

Your AI Chatbot Cheat Sheet - *Choosing the Right AI for the Right Task*

(Because every Chat Pal has its own superpower — and its own quirks.)

ChatGPT (OpenAI)

Best for: Creative writing, brainstorming, conversation, teaching your own AI agent, tone-matching + brand voice

Strengths: Warm, human-like responses; great at storytelling; excellent at following detailed instructions

Weak Spots: Can “hallucinate” facts; needs clear boundaries + examples

Claude (Anthropic)

Best for: Long documents, research summaries, sensitive or nuanced topics, ethical or values-driven content

Strengths: Thoughtful, context-aware; great with long PDFs; excellent at rewriting for clarity

Weak Spots: Less playful; sometimes overly cautious

Microsoft Copilot

Best for: Productivity, business tasks, email drafting, summaries, working inside Microsoft apps

Strengths: Integrated with Word/Excel/Outlook; great for structured tasks; excellent at tone control

Weak Spots: Less creative; works best with clear instructions

Perplexity

Best for: Research, fact-checking, real-time information, source citations

Strengths: Pulls from live web sources; shows citations; great for “What’s the latest on...?”

Weak Spots: Less creative; more “search engine” than “chat partner”

Grok (xAI)

Best for: Real-time social media trends, edgy or humorous responses, quick takes on current events

Strengths: Fast; witty; pulls from X (Twitter) in real time

Weak Spots: Not ideal for sensitive topics; not strong for long-form writing

Gemini (Google)

Best for: Visual tasks, image analysis, Google ecosystem tasks, quick answers

Strengths: Strong with images; great for maps, travel, and Google data; fast and direct

Weak Spots: Can be inconsistent; not as strong for brand voice

How to Choose the Right Chat Pal

Creativity → ChatGPT

Careful analysis → Claude

Business productivity → Copilot

Research + citations → Perplexity

Real-time trends → Grok

Image understanding → Gemini

Pro Tip: Train Your Own AI Agent

No matter which chatbot you use, the magic happens when you teach it your tone, values, examples, boundaries, and brand voice.

AI isn't here to replace you — it's here to scale you.

JUST AI
MEDIA