

FOUR AI TOOLS EVERY CREATOR SHOULD BE USING BY NOW.

*A side-hustle stack for content creators on Instagram and TikTok —
what each tool does, and why it earns a slot in the rotation.*

THE PREMISE

IF I WERE STARTING MY CREATOR BUSINESS TODAY .

...I'd build it around four AI tools. One to think with. One to organize everything. One to do the work I don't want to do. And one to turn ideas into real pages on the internet.

What follows is the stack I actually use to run Creator Side Hustle and the playbook I'd hand to any IG or TikTok creator trying to turn a following into income. Each tool gets a page. Steal the lot of it.

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CLAUDE.

*The smartest collaborator in your group chat. Lives in your laptop.
Never sleeps.*

What it is. A general-purpose AI you can think out loud with. Brainstorms, drafts, edits, plans.

How creators use it.

Brainstorm viral hook ideas. Write captions in your voice. Turn one long-form video into a week of short-form content. Outline a series, name a product, draft a brand-deal pitch. Treat it like the writers' room you don't have yet.

Why it earns a slot.

Most creators are bottlenecked by ideas, not effort. Claude pulls the bottleneck forward by an hour every morning.

TRY THIS

"Here's a transcript of my last TikTok. Pull out the three strongest hooks, rewrite them five ways each, and tell me which one I should test next. Match my voice — I sound like a friend, not a coach."

NOTION.

Where the business lives. Content calendar, brand-deal tracker, hook library, ideas bank — one place.

What it is. A flexible workspace for docs, databases, and dashboards. Customizable to whatever shape your business takes.

How creators use it.

Run a content calendar with status columns (drafting, filmed, scheduled, live). Track every brand inquiry and follow-up. Keep a swipe file of hooks that worked. Build a personal CRM for collaborators and managers. Store SOPs so nothing lives in your head.

Why it earns a slot.

Most creators lose income to disorganization — the brand deal that fell through the cracks, the idea that never got filmed. Notion is the system that catches them.

TRY THIS

Start with one database: Content. Properties — Hook, Format, Status, Posted Date, Views, Saves, Notes. Build the rest around it as you need it. Resist the urge to architect first.

MANUS.

An AI agent that actually does the work. Researches. Drafts. Sends. Follows up.

What it is. An agentic AI that executes multi-step tasks on its own — not just chats with you about them.

How creators use it.

Hand off the unglamorous work. Research brands you'd want to pitch and pull their PR contacts. Draft outreach emails tailored to each company. Build a media kit from your latest metrics. Chase follow-ups on a schedule so you stop dropping the ball.

Why it earns a slot.

Outreach is where most creators leave money on the table because it's tedious. Manus does the tedious part so you stay on camera.

TRY THIS

"Find ten skincare brands in the \$5M–\$50M revenue range that work with mid-tier creators. Pull each one's PR email and the name of their last creator partner. Draft a short, specific pitch for each — referencing their last campaign — and put it all in a table."

LOVABLE.

Prompt in. Real website out. The fastest path from idea to live URL.

What it is. An AI website builder that turns a description into a working, customizable site — no code, no template wrangling.

How creators use it.

Spin up a smarter link-in-bio. Build a landing page for a digital product, a waitlist, or a course. Stand up a custom sales page for a brand collab so you look like a business, not a feed. Ship a one-pager for your media kit.

Why it earns a slot.

Creators monetize faster when they own a page. Lovable removes the "I need to hire someone" tax that delays every product launch.

TRY THIS

"Build me a one-page sales site for my \$27 hooks template — Linen & Ink editorial style, three sections: hero with the promise, three-bullet 'what's inside,' testimonials carousel, single CTA to Stripe. Mobile first."

THE PLAYBOOK

STEAL IT ALL. BUILD THE BUSINESS.

Four tools. One creator. The AI stack that turns a following into income — without the bro energy. Save this. Send it to the friend who keeps asking what you use.

CREATOR SIDE HUSTLE · BUILD YOUR CREATOR BUSINESS WITH AI