



Create Your Own AI Assistant: Custom GPTs & Gemini Gems

Your On-Demand Digital Team Member

What is a Custom GPT or Gem?

A **Custom GPT (ChatGPT)** or **Gem (Gemini)** is a personalized AI tool you create to serve specific functions in your work — from drafting documents and marketing to prepping clients or analyzing risks.

Rather than starting from scratch every time, you create a *trained version* of the tool that already knows your voice, goals, and preferences.

Why Create One?

- **Save time:** No need to re-explain each time
 - **Stay consistent:** Set tone, style, and workflow once
 - **Work smarter:** Use for research, writing, analysis, client support
 - **Think bigger:** Build once, reuse daily
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Create a Custom GPT (ChatGPT Plus)

 <https://chat.openai.com/gpts>

Step-by-Step:

1. **Go to ChatGPT (Plus required)**
Click on “Explore GPTs” in the sidebar.
2. **Click “Create a GPT”**
Begin the guided wizard to build your assistant.

3. **Add Basic Info**

Name, purpose, and description.

4. **Customize Behavior**

- Define tone (e.g., professional, conversational)
- Describe what it should do
- Add common questions or starter tasks
- Upload files if needed (e.g., policies, frameworks)

5. **Test and Refine**

Try out sample prompts. Tweak if needed.

6. **Save and Share**

Set visibility (Private, Link Only, Public).

Create a Custom Gem (Google Gemini Advanced)

 <https://gemini.google.com>

Step-by-Step:

1. **Log into Gemini (Premium required)**

Visit Gemini's main dashboard.

2. **Click "Create a New Gem"**

Choose a use case or start from scratch.

3. **Set Purpose & Personality**

- What should the Gem do?
- Who is it for?
- What tone should it use?

4. **Add Instructions & Examples**

Include sample prompts or documents for context.

5. **Refine and Save**

Name your Gem and adjust its behavior.

6. **Deploy**

Use it for yourself, or share via link.

Pro Tips

- Start with a narrow use (e.g., Mediation Prep, Intake Summary Generator).
- Train with *your* tone and typical tasks.
- Upload resources (checklists, policies, FAQs).
- Pair with a **Prompt Library** for efficiency.