DAY 15 • ALTERNATIVE TOOLKIT

Free AI Tools for Smarter Communication

Practical alternatives to Jasper AI for blogs, emails, social media, editing and brand communication

ChatGPT • Gemini • Claude • Copilot • Canva Magic Write • Grammarly • QuillBot

A beginner-friendly guide with prompts, examples and classroom activities

Why use an alternative to Jasper?

Jasper is a marketing-focused AI writing platform, but it is not the only way to create content.

JASPER'S MAIN ROLE

- Marketing copy and campaign content
- Brand-oriented writing workflows
- Useful for teams with repeatable content needs

WHY TRY OTHER TOOLS?

- Free access may be enough for practice
- Different tools have different strengths
- Use a separate editor or design tool when needed

IMPORTANT TO KNOW

- Free plans may have usage caps
- Some features require an account or paid plan
- Availability and limits can change

Goal for this lesson: choose a suitable tool for the task—not simply the tool with the most features.

Free-tool map: which tool for which job?

These tools have free access or free tiers; exact features and limits vary.

ChatGPT	Drafting, brainstorming, outlines and rewrites
Google Gemini	Writing and ideation; helpful in Google-oriented workflows
Claude	Long-form drafting and tone-sensitive editing
Microsoft Copilot	General writing and web-assisted ideas
Canva Magic Write	Short copy alongside posters, presentations and social designs
Grammarly	Grammar, spelling, clarity and proofreading
QuillBot	Paraphrasing and summarizing within free limits

Tool 1: ChatGPT — an all-round writing assistant

Best for generating and improving first drafts across many formats.

USE IT FOR

- Blog outlines and article drafts
- Email campaigns and newsletters
- Social captions and content calendars
- Tone changes, shortening and rewriting
- Generating several versions for comparison

SAMPLE PROMPT

- “Act as a content marketer. Draft a 120-word launch email for a reusable notebook aimed at university students.”
- “Keep the tone friendly, include one clear CTA, and use only these facts: recycled paper, 160 pages, three cover colors.”
- “Do not invent prices, certifications or environmental claims.”

Class tip: ask for an outline first, then draft one section at a time and review the result.

Tool 2: Google Gemini — ideas and writing support

Useful for brainstorming, drafting, summarizing and work that connects with supported Google services.

PRACTICAL USES

- Generate blog topics and headline options
- Turn notes into a clear first draft
- Suggest newsletter sections
- Rewrite copy for different audiences
- Help structure a content plan

SAMPLE PROMPT

- “Suggest five blog topics for a small stationery shop.”
- “For each topic, list the target reader, search question, three key points and one practical example.”
- “Avoid claims about product quality or sustainability unless supported by the facts I provide.”

If using connected apps or files, check sharing permissions and account settings before adding information.

Tool 3: Claude — long-form writing and nuanced edits

A useful option for working through longer drafts, restructuring and tone consistency.

USE IT FOR

- Developing a detailed article outline
- Improving flow across multiple sections
- Comparing two versions of a draft
- Making writing clearer and more natural
- Summarizing provided material

SAMPLE PROMPT

- “Review this article draft for structure, repetition and tone.”
- “Return a table with the issue, suggested change and reason. Preserve the meaning and do not add new facts.”
- “Then provide a revised version using clear, beginner-friendly English.”

Free access is subject to availability and usage limits; avoid uploading confidential documents unless authorized.

Tool 4: Microsoft Copilot — everyday writing support

Useful for brainstorming, drafting and exploring ideas; app integrations depend on your account and license.

PRACTICAL USES

- Draft a professional email
- Create a meeting-summary template
- Generate a list of social content ideas
- Rewrite a message for a more polite tone
- Explore topics and request source links when available

SAMPLE PROMPT

- “Rewrite this message as a polite, concise business email.”
- “Keep all dates, names and commitments unchanged.”
- “List any sentence where the meaning is unclear instead of guessing.”

Verify facts and links independently. Do not assume every Microsoft 365 feature is included in free Copilot access.

Tool 5: Canva Magic Write — copy inside your design workflow

A convenient option when the written content will become a social graphic, flyer or presentation.

USE IT FOR

- Short social captions and headlines
- Poster or flyer text drafts
- Presentation section summaries
- Brainstorming campaign taglines
- Working from copy to visual layout in one workspace

SAMPLE PROMPT

- “Write three short headline options for a student-focused notebook launch poster.”
- “Each headline should be easy to read on a mobile screen, use plain language and avoid unsupported promises.”
- “Add one short CTA and a caption of no more than 40 words.”

Canva Free includes limited AI access; available tools and usage allowances can change by plan and region.

Tool 6 & 7: Grammarly and QuillBot

These tools are most useful when you already have text that needs improvement.

GRAMMARLY — PROOFREADING

- Check spelling and grammar
- Improve clarity and readability
- Spot awkward phrasing
- Use suggestions selectively; preserve your intended meaning
- Some generative features require a paid plan

QUILLBOT — REWORDING

- Paraphrase sentences within free limits
- Try alternative phrasing for clarity
- Summarize some text types
- Compare the rewrite with your original
- Do not use paraphrasing to disguise copied work

Editing prompt: “Improve clarity and grammar while keeping the facts, meaning and voice unchanged.”

A no-cost content workflow: combine tools

You do not need one platform to do every task.



Example output: one blog outline + one email + two social captions + one designed promotional post.

Always check the current free limits and the privacy settings of each service.

Keep the brand voice consistent across tools

Different AI tools can produce different styles. Give each one the same concise voice guide.

VOICE GUIDE

- Audience: who the brand serves
- Tone: friendly, expert, formal or playful
- Preferred words and phrases
- Words or claims to avoid

EXAMPLE

- “Write in a friendly, helpful and clear tone.”
- “Use short sentences and explain technical terms.”
- “Do not use exaggerated claims or fake urgency.”

FINAL REVIEW

- Does it sound like the brand?
- Are all claims supported?
- Does it fit the platform?
- Is the CTA appropriate?

Tip: save a reusable prompt and paste it into each tool before creating content.

Class activity: replace Jasper with free alternatives

Work in pairs. Use the same brief in two tools, then compare the results.

SCENARIO & TASK

- A local stationery shop is launching a reusable notebook.
- Known facts: recycled paper, 160 pages, three cover colors.
- Create a blog outline, a 100–150 word email and two social captions.
- Use ChatGPT, Gemini, Claude or another available free tool.

COMPARE & SUBMIT

- Which tool followed the brief most accurately?
- Which draft had the clearest structure and tone?
- Identify one unsupported claim or mistake, if any.
- Edit the final content and explain at least three changes.
- Record tool name and any free-plan limitations encountered.

Assessment: prompt quality • relevance • accuracy • brand consistency • quality of human editing

Responsible use: accuracy, privacy and originality

Free tools are useful, but their outputs still need human judgment.

- Verify product details, statistics, dates, quotations and links before publishing.
- Do not enter passwords, confidential company information or personal customer data without authorization.
- Check image rights, attribution needs and originality before using generated or adapted content.
- Follow your organization's rules about disclosing AI assistance.
- Do not present invented testimonials, fake reviews or unsupported promises as real.
- Remember: free access may include usage caps, and terms or data settings can differ.

Rule of thumb: AI drafts; people verify, edit and take responsibility.

KEY TAKEAWAYS

You can create useful content without relying on one paid tool.

- Use ChatGPT, Gemini, Claude or Copilot for drafting and brainstorming.
- Use Canva Magic Write when the copy will become a design.
- Use Grammarly or QuillBot to polish existing text.
- Combine tools, but check facts, privacy, brand voice and free-plan limits.

EXIT TICKET: Name one Jasper alternative, one task it suits, and one check you must make before publishing.