

The Expat's AI Edge

Workflows to Build Your Global Brand & Business

brandbizkit



EXPATCAREERS
GLOBAL NETWORK

Welcome to The Expats AI Edge!



Hi everyone,

We're Karla Kangleon and Michael Nielsen. Together, we run the ExpatCareers Global Network and co-founded brandbizkit—two platforms with one shared mission: helping expats, founders, and entrepreneurs use AI to build stronger careers and businesses beyond borders.

We know how tough it can be: standing out online, launching something new, and keeping up with constant change—while also spending endless hours testing tools just to find what really works. With so much information out there, where do you even begin? That's exactly why we created this first playbook as your introduction to leveraging the power of AI.

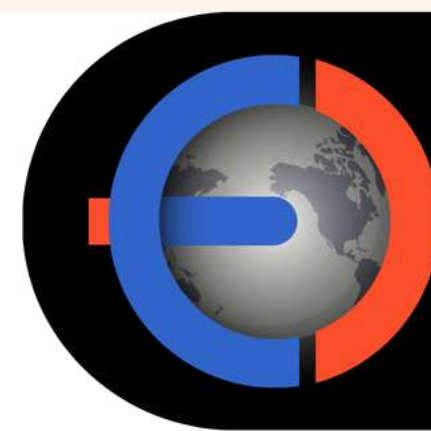
This is just the beginning. We'd love your feedback—what you think, what you need, and what would be most useful. Your input will guide the future resources we create for this community. And if you ever need help, just holler our way—we're here for you.

To your global success,

Karla & Michael

ExpatCareers × brandbizkit

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Why AI-Powered Workflows Matter

Transforming how small businesses and startups operate in the digital age

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Cost-Effectiveness

AI tools provide **enterprise-level capabilities** at minimal cost, allowing small businesses to compete without significant investment



Efficiency

Automate repetitive tasks and **streamline processes** to focus resources on high-value activities and innovation



Competitive Advantage

Leverage data-driven insights and **personalized experiences** that differentiate your business from larger competitors



Scalability

Build workflows that **grow with your business** without requiring proportional increases in resources or staff

Social Media Planning and Posting Workflow

Streamline your social media presence with AI-powered tools and processes

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1



Social Listening

Tools:

- ✓ BuzzAbout.ai
- ✓ Google Trends
- ✓ TweetDeck

Monitor keywords, identify trends, analyze sentiment, document insights

2



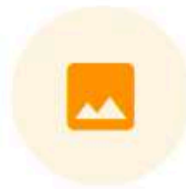
Content Planning

Tools:

- ✓ Vocable AI
- ✓ Notion AI
- ✓ ChatGPT

Create content calendar, plan content types, develop themes, assign tasks

3



Visual Creation

Tools:

- ✓ Canva
- ✓ PostNitro AI
- ✓ Captions.ai

Create static images, generate carousels, produce videos, ensure consistency

4



Caption Creation

Tools:

- ✓ ChatGPT
- ✓ Copy.ai
- ✓ Hemingway App

Generate captions, include hashtags and CTAs, edit for brand voice, schedule approval

5



Scheduling

Tools:

- ✓ AHA Innovations
- ✓ Buffer
- ✓ Later

Upload content, set optimal times, create sequences, set up automation

Idea Finding and Validation Workflow

Discover and validate business ideas using AI-powered tools and research methods

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1



Broad Idea Discovery

Tools:

- ✓ Reddit
- ✓ GummySearch
- ✓ Google Trends

Identify subreddits, monitor discussions, analyze growth patterns, find recurring problems

2



Problem Identification

Tools:

- ✓ BuzzAbout.ai
- ✓ ChatGPT
- ✓ Miro

Collect problems, categorize by frequency, identify underserved needs, map to solutions

3



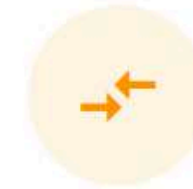
Audience Research

Tools:

- ✓ Reddit
- ✓ Facebook Insights
- ✓ SparkToro

Create audience profiles, identify characteristics, segment by needs, validate potential

4



Competitor Research

Tools:

- ✓ Perplexity
- ✓ Crunchbase
- ✓ SimilarWeb

Identify competitors, analyze strengths/weaknesses, find gaps, research pricing

5



Influencer Analysis

Tools:

- ✓ Perplexity
- ✓ BuzzSumo
- ✓ Social Blade

Identify key influencers, analyze content and engagement, review comments, document feedback

Tool Spotlight:



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Unlock the Power of AI-Powered Search


Your intelligent answer engine for faster, more accurate information.



 **Access to Advanced AI Models**
GPT-5, Claude 4.0, Gemini 2.5 Pro and more

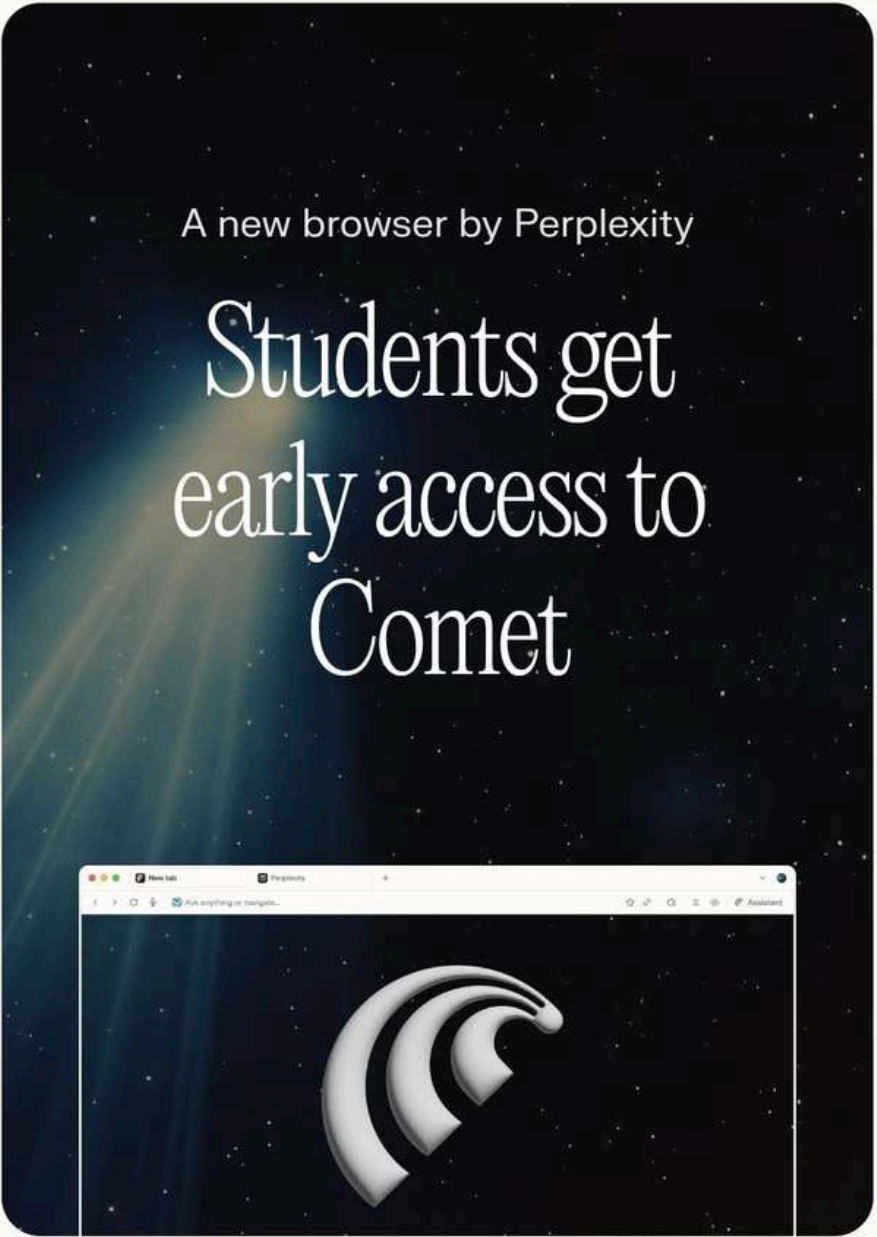
 **File Upload Support**
PDFs, CSVs, audio, video, images

 **Multiple Search Modes**
Best, Pro Search, Reasoning, Research

 **Hundreds of Pro Searches Daily**
Unlimited access to advanced search capabilities

[Sign Up for Perplexity Pro Today](#)

 **Priority Support**
Get help when you need it with exclusive support channels



[Download Comet](#)

Comprehensive Social Media Workflow

A complete cycle from research to optimization for effective social media management

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Research and Strategy

1 Audience Research

BuzzAbout.ai Google Trends AnswerThePublic

Monitor keywords, analyze sentiment, document interests, create personas

2 Competitor Analysis

SimilarWeb SEMrush Manual Review

Identify competitors, analyze strategy, find content gaps, document formats



Content Creation

3 Copy and Caption Creation

Vocable AI ChatGPT Copy.ai

Generate captions, create variations, include hashtags, review for brand voice

4 Visual Content Creation

Canva PostNitro AI Captions.ai

Create images, generate carousels, produce videos, ensure consistency



Distribution and Engagement

5 Scheduling and Automation

AHA Innovations Buffer Later

Upload content, set optimal times, create sequences, automate recurring



Analysis and Optimization

6 Performance Tracking

Platform Analytics Google Analytics Notion

Monitor engagement, track conversions, compare to goals, identify top content

LIMITED TIME
OFFER



AHA INNOVATIONS

Tool Spotlight:



Basic Plan

\$10.00 **SAVE \$5**

AFFILIATE PRICING

\$5.00

Per month

Perfect for freelancers

- ✓ Everything in Free plus
- ✓ 15 Pipelines
- ✓ Unlimited Sales Funnel
- ✓ 1,000 Email sends (usage **credits**)
- ✓ Basic Automation
- ✓ 50 Contacts
- ✓ 20 Users/Teammates

Buy Now!

Agency Plan **Popular**

\$39.00 **SAVE \$14**

AFFILIATE PRICING

\$25.00

Per month

Ideal for small agencies and startups

- ✓ Everything in Basic plus
- ✓ 50 Pipelines
- ✓ Unlimited Sales Funnel
- ✓ 7,500 Email sends (usage **credits**)
- ✓ Workflow Triggers & Actions
- ✓ Advanced Analytics
- ✓ 5,000 Contacts
- ✓ 50 Users/Teammates

Buy Now!

Enterprise Plan

Affiliate Special Pricing!

\$59.00 **SAVE \$54**

AFFILIATE PRICING

\$5.00

Per month

Recommended for business

- ✓ Unlimited Pipelines
- ✓ Unlimited Contacts
- ✓ Unlimited Email sends/month (usage **credits**)
- ✓ Unlimited Sales Funnels
- ✓ Advanced Workflow Automation
- ✓ Reputation Management
- ✓ Custom Integrations
- ✓ Dedicated Support

Buy Now!

**BEST
PRICE**

Research Workflow

Systematic approach to gathering insights for informed business decisions

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1



Customer Research

Tools:

- ✓ BuzzAbout.ai
- ✓ SparkToro
- ✓ Facebook Insights

Social listening, analyze data, identify pain points, create personas

2



Market Segmentation

Tools:

- ✓ ChatGPT
- ✓ Google Analytics
- ✓ Miro

Identify variables, group customers, evaluate segments, prioritize targets

3



Competitor Research

Tools:

- ✓ Crunchbase
- ✓ SimilarWeb
- ✓ SEMrush

Identify competitors, analyze offerings, review marketing, document strengths

4



SWOT Analysis

Tools:

- ✓ Miro
- ✓ ChatGPT
- ✓ Notion

Identify strengths/weaknesses, document opportunities/threats, develop strategies

Lead Generation Workflow

Building a systematic approach to capture, nurture, and convert leads

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1



Lead Capture Setup

Tools:

- ✓ AHA Innovations
- ✓ Mailchimp
- ✓ Tally

Create lead magnets, design landing pages, set up forms, create thank you pages

2



Lead Research

Tools:

- ✓ Hunter.io
- ✓ Clearbit Connect
- ✓ LinkedIn

Research leads, enrich data, segment by characteristics, prepare for outreach

3



CRM Setup

Tools:

- ✓ AHA Innovations
- ✓ HubSpot CRM
- ✓ Notion

Set up custom fields, create pipeline stages, organize leads, set up tagging

4



Email Sequence Creation

Tools:

- ✓ ChatGPT
- ✓ AHA Innovations
- ✓ Mailchimp

Develop welcome sequence, create nurture content, write promotional emails, set triggers

5



Automation Setup

Tools:

- ✓ AHA Innovations
- ✓ Zapier
- ✓ Make

Create lead delivery automation, set email sequences, implement lead scoring, add notifications

Tool Spotlight:



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What is Make ▾

Make + AI ▾

Solutions ▾

Resources ▾

Partners ▾

Pricing

Talk to sales

Log in

Get started free

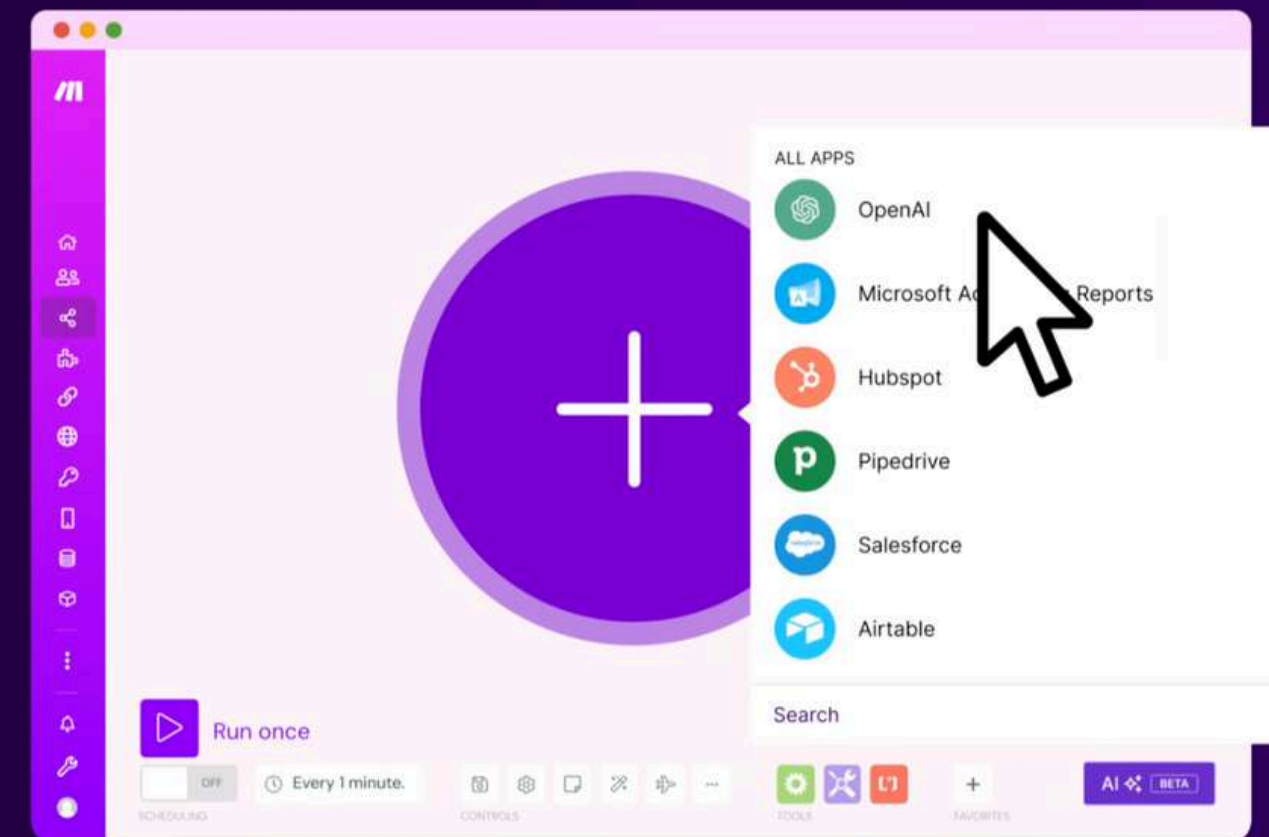
Real-time visual orchestration for AI agents and automations

Realize your business's full potential with the visual orchestration platform that empowers ambitious teams to build, accelerate and scale with the power of AI and automation.

Get started free →

Talk to sales

✓ No credit card required ✓ No time limit on Free plan



Additional Workflows and Key Takeaways

Expanding your AI-powered toolkit for business success

Additional Workflows



Product Development

Rapid MVP development and testing with no-code tools and user feedback collection



Content Marketing

SEO-optimized content creation and distribution to attract organic traffic



Customer Feedback

Systematic collection and analysis of feedback for continuous improvement



Partnership

Identify and establish strategic collaborations to expand market reach



Analytics

Data-driven decision making with free tools and custom dashboards



[Get In Touch](#)

Click here if you want to learn more about how to implement these workflows into your business or you want us to help you.

Key Takeaways

- ✓ **Cost-effective implementation** - Leverage free and low-cost AI tools to achieve enterprise-level capabilities without significant investment
- ✓ **Integration is key** - Connect tools and automate workflows to create seamless systems that save time and reduce errors
- ✓ **Start small, scale fast** - Begin with essential workflows, prove value, then expand to more complex systems as your business grows
- ✓ **Data-driven decisions** - Use analytics and feedback to continuously optimize workflows and improve business outcomes

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To get announcements and updates delivered directly to your inbox.

