

FREE GUIDE

# Breezi Ai

Making Ai Feel Breezi

**Get started with Ai.  
The six tools.  
Set up properly.  
In 30 minutes.**

A practical guide to ChatGPT, Claude, Gemini, Microsoft Copilot, Perplexity, and NotebookLM. What each one is for, how to set it up, what to do in your first hour. Plain English. No fluff.

## BY THE TIME YOU'RE DONE

- A working paid account on the right tool for your work
- Settings configured so the tool knows who you are and how you write
- A starter habit that doesn't fizzle out by Tuesday
- A clear next step – when this guide stops being enough

## STEP 1

# Six tools. They look similar. They aren't.

These are the popular Ai tools you'll hear about most often. There are plenty of others, but if you're starting out, one of these six will cover you. Two minutes here saves a wrong-account regret.

TOOL	BEST FOR	PRICING	PICK THIS IF...
ChatGPT	Versatile, fast, the popular default	Free Plus ~£19/mo Pro ~£200/mo	You want one all-rounder and don't already live in Microsoft or Google
Claude	Careful, conversational, best for writing	Free Pro ~£18/mo Max from ~£80/mo	You write a lot, work with long documents, or need tone control
Gemini	Inside Gmail, Docs, Drive, Sheets	Free Google AI Pro £18.99/mo (includes 2 TB Drive)	You're already in Google Workspace
Copilot	Inside Outlook, Word, Excel, Teams	Free chat 365 Copilot £24.70/user/mo	Your team is on Microsoft 365 and IT signs the cheques
Perplexity	Research with cited sources	Free Pro ~£18/mo	You need current information with sources, not just a clever paragraph
NotebookLM	Synthesise documents you already have	Free Plus via Google AI Pro	You have stacks of PDFs, recordings, or notes to make sense of

## QUICK DECISION RULE

- Already on Microsoft 365 → **Copilot** first
- Already on Google Workspace → **Gemini** + **NotebookLM**
- Neither → **Claude** for careful writing, **ChatGPT** for breadth
- Researching anything current → add **Perplexity** alongside whichever you pick

Approximate £ prices. OpenAI, Anthropic and Perplexity bill in USD plus VAT and FX. Microsoft and Google publish UK prices direct. Verify on the tool's pricing page before signing up.

## THE ALL-ROUNDER

# ChatGPT

OpenAI's chatbot. Versatile, fast, sometimes too confident. The default for most people getting started.

**Pricing.** Free tier with limits · Plus ~£19/mo · Pro ~£200/mo · Team ~£25/user/mo (annual) · Enterprise on quote. OpenAI bills in USD; UK price includes VAT and FX at checkout.

**SIGN-UP · 5 MINUTES**

- 1 Go to [chatgpt.com](https://chatgpt.com) → click Sign up. Use your work email so the account is tied to your business identity.
- 2 Pick the cheapest plan that fits. **Plus** is plenty for almost all small business work; save Pro for power users.
- 3 Settings → Personalization → **Custom Instructions**. Two boxes. Fill both: your role & what you're working on; how you want it to respond ("Concise. UK English. No fluff.").
- 4 Settings → Personalization → **Memory: ON**. It remembers context across chats.
- 5 Try one prompt: "Write three subject lines for a follow-up email to a quiet lead." Read what comes back.

**WHAT IT'S STRONG AT**

- General-purpose work, brainstorming, first drafts
- Voice mode – hands-free is genuinely useful
- File upload + analysis (PDFs, images, spreadsheets, audio)
- Custom GPTs – save your role-specific assistants

**WHAT TO WATCH FOR**

- It will confidently invent facts. Sense-check before sending to a customer.
- Memory can leak personal context across chats. Keep it work-relevant.
- Image generation is included but Midjourney still wins on quality.

**ONE-LINE RULE**

If you only pick one Ai, this is the safest default. Wide and shallow beats narrow and deep when you're starting.

## THE CAREFUL ONE

# Claude

Anthropic's chatbot. Best for writing, long documents, and anything tone-sensitive. Slower than ChatGPT, more thoughtful.

**Pricing.** Free tier with daily limits · Pro ~£18/mo · Max from ~£80/mo (5x usage) and ~£160/mo (20x usage) · Team ~£25/user/mo · Enterprise on quote. Anthropic bills in USD; UK price includes VAT and FX at checkout.

**SIGN-UP · 5 MINUTES**

- 1 Go to [claude.ai](https://claude.ai) → Sign up. Same email as your business if possible.
- 2 Pick **Pro**. About five times the usage of free, plus Projects, Artifacts, longer context windows.
- 3 Settings → Profile. Set your **display name** (Claude addresses you by it). Add a short "about me" – what you do, what tone you want, what's off-limits.
- 4 Settings → Style. Set "preferred writing style" to your house style ("Direct. UK English. No marketing-speak.").
- 5 Try one prompt: paste a long document and ask "Summarise the three most important points and what I should do."

**WHAT IT'S STRONG AT**

- Long, careful documents – reads ~500-page documents without losing the thread
- Tone control. Tell it how to sound; it sticks
- Asks clarifying questions instead of guessing
- Projects keep separate contexts for clients or workstreams

**WHAT TO WATCH FOR**

- Slower than ChatGPT for short replies
- Will sometimes refuse polite requests for safety reasons. Re-phrase or break the task into pieces.
- No image generation built-in

**ONE-LINE RULE**

If your job is mostly writing, contracts, briefs, or long reading – this beats ChatGPT.

## THE GOOGLE NATIVE

# Gemini

Google's AI assistant. Best if you live in Gmail, Docs, and Drive. Most useful inside Workspace; less polished outside it.

**Pricing.** Free tier · Google AI Pro £18.99/mo (Gemini Advanced + 2 TB Drive) · Google AI Ultra ~£200/mo (top tier) · Workspace Business Starter £5.75/user/mo, Gemini features bundled into higher Workspace tiers. UK prices published direct by Google.

**SIGN-UP · 5 MINUTES**

- 1 Go to [gemini.google.com](https://gemini.google.com). Signs in with your existing Google account – no new password.
- 2 If you'll use it weekly, pick **Google AI Pro**. The Drive 2 TB upgrade often pays for itself.
- 3 Inside Workspace: open any Doc, Sheet, or email – look for the Gemini icon in the side panel.
- 4 Settings → Apps & Extensions. Turn on **Gmail, Drive, Calendar, Docs** so Gemini can pull from your data.
- 5 Try one prompt. In Gmail, open a long thread, click the Gemini icon: "Summarise this thread and draft a reply that politely declines."

**WHAT IT'S STRONG AT**

- Workspace integration – reads email, calendar, files in one chat
- Lives inside the apps you already use. No copy-paste tax
- Deep Research mode for multi-source briefings with citations
- Gems = your reusable shortcuts for repeated tasks

**WHAT TO WATCH FOR**

- Outside Workspace, ChatGPT and Claude usually beat it
- Naming chaos – "Gemini" was "Bard"; "Google AI Pro" was "Gemini Advanced"
- Standalone responses can be terser and less personable

**ONE-LINE RULE**

If your day is in Gmail and Docs, this saves the most clicks.

## THE MICROSOFT NATIVE

# Microsoft Copilot

The Ai layer across Microsoft 365. Lives inside Outlook, Word, Excel, Teams. Often assigned by IT rather than chosen.

**Pricing.** Free chat at [copilot.microsoft.com](https://copilot.microsoft.com) · Microsoft 365 Copilot £24.70/user/mo UK (annual commit) · Copilot Pro for individuals ~£19/mo · Sales / Service / Studio variants on quote. UK prices published direct by Microsoft.

**SIGN-UP · 5 MINUTES**

- 1 Free chat at [copilot.microsoft.com](https://copilot.microsoft.com). Sign in with any Microsoft account.
- 2 For the in-app version, you need a **Microsoft 365 Copilot** licence. IT adds it to your existing 365 subscription. Sole traders: add it via the admin console.
- 3 Once licensed, open Outlook → Compose → look for the Copilot icon. Same in Word, Excel, Teams.
- 4 In Teams settings, allow Copilot in meetings. It auto-summarises after each call.
- 5 Try one prompt. After your next Teams call, click Recap: "What did I commit to? List the actions in my voice."

**WHAT IT'S STRONG AT**

- Inside your work apps. No copy-paste between Outlook and a separate Ai tab
- Reads your emails and files (within your tenant) so answers are grounded
- IT-friendly: data stays inside your Microsoft tenancy
- Teams Copilot meeting recap is the most-used feature, weekly

**WHAT TO WATCH FOR**

- Less capable for general or creative tasks. Pair with ChatGPT or Claude
- Quality varies by app. Excel Copilot is patchy; Outlook and Teams are strong
- £25/mo per seat adds up fast across a team. Real budget item.

**ONE-LINE RULE**

If your team lives in Microsoft 365, this saves more time than any standalone Ai would.

## THE RESEARCHER

# Perplexity

A research tool, not a writing tool. Every answer comes with cited sources you can click and verify.

**Pricing.** Free tier with limited Pro searches · Pro ~£18/mo · Enterprise ~£32/user/mo · Comet (browser agent) bundled with Pro. Perplexity bills in USD; UK price includes VAT and FX at checkout.

**SIGN-UP · 4 MINUTES**

- 1 Go to [perplexity.ai](https://perplexity.ai) → Sign up. Free tier first – you'll know within a week if you want Pro.
- 2 Pin the browser extension. The "ask Perplexity" shortcut from any web page is half the value.
- 3 Settings → **Profile**. Tell it your role and sector. Filters answers toward what's relevant.
- 4 Settings → **Default Search Mode**. Set to "Pro" if you've upgraded. Pro Search runs deeper than the standard mode.
- 5 Try one prompt. Ask: "Latest UK Corporation Tax thresholds for small businesses – cite sources." Read the citations.

**WHAT IT'S STRONG AT**

- Anything where current information matters – news, prices, regulations
- Verifying a stat or claim before you put it in a deck
- Monitoring what's changing in your industry this week
- Pro Search digs deeper across multiple sources for thorough answers

**WHAT TO WATCH FOR**

- Not a writer. Output is functional, not polished
- Source quality varies – check the citations, don't just trust the summary
- Pair with Claude or ChatGPT for the actual writing once you have the facts

**ONE-LINE RULE**

Use it for research, then take the findings to your main tool for the writing.

## THE SYNTHESISER

# NotebookLM

Google's research notebook. You upload sources; it answers grounded only in those sources, with inline citations.

**Pricing.** Free with any Google account (50 sources per notebook, 100 notebooks) · NotebookLM Plus bundled into Google AI Pro (£18.99/mo) and higher Workspace tiers for raised limits and team sharing.

## SIGN-UP · 4 MINUTES

- 1 Go to [notebooklm.google.com](https://notebooklm.google.com). Free with any Google account.
- 2 Create a notebook. Title it after the project, not the topic.
- 3 Add up to 50 sources: PDFs, Google Docs, websites, YouTube videos, audio recordings, plain text.
- 4 Click **Audio Overview**. It generates a 10-minute podcast-style summary of your sources. Useful for sharing context with colleagues who won't read.
- 5 Try one prompt: "Which of my sources says the most about [topic]? Quote the line and tell me which document."

## WHAT IT'S STRONG AT

- Reading a stack of documents you don't have time for
- Building a briefing from meetings, articles, notes
- Audio Overview – turns your sources into a shareable podcast
- Studio panel: timelines, mind maps, briefing docs

## WHAT TO WATCH FOR

- Won't fetch live web data – only knows what you upload
- Not a generator. It's a synthesiser of your sources
- One project per notebook – mixing sources blends answers

## ONE-LINE RULE

If you have stacks of PDFs and recordings, this is the cheapest synthesis tool that exists.

## AFTER SETUP

## The first 30 minutes that matter most.

Five tasks every Breezi member runs in their first half hour. The difference between "tried Ai once" and "uses it weekly" is whether someone runs through these.

- 1 Pick a recurring task**  
Customer follow-up email, sales summary, weekly team update. Brief Ai on it once. See if the first draft is 60%+ usable.
- 2 Upload the document you've been putting off**  
A contract, a research report, a meeting transcript. Ask: "Summarise the three things I need to know." Most people are surprised how much they were dreading nothing.
- 3 Save your first reusable prompt**  
Most tools support saved prompts, Custom Instructions, or Projects. Save what worked. Reuse weekly. Compounding starts here.
- 4 Find one thing it gets wrong**  
Note it. Knowing where each Ai fails is what stops you sending hallucinated facts to clients. The smart use isn't trust; it's calibrated trust.
- 5 Set a 15-minute weekly slot**  
Calendar it. Same time every week. The few who stick build a habit; the rest abandon Ai in week two.

## WHEN YOU OUTGROW THIS GUIDE

## You're set up. Now the harder bit.

This guide gets you working with Ai. What it doesn't give you is the specific prompt that takes 30 minutes off your Wednesday, the workflow that turns weekly customer follow-up into a 10-minute job, the analysis that compresses three hours of monthly reporting into 20, or the bespoke setup that handles the part of your week you've been avoiding for months.

That's what Breezi membership is for.

### INSIDE BREEZI MEMBERSHIP

- Tested prompts and step-by-step guides across hospitality, marketing, finance, sales, management, operations, logistics, data, and legal
- Honest reviews of Ai tools beyond the six in this guide
- Custom GPT setups and Ai policy templates ready to drop into your business
- Tuesday Memo every week – three things, three minutes
- Direct WhatsApp access – ask anything, get a worked answer

From £89/month. Cancel any time. Pause for up to three months without penalty.

[START MEMBERSHIP →](#)

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