



KLM

KNOW Women
Member Masterclass |
Top 10 AI Tools
and How to Use Them

Kelly Lorenzen, PMP

CEO, KLM Consulting, Marketing and Management

DUPLICATEMYSELFKLM.COM





KLM



AI isn't replacing you.
It's duplicating you.



KLM

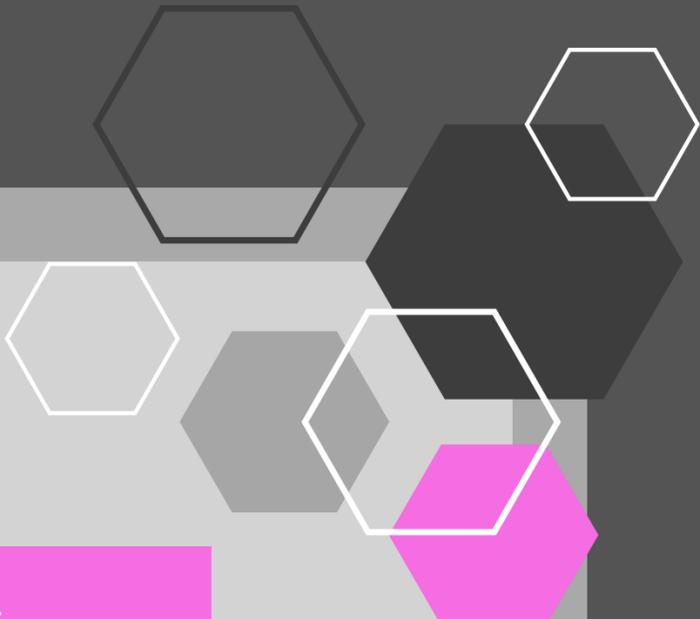
What You'll Walk Away With Today

- The Top 10 AI tools we're using and love.
- What each tool is good for
- The common adoption pitfalls
- A simple "start this week" plan
- KLM as a resource

KLM

1

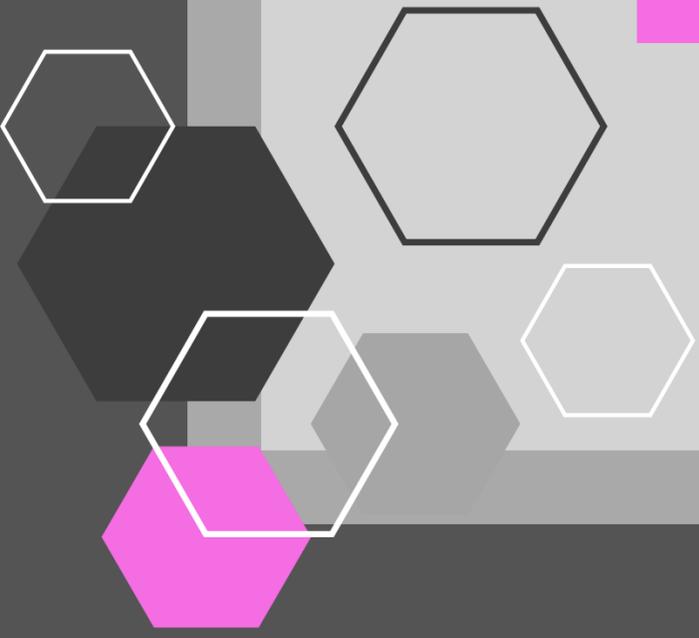
ChatGPT 5.2 Thinking Mode



KLM

Good for: strategy + writing + SOPs + planning

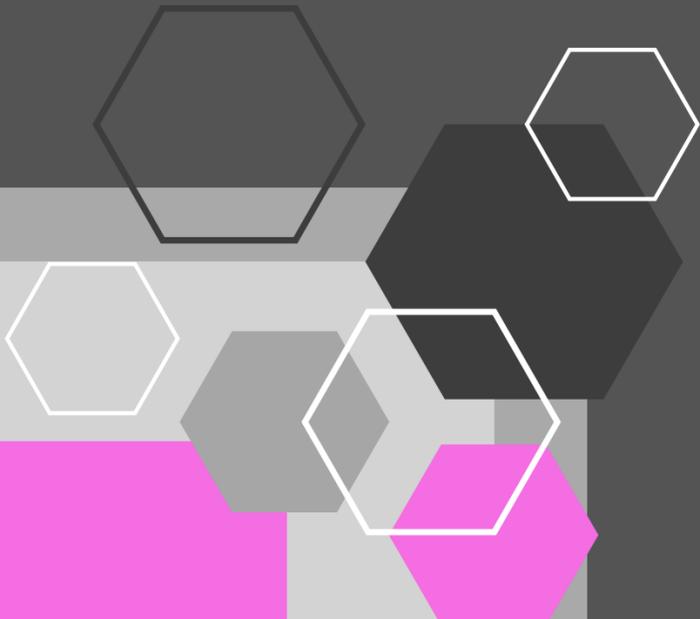
Use it for:

- emails, proposals, scripts, policies, captions
 - turning messy thoughts into a plan
 - building checklists + “how we do this” documents
- 

KLM

2

Perplexity.ai



KLM

Good for: research with sources

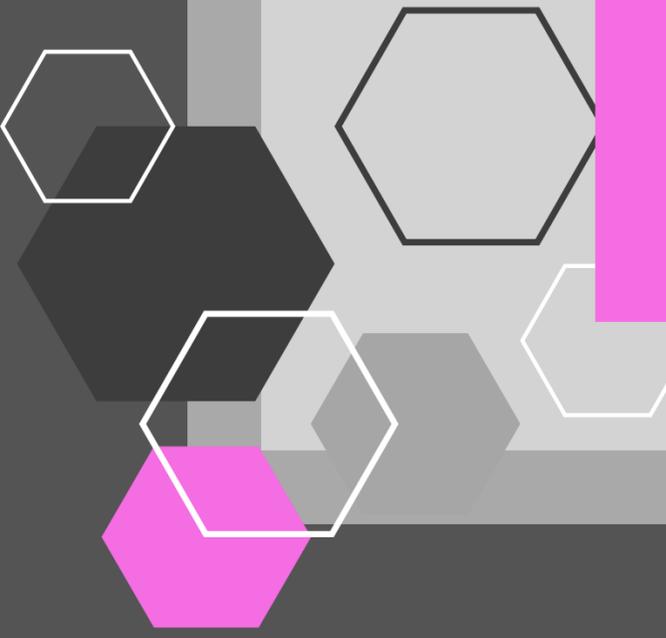
Use it for:

- Competitor research
- “What’s the best option” comparisons
- Numbers (Ex. Electrical bids)
- References/Articles

KLM

3

Google Gemini



Gemini tools to know (the fun stuff):

- Veo 3.1 - AI video generation for quick promos, concept videos, and simple visual storytelling
- Nano Banana - quick image creation for social graphics, ad concepts, and visual ideas you can polish in Canva

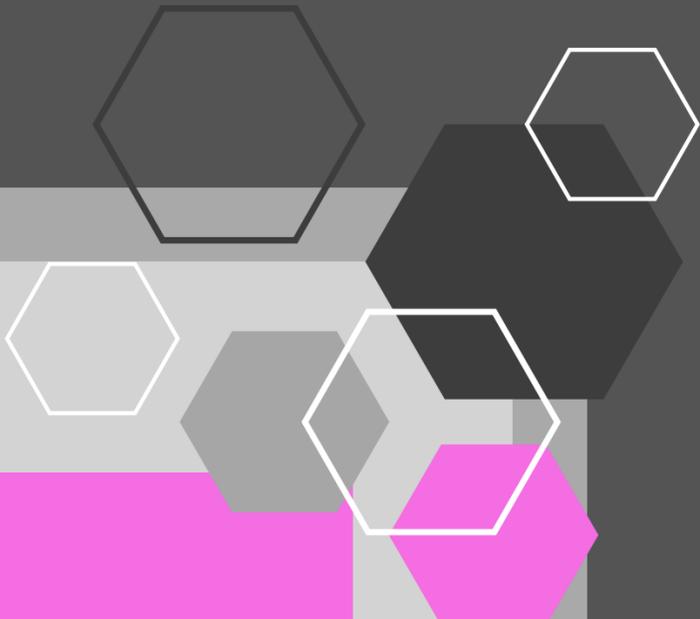
Best practice (so it doesn't get chaotic):

- Use Gemini to create the first draft (video/image/text)
 - Then move it into your normal workflow (Canva, your editor, your brand review) for the final version
- 

KLM

4

Midjourney.com



KLM

Good for: high-quality image creation & video

Use it for:

- Brand visuals and campaign creative concepts
 - Mockups + visual storytelling
 - Image-to-video: take a strong image concept and generate a short motion version for reels/ads (great for quick “attention-grabbers”)
- 

KLM

5

Fireflies.ai

KLM

Good for: meeting notes + action items + follow-ups

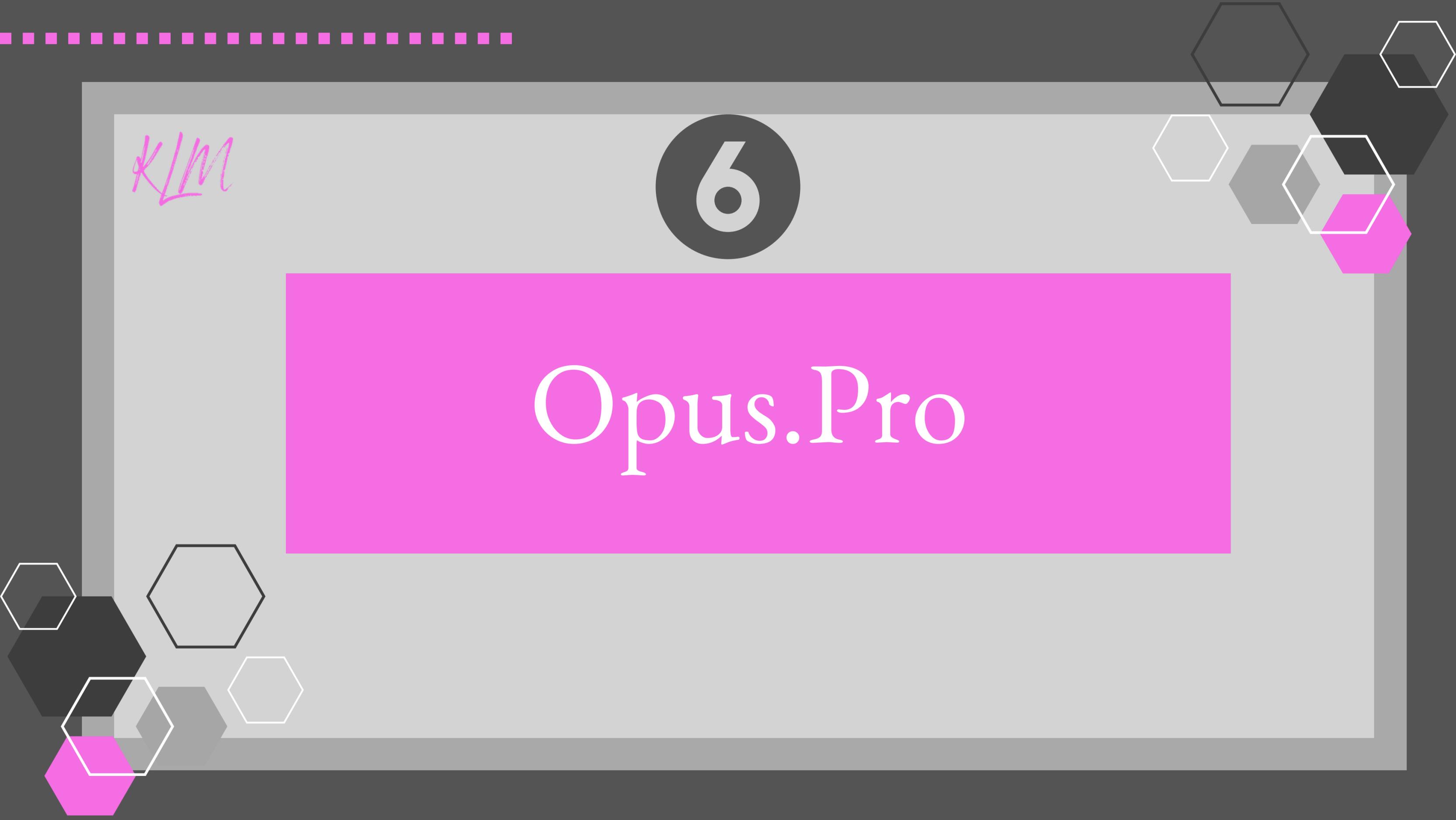
Use it for:

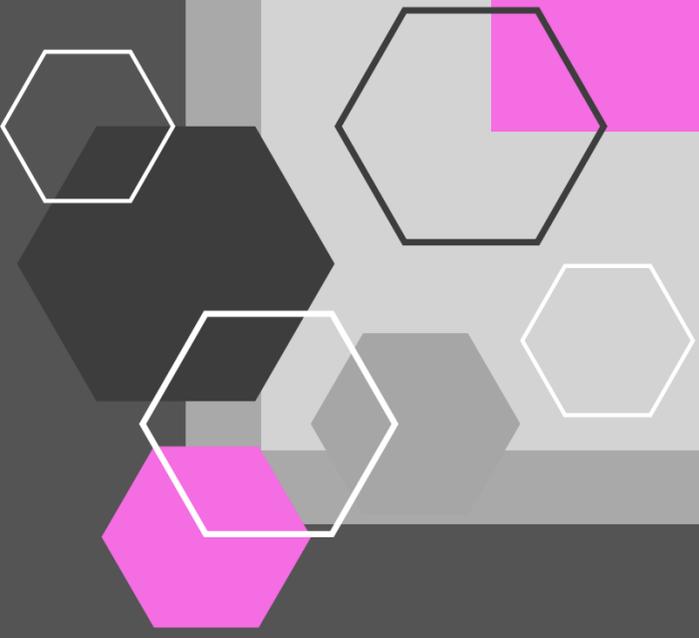
- Recording, transcribing, and summarizing meetings
- Capturing decisions + next steps so nothing gets lost
- Sending a copy to everyone you met with so they get the recap and action items (and nobody has to take notes while you're meeting)

KLM

6

Opus.Pro

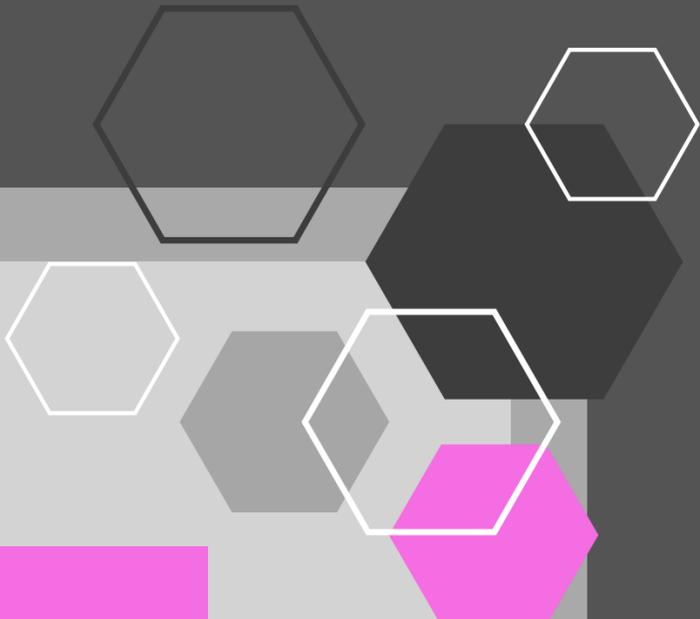




KLM

Good for: turning long video into short clips

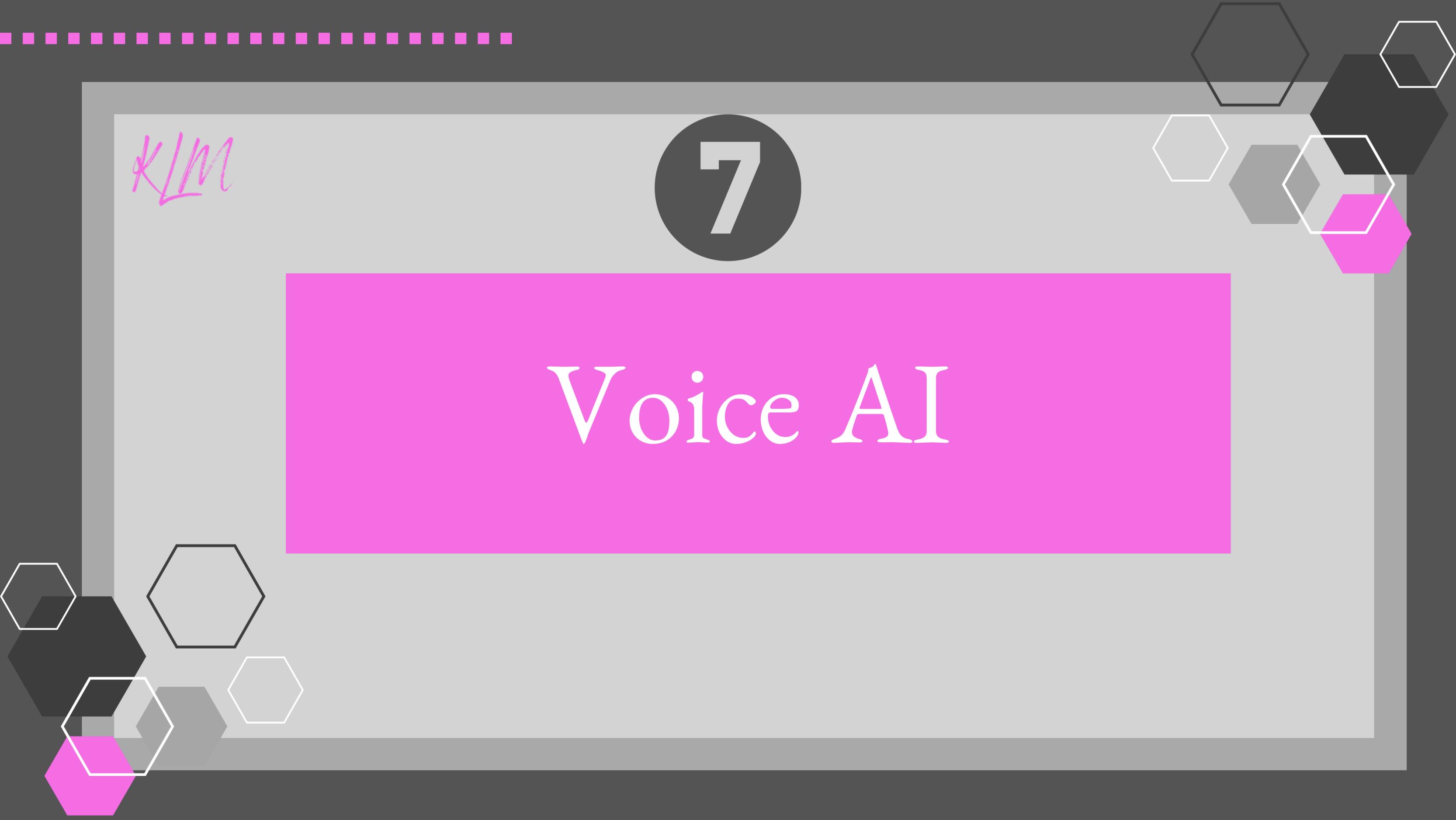
Use it for:

- webinar/podcast into reels/shorts
 - content consistency without extra hours
- 

KLM

7

Voice AI





KLM

Good for: turning missed calls into booked business

What it does:

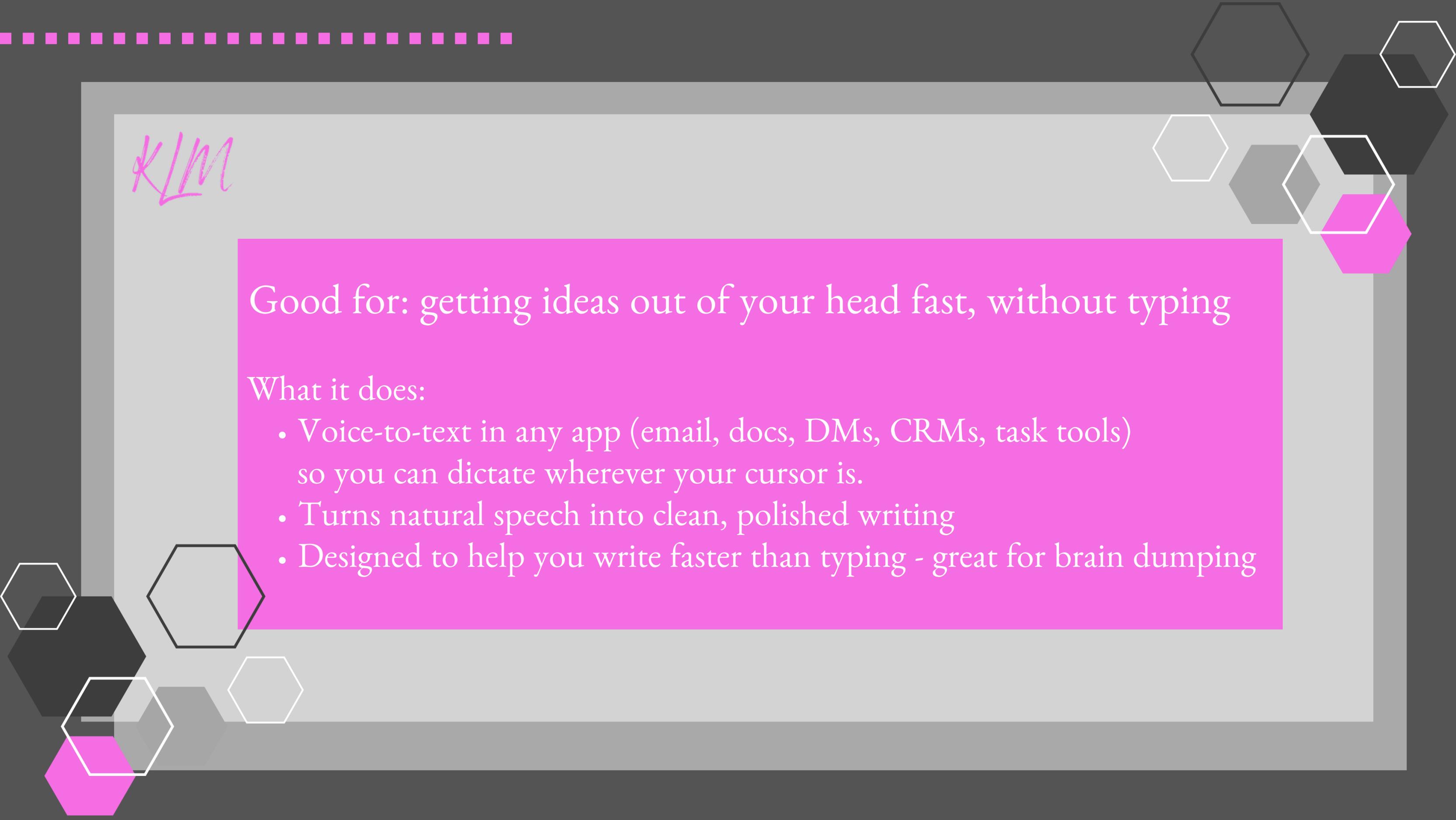
- Answers inbound calls 24/7
- Qualifies callers
- Routes calls
- Answers FAQs

(Ask me later what Voice AI tools are my favorite)

KLM

8

Wisprflow.ai



KLM

Good for: getting ideas out of your head fast, without typing

What it does:

- Voice-to-text in any app (email, docs, DMs, CRMs, task tools) so you can dictate wherever your cursor is.
- Turns natural speech into clean, polished writing
- Designed to help you write faster than typing - great for brain dumping

KLM

9

Plaud NotePin

KLM

Good for capturing conversations & turning them into usable notes

What it does:

- Wearable voice recorder (clip/lanyard/pin) designed for on-the-go
- Uploads audio into the app for AI transcription (112+ languages)
- Generates structured outputs like summaries

Use it for:

- Networking events + conferences
- In-person Client meetings
- “Don’t let me forget this” idea dumps

KLM

10

Industry Specific Tools

KLM

Use these when accuracy & compliance matter.

- Medical: OpenEvidence - evidence-based clinical research support (always verify)
- Coaches/Consultants: CoachCopilot - session support + client follow-ups
- Financial Planners: Hamachi.ai - regulatory-first AI

Rule: General AI = drafts. Industry Specific AI = depth + guardrails.



KLM

BONUS TIPS:

Take it one tool at a time.

Pick 1 tool + 1 workflow (don't stack 10 tools and hope for magic)

Run a 7-day test, then keep what actually saves time

Build templates + a repeatable process so it sticks

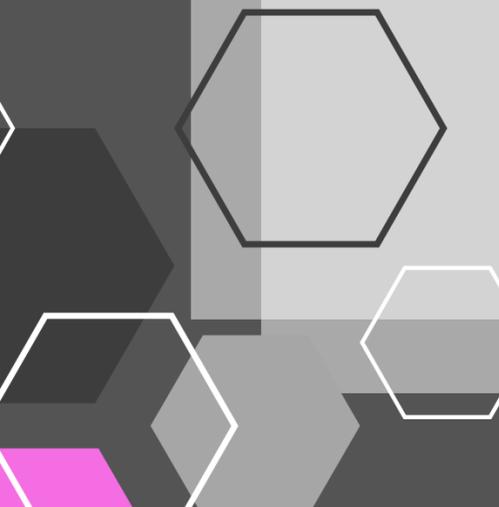
Need training or setup help?

Bring in AI specialists (like KLM) to:

choose the right tools for your business

build workflows + SOPs

train your team so it doesn't become another unused app





KLM

Thanks for coming!

Need help?

Book your free consultation today at

callwithKLM.com

DuplicateMyself.com

Questions??

KLM

