

FROM SEARCH TO SALE — TOURISM SME WORKSHOP

Thank You for Making This Room Come Alive

Thank you for spending your morning with us. Rooms full of business owners who actually show up, ask sharp questions, and try things live on their own phones are rare — and this one delivered exactly that.

Below is every tool we covered, organised the way we walked through them, each with a one-line reason it's worth your time and a direct link. Bookmark this email — it's your reference sheet.

National & Local Visibility

Google AI Overviews & AI Mode — where Google now writes a summary answer about your business before anyone clicks a link.
+ google.com

Ask Maps — Google Maps' conversational search; tourists now ask real questions instead of typing keywords.
+ maps.google.com

Research

NotebookLM — the tool from the live challenge; upload your sources and get a grounded, source-cited answer in minutes, not an afternoon.
+ notebooklm.google.com

The Google Ecosystem

Gemini — the everyday assistant, already living inside Gmail, Docs, and Search.
+ gemini.google.com

Gemini Spark — a 24/7 personal AI agent that keeps working on tasks even after you close the app.
+ gemini.google.com

Google AI Studio — where developers build and test directly with Google's models.
+ aistudio.google.com

Flow — AI video and creative editing, handy for turning a phone clip into real promotional content.
+ labs.google/flow

Lyria — Google DeepMind's AI music model, for original soundtracks on your social clips.
+ deepmind.google/models/lyria

Claude

Claude — careful, thorough reasoning; strong for writing, planning, and research work.
+ claude.ai

Claude Cowork — hand off a task and Claude completes it end-to-end, working directly across your files and apps.
+ anthropic.com/product/claude-cowork

ChatGPT

ChatGPT — OpenAI's widely used everyday assistant; the tool most attendees already have on their phone.
+ chatgpt.com

Advanced Practice

Hermes — Nous Research's open-weight models and self-improving agent framework; run without paying a company per use.
+ github.com/NousResearch/hermes-agent

OpenClaw — free, open-source agent platform connecting an AI's reasoning to real tasks and channels.
+ github.com/openclaw/openclaw

GitHub — where the frontier actually lives: open cookbooks, prompt libraries, and real agent projects to keep learning past today.
+ github.com

★ STAR OF THE DAY

OpenRouter

Judging by the reaction in the room, this was the one that landed hardest: one place to test the exact same prompt across dozens of AI models side-by-side, so you can actually see which one does your specific task best instead of guessing or paying for whichever tool you already have open.

openrouter.ai →

If you try one thing from this list this week, make it the one that actually solves a problem you already have — not the flashiest one. That's the whole approach behind **Access Is Power**, our free 12-chapter guide, if you'd like to go deeper.

Thank you again for the morning. We hope to see you at the next one.

The AI wave is not waiting for anyone. Neither are we.

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