

The Free AI Tool Stack

Everything AJ uses every week — all free to start.

You don't need to spend hundreds on software to run a professional AI-powered business. Every tool below has a free tier that's powerful enough to get you started and earning before you ever spend a penny.

■ Claude AI

claude.ai

FREE TIER

Your Content Brain — The most important tool in the stack. Claude writes blog posts, TikTok scripts, email sequences, YouTube scripts, social captions, and strategic plans. AJ uses it every single Monday morning to brief the entire week's content. The free tier handles everything you need to start.

- Sign up at claude.ai — takes 2 minutes
- Create your first content brief using the template in [Guide 03](#)
- Bookmark it. You'll open it every Monday.

■ ElevenLabs

elevenlabs.io

FREE TIER

AI Voiceovers — Turn any script into professional-quality audio in 30 seconds. Perfect for YouTube videos, TikTok voiceovers, and podcast content without ever recording yourself. The free tier gives you 10,000 characters per month — that's roughly 10 short videos.

- Sign up at elevenlabs.io
- Choose a voice that matches your brand tone
- Paste your Claude-written script → download the audio

■ Canva AI

canva.com

FREE FOREVER

Visual Content — Every graphic, thumbnail, carousel slide, and social banner. Canva's AI suggests layouts, generates images, and maintains brand consistency. AJ creates all AIXcel visuals in Canva. The free tier includes everything: templates, brand colours, and AI image generation.

- Sign up at canva.com
- Set your brand colours: #00f5c4 (mint) and your own palette
- Create a Brand Kit so every design stays consistent

■ Buffer

buffer.com

FREE FOREVER

Social Scheduling — Schedule posts across TikTok, Instagram, LinkedIn, YouTube Shorts, and Pinterest from one dashboard. Buffer posts automatically at the best times. Free plan covers 3 channels and 10 scheduled posts per channel — more than enough to start.

- Sign up at buffer.com — connect your social accounts
- Schedule your entire week every Monday after creating content
- Use the analytics tab to see what performs — double down on it

■ Kit (ConvertKit)

kit.com

FREE TO 10,000

Email List Builder — Your most valuable asset. Kit manages your subscriber list, sends automated welcome sequences, and delivers your weekly newsletter. Free up to 10,000 subscribers. AJ sends every newsletter through Kit. Start building your list from day 1 — it compounds faster than any social platform.

- Sign up at kit.com — free account, no card needed
- Create a simple landing page: 'Get AJ's Free AI Toolkit'
- Set up a 3-email welcome sequence (template in Guide 03)

■ Gumroad

gumroad.com

FREE (8% FEE)

Digital Product Sales — Sell eBooks, prompt packs, templates, and mini-courses with zero monthly fees. Gumroad takes 8% of each sale (no sale = no cost). AJ recommends starting with a \$27 AI prompt pack as your first product. Set it up once, sell forever.

- Sign up at gumroad.com — takes 5 minutes
- Create your first product: an AI prompt pack (\$27 is the sweet spot)
- Add your Gumroad link to your Linktree and every bio