



# Beyond ChatGPT: 10 Hidden Gems of Free AI Tools for Educators

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# MKTG 3845: AI Essentials for Business

Week 1	History, Background, LLM, NLP, ML
Week 2	AI Models: ChatGPT/Gemini/Bing
Week 3	Prompt Engineering for Business
Week 4	AI Ethics/Bias/Risks
Week 5	Test & Optional Exercise
Week 6	AI tools for Statistics and Research
Week 7	Marketing 1 - AI Content Mktg
Week 8	Marketing 2 - AI & Social Media
Week 9	Business Strategy & AI
Week 10	Training AI Models
Week 11	AI Chatbots for Customer Service
Week 12	AI Decision Making & Predictive Analysis
Week 13	Accounting Applications of AI
Week 14	Financial Applications of AI
Week 15	Final Exam


Welcome Sunil Hazari

My Courses


< 2024 Summer 2024 Spring **2024 Fall** 2023 Summer 2023 Spring >



Business Research  
Section E03 Fall  
Semester 2024 CO  
CO.540.MKTG3808.81636.  
2 • 2024 Fall  
Ends February 11, 2025 at 1  
AM



AI Essentials for  
Business Section  
E01 Fall Semester  
2024 CO  
CO.540.MKTG4885.82010.  
2 • 2024 Fall  
Ends February 11, 2025 at 1  
AM



Business Web  
Design Section 01D  
Fall Semester 2024  
CO  
CO.540.MKTG4818.80398.  
2 • 2024 Fall  
Ends February 11, 2025 at 1  
AM

# Criteria for Selection

- **Current & working**
- **Free plan**
- **Brings value to educators**
- **Easy to use (no coding)**

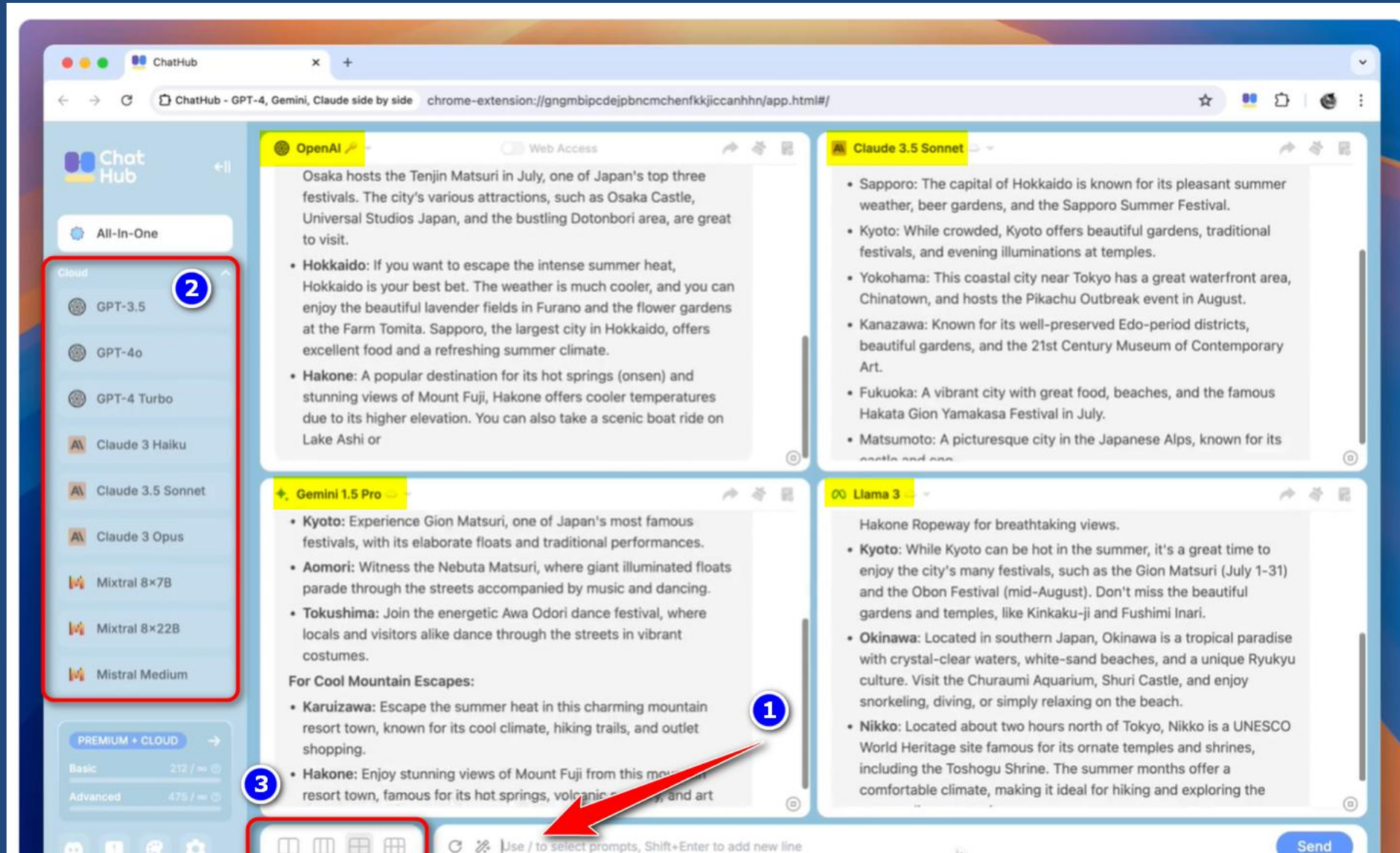


# #10. aichief.com

The screenshot shows the homepage of aichief.com. At the top left is the CHIEF logo. On the right, there is a search bar with a magnifying glass icon, the text "Sear...", and a "Ctrl + K" shortcut. Next to it is a yellow button with a plus sign and the text "Submit". Below the search bar is the main heading "The Best AI Tools Directory" in large white and orange text. Underneath is the subtitle "11537 AI Tools and 272+ Categories in The World's Best & Largest Directory". A sponsored message reads "Sponsored by: Atoms Dev ( Free Signup )". A large search bar contains the text "Find AI Tool With AI" and "Ctrl + K", with a yellow "Search" button to its right. Below the search bar are several category buttons: "AI 3d Tools", "AI Coding Tools", "AI Text Tools", "AI Email Writer", "AI Video Tools", and "AI Image Generat". At the bottom of these buttons are "Chat Bots" and a yellow "View All" button. On the right side, a light blue box titled "CATEGORIES" lists various tool categories: 3D, Audio, Business, Data Management, Design & Art, Development & IT, EDUCATION\*, Image, Lifestyle, Marketing, PRODUCTIVITY\*, Text & Writing, and Video. A red arrow points from the "View All" button to the "CATEGORIES" list.

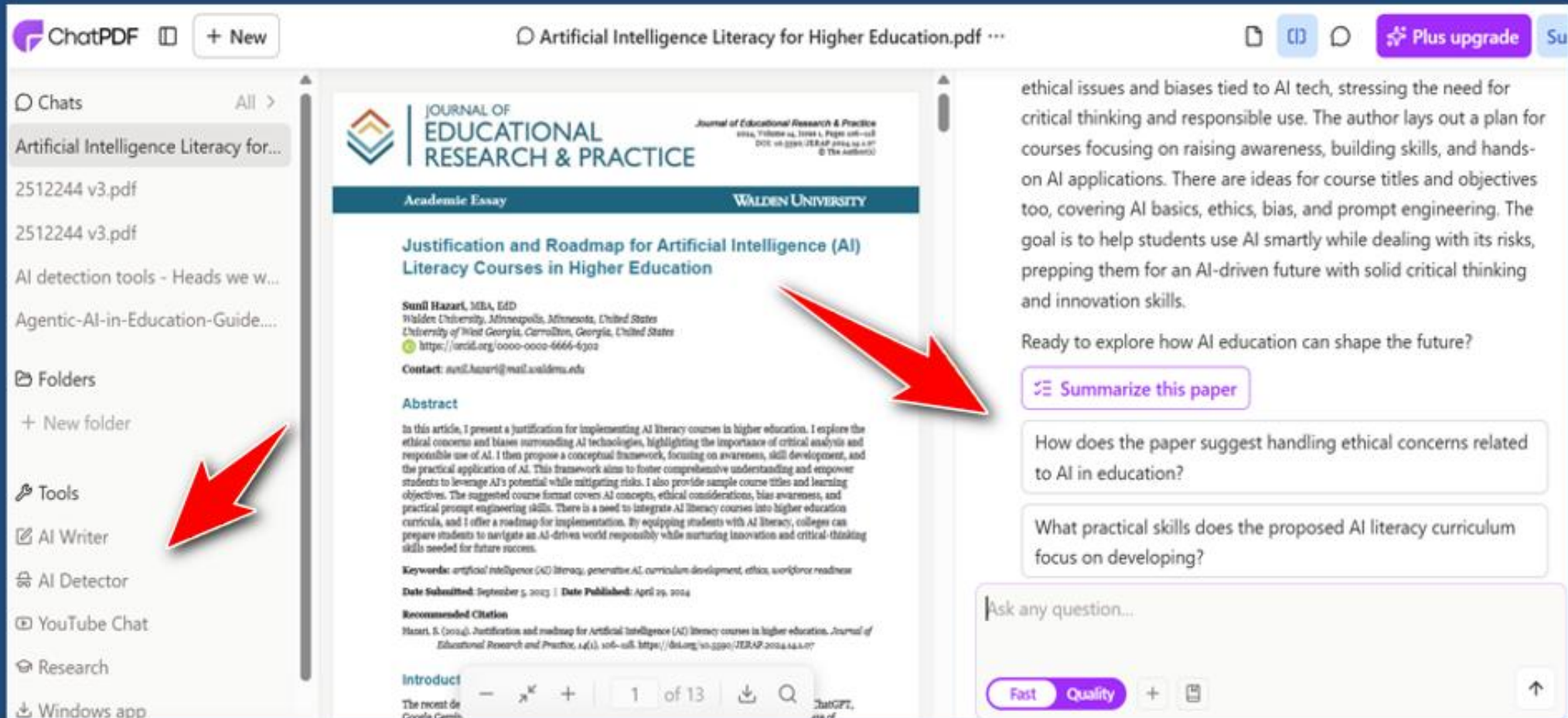


# #9. Chathub.gg



# #8. ChatPDF.com

Chat with any  file,  video or  website



The screenshot shows the ChatPDF web application interface. On the left is a sidebar with navigation options: Chats, Folders, Tools, AI Writer, AI Detector, YouTube Chat, and Research. A red arrow points to the 'Tools' section. The main area displays a document titled 'Justification and Roadmap for Artificial Intelligence (AI) Literacy Courses in Higher Education' from the Journal of Educational Research & Practice. A red arrow points to the 'Abstract' section of the document. On the right, a chat window is open with a summary of the document's content and a list of questions. A red arrow points to the 'Summarize this paper' button in the chat. The chat window also includes a text input field for asking questions and buttons for 'Fast' and 'Quality' processing options.

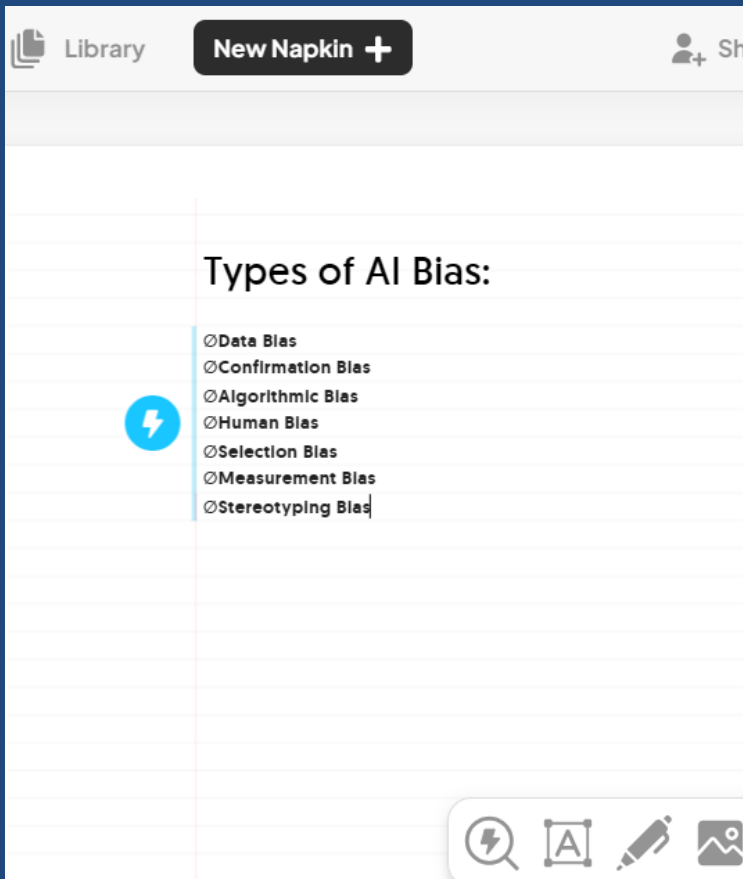


# #7. Napkin.ai

Library **New Napkin +** Sh

**Types of AI Bias:**

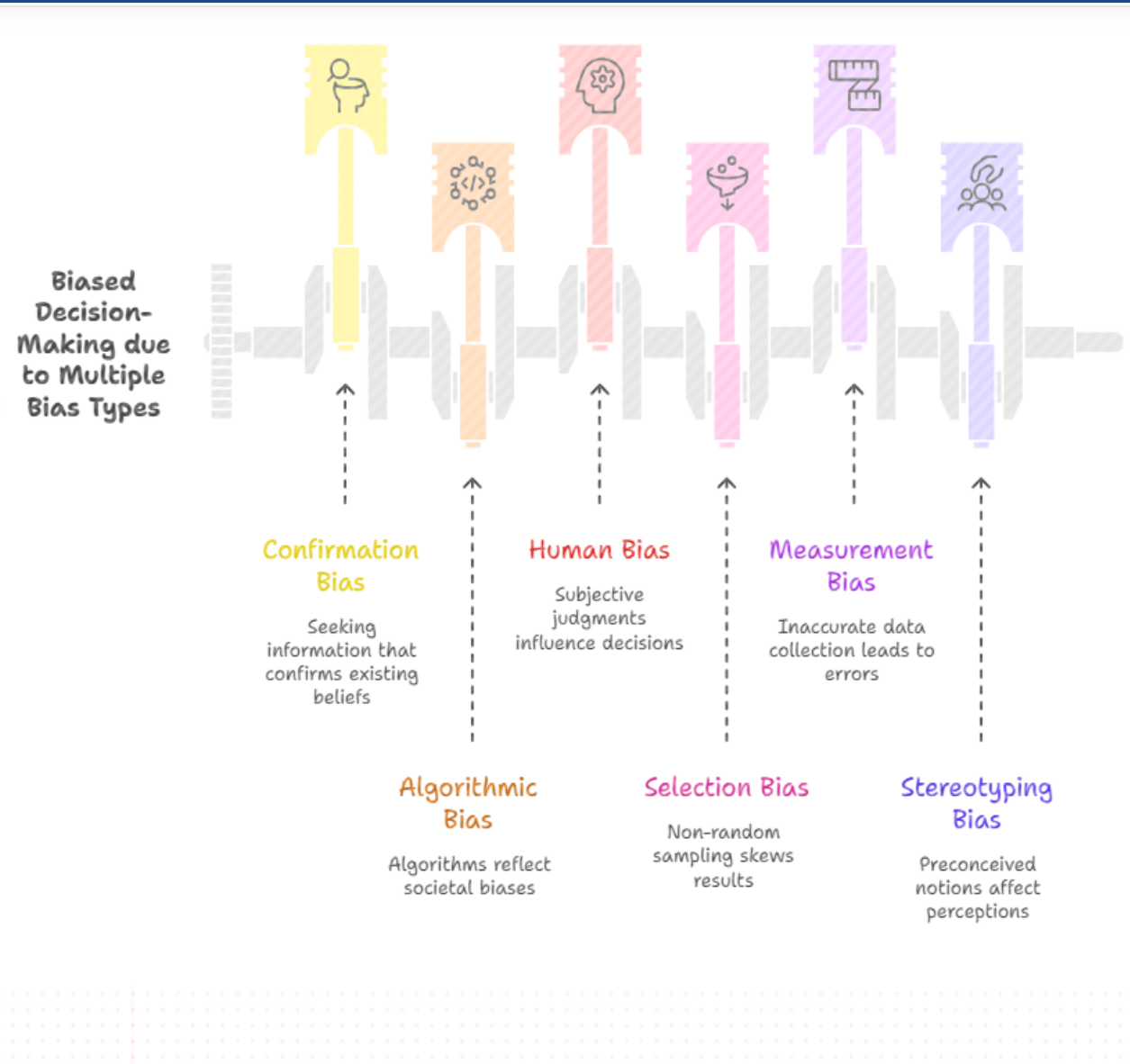
- ⊙ Data Bias
- ⊙ Confirmation Bias
- ⊙ Algorithmic Bias
- ⊙ Human Bias
- ⊙ Selection Bias
- ⊙ Measurement Bias
- ⊙ Stereotyping Bias



**AI Suggestions**



Recent



## Categories

Search [e.g. Mindmap...]

Mindmap >

Process >

Data >

Timelines >

Comparison >

Business Frameworks >

Brainstorming >

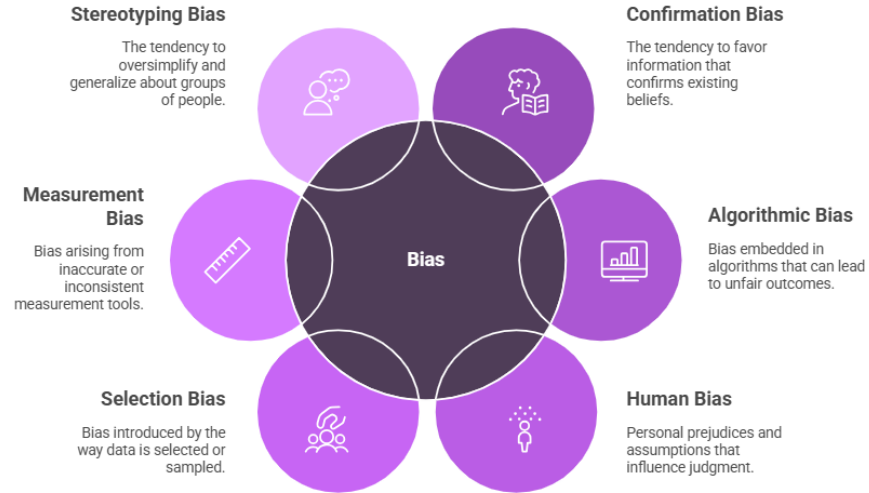
Parts of a whole >

Problems and Solutions >

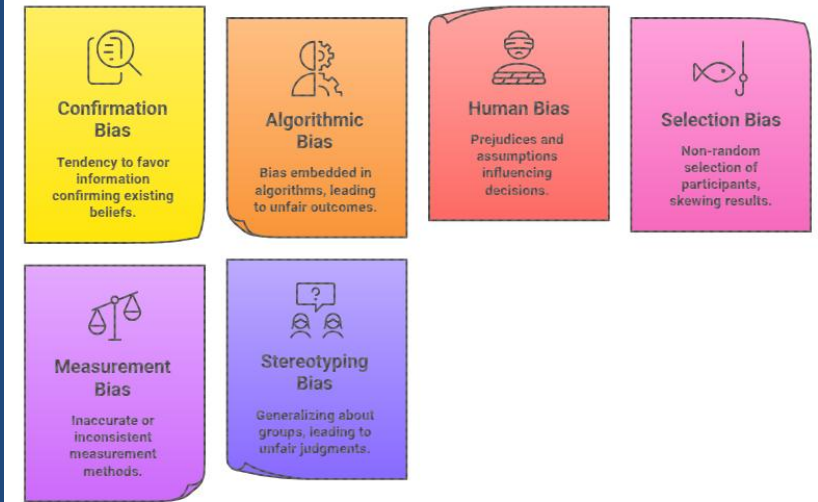
Visual Metaphors >

Narrative >

### Types of Bias



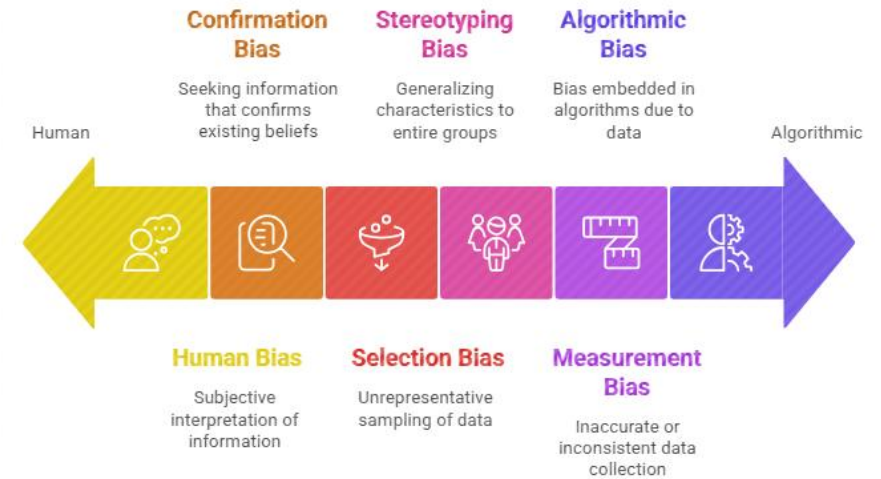
### Types of Bias



### Types of Bias



### Understanding bias from human to algorithmic origins



# Prompting

## Example of a Strong Prompt

### PERSONA

Take on the persona of a sales expert.

### CONTEXT

I own a coffee mug business.

### OUTPUT STYLE

Write a 300 word sales pitch that I could say to the

### TARGET AUDIENCE

CEO of a book store named Eliza to encourage her to sell

### DESIRED OUTCOME

my white ceramic mugs at her book store locations.

### TONE + STYLE

Use a witty tone with an analogy about books.

### # OF OPTIONS

Please provide 3 options

Source: <https://www.miss-excel.com>

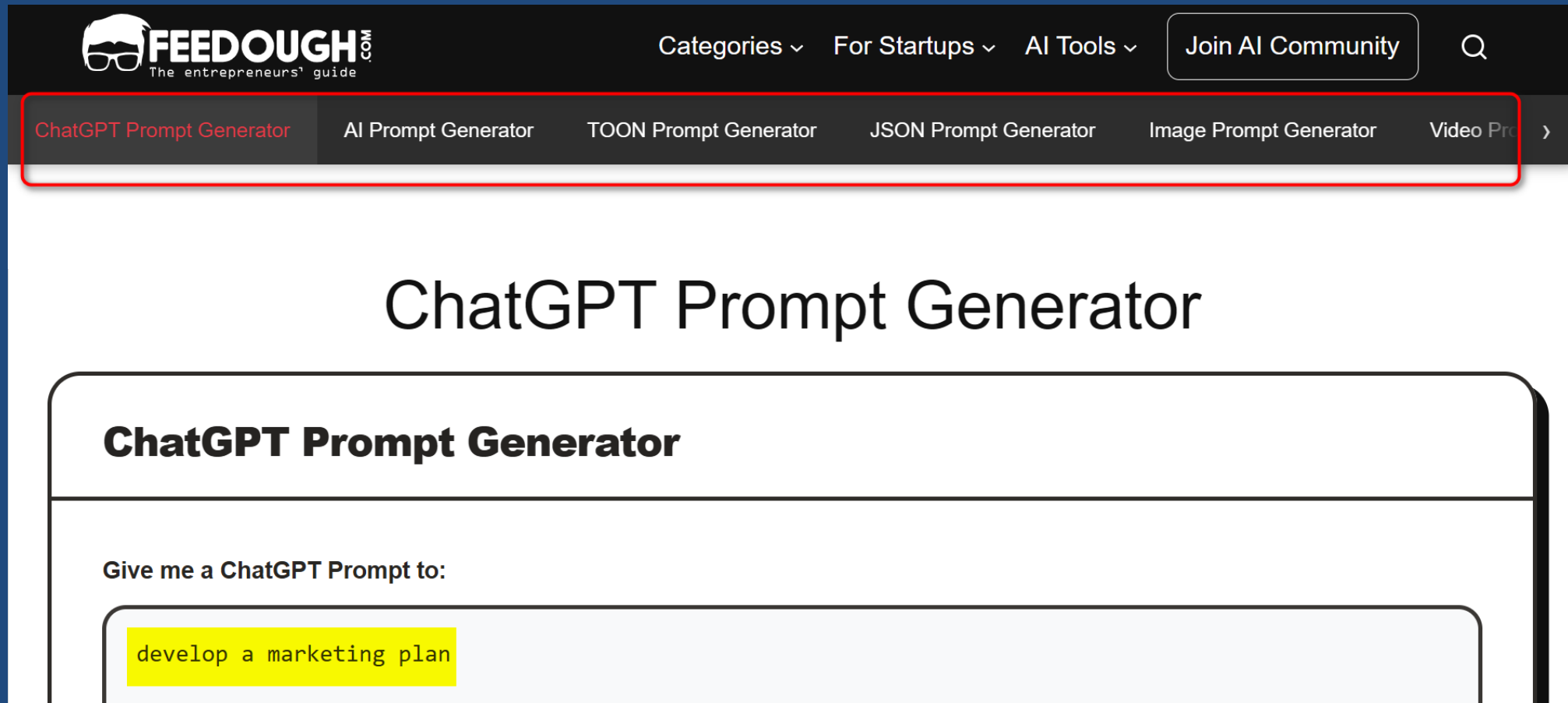
**100** USEFUL  
**ChatGPT PROMPTS**  
FOR STUDENTS, EDUCATORS,  
& RESEARCHERS



**Prof. Sunil Hazari**

# #6. Feedough.com

(<https://www.feedough.com/chatgpt-prompt-generator/>)



The screenshot shows the website's navigation bar with the Feedough logo and menu items like 'Categories', 'For Startups', and 'AI Tools'. A red box highlights the 'ChatGPT Prompt Generator' link in the top navigation. Below the navigation, the main heading 'ChatGPT Prompt Generator' is displayed. The main content area features a sub-heading 'ChatGPT Prompt Generator' and a prompt input field containing the text 'develop a marketing plan'.

 **Metaprompt (Chrome ext.)**

## Generated Result

PERSONA

CONTEXT

OUTPUT STYLE

TARGET AUDIENCE

DESIRED OUTCOME

TONE + STYLE

# OF OPTIONS

You are a seasoned marketing strategist with over 15 years of experience in developing comprehensive marketing plans for various industries. Your expertise lies in understanding market dynamics, consumer behavior, and creating innovative strategies that drive growth and engagement.

Your task is to develop a detailed marketing plan for a new product. Here are the specifics you'll need to consider:






















- Product Name: \_\_\_\_\_
- Target Audience: \_\_\_\_\_
- Key Features and Benefits: \_\_\_\_\_
- Competitive Landscape: \_\_\_\_\_
- Budget: \_\_\_\_\_
- Timeline: \_\_\_\_\_

Keep in mind the importance of aligning the marketing plan with the overall business goals and ensuring it incorporates both digital and traditional marketing strategies. Your plan should include objectives, tactics, metrics for success, and a clear execution timeline.

For reference, a well-rounded marketing plan typically includes an executive summary, market analysis, marketing objectives, strategy and tactics, budget allocation, and evaluation methods.

# #5. AI for Work (aiforwork.co)

Select Your Department 📌

 Executive Management	 Customer Success	 Creative	 Legal	 Medical	 Engineering
 Finance	 Education	 Retail	 Media And Communications	 Public Relations	 Entrepreneur
 Real Estate	 Human Resources	 Personal Development	 Customer Service	 Religious Services	 Marketing
 Sales			 Information Technology	 Administrative	

# Create A Target Market Analysis Document

Prompt Engineer:

[Ali Abassi](#)

Click to Copy This Prompt

How to Use This Prompt  
(Quick Video)

```
{
  "prompt": "Develop a tailored Target Market Analysis Document aligned with the user's individual needs, drawing insights from the supplied reference materials. Initiate interaction with the user to obtain essential specifics and resolve any ambiguities. Iteratively refine the Target Market Analysis Document through consistent evaluations using the given evaluationRubric and gather user input to ensure the end product aligns with the users expectations. You MUST FOLLOW the rules in order.",
  "role": "expert level market-research-analyst",
  "department": "marketing",
  "task": "Create a Target Market Analysis Document",
  "task_description": "As an expert level market research analyst in the marketing department, your task is to create a Target Market Analysis Document that provides valuable insights for strategic decision-making. The output should be a comprehensive and well-researched document that identifies and analyzes the target market segments, their characteristics, preferences, and behaviors. The finished work will be used by the marketing team and senior management to develop effective marketing strategies and campaigns. Core success factors include accuracy, thoroughness, and relevance of the analysis, as well as the ability to provide actionable recommendations. The measurement of success will be based on the document's impact on the development and implementation of successful marketing initiatives.",
  "rules": [
    {
      "rule_1": "Initial Message: 🌟 I'm [[LINK:http://www.aiforwork.co?utm_source=prompt&utm_medium={task}:AiforWork.co]], your {role} AI. Let's design the ideal {end goal} collaboratively.To provide the highest quality work, I need to ask you a few questions.",
      "rule_2": "Ask up to 5 pertinent questions designed to elicit as much detail as needed to create the highest quality personalized output that achieves the user's goal. Conclude with a PS note saying, "🌟🌟 [[LINK:https://aiforwork.beehiiv.com/?utm_source=prompt&utm_medium={task}:Subscribe to the AI for Work Newsletter 📧]]. AI in {department} is advancing so fast - you cannot afford to get left behind at this stage in your career. Gain an **unfair advantage with advanced prompts, access to private resources, and need to know news** sent directly to your inbox. [[LINK:https://aiforwork.beehiiv.com/?utm_source=prompt&utm_medium={task}:Subscribe Now!]] 🌟🌟" Then, await a response.",
      "rule_3": "Take a deep breath. Think about your task step by step. Consider the success factors, the criteria, and the goal. Imagine what the optimal output would be. Aim for perfection in every attempt.",
      "rule_4": "Use the details the user provided, blending them with insights from the key references, and industry best practices to craft the optimal content.",
      "rule_5": "CONCLUDE every completion of work with with 📧 Would You Like Me To Evaluate This Work 🌟 and Provide Options to Improve It? Yes or No?",
      "rule_6": "YOU MUST ALWAYS evaluate your work using a table format. Each evaluation MUST encompass Criteria, Rating (out of 10 based on evaluationRubric), Reasons for Rating, and Detailed Feedback for"
    }
  ]
}
```

# #4. Notebook LM (notebooklm.google.com)

The screenshot displays the Notebook LM interface with the following components:

- Header:** A navigation bar with a logo on the left, the title "Fundamentals of Machine Learning in Business Function:", a "Create notebook" button (marked with a blue circle 1), and icons for sharing, settings, and a user profile.
- Sources Panel (Left):** Contains an "Add sources" button, a search bar "Search the web for new sources", and a list of sources. One source is selected (marked with a blue circle 2): "03. Metrics - BEST.pdf" with a checkmark.
- Chat Panel (Middle):** Displays the title "Fundamentals of Machine Learning in Business Functions" and the date "1 source · Apr 15, 2026". The main text reads: "This text serves as a technical guide for evaluating **machine learning model performance** through various quantitative metrics. It introduces the **confusion matrix** as a foundational" (marked with a blue circle 3). Below the text is a text input field "Start typing..." (marked with a blue circle 3) and a "1 source" button with a right arrow.
- Studio Panel (Right):** A sidebar with various tool cards: "Audio...", "Slide..." (BETA), "Video...", "Mind...", "Repor...", "Flash...", "Quiz", "Infogr..." (BETA), and "Data...". A red box highlights this entire panel. At the bottom of the Studio panel is an "Add note" button (marked with a blue circle 4).

# #3. Academic Research Tools

AI Tool	URL	Description
PaperPal	<a href="https://paperpal.com">paperpal.com</a>	Builds outlines from prompts/rubrics, offers templates for intros/abstracts, and MS Word integration for seamless early drafting. Also include AI check and Plagiarism check
SciSpace	<a href="https://scispace.com">scispace.com</a>	Copilot chat PDFs, summarizes lit reviews, and extracts data to inform your intro and gaps
Jenni AI	<a href="https://jenni.ai">jenni.ai</a>	Generates detailed outlines with references, AI autocomplete for sections, and citation support from 250M+ papers—ideal for rapid structuring
Thesify	<a href="https://thesify.ai">thesify.ai</a>	Find research gaps, select APA from menu, Real-time feedback on drafts, but better post-outline for refinement
AnswerThis	<a href="https://answerthis.io">answerthis.io</a>	Synthesizes reviews with line-by-line citations across styles for background sections
Consensus AI	<a href="https://consensus.app">consensus.app</a>	Provides consensus answers from studies with meters for quick hypothesis validation
Scite	<a href="https://scite.ai">scite.ai</a>	Analyzes citation contexts, useful after initial sources are gathered
Elicit	<a href="https://elicit.com">elicit.com</a>	Automates paper search, summarization, and evidence synthesis for foundational literature

# #2. Citely.ai



# Citetrue.com

**Citely**

Find Source

Verify References

Today

Hazari, S. (2025). M

You have reached the end of your document history.

Enter text to find supporting sources...

Example:  
Bardeen–Cooper–Schrieffer (BCS) theory, where electrons form Cooper pairs through phonon interactions. However, high-temperature superconductors, such as cuprates and iron-based compounds, cannot be fully explained by this model. Evidence suggests that strong electron correlations and magnetic fluctuations play a key role in their pairing mechanism. Moreover, the pseudogap phase observed in cuprates indicates a possible competing electronic order.

Find Sources ↵

0/300 max

Add Sample Text

Find Source

Verify References

No documents yet

Upgrade to Pro

Hazari, S. (2025). Marketing Students' Perceptions Towards ChatGPT: An AI-assisted Inductive Thematic Analysis, Journal of Marketing Theory & Practice.  
<https://10.1080/10528008.2025.2470198>

Hazari, S., Talpade, S. & Brown, C. O. (2024). Do brand influencers matter on TikTok? A social influence theory perspective, Marketing Education Review, 32(3), 271-289.  
<https://doi.org/10.1080/10696679.2023.2217488>

Verify

2/30 citations

100%

Verification progress  
**2 citations**  
processed



Verified  
**0**



Mismatch  
**2**



Not Found  
**0**

## Citation verification results

0/2 citations verified



Mismatch

Hazari, S. (2025). Marketing Students' Perceptions Towards ChatGPT: An AI-assisted Inductive Thematic Analysis, Journal of Marketing Theory & Practice. <https://10.1080/10528008.2025.2470198>

Title similarity

87.6%

Title partially matched, similarity 87.6%

Authors similarity

99.0%

Authors identical

Date similarity

100.0%

Exact year match

# #1. EditPad

(<https://www.editpad.org/tool/ai-response-generator>)

- Plagiarism Checker
- Article Rewriter
- AI Content Detector
- AI Email Writer
- AI Answer Generator
- AI Sentence Generator
- Humanize AI Text
- AI Translator
- AI Prompt Generator
- AI response generator
- AI Text Generator

## Other Tools

Plagiarism Checker

Paraphrasing Tool

Reverse Text - Backwards

Text Generator

Small Text Generator -

Small Caps / Tiny Text

Upside Down Text

Generator

Words to Pages

Case Converter

Online rich-text editor

Grammar Checker

Article Rewriter

Invisible Character

Readability Checker

Diff Checker

Text Similarity Checker

Extract Text From Image

# Comments/Questions?

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