

A PLAIN-ENGLISH FIELD GUIDE FOR CONSULTANTS PICKING BETWEEN
CHATGPT, CLAUDE, GEMINI, AND GROK

The Simple and Definitive Guide to Choosing the *Right LLM for the Job*

● ChatGPT

● Claude

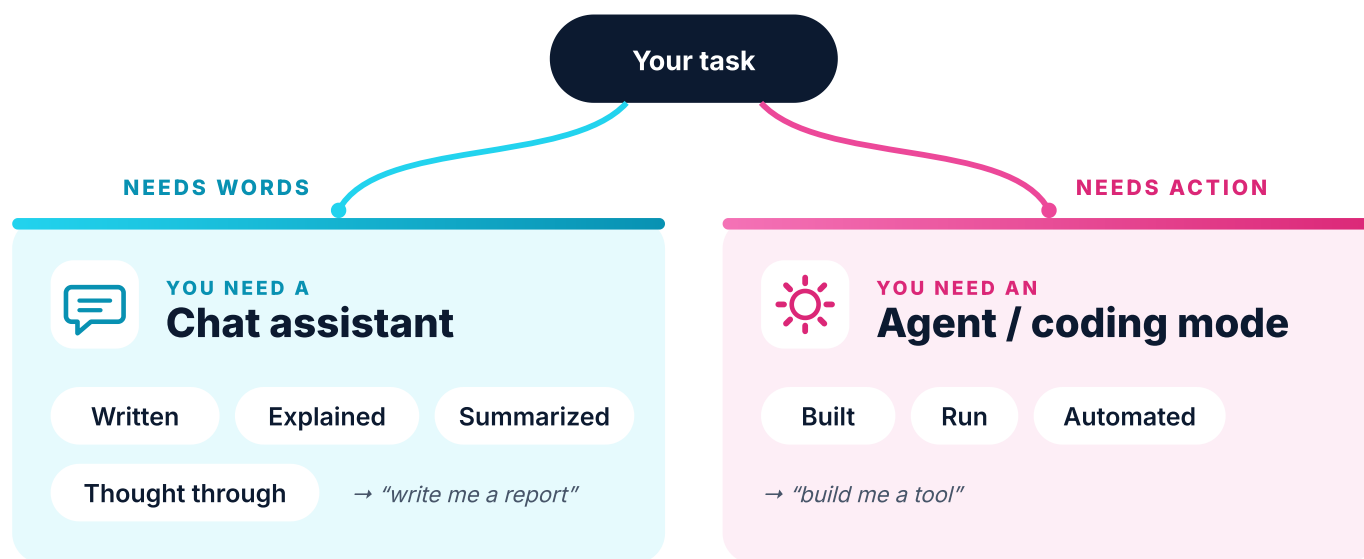
● Gemini

● Grok

START HERE

The One Question *That Matters*

Before comparing features, ask this: **does the task need words, or does it need action?**



Everything else is *detail*.

01

The One Question

Words or action — the first fork.

02

The Four Players

ChatGPT, Claude, Gemini, Grok in plain English.

03

Three Jargon Terms

Context window, thinking mode, agent mode.

04

The Cheat Sheet

Task → best fit, at a glance.

02 · MEET THE FIELD

The Four Players, *Plain English*

**OPENAI**
ChatGPT**GENERALIST**

The most well-known, broadest general-purpose assistant. Good at a bit of everything — writing, research, brainstorming, data analysis in a pinch.

✓ **Strength:** Widest plugin and tool ecosystem, strong for everyday mixed tasks.

⚠ **Watch out for:** Jack-of-all-trades — can feel less sharp on deep technical or long-document work than specialists.

**ANTHROPIC**
Claude**PRECISION**

Built with a strong emphasis on careful reasoning and following complex instructions precisely. The assistant professionals reach for when the task is long, nuanced, or has to be exactly right.

✓ **Strength:** Best-in-class at long documents, nuanced writing, and precise instruction-following. Claude Code (its coding mode) is a standout for building real software.

⚠ **Watch out for:** Smaller plugin ecosystem than ChatGPT; less consumer-flashy.

**GOOGLE**
Gemini**WORKSPACE**

Deeply wired into Google's ecosystem (Docs, Sheets, Gmail, Search). Also ships "Antigravity," an agentic coding environment that can even run other companies' models inside it.

✓ **Strength:** If your business already runs on Google Workspace, Gemini is frictionless — it's already inside your tools.

⚠ **Watch out for:** Best features are genuinely best when you're all-in on Google; less compelling as a standalone.

**XAI**
Grok**REAL-TIME**

Built into X (Twitter), positioned as fast, current, and a little less filtered. Good for real-time information and commentary.

✓ **Strength:** Fast, current events awareness, strong for social/media-adjacent work.

⚠ **Watch out for:** Smaller track record on long, careful business documents.

i "Grok 5" isn't released as of this writing — don't buy hype about an unreleased model.

AT A GLANCE — WHERE EACH ONE SHINES**ChatGPT**

Everyday mixed tasks

**Claude**

Long, nuanced, exact work

**Gemini**

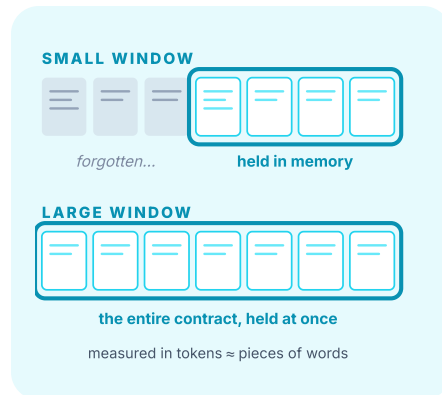
Google Workspace shops

**Grok**

What's happening now

03 · DECODE THE JARGON

Three Jargon Terms *Worth Actually Understanding*



TERM 01

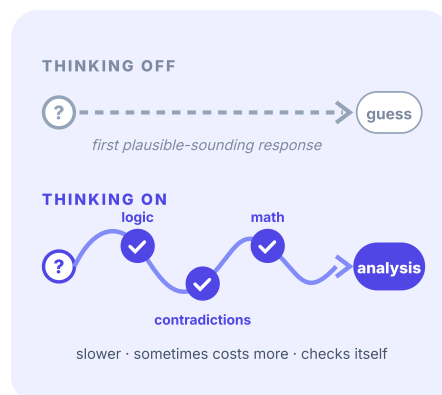
Context Window

a.k.a. "how much it can remember at once"

Every AI has a limit on how much text it can hold in its head during one conversation, measured in "tokens" (roughly: pieces of words). A small context window means it forgets the start of a long document by the time it reaches the end. A large one means it can hold an entire contract, codebase, or research report at once.

WHY IT MATTERS TO YOU

If you're feeding it a 40-page proposal or a client's entire CRM export, a small context window means it'll quietly lose track of the early parts and give you an answer based on incomplete information. Ask what the context window is before you trust it with something long.



TERM 02

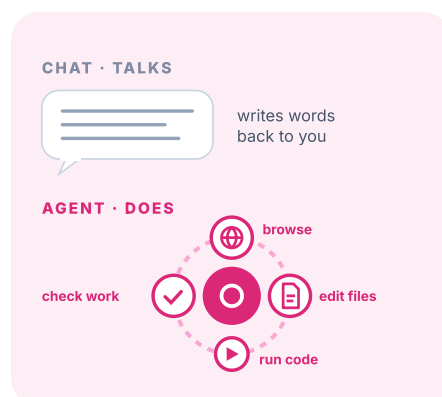
Reasoning / "Thinking" Mode

slow down and show the work

Some models can be told to slow down and show their work before answering — checking logic, catching contradictions, double-checking math — instead of just generating the first plausible-sounding response.

WHY IT MATTERS TO YOU

For a quick email draft, you don't need this. For a financial analysis, a legal read, or anything where being confidently wrong would cost you a client, flip this on. It's slower and sometimes costs more, but it's the difference between a fast guess and real analysis.



TERM 03

Agent Mode

a.k.a. "does it just talk, or does it do things"

A chat assistant writes words back to you. An agent can actually take actions: browse the web, edit files, run code, use other software, and check its own output along the way.

WHY IT MATTERS TO YOU

This is the line between "write me a report" and "build me a tool." If the output needs to actually run afterward (software, automation, a working spreadsheet formula), you need agent mode, not chat mode.

04 · KEEP THIS HANDY

The *Cheat Sheet*

YOUR TASK	BEST FIT	WHY
 Quick email, brainstorm, general question	ChatGPT or Claude	Fast, broad, no setup needed
 Long document, contract, or nuanced writing	Claude	Strongest at precision over long material
 Building or fixing real software	Claude Code or Gemini Antigravity	Agent mode that can write, run, and test code
 Working inside Google Docs / Sheets / Gmail	Gemini	Already embedded in the tools you're using
 Needs current events or real-time info	Grok	Fastest access to what's happening right now
 High-stakes analysis (financial, legal, strategic)	Any model with "thinking" on	Slower but checks its own work

THE TAKEAWAY

Stop picking a favorite AI. *Pick based on the job.*

The "best" model is whichever one matches what you're actually asking it to do. Three dials decide it:

DIAL 1

Words

Action

DIAL 2

Short

Long

DIAL 3

Routine

High-stakes

NEED A HAND?

Putting the right AI to work in your business

Liquid Technology Solutions helps consultancies and B2B teams pick, wire up, and build with AI — chat, agents, and CRM.

liquid-tech.solutions

peter@liquid-crm.com