Maryam's AI Toolkit

The exact tools I use and how I use them.

I don't use one AI for everything. I use four tools, each for a completely different job. Once I figured out which does what best, everything changed.

This is my full system. Free. No upsell. Pure knowledge transfer.

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THE 4 TOOLS

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01 — Google Gemini

What I use it for: Deep research and fact checking

Gemini has live web access. It pulls from real, current, verifiable information. If I need to know what is happening right now in a market, a sector, or a company, Gemini goes first. I also use it to verify statistics before I post anything publicly.

How I use it:

- Researching industries and markets before client meetings
- Finding current statistics and verifying facts
- Understanding a business before approaching them
- Any question where the answer might have changed recently

The prompt I use:

> *Act as a team consisting of a McKinsey strategy consultant, an IDEO service designer, a Gartner analyst, a B2B brand strategist and a sector expert. I want to conduct an in-depth strategic analysis of [paste your topic or company here]. My goal is to understand why they have succeeded and identify where the next generation of value could be created using AI. Please produce a comprehensive report covering: Business Model, Brand Positioning, Customer Journey, Intellectual Property, AI Readiness, Market Gaps, Future Vision, and Recommendations. Support every claim with evidence. Do not be polite.*

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02 — ChatGPT

What I use it for: Ideas and creativity

ChatGPT is my brainstorming partner. It says yes to everything which is exactly what you need when you are generating. Filter later. Never here.

How I use it:

- Brainstorming content ideas and angles
- Exploring business ideas before filtering them
- Creative writing first drafts
- Building personal brand content strategy

The prompt I use:

> *Give me 20 ideas for [paste your topic, niche or goal here]. Do not filter. Just generate. I will decide what is good.*

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03 — Claude

What I use it for: Critique, writing and strategy

Claude is my strategist. The one that pushes back. The one that tells me when my idea needs work. The one that writes in a way that actually sounds human. I used to hate it. Now I cannot live without it.

How I use it:

- Writing and refining captions and scripts
- Building content strategy and brand documents
- Critiquing ideas honestly
- Anything that needs to sound like me, not like AI

The prompt I use:

> *Be honest with me. Here is my idea / my draft / my plan: [paste it here]. What is not working and why? Be specific. Do not be polite. Then help me fix it.*

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04 — Perplexity

What I use it for: Sourced, cited answers fast

Perplexity gives me cited, sourced answers. When I need to back up a claim with real evidence before posting, Perplexity finds the source. It is the most honest AI for facts.

How I use it:

- Verifying statistics before including them in posts

Finding sources to back up an argument

Quick fact checks on anything I am not 100 percent sure about

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MY ACTUAL WORKFLOW

When I am creating content:

1. ChatGPT: brainstorm 20 ideas
2. Claude: develop the best 3 properly
3. Gemini: verify any facts or statistics
4. Canva: design the visual
5. Post.

When I am researching a client or market:

1. Gemini: full deep research with current data
2. Perplexity: verify key claims with sources
3. Claude: analyse findings and build the strategy

AI is not one thing. It is a toolkit. Build yours intentionally.

Maryam Idris

Want to learn how to use these tools to build income and impact?

Data Habitat is hosting a free workshop on 14th November 2026.

Women only · Nigeria and UK · Free · Comment TOOLKIT on my latest post to apply.

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