



Bonus Guide: Best Free AI Tools for Promo Professionals

A Special Gift from Rosalie Marcus — The Promo Biz Coach

ChatGPT (OpenAI) (Free + Plus upgrade)

■ <https://chat.openai.com/>

Use it for: Prospecting ideas, writing client emails, creating product recommendations, and brainstorming marketing campaigns.

Bonus Tip: Save favorite prompts in a 'Prompt Library' and reuse them seasonally.

Canva Magic Write (Free tier available)

■ <https://www.canva.com/>

Use it for: Writing and designing social media posts, email banners, flyers, and simple product sell sheets.

Bonus Tip: Draft in ChatGPT, then polish and format in Canva with your brand colors and fonts.

Grammarly (Free plan)

■ <https://www.grammarly.com/>

Use it for: Polishing emails, social posts, proposals, and correcting tone and clarity quickly.

Bonus Tip: Use the Tone Detector for warm, friendly, professional sales language.

Google Trends (Free)

■ <https://trends.google.com/>

Use it for: Spotting category and seasonal interest spikes (e.g., eco gifts, wellness kits, corporate swag).

Bonus Tip: Paste findings into ChatGPT and ask for a short 'trend summary' paragraph for your client email.

Notion AI (Paid add-on; free trial credits available)

■ <https://www.notion.so/product/ai>

Use it for: Organizing client lists, content calendars, supplier notes, and auto-summarizing long info.

Bonus Tip: Ask it to turn your meeting notes into a follow-up task list.

Beautiful.ai (Free plan)

■ <https://www.beautiful.ai/>

Use it for: Auto-designing polished client presentations with smart layouts and visuals.

Bonus Tip: Upload your logo and brand colors to keep decks on-brand instantly.

Tome.app (Free plan)

■ <https://tome.app/>

Use it for: Rapid concept decks or idea boards for campaigns, product kits, and client pitches.

Bonus Tip: Have ChatGPT outline slides first, then paste into Tome for quick visuals.

Jasper (Free trial)

■ <https://www.jasper.ai/>

Use it for: Marketing copy, social captions, landing page headlines, and ad variations.

Bonus Tip: Tell Jasper your audience (promo distributors / B2B buyers) for tone-matched outputs.

Otter.ai (Free plan)

■ <https://otter.ai/>

Use it for: Transcribing client calls, supplier webinars, and capturing action items.

Bonus Tip: Paste transcripts into ChatGPT and ask for 'key takeaways + next steps' bullets.

Google Gemini (Free with Google account)

■ <https://gemini.google.com/>

Use it for: Quick research, brainstorming, and contrasting perspectives to complement ChatGPT outputs.

Bonus Tip: Ask the same prompt in Gemini and ChatGPT to compare insights and spark new ideas.

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