

Module 2 – Tools Mentioned in This Lesson

Planning & Choosing the Right Tools

This document lists all software and tools mentioned in Module 2.
All tools are optional — you only need one or two to plan effectively.

Core Planning & Idea Generation

ChatGPT

Used for:

- Brainstorming video ideas
- Creating hooks and outlines
- Exploring different tones (professional, playful, educational)
- Expanding short ideas into structured scripts

Official guide: <https://help.openai.com>

Visual Planning & Brainstorming

Canva – Whiteboard

Used for:

- Visual brainstorming
- Mapping video ideas and flows
- Organizing concepts without starting from a blank page

Official tutorial: <https://www.canva.com/help/whiteboards>

Content Organization (Optional)

Trello

Used for:

- Organizing ideas into stages (idea → plan → record → edit → publish)
- Creating a simple, repeatable workflow

Official guide: <https://trello.com/guide>

Alternative AI Writing Tools (Mentioned)

Jasper

Mentioned as:

- A structured, marketing-focused AI writing tool

Official resources: <https://www.jasper.ai/resources>

Copy.ai

Mentioned as:

- A fast option for short-form copy and hooks

Official tutorials: <https://www.copy.ai/resources>

These tools work similarly to ChatGPT. You only need one.

Speaking Practice & Confidence Tools (Briefly Introduced)

Orai

Used for:

- Practicing delivery
- Improving pacing, clarity, and confidence

Official site: <https://orai.com>

Microsoft Speaker Coach

Used for:

- Feedback on tone, filler words, and pacing

Official guide: <https://support.microsoft.com>

Final note

You don't need to use all of these tools.
Clear planning matters more than software choice.