



MID-CAREER PROFESSIONALS · STARTER RESOURCE

# The Zero to AI Starter Pack.

Five tools worth your time. What each one is actually good for, what it is not, one starter prompt you can use today, and how long it takes to get your first useful result.

TOOL 1  
ChatGPT

TOOL 2  
Claude

TOOL 3  
NotebookLM

TOOL 4  
Perplexity

TOOL 5  
Make

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[Start the programme →](#)

01

# ChatGPT

FREE + PAID

Your thinking partner and first draft machine

## GOOD FOR

- ✓ Drafting emails, reports, proposals and presentations
- ✓ Thinking through a problem by talking it out
- ✓ Summarising long documents quickly
- ✓ Generating options when you are stuck
- ✓ Rewriting content in a different tone or audience

## NOT GOOD FOR

- ✗ Current news or events past its training cutoff
- ✗ Precise legal, medical or financial advice
- ✗ Long document analysis without the paid plan
- ✗ Reliable citations — it can hallucinate sources

## STARTER PROMPT — TRY THIS TODAY

*"I need to write an email to my team explaining a process change we are making next month. The change is [describe it in one sentence]. The audience is [describe your team]. Write a clear, direct email that explains the reason for the change and what people need to do differently."*



**Time to first useful result:**

**10 minutes from signup to your first genuinely useful draft**

02

## Claude

FREE + PAID

Your long-document analyst and nuanced writer

### GOOD FOR

- ✓ Uploading and analysing long documents, reports, contracts
- ✓ Writing where tone and nuance matter
- ✓ Complex reasoning tasks that need careful thinking
- ✓ Following detailed instructions reliably
- ✓ Research summaries with a more cautious, accurate output

### NOT GOOD FOR

- ✗ Real-time web search without the tool enabled
- ✗ Image generation
- ✗ Tasks needing a persistent memory of past conversations

### STARTER PROMPT — TRY THIS TODAY

*"I am going to paste a document below. Please read it carefully and give me: (1) a three-sentence summary, (2) the three most important points, and (3) two questions this document raises that are not answered in the text itself. [Paste your document here]"*



**Time to first useful result:**

**5 minutes — paste any work document and ask a question**

03

## NotebookLM

FREE

Your personal knowledge base you can actually query

### GOOD FOR

- ✓ Uploading your own documents and asking questions about them
- ✓ Comparing information across multiple sources
- ✓ Generating audio summaries of complex material
- ✓ Building a searchable reference from reports, policies, notes
- ✓ Research synthesis across many PDFs at once

### NOT GOOD FOR

- ✗ Content creation or drafting
- ✗ Information outside what you have uploaded
- ✗ Tasks requiring web search or live data

### STARTER PROMPT — TRY THIS TODAY

*"Upload three to five work documents — reports, policies, meeting notes, anything relevant to your role. Then ask: 'What are the main themes across these documents, and where do they contradict each other?'"*



**Time to first useful result:**

**15 minutes — upload documents, ask your first question**

04

# Perplexity

FREE + PAID

Your research assistant with real sources

## GOOD FOR

- ✓ Current research with cited, verifiable sources
- ✓ Industry context, market information, recent news
- ✓ Fact-checking claims quickly with source links
- ✓ Background research before a meeting or presentation
- ✓ Following up on a topic with follow-on questions

## NOT GOOD FOR

- ✗ Long-form writing or document drafting
- ✗ Analysing your own uploaded documents
- ✗ Deep reasoning or complex multi-step tasks

## STARTER PROMPT – TRY THIS TODAY

*"What are the most significant changes affecting [your industry or sector] in New Zealand over the last 12 months? Give me five key developments with sources I can follow up."*



**Time to first useful result:** 2 minutes — type a question, get sourced answers immediately

05

# Make

FREE TIER AVAILABLE

Your no-code automation connector

## GOOD FOR

- ✓ Connecting apps without writing code
- ✓ Automating repetitive tasks between tools you already use
- ✓ Triggering AI actions based on events (new email, new form submission)
- ✓ Building simple workflows: receive → process → send
- ✓ Testing automation ideas before committing to a developer

## NOT GOOD FOR

- ✗ Complex custom logic that needs real code
- ✗ High-volume production systems at scale
- ✗ Tasks where you need fine control over data transformation

## STARTER SCENARIO — TRY THIS TODAY

*Connect your Gmail to a Google Sheet. Every time you receive an email matching a keyword (e.g. "invoice" or "enquiry"), Make automatically logs the sender, subject and date to the spreadsheet. Takes about 20 minutes to set up with no code.*

 **Time to first useful result:** 20-30 minutes to build and test your first working automation

# Ready to go further? **The programme is free.**

Zero to AI is an 84-week self-paced programme for mid-career professionals who want to build a real, working AI practice — not just learn theory.

**START HERE**

**Begin the journey**

**FAST FORWARD**

**12-week  
accelerated path**

**LEARNING LABS**

**Hands-on practice**

**Start the Zero to AI programme →**

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