



A Practical Guide to AI Tools

Choosing and Using the Right Tools for the Job

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The Modern AI Toolbox: Your Partner in Growth

In today's fast-paced business environment, the right technology can be a powerful partner. AI tools are intelligent assistants that work alongside you, helping you to be more productive, creative, and efficient. They are more than just software; they are collaborators that can help you to achieve your goals faster and with better results.

At Business Boozt, we believe in **"Why before How, People before Technology."** This philosophy is especially relevant when it comes to AI. Before you can choose the right tool, you need to understand *why* you need one. What are the challenges you are trying to solve? What are the goals you are trying to achieve? By starting with your 'why,' you can ensure that you are choosing a tool that will truly meet your needs and empower you to work more effectively.

The Decision Matrix: Choosing Your AI Tool

Instead of getting lost in the technical details, start with your immediate need. This decision matrix will guide you to the best tool for the job.

- **If you need blazing-fast drafts and high-throughput for simple tasks...**
 - → **Use GroqChat.** It's built for speed and is incredibly cheap to run.
- **If you need a powerful, general-purpose assistant for complex, multi-step work...**
 - → **Use ChatGPT.** It excels at planning and executing tasks on your behalf.
- **If you live and breathe in the Microsoft 365 ecosystem...**
 - → **Use Microsoft Copilot.** Its deep integration with Office apps is unbeatable.
- **If you need to analyze long documents, code, or even videos, especially within the Google ecosystem...**
 - → **Use Gemini 2.5.** Its long-context and multimodal capabilities are top-notch.
- **If you need polished, professional writing and operate in a safety-conscious enterprise environment...**
 - → **Use Claude 3.5 Sonnet.** It's the master of refined prose and careful reasoning.
- **If you need quick web research with built-in citations...**
 - → **Use Perplexity.** For autonomous browsing and daily workflow assistance, try Comet.
- **If you want to turn a single prompt into a slide deck, webpage, or spreadsheet...**
 - → **Use Manus.** It's a hands-on AI studio for rapid content creation.

- If you need to deploy open-source, customizable models on your own infrastructure...
 - → **Use Llama 3.x or Mistral.** They offer great performance and flexibility.
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AI Tools Playbook

1) ChatGPT (OpenAI)

When to use:

- Complex, multi-step tasks where you want the AI to plan then act (e.g., "find, reconcile, and summarize" workflows; formatting deliverables; drafting + iterating visuals).
- Anything that benefits from agentic skills (browser use, structured tool use, app integration).

Starter prompts:

- **Agentic research:** "You are my research analyst. Goal: produce a 1-page briefing on {topic} with 5 cited sources, a risk box, and a 'so-what' for mid-sized B2B execs. Use your browser/toolbox. Return as markdown with headings and a 4-bullet exec summary."
- **Document finisher:** "Turn these bullets into a 2-page client proposal with a value ladder, options A/B/C (fixed fee + retainer), timeline, and acceptance section. Keep Business Boozt tone (clear, non-jargon)."

Best practices:

- Constrain format up front (sections, length, audience).
- Ask for plan first → approve → execute to reduce hallucinations.
- Provide exemplars (paste a past proposal paragraph) to lock tone/structure.
- Use checklists: "Before you deliver, run a 6-point QA: facts, tone, headings, pricing math, dates, CTA."

2) Microsoft Copilot (Microsoft)

When to use:

- If your organization is heavily invested in the Microsoft 365 ecosystem (Outlook, Word, Excel, Teams).
- For tasks that require deep integration with your business data and documents within the Microsoft Graph.

Starter prompts:

- **In Outlook:** "Summarize my unread emails from {sender} and draft a reply acknowledging their key points."
- **In Teams:** "Create a summary of the meeting I just missed and list out the action items assigned to me."
- **In Word:** "Draft a proposal based on the data in {Excel file} and the notes from {OneNote page}."

Best practices:

- Leverage its integration. The more you use it within the M365 ecosystem, the more powerful it becomes.
- Be specific with your requests. Refer to specific documents, emails, or meetings.
- Use it to connect information across different applications.

3) Gemini 2.5 (Google)

When to use:

- Huge or messy context (docs, code, CSVs) + multimodal reasoning (images/video) with Google ecosystem ties (Drive, Sheets, Calendar).
- Fast iterations where Pro handles harder reasoning; Flash/Flash-Lite handle cheaper, high-volume tasks.

Starter prompts:

- **Long-context analysis:** "Ingest the attached meeting notes (6 files) + Q3 pipeline CSV. Build a one-pager: top 5 insights, 3 risks, 5 actions with owners and dates. Add a burndown chart idea for Sheets."
- **Code + viz:** "From this CSV, generate Python code to produce a single chart explaining churn vs. feature adoption. Explain the logic. Then draft a 150-word client explainer."

Best practices:

- Pick the right tier (Pro for reasoning; Flash for cheap volume).
- Chunk long inputs (title each chunk) and tell Gemini your index ("You'll see 6 docs; cite them as D1...D6").
- Ask for tool-ready outputs (e.g., "return a Sheets-ready table with headers...").

4) Claude 3.5 Sonnet (Anthropic)

When to use:

- Polished writing, careful reasoning, safety-sensitive or enterprise contexts, and "computer use" style tasks. Strong at rewriting for clarity and tone.

Starter prompts:

- **Rewrite for execs:** "Rewrite this 900-word memo for a time-poor CEO: 5-bullet summary, decision needed, 3 options with trade-offs, and a recommended path."
- **Contract read-through:** "Extract obligations, termination clauses, SLAs, and hidden risks from this MSA. Return a table with clause ref, risk, mitigation, negotiability."

Best practices:

- Set guardrails ("If unsure, ask for a source or say 'uncertain'").
- Use role cues (e.g., "You are a GC reviewing...").
- Request a thinking-style ("Show stepwise reasoning in headings, not in inner chain of thought.")

5) Perplexity (+ Comet)

When to use:

- Quick web answers with citations, side-by-side sources, and iterative digging.
- Comet = an AI browser/assistant for day-to-day digital work—highlights, summarises videos, groups tabs, checks calendar, etc.

Starter prompts:

- **Compare sources:** "What's the consensus on {topic}? Give a 6-bullet synthesis with 5 linked citations from diverse, reputable outlets. Note major disagreements."
- **Comet browser sidekick:** "While I read this page, show counterpoints, missing angles, and the 3 most authoritative links I should open next."

Best practices:

- Always read the citations; pin or export.
- Use follow-ups: "What's the strongest rebuttal to source #2?"
- In Comet, delegate routine digital chores (close old tabs, group research, surface calendar conflicts).

6) Manus (hands-on AI studio)

When to use:

- Turn a single prompt into Slides, Webpages, Spreadsheets, Visualizations fast—great for early client drafts, dashboards, or pitch visuals.

Starter prompts:

- "Create a 6-slide client deck pitching a '3-Sprint AI Assessment' (goals, approach, timeline, pricing tiers, case snippet). Clean, modern style; minimal text; 1 chart."

Best practices:

- Give structure + style (slide count, sections, tone).
- Iterate visually: ask for 2 variants (light/dark), pick one, then refine.

7) GroqChat (Groq LPU inference)

When to use:

- Blazing-fast chats, code stubs, batch transformations, or when latency kills your flow. Often runs Llama/Mixtral models with very low cost.

Starter prompts:

- "Generate 10 outreach email variants (75–90 words), each with a distinct hook. Output a CSV with columns: Hook, Body, CTA."

Best practices:

- Speed first, then refine (polish later in Claude/GPT).
- Constrain outputs (tables/CSV/JSON) to avoid cleanup.

8) Llama 3.x (Meta, open models)

When to use:

- Open deployments (self-hosted or via providers), long context (up to ~128k in 3.1), multilingual, fine-tuning, or privacy-sensitive workloads.

Starter prompts:

- "You're a multilingual copywriter. Draft the same landing-page hero in EN/FR/DE, same meaning, localized tone. Keep to 20–24 words."

Best practices:

- Pick the right size (small for cost, large for nuance).
- Add RAG (retrieval) for your docs; keep prompts and grounding examples tight.
- Evaluate with your own test set before pushing pushing to production.

9) Mistral (Mixtral, Large 2)

When to use:

- Function calling, multilingual API work, strong open choices; "Le Chat" for UI. Large 2 improved reasoning/coding vs prior gen.

Starter prompts:

- "Given this product catalog JSON, write functions for searchProducts, priceCompare, inventoryCheck. Then call them to answer: 'What's the best sub-€500 bundle for SMBs?'"

Best practices:

- Exploit tool/function calling; be explicit with schemas.
- Keep few-shot examples short and close to your domain.

Reusable Prompt Patterns

1. **Research (with citations):** "Act as a skeptical analyst. Task: brief me on {topic} for SME execs in Switzerland. Output: – 7-bullet synthesis (plain English) – 'What's contested & why' (3 bullets) – Actionable next steps (5 bullets) – 6 linked citations from diverse, reputable sources. Use a table for sources with title, outlet, date, one-line takeaway."
2. **Proposal in 3 tiers:** "Create a 2-page client proposal for {client}. Sections: Situation, Objectives, Approach, Team, Deliverables, Timeline, 3 Options (Lite/Core/Plus), Assumptions, Payment Terms, Acceptance. Keep to 750–900 words, Business Boozt tone."
3. **Code + data:** "From the attached CSV, produce Python code that outputs a single clean chart that a business audience understands. Explain choices in 5 bullets. Then generate a 120-word narrative I can paste under the chart."

4. **Rewrite for impact:** "Rewrite this email for a skeptical CFO. Keep it under 120 words, lead with value, include one statistic, and end with a single concrete ask."
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Small but important habits

- State your audience, outcome, and format in the first sentence.
 - Give constraints (word count, section list, tone).
 - Ask for a plan first when tasks are complex.
 - Force structured outputs (tables, JSON, CSV).
 - Iterate: "Version A (formal), Version B (conversational)."
 - QA checklist: facts dated (e.g., "as of 1 Oct 2025"), numbers re-calculated, links valid, copyright/usage noted.
 - Switch models mid-task (speed on Groq → polish in Claude → finalize PowerPoint with ChatGPT/Manus).
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Troubleshooting & FAQ

Q: My AI tool is giving me generic or unhelpful answers. What should I do?

A: This is a common problem, and it usually comes down to the quality of your prompt. Try to be more specific. Instead of asking, "How can I improve my sales?" try, "I'm a B2B SaaS company selling to mid-market CMOs. What are three strategies I can use to increase my lead conversion rate by 10% in the next quarter?" The more context you provide, the better the output will be.

Q: I'm worried about data privacy. Is it safe to use these tools with sensitive information?

A: This is a valid concern. For general-purpose queries, the public versions of these tools are generally safe. However, for sensitive company data, you should always opt for the enterprise-grade versions (e.g., ChatGPT Enterprise, Microsoft Copilot with Microsoft 365, etc.). These versions typically have much stricter data privacy and security policies. Alternatively, you can host open-source models like Llama 3.x or Mistral on your own infrastructure for maximum control.

Q: The AI is "hallucinating" and making things up. How can I prevent this?

A: Hallucinations are a known issue with current AI models. To minimize them, you can:

- * **Ask for a plan first:** For complex tasks, ask the AI to outline its plan before executing. This allows you to catch any potential misunderstandings early on.
- * **Provide sources:** If you're asking the AI to summarize information, provide it with the source documents. This grounds the AI in factual information.
- * **Use a checklist:** Ask the AI to run a quality assurance check before delivering the final output. For example, "Before you deliver, please verify all facts, dates, and names."

Q: I'm not a programmer. Can I still use these tools?

A: Absolutely! While some of these tools have powerful coding capabilities, they are all designed to be used by non-programmers as well. You can interact with them using natural language, just like you would with a human assistant. The key is to be clear and specific in your requests.