

How to Build AI Tools with Google Sheets

I built the first prototype of an AI tool in 24 hours that “could be worth thousands”, without coding skills, using only:

- Google Sheets/Doc/Drive/Gmail
- ChatGPT/Claude (as my coder)
- AI API (OpenAI/Anthropic)

You can get these for free/cheap!

In this Masterclass you'll learn:

- What my AI tool does that impressed Monika
- Ideas for AI tools to build with Google Sheets (yourself or sell)
- 2-Step strategy to find AI tool ideas (without thinking too hard)
- My “copy and paste” process to build the first working prototype in a day (without writing a single line of code myself)
- Connect AI models GPT4o or Claude 3.5 to Google Sheets and any other Google App (Docs, Drive, Gmail, ...) or software
- How to make your AI Tool sellable, scalable and more valuable
- Few quick tips to avoid errors and build your AI tool faster

Here's what my AI tool does:

mailmimic.com

[Quick Demo](#)

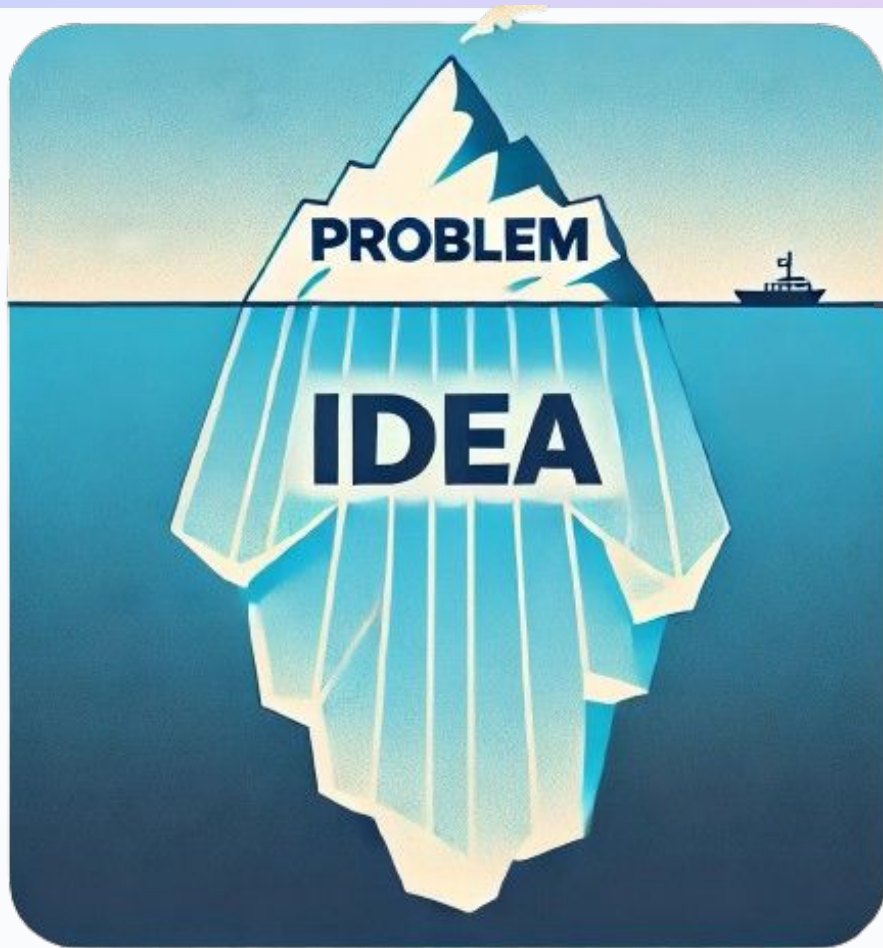
Mail 
Mimic

My 2-Step strategy to find ideas for AI tools (without thinking too hard)

Step #1: Record problems I have

Step #2: Ask ChatGPT/Claude if and how I can solve it with Google Sheets, (App Scripts and AI)

Example #1



Manually check results of my email campaigns to figure out what to improve

Automatically import email results in Sheet and have AI give me suggests for my next subject lines and texts.

=> Email Optimizer AI

Ask ChatGPT if it is possible:

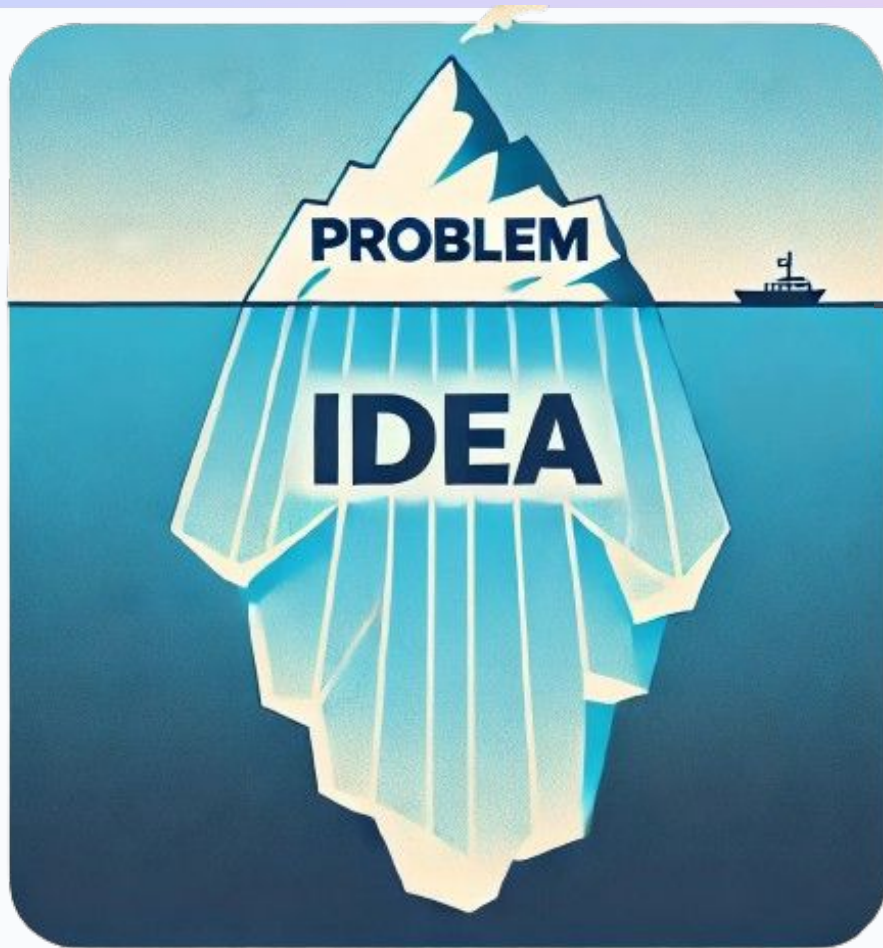
Is it possible to create a Google Sheet that can do the following:

- Imports email campaign data from ActiveCampaign (subject lines, open rates, click rates, email text) from email tool to Google Sheets.
- Use AI to analyze which subject lines and email texts performed best.
- Generate suggestions for future email topics and texts to improve open and click rates.

Email Performance Optimizer AI

1. Imports email campaign data (subject lines, open rates, click rates, email text) from email tool to Google Sheets.
2. Use AI to analyze which subject lines and email texts performed best.
3. Generate suggestions for future email topics and texts to improve open and click rates.

Example #2



Not knowing what to post on LinkedIn and taking too long to write posts.

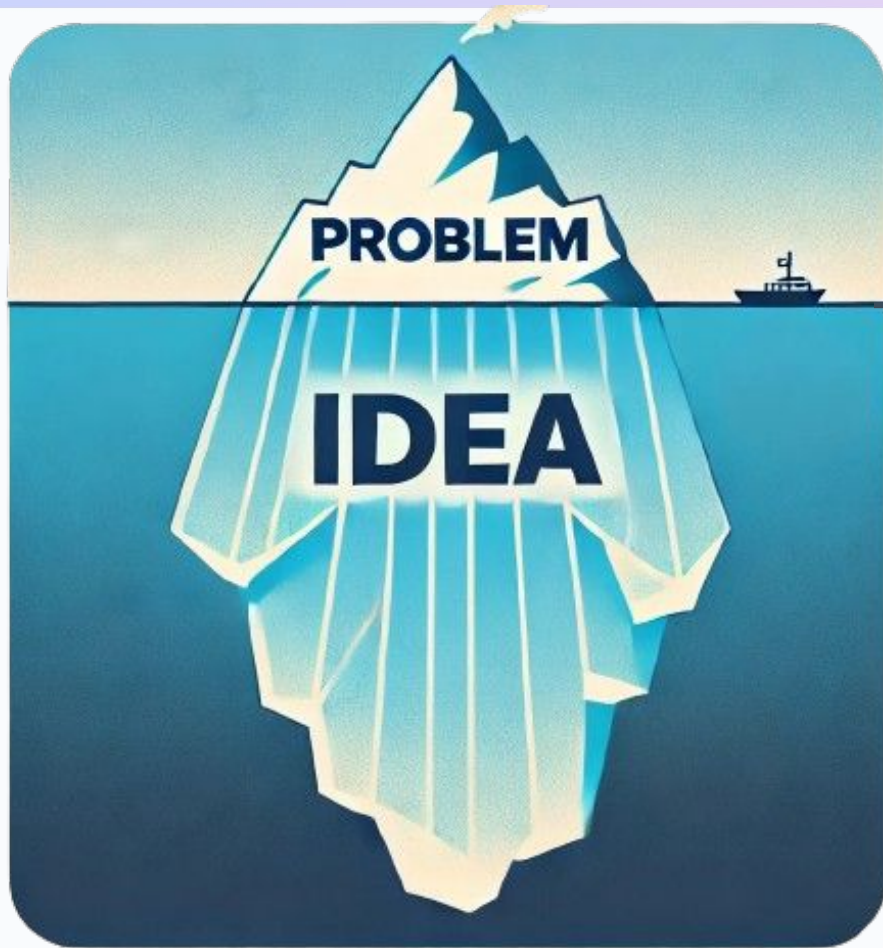
Import top 10 best-performing posts of a LinkedIn profile, and let AI rewrite for my topic and writing style.

=> PostOptimizer AI

PostOptimizer AI

1. Import the top 10 posts from the given LinkedIn profile into Google Sheets.
2. Use AI to rewrite posts based on a specified topic, and writing style analysis. (+my top posts)
3. Automatically publish rewritten post on my profile for specific time and date.

Example #3



Manually record ad results in Sheet and figure out what to optimize.

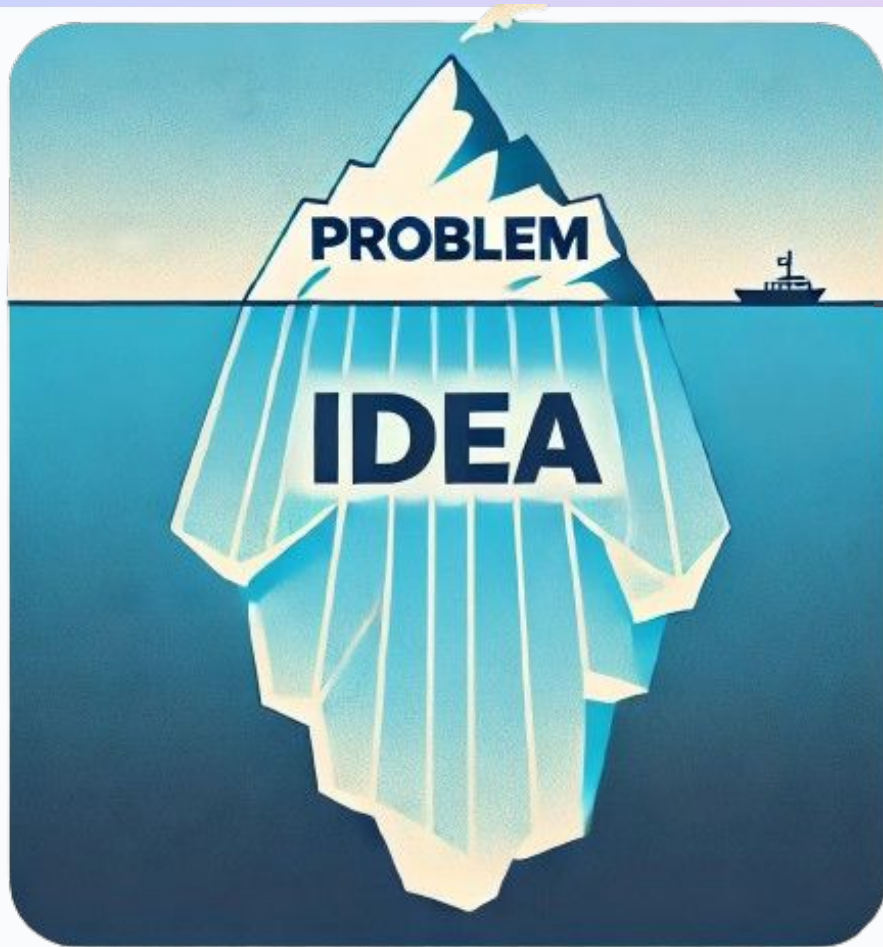
Automatically import ad results in Sheet and have AI give me suggests for my next targeting and ad copy.

=> Ad Optimizer AI

Ad Optimizer AI

1. Imports campaign ad results (click rate, click-through rate, number of leads) into Google Sheets
2. Uses AI to analyze ad performance, gives me ideas for new targeting and ad copy and creatives
3. Sends me an email each week with a list of improvements to make on my campaigns

Example #4



Manually track expenses and revenue and think how to increase profits.

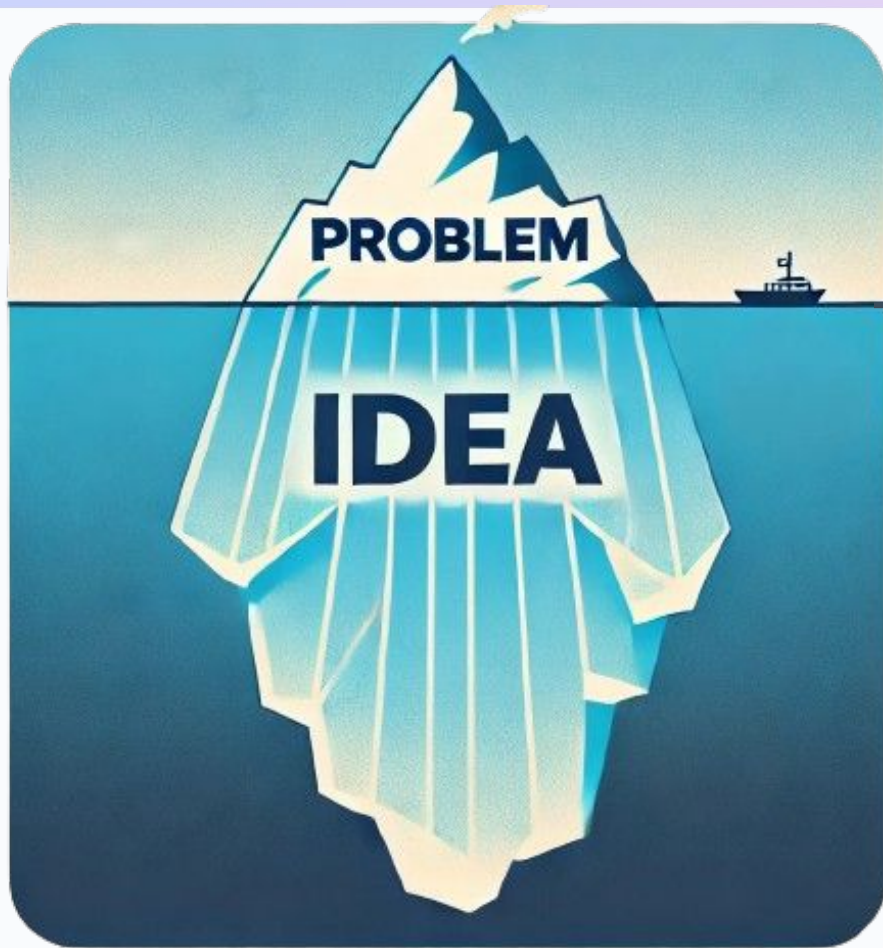
Automatically import expenses and revenue results in Sheet; AI tells me how to reduce costs and increase profits.

=> Profits Optimizer AI

Business Profits Optimizer AI

1. Imports financial and sales data from Accounting and payment processor into Google Sheets
2. Uses AI to provide actionable suggestions for reducing expenses and increasing profits
3. Generates detailed reports automatically and sends them to me each week

Example #5



Struggle to send regular emails, no ideas, writing takes too long

Import email ideas and texts from my inbox into Google Sheet, and let AI rewrite them for my topic and writing style

=> MailMimic AI

**Once you got the idea
for your AI tool, prepare
a Google Sheet**

Once you got the idea for your AI tool:

- 1) Create a new Google Sheet (sheets.new)
- 2) Name Sheets, Columns and Cells according to how your tool should work
- 3) In the next step, you will bring that GSheet to life!

**My “Copy and Paste”
process to build AI tools
fast (without writing a
single line of code)**

AI Tool Building Stack

Google Apps

Google Sheets
Google Docs
Google Drive
Gmail
Google Forms
Google Calendar
...

AI Models

OpenAI / GPT-Xx
Anthropic / Claude X.X
Google / Gemini X.X

Any Software*

Email Marketing Tool,
Social Media Platforms,
YouTube, Blogs,
Accounting, Shopping
Cart, Ads, Analytics,
Websites, Google
Searches, ... *via API (or
Webhooks)!*



App Scripts

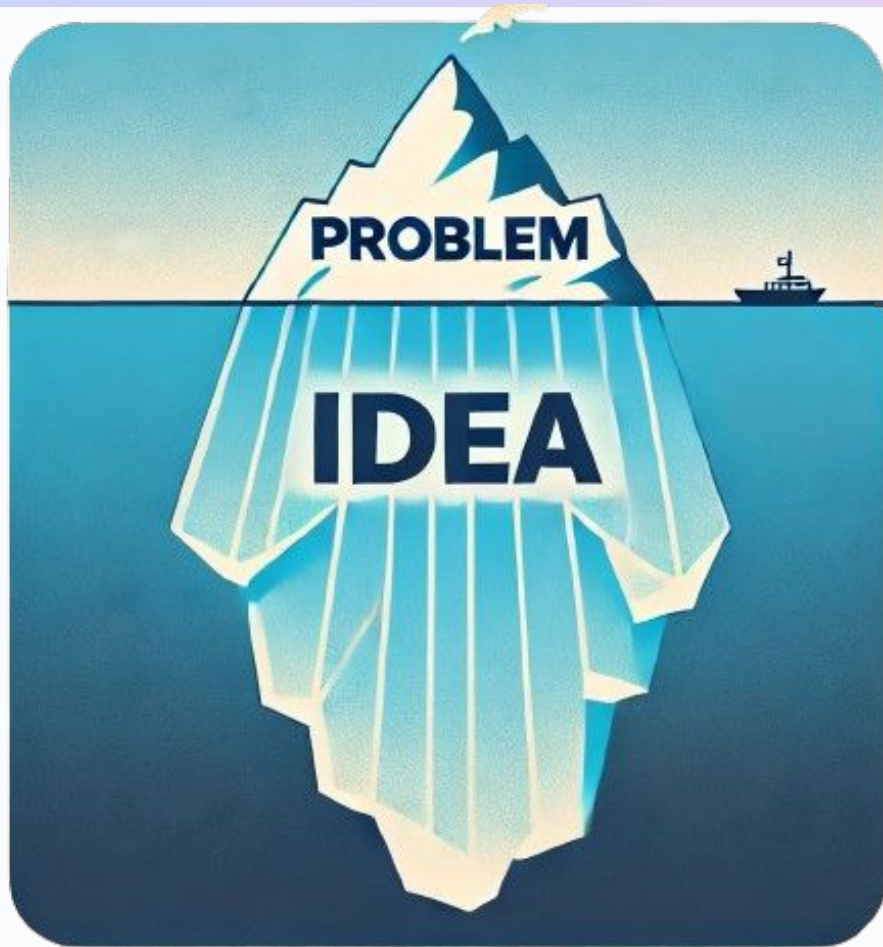
Allows you to make any Google Application (Sheets, Docs, Gmail, Drive, etc.) do whatever you want - automate, connect them with each other, and any software and AI

**Let ChatGPT (Claude)
generate the Google App
Script for our Tool**

Copy and Paste Process to Build Tools

- 1) Tell ChatGPT/Claude exactly what you want your Tool and App Script to do.
- 2) Copy and paste the code it gives you into the App Script editor, then click "Run" or trigger function.
- 3) Check the execution log for errors and copy and paste them back into ChatGPT/Claude

Live Example #1



I want to turn this slides into PDF and send it to multiple people via email

I enter few email addresses, and then these slides are attached to an email as PDF and sent to them.

=> "Send Slides"

Tell ChatGPT/Claude what you need

I need a google apps script that does this:

- I click on a custom menu option called “Send Slides”
- A dialog box pops up where I enter email addresses
- I click a button called “Send Slides”
- My current Google slides are turned into a PDF
- And the PDF is attached to an email with subject line [Name of slides] and text “Hey, I've attached the slides as PDF of your presentation [Name of google slide file] - Fabian”
- The email with the attached PDF is sent to all the email addresses I entered in the dialogbox.

Make sure to include detailed comments and logging in the code so I understand how it works.



App Scripts – What to know...

Functions = Perform the tasks

Triggers = When a function should run
(OnOpen, OnEdit, Time-based, Custom Menu)

Execution log = Where you see what the function did or errors

How to integrate other Google Applications with your Tool

Google Applications you can directly use in your tool/app scripts (no API required)

Google Sheets: A spreadsheet program to organize, analyze, and store data.

Google Docs: A word processing program for creating and editing text documents.

Gmail: An email service for sending and receiving emails.

Google Drive: A cloud storage service to save and share files and folders online.

Google Forms: A tool to create and manage online surveys and quizzes.

Google Slides: A presentation program for creating and sharing slide decks.

Google Calendar: A calendar app to schedule events, meetings, and reminders.

Google Contacts: An address book to store and manage contact information.

Google Sites: A website builder to create and share web pages.

Google Groups: A service for creating and managing groups for discussion.

Google Keep: A note-taking service to create, share, and collaborate on notes and lists.

Google Tasks: A task management app to create and manage to-do lists.

Google Search*: Search engine...

Connect “Google Slides” to “Google Sheet”

I need a google apps script I can trigger in a A custom menu called “Slides to Sheet”:

- Creates a Google Spreadsheet and names the cell A1 “#” and cell b2 “Slide Text”
- It imports each slide of my current presentation into this Google Sheet listing the number of each slide starting from A2.
- It also imports the text of each slide and saves it in B2 next to the corresponding slide number in A2.
- It moves the spreadsheet file in the same folder as the slides
- It sends me a link to the Spreadsheet to my email address:

funtastic448@gmail.com

Just say what you want to do with [Google App]!

C	D
	Link zu Vorlage
Verkaufen in 2021? Hier meine Top 15	https://docs.google.com
Welchen Kanal brauchst du? (Beantworte 1 Frage in 15 Minuten)	https://docs.google.com
5 Headline-Formeln für mehr Klicks und Verkäufe	https://docs.google.com
5 Wege mehr Verkäufe: Die 10 stärksten	https://docs.google.com
Das wichtigste Element deiner Facebook-Seite (enthalten)	https://docs.google.com
Der wichtigste Satz deiner Facebook Anzeige (4 enthalten)	https://docs.google.com
Die Copywriting-Formel: Damit schreibst du 3x stärkere Texte (inkl. Worksheet)	https://docs.google.com
Die wichtigste Seite deiner Homepage	https://docs.google.com



I

Email Number: E1

Email-Idee: Concrete personal result

--- [EMAIL TEMPLATE] ---

Subject line:

So I have [specific personal result that you achieved]...

Email text template:

Hello NAME,

[Description of the result you achieved]

If you're wondering now:

"[Question that prospects ask themselves when they don't achieve your result]?"

Here's why:

[Describe reason why prospects don't achieve the result, mistakes they make]

[Describe what the solution is and, if applicable, how you discovered it]

Here's how you can use this strategy for yourself:

Step 1: [Describe sub-step to implement your solution or strategy]

Step 2: [Describe sub-step to implement your solution or strategy]

Step 3: [Describe sub-step to implement your solution or strategy]

Step 4: [Describe sub-step to implement your solution or strategy]

Compose

From Any time Has attachment To Is unread Advanced search

1-43 of 43

Inbox 87

- Starred
- Snoozed
- Sent
- More

Labels +

- Anchu Kégl
- conversionlinded 4
- creator hooks 42
- Dating Boss 4
- Educational Email Cou...
- George Blackman 4
- Monika Mileva 3
- Vidtao 29

Star	Sender	Subject	Date
☆	Creator Hooks	5 Hidden Settings On YouTube That Will Grow Your Channel - A list of hidden things build...	Jul 8
☆	Creator Hooks	This small YouTube Channel Actually Makes BIG Money - Contrast - like "small chan...	Jul 1
☆	Creator Hooks	He Accidentally Started A YouTube Channel - Now He Has 350,000 Subscribers - W...	Jun 24
☆	Creator Hooks	What I learned posting 100 videos in 100 days - Proving your credibility is a great wa...	Jun 17
☆	Creator Hooks	The ONE Sign Your YouTube Channel Is About To Blow Up - "The ONE Sign" builds so...	Jun 10
☆	Creator Hooks	I Thought YouTube Advice Couldn't Get Worse - Saying you thought something could...	Jun 3
☆	Creator Hooks	It's actually pretty easy to get 100,000 YouTube subscribers. - Confidence is intrinc...	May 27
☆	Creator Hooks	5 Things Successful YouTubers Do Before Every Video - hello? hello? is this thing on...	May 13
☆	Creator Hooks	Why You Can't Grow On YouTube With AI - Making a bold, controversial statement is a ...	Apr 29
☆	Creator Hooks	5 Things Smart YouTubers Should Never Do On Their Channel - One of the most effe...	Apr 23
☆	Creator Hooks	5 Tiny Habits That Will Change Your Channel Forever - "Habits" is one of the most co...	Apr 8
☆	Creator Hooks	My Worst Mistakes Growing A YouTube Channel To 100,000 Subs - your worst mista...	Apr 1
☆	Creator Hooks	"NEVER" Do This When Making YouTube Videos - Warnings do a great job at getting a...	Mar 25
☆	Creator Hooks	Fastest Way to 100,000 Subscribers on YouTube in 2024 - When you talk about a sp...	Mar 11
☆	Creator Hooks	What the heck happened to the YouTube algorithm? - Adding a little drama to a big q...	Mar 4
☆	Creator Hooks	why your YouTube channel isn't growing... - Calling out a big problem lots of people s...	Feb 26
☆	Creator Hooks	Surviving The Biggest YouTube Algorithm Change... - surviving something scary, mak...	Feb 19
☆	Creator Hooks	If You Want To Grow Your YouTube Channel In 2024, Try This - "This" is so powerful, h...	Feb 12
☆	Creator Hooks	YouTube Does NOT Like What This Channel is Doing... - People love "sticking it to the...	Feb 5
☆	Creator Hooks	The YouTube Tip That Changed My Life - Focusing on one tip better than 100 tips...	Jan 26
☆	Creator Hooks	STOP Doing This To Get More YouTube Subscribers! - Warnings are one of the best w...	Jan 22
☆	George, me >	The 5-minute fix that'll change your scripts forever - It's easy as 1,2,3...4,5	Jan 20
☆	Creator Hooks	New YouTube Algorithm is PERFECT, but... - Saying something is "perfect, but..." is a...	Jan 15
☆	Creator Hooks	5 Life-Changing Psychology Hacks For YouTubers - "Life-changing" is such an effect...	Jan 8
☆	Creator Hooks	I Mixed Every YouTube Tip Into One Email - The word "every" is surprisingly effective L...	Jan 1
☆	Creator Hooks	(5 MISTAKES) When Starting a YouTube Channel - I never thought of mixing it up and ...	12/25/23
☆	Creator Hooks	YouTube tips i was -influenced- to try that i regret - "influenced to try" has a bit of "...	12/18/23
☆	Creator Hooks	The Hidden Weapon Against The YouTube Algorithm - "The Hidden Weapon" works b...	12/15/23
☆	Creator Hooks	YouTube Employee Exposes Behind the Scenes Creator Scandals - Exposing scanda...	12/4/23
☆	Creator Hooks	last chance to get Creator Hooks Pro for \$1 - Quick reminder that you've got 12 hours ...	11/27/23
☆	Creator Hooks	It Took Me 3,107 YouTube Titles To Realize THIS About YouTube - Telling your audien...	11/27/23
☆	Creator Hooks	get Creator Hooks Pro for \$1 - Happy Black Friday! I've never done a Black Friday sale ...	11/24/23
☆	Creator Hooks	5 Signs Your YouTube Channel is About To Blow Up - People love "signs" because the...	11/20/23
☆	Creator Hooks	The NEW YouTube Algorithm is A PROBLEM - "Something new is a problem" is such a ...	11/13/23
☆	Creator Hooks	Huge Lies YouTube Gurus Are Telling You - This hook works well for 3 reasons: "Huge..."	11/6/23
☆	Creator Hooks	If You Don't Change This, Your YouTube Channel Will Never Grow - Telling your audie...	10/30/23
☆	Creator Hooks	Being Banned The First Sign You're Accidentally Killing Your YouTube Channel - Telling...	10/23/23
☆	Creator Hooks	Can I get 100,000 YouTube Subscribers in 1 Week? - Asking if you can achieve a big g...	10/16/23
☆	Creator Hooks	5 Clues To Spot A Bad YouTube Strategy EARLY - A list of clues to spot a problem earl...	10/9/23
☆	Creator Hooks	free stuff - want to win free stuff to help grow your YouTube channel? Share Creator ...	10/3/23
☆	Creator Hooks	WEIRD Non-YouTube Tools That Will Change Your Channel - Telling your audience ab...	10/2/23
☆	Creator Hooks	You're (Probably) Killing Your YouTube Channel - Telling people they're probably killin...	9/25/23
☆	Creator Hooks	The TRUTH about YouTube that the PROS know - "The Truth" is so powerful because ...	9/18/23

3.8 GB of 15 GB used Cancel subscription

Terms - Privacy - Policy Updates

Last account activity: 27 minutes ago Details

Title: 6 TRIPOD Shots that make EVERYTHING CINEMATIC!

Title: Firing Up a Vietnam-Era Flamethrower

Title: I Thought The Spotify Top 10 Couldn't Get Worse

Title: Here Are 10 SUVs you MUST AVOID!

Title: How To Dress Like A RICH WOMAN | Rich Mom Outfits

Title: Insulated Tent Inside Insulated Tent | Bitter Cold Winter

Title: I NEVER Felt Like Reading The Bible (How I Changed)

Title: I Was Surprised By This! (Unveiling The Denvix Tire

Title: 8 Middle Class Habits That Keep You Poor

Title: The WORST THINGS about living in Baltimore will surprise

Title: How The Crips Gang Actually Works | How Crime Work

Title: It's actually pretty easy to get ahead of 99% of people.

Title: Be Extremely Careful When Peeling The Stoker Of Any Frut

Title: This strategy guarantees you get into the Ivy League.

Title: The 168 MOST USED SPANISH WORDS in Everyday Conversations

Title: The (Overdue) Collapse of the 9-5 Job

Title: 12 Things NOT to do in Paris (by a Local)!


Title: 10 Year Gaming Setup Progression...

Title: Strong Legs For Seniors (The ONLY Leg Workout You Need!)

Title: Should you Study SPANISH Alone or in a Group? | How to

Title: * The 168 MOST USED SPANISH WORDS in Everyday Conversations

Title: * The (Overdue) Collapse of the 9-5 Job



Viral You Tube Title Generator

By Fabian Markl &

Create video title...

How to connect any AI (GPT4o) or (Claude 3.5) via API to Google Sheets



App Scripts + AI

Analyze records of my activities and let AI identify specific topics and tasks I enjoy, to help me decide what my niche should be.



App Scripts Overview

API Connection to AI:

GPT-4o: **gpt-4o**

<https://platform.openai.com/docs/models/gpt-4o>

<https://platform.openai.com/api-keys>

Claude 3.5 Sonnet: **claude-3-5-sonnet-20240620**

<https://docs.anthropic.com/en/docs/about-claude/models>

<https://console.anthropic.com/settings/keys>

API Usage Costs

GPT-4o	Claude Sonnet 3.5
\$5.00 / \$15.00 per 1M tokens Context Window: 128k (96k words)	\$3.00 / \$15.00 per 1M tokens Context Window: 200k (150k words)

100 tokens ~ 75 words

Output limit: 4096 tokens ~ 3000 words

If Input 3k words & Output 3k words

GPT-4o

Input: \$0.02048

Output: \$0.06144

Total cost: \$0.08192

Claude Sonnet 3.5

Input: \$0.01229

Output: \$0.06144

Total cost: \$0.07373

3000 words ~ Book Pages: 10-12 / PDF: 6 pages

Live Example:

AI Suggests topics for YouTube

AI Suggests topics for YouTube

I need a google apps script that does this:

- in column D of a Google Sheets there are already activities listed.
- I want to use OpenAI model gpt-4o to identify three potential topics for compelling YouTube videos.
- The video topics should be saved in Column K.

Make sure to include detailed comments and logging in the code so I understand how it works.

[Insert API Connection Example]

**How to connect
any software with an
API to your tool**

How to connect any software with your tool

- 1) Tell ChatGPT/Claude exactly what software you use and what you want your tool do to with it.
- 2) Copy and paste the code it gives you into the App Script editor, create/add API key of the software, click "Run" or trigger function.
- 3) Check log for errors and paste them back into ChatGPT or Claude (use API Doc of software)

Live Example:

Get email campaign results and
store in Google Sheet

Ask ChatGPT/Claude if what you want to connect and do is possible:

I sent my emails via activecampaign. Can you create a Google App script to access the subject line, click rate, send date, open rate of all campaigns I sent via the api and store them in a google sheet?

Just say what you want to do with [your software]!

**How to make your
AI Tool sellable, scalable
and more valuable**

Make your AI tool setup scalable

- A) Put "Install" in custom menu and let it trigger a function to set up all App Script triggers

- B) Make a field for clients to input their API Key or let them pay you monthly for using yours

(Update App Script with {variable} for Key)

3 Ways to Turn your AI Tool into a Standalone App

Option 1:

Google Apps Script Web App

A standalone web app using Google Sheets as backend.

Option 2: **Using Google's AppSheet**

create a mobile or web app directly from your Google Sheets data without extensive coding.

Option 3:

No-Code Platforms

Rebuild your AI Tool using no-code platforms like Bubble or Glide with typical software interface

How to make your AI Tool more valuable:

- Get user better results
- Remove steps for user
- Save user more time

My AI tool that I built using [Insert Tools you utilize, like GSheets, APIs etc.] which does this:

[List what your tool does]

Give me 3 ideas for each of the following that I can implement in my AI tool to:

A) Get user better results

B) Remove steps for user

C) Save user more time

Think outside the box, what else a user of the core function of my tool would also benefit from. You can use any of the tools that I already use in my Tool as well as other Google Workspace apps, or Software that have API access.

Few Quick Tips

To avoid errors and build
your AI tool faster

#1:

Build your AI tool brick by
brick, not all at once

#1: Build your AI tool brick by brick, not all at once:

One of the biggest mistake I made is is to try and tell ChatGPT/Claude to create the code for the entire AI tool at once.

=> Lots of errors and frustrations!

Outline core features/functions of AI tool:

Example: MailMimic AI

- It lists all experts, gurus etc that sent me an email in the last X days
- I select few of them and my tool lists all their emails in a Sheet
- I provide it with my business topic or offer and a writing sample
- I select which emails from that expert I like my tool to model
- It adjusts the selected emails to my topic and writing style

Outline core features/functions of AI tool:

Example: MailMimic AI

- It lists all experts, gurus etc that sent me an email in the last X days
- I select few of them and my tool lists all their emails in a Sheet
- I provide it with my business topic or offer and a writing sample
- I select which emails from that expert I like my tool to model
- It adjusts the selected emails to my topic and writing style

=> Select one feature, and generate App Script

Outline core features/functions of AI tool:

Example: MailMimic AI

- ~~– It lists all experts, gurus etc that sent me an email in the last X days~~
- I select few of them and my tool lists all their emails in a Sheet
- I provide it with my business topic or offer and a writing sample
- I select which emails from that expert I like my tool to model
- It adjusts the selected emails to my topic and writing style

=> *Select next feature, and generate App Script*

Outline core features/functions of AI tool:

Example: MailMimic AI

- ~~— It lists all experts, gurus etc that sent me an email in the last X days~~
- ~~— I select few of them and my tool lists all their emails in a Sheet~~
- I provide it with my business topic or offer and a writing sample
- I select which emails from that expert I like my tool to model
- It adjusts the selected emails to my topic and writing style

=> Select next feature, and generate App Script

#2:

Build core function of AI tool,
then get first feedback

#3:

If ChatGPT/Claude gets slower or stuck, try "Opera" browser or start new Chat

#4:

Try to understand roughly what functions do and ask ChatGPT/Claude to explain

Please explain to me a non-techy person what each part of the following function does:

[Insert Code of Function]

#5:

Save the current working version of your code before adjusting or replacing it

Resources

fabimarkl.com/mc

mailmimic.com

youtube.com/@fabimarklAI

Resources

fabimarkl.com/mc



Q & A

MailMimic AI

1. Imports financial and sales data from Accounting and payment processor into Google Sheets
2. Uses AI to provide actionable suggestions for reducing expenses and increasing profits
3. Generates detailed reports automatically and sends them to me each week

Financial Management

Google Sheets

Track expenses and revenues manually.

Google Sheets + AI

Automatically categorize expenses, forecast cash flow, and suggest budget optimizations.

Marketing Performance Analysis

Google Sheets

Manually import and analyze email campaign performance

Google Sheets + AI

Automatically import campaign data, analyze performance, and suggest, sending times, subject lines and email text for future emails.

[LINK](#)

Inventory Management

Google Sheets

Regularly update inventory levels and reorder stock manually.

Google Sheets + AI

Predict inventory needs based on sales data and trends, and automate reorder processes.