. Once you have your script you can either create the video yourself and use AI to enhance it or feed your script into an AI tool that will take your script and instantly turn it into a video for you.

AI for videos and video marketing is one of the fastest changing and developing parts of AI, and I'm **VERY** excited for what the future holds! Keep an eye out for all the different ways you can use it in your online business.

Customer Support: This is **NOT** an area I'm currently using AI in, but I'm investigating it because there are some very powerful tools to help you with providing instant customer support for your customers.

Things like ChatBots (*they are way better now than when they initially came out a few years ago*) to answer pre and post sales questions, onboarding and training after purchases and/or for coaching programs, it can be used to create and maintain knowledge bases that customers can use to self-serve. This can include articles, FAQs, and even interactive tutorials. AI can also be used to power search engines that make it easy for customers to find the information they need.

The best way to figure out how you can use AI for customer service is to look at the tools available and see if they fit into your business. If they do and can help you support your customers better and save yourself some time… **USE THEM!** 😉

Productivity: Now this is a pretty broad category, and you have a lot of options here. And there are so many solutions being created constantly to help you with productivity.

You can use AI to do things like take notes in your webinars and meetings, automate repetitive tasks, scheduling, speech to text, creating summaries of books, videos, etc., build entire websites, and so much more!

Again, because there are just so many options here, I highly recommend you do some research for AI productivity tools, see what's available, and then investigate the tools that will actually fit into your business.

Branding: If you're starting a new online business or you help others start their own online businesses, branding is the first place you start. And of course, there are a ton of things you can use AI for when it comes to branding.

You can generate business names, business plans, logos, color palettes, business cards, presentation templates, social media images, etc., all with AI tools.

Wow… *That's a lot of information on the different ways to use AI in your online business, right?* This should really get the wheels turning in your mind. And here's the real kicker… There are so many **MORE** options depending on what your online business is, does, and what it needs.

So, let's switch gears and start talking about how to define your needs for AI in your business, so you can get laser focused on implementing AI.

How To Decide What You Need AI To Do For Your Business

The first thing you need to do is go through the options I gave you and then note down any that apply to your business. For example, if you need blog posts, then note that down. If you need social media content and/or images. Note that down! You get the point here. 😉

Then constantly keep in the back of your mind as you're working that there might be an option to use AI to do an activity better or faster. When your actively working think to yourself, *"Is there an AI tool I can use to automate this, make it better, or get it done faster?"*

Hot Tip: *Want to do some research and see how other people are using AI in their online businesses to generate ideas for how you can use it in your business?* Head over to YouTube and search for the following phrases:

best AI tools
how to use AI
how to use AI for XYZ (*enter anything you want to know how to use AI for as your XYZ*)

This is going to make your brain explode because there are just so many options, but you don't have to watch everything at once. Make time a few times a week to learn more about AI and what you can use it for in your business. Just a couple of videos at a time and in no time, you will have a huge list of ways you can use AI for multiple things in your business. Before you know it, you're going to be an AI ninja who saves a ton of time and gets better results with what you output in your online business!

Between what I have given you here as examples for using AI, you thinking of stuff you can use AI to accomplish in your business, and the YouTube tip I just gave you for getting ideas for using AI you're going to have plenty of ways to implement AI in your online business to get many different things done better and faster.

But…