

FEMALE
ENTREPRENEUR
collective

THE FOUNDER'S AI TOOLKIT

*You don't need a team. You
need the right tools.*

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THE FOUNDER'S AI TOOLKIT



Most female founders are doing the work of five people. This is the shortcut. Fifteen tools, picked specifically for women building a brand, a business, and an audience — without burning out in the process.

One rule: don't download everything at once. Pick one. Use it until it becomes second nature. Then add the next.

START HERE IF YOU HATE BEING ON CAMERA

Being visible is non-negotiable when you're building a personal brand. But that doesn't mean you have to film every day.

Captions AI — the most slept-on tool in this entire list. It corrects your eye contact so you can read a script off your phone and still look completely natural on screen. AI editing, dubbing, and B-roll all built in. Full reels in under a minute. Paid · from \$10/mo

HeyGen — create an AI version of yourself once, then generate videos by typing a script. No camera. No filming day. No re-recording because the lighting was off. Available in multiple languages, which means your content travels further than you do. Paid · from \$24/mo

ElevenLabs — clone your voice from a one-minute audio sample. Use it for narration, voiceovers, and audio content without ever hitting record again. Free tier available

WHEN YOU'RE STARING AT A BLANK PAGE

The ideas are there. Getting them out in a way that actually connects with your audience — that's where most founders get stuck.

Claude (Opus + Projects) — the tool that thinks like a senior strategist and writes like you. Upload your past content, your tone of voice notes, your brand language — and it produces work that genuinely sounds like it came from you, not an AI. Best for scripts, storytelling, and anything emotional. Paid · \$20/mo

Castmagic — already done a podcast, a voice note, or a long video? Drop it in. Walk away with hooks, captions, scripts, clip suggestions, and summaries. One conversation becomes a week of content. Paid · from \$39/mo

ChatGPT (GPT-5) — strong for rapid brainstorming, audience persona work, and first draft thinking. Set up a Custom GPT with your niche and voice locked in so you're not starting from scratch every time. Paid · \$20/mo

WHEN YOUR CONTENT LOOKS AMATEUR AND YOU KNOW IT

You can have the best message in the room and still lose to someone with better visuals. These tools close that gap fast.

Canva (Magic Studio) — the daily workhorse. Carousels, lead magnets, thumbnails, story graphics. The AI features let you resize, rewrite, and generate on the fly. If you're not a designer but you're shipping content every day, this is your operating system. Free tier available

Submagic — auto-generated captions that look like a professional designer built them. Animated text, emoji placement, B-roll suggestions. The difference between a reel that looks homemade and one that looks intentional. Paid · from \$16/mo

Ideogram — the only AI image tool that handles text inside images properly. Quote cards, carousel slides, bold typographic headers. Use it anywhere you need words and visuals to work together. Free tier available

WHEN YOU WANT TO REPURPOSE EVERYTHING YOU'VE ALREADY MADE

You've already created more than you think. These tools help you get five times the mileage from what you've already built.

Opus Clip — upload a long video and receive ten short-form clips back, already captioned, titled, and formatted for every platform. Built for repurposing without the manual work. Paid · from \$9/mo

Descript — edit video the way you edit a document. Click on a word in the transcript and cut it from the video. Remove filler, silence, and repetition in minutes. The highest-leverage editing skill you can build right now. Paid · from \$19/mo

Taja AI — if you're on YouTube, this handles everything the algorithm needs: titles, descriptions, tags, chapters, thumbnail concepts. Optimised for click-through without the SEO headache. Paid · from \$19/mo

WHEN YOU NEED TO KNOW WHAT YOUR AUDIENCE ACTUALLY WANTS

Posting without strategy is just noise. These tools help you understand your audience before you create — so everything you make lands with purpose.

Perplexity — real-time research with cited sources. Validate a trend, explore a niche, find data that backs up your content — faster than any search engine. Free tier available

Midjourney — when your brand visuals need to look editorial, not stock. Moodboards, brand imagery, content covers, aesthetic B-roll alternatives. Steeper to learn but the output is unmatched once you find your visual language. Paid · from \$10/mo

THE ONE THAT TURNS ALL OF THIS INTO REVENUE

Pablo — every other tool here builds your audience. Pablo is where your audience becomes a business. Landing pages, lead magnets, email automations, and digital products in one place. No Zapier. No patchwork of subscriptions. Link-in-bio to paid offer in under ten minutes — with sales copy generated in your voice, not generic AI output.

Most founders spend £200-300 a month stitching together tools that Pablo replaces in one.