

DIGITAL TOOLS FOR PR

By Fauzia Burke

01

CHAT GPT

For working on timelines, writing press materials, author questions, book club guides, social media posts, blogs, bios for different uses, etc.

chat.openai.com

02

CANVA

For all your graphics needs, including social media posts, media kits, videos, presentations, etc. Canva now has AI capabilities as well.

canva.com

03

OTTER.AI

Best AI tool for converting audio to text. It can also take notes during zoom meetings. Use it to convert conversation into authentic content.

otter.ai

04

STUDIO SHOOT

Photoshoots are time consuming and can be expensive. This AI tool will deliver 50 headshots for \$29 all from the comfort of the author or staff's home.

studioshot.ai

05

PUB SITE

Pub Site is a DIY platform for building author and publisher websites. IBPA members get a 30 day free trial to build their site and then pay just \$14.99/month for the first year.

pub-site.com

