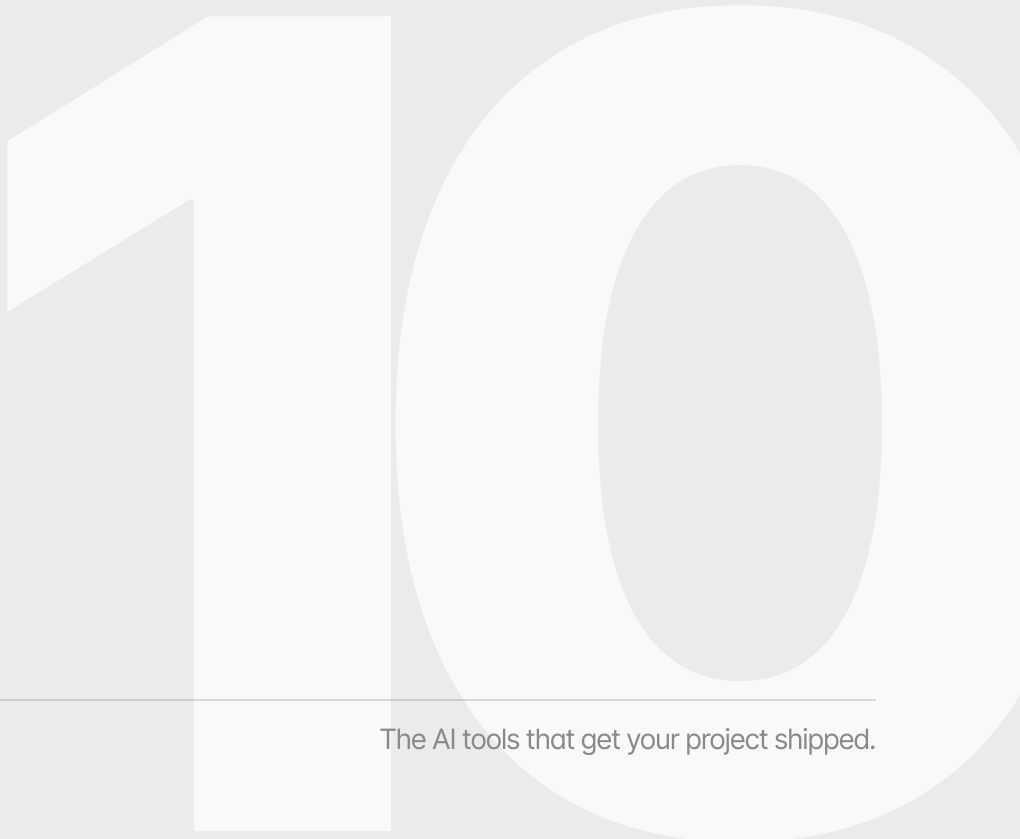


The Side Hustle AI Starter Kit

10 AI tools to run a one-person business

WEBSITE / ASSISTANT / DESIGN / CONTENT
VIDEO / EMAIL / SALES / SUPPORT
BOOKKEEPING / AUTOMATION



One tool per job. Ten jobs. One week.

You don't need fifty apps to run a side business. You need one tool for each job that keeps eating your evenings: a website, content, design, the books, email, automation, a thinking partner, video, sales and support. Here are ten picks from the getawip directory, one per job, with a simple way to put each to work in your first week.

01	Website	Durable	Free plan + paid
02	AI assistant	ChatGPT	Free plan + paid
03	Design	Canva Magic Studio	Free plan + paid
04	Content & social	Buffer	Free plan + paid
05	Video	Descript	Free plan + paid
06	Email marketing	Mailchimp	Free plan + paid
07	Sales & CRM	HubSpot	Free plan + paid
08	Customer support	Tidio	Free plan + paid
09	Bookkeeping & invoicing	FreshBooks	Paid
10	Automation	Zapier	Free plan + paid

How to use this kit: don't set up all ten at once. Start with the job that costs you the most time this week, get one tool working, then add the next. Every pick comes from the getawip directory, where you'll also find alternatives for each job.

01

Website

Durable

Pricing: **Free plan + paid**

What it's for

AI website builder that generates a complete small-business site, plus CRM and invoicing tools.

Best for

A local service business site in minutes

Your first week

Describe your business in a sentence or two and let it generate a first draft of your site. Rewrite the headline and services in your own words, add your real contact details and one clear call to action, then publish. A simple live site beats a perfect one you haven't launched.

durable.com / getawip.com/tools/durable/

02

AI assistant

ChatGPT

Pricing: **Free plan + paid**

What it's for

OpenAI's general-purpose AI assistant for writing, brainstorming, analysis and everyday business questions.

Best for

Drafting anything, fast answers, first-pass research

Your first week

Use it as your thinking partner. Ask it to stress-test your offer, draft a one-paragraph pitch, and list the questions a first customer might ask. Keep the prompts that worked in a note so you can reuse them, and fact-check anything you plan to publish.

chatgpt.com / getawip.com/tools/chatgpt/

03

Design

Canva Magic Studio

Pricing: **Free plan + paid**

What it's for

Canva's suite of AI design tools for generating images, resizing designs, writing copy and editing photos.

Best for

Social graphics, flyers and everyday design

Your first week

Pick your logo, two or three colors and one font, then make three reusable templates: a social post, a story and a one-page flyer. Use the AI tools to draft images and copy, and resize each design for every channel you post on.

canva.com / getawip.com/tools/canva-magic-studio/

04

Content & social

Buffer

Pricing: **Free plan + paid**

What it's for

Social media scheduling tool with a built-in AI assistant to draft and repurpose posts.

Best for

Solo creators scheduling across many networks

Your first week

Connect the one or two networks where your customers actually spend time. Batch-write a week of posts in one sitting, use the AI assistant to draft variations, and schedule them so you're not posting on the fly every day.

buffer.com / getawip.com/tools/buffer/

05

Video

Descript

Pricing: **Free plan + paid**

What it's for

Edit video and podcasts by editing the transcript, with AI tools for filler-word removal and studio sound.

Best for

Podcasts, tutorials and talking-head videos

Your first week

Record a short talking-head video explaining what you do and who it's for. Edit it by deleting words from the transcript, clean up filler words and audio, then export a version for your site and one for social.

descript.com / getawip.com/tools/descript/

06

Email marketing

Mailchimp

Pricing: **Free plan + paid**

What it's for

Email marketing platform with AI-assisted content generation, send-time optimization and segmentation.

Best for

Your first email list and newsletters

Your first week

Create your list and put a signup form on your website. Write a short welcome email that says who you are and what subscribers can expect, then set it to send automatically to everyone who joins.

mailchimp.com / getawip.com/tools/mailchimp/

07

Sales & CRM

HubSpot

Pricing: **Free plan + paid**

What it's for

CRM platform with Breeze AI for content, prospecting, customer agents and data enrichment.

Best for

An all-in-one CRM that grows with you

Your first week

Import your existing contacts (past clients, warm leads, people who have asked about your work) and create a simple pipeline with three or four stages. Log every conversation there from now on instead of in your head.

hubspot.com / getawip.com/tools/hubspot/

08

Customer support

Tidio

Pricing: **Free plan + paid**

What it's for

Live chat and AI chatbot (Lyro) for small online businesses and stores.

Best for

Small e-commerce stores adding chat

Your first week

Add the chat widget to your site and write answers to the five questions you get asked most (pricing, timing, delivery, refunds, how to book). Let the chatbot handle those repeats so you only step in for real conversations.

tidio.com / getawip.com/tools/tidio/

09

Bookkeeping &
invoicing

FreshBooks

Pricing: **Paid**

What it's for

Invoicing and accounting software for service businesses and freelancers.

Best for

Freelancers and agencies billing clients

Your first week

Set up your business details and a branded invoice template, add your services with your rates, and send your next invoice from it. Start recording expenses as they happen so tax time isn't a weekend-long scramble.

freshbooks.com / getawip.com/tools/freshbooks/

10

Automation

Zapier

Pricing: **Free plan + paid**

What it's for

Automation platform connecting thousands of apps, with AI to build workflows, agents and chatbots.

Best for

Connecting your apps so busywork runs itself

Your first week

Pick the one copy-paste task you repeat most and automate it. A good first one: when someone fills in your website form, add them to your CRM or email list and send yourself a notification. Start with one workflow and get it working before adding more.

zapier.com / getawip.com/tools/zapier/

Every business is a work in progress.

Pick one job, get one tool working, then move on to the next. If a pick doesn't fit how you work, the getawip directory lists alternatives for every job, each with a plain-English summary, who it's best for and how it's priced.

A note on pricing. Pricing labels show each tool's model as listed on getawip ("Free plan + paid" means there's a free tier with paid upgrades). Plans, limits and prices change often, and some features mentioned in this guide may only be on paid plans, so check each tool's site before you commit. There are no sponsored placements in this guide. Last updated October 16, 2026.

Find more tools: browse 79 hand-picked AI tools for small business, sorted by the job you need done.

getawip.com/tools/ →