



THE BIG 4 AI TOOLS COMPARISON GUIDE

Your Simple Reference for
Choosing the Right AI Tool

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Welcome! You're in the Right Place

If you're feeling overwhelmed by all the AI tools out there, take a deep breath. You're not alone, and you're definitely not behind.

This guide will help you understand the four most useful AI tools for everyday people like you. Think of this as your friendly roadmap that takes the confusion out of choosing the right tool for your needs. You don't need to use all four tools right away. In fact, I recommend starting with just one. This guide will help you figure out which one makes the most sense for you.

How to use this guide:

- Start with the Quick Decision Guide below to get pointed in the right direction
- Read the section about your chosen tool first
- Ignore the other sections for now (they'll be here when you're ready)
- Focus on getting comfortable with one tool before exploring others

Remember: There's no wrong choice here. Each tool is designed to make your life easier, and you can always try a different one later.

Quick Decision Guide

- ✓ **Need to write something?** → ChatGPT-5
- ✓ **Need to research something?** → Perplexity
- ✓ **Need to solve a problem or analyze data?** → Claude Sonnet 4
- ✓ **Need to create something visual or multi-media?** → Google AI Studio

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Perplexity: Your Research Partner

Best for: Finding current information, competitor research, fact-checking, academic research

What makes it special:

- Searches the internet in real-time
- Provides sources for every answer
- Great for staying current on news and trends
- Perfect when you need citations

Free version includes:

- Unlimited quick searches
- 5 Pro searches per day
- Basic web access
- Standard AI models

Paid version (\$20/month):

- Unlimited Pro searches
- Access to multiple AI models (ChatGPT-4, Claude, Gemini)
- File uploads and analysis
- Advanced research features

Getting started:

1. Go to perplexity.ai
2. Create free account
3. Ask questions like you would ask a librarian
4. Use specific searches like "latest trends in [your industry] 2025"

Best for beginners because: Works exactly like Google but gives you complete answers with sources

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Claude Sonnet 4: Your Problem Solver

Best for: Analysis, planning, coding help, complex problem solving, ethical decision making

What makes it special:

- Excellent at step-by-step thinking
- Great for breaking down complex problems
- Helpful for basic coding tasks
- Very reliable and thoughtful responses

Free version includes:

- Full Claude Sonnet 4 access
- Daily usage limits
- File uploads and analysis
- Web interface access

Paid version (\$20/month):

- Extended thinking mode for complex problems
- Higher daily limits
- Priority access
- Early access to new features

Getting started:

1. Go to claude.ai
2. Create free account
3. Be specific about your problem or goal
4. Ask for step-by-step explanations

Best for beginners because: Explains its thinking process so you can learn along the way

[illegible]

Google AI Studio: Your Creative Partner

Best for: Creating presentations, working with images and videos, multi-media projects, app building

What makes it special:

- Handles text, images, audio, and video together
- Completely free with generous limits
- Integrates with Google Workspace
- Can build simple apps and tools

Free version includes:

- Full access to all features
- Large file uploads
- Video and image analysis
- App generation and deployment
- Integration with Google Drive

Paid version:

- Only needed for very heavy usage
- API access for developers

Getting started:

1. Go to aistudio.google.com
2. Sign in with Google account
3. Upload files or start with text prompts
4. Experiment with combining different media types

Best for beginners because: Completely free and works with tools you already know

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Which Tool Should You Start With?

- ✓ **If you spend most of your time writing emails, proposals, or content** → Start with ChatGPT-5
- ✓ **If you frequently need to research competitors, trends, or current events** → Start with Perplexity
- ✓ **If you often need to analyze data, solve problems, or make complex decisions** → Start with Claude Sonnet 4
- ✓ **If you create presentations, social media content, or visual materials** → Start with Google AI Studio

Getting the Most from Each Tool

For ChatGPT-5:

- Be conversational: "Help me write a follow-up email to a client who hasn't responded"
- Give context: "I'm a marketing consultant writing to a potential restaurant client"
- Ask for revisions: "Make that more formal" or "Add more personality"

For Perplexity:

- Ask current questions: "What are the latest SEO trends for small businesses in 2025?"
- Request specific information: "Find me 5 competitors to [your business] and their pricing"
- Use focus modes: Academic for research, Social for trends, News for current events

For Claude Sonnet 4:

- Present clear problems: "I need to decide between three marketing strategies for my business"
- Ask for step-by-step help: "Walk me through creating a customer survey"
- Request analysis: "What are the pros and cons of each option?"

For Google AI Studio:

- Upload multiple files: Combine documents, images, and data
- Ask for creative combinations: "Turn this data into a presentation with visuals"
- Experiment freely: It's completely free, so try different approaches

Quick Tips for Success

1. **Start with one tool** and use it daily for a week before adding another
2. **Be specific** about what you want rather than asking vague questions
3. **Treat each tool like a colleague** who wants to help but needs clear instructions
4. **Don't worry about perfect prompts** at first; you'll improve with practice
5. **Save prompts that work well** so you can reuse and modify them

Remember: These tools are designed to make your work easier, not more complicated. Start simple, be patient with yourself, and focus on solving one problem at a time.