

# 20

## Practical Ways Professional Speakers Can Start Using ChatGPT

**Ernie Harker**



### 1. CREATE A “SPEAKER BRAIN” CUSTOM GPT

Build a Custom GPT trained on *your* expertise, stories, frameworks, and tone—so AI helps you communicate *your ideas*, not generic content in your voice and personality.

Copy and paste the following prompt into the chat field on the bottom left side of the screen under the Create option: Then personalize the type in bold italics.

**Prompt:**

I'd like your help producing marketing content for my business that is consistent with the tone and personality of my brand.

My business is called: *(Business Name)*.

It *(what does it do?)* for *(Customer Profile)*.

I want my customers to feel *(emotion)* after consuming my marketing content.

My brand can be described as *(enter your 6 brand adjectives)*

I use words and phrases like *(enter the words and phrases you use in your brand for example: ignite, fire up, light, stoke, awesome, enthuse, inspire, etc)*

Then click the send button.

Watch this [video](#) or check out this [pdf](#) with detailed step by step instructions.

### 2. PERSONALIZE PROPOSALS FOR A SPECIFIC AUDIENCE

Use your custom GPT to personalize your expertise to the audience where you'll be speaking.

- Who you help
- What problem you solve
- Why it matters

**Prompt:**

Here is my current speaker proposal: *[paste]* Rewrite it so a planner in *(industry)* instantly understands:

- Who I help
- What problem I solve
- Why it matters
- Why I'm the best choice for the presentation.

Make it clear, concise, and professional—not salesy.

### 3. TURN ONE TALK INTO A FULL MARKETING ENGINE

Break a single keynote into social posts, email copy, short video scripts, and article ideas—while staying aligned to your core message.

**Prompt:**

Here is my keynote outline or transcript: *[paste]* Turn this into:

- 10 LinkedIn posts
- 5 email ideas
- 6 short-form video scripts
- 3 article ideas

Keep everything aligned to my core message.

### 4. TRANSLATE YOUR EXPERTISE FOR ANY AUDIENCE

Make sure your message uses the language and terminology of your audience. Use your Custom GPT to adapt the *same core message* for executives, front line teams, students, associations, or nonprofits—without rewriting from scratch.

**Prompt:**

Here is my core idea: *[paste message]* Rewrite this for:

*(description of your intended audience/industry)*. Keep the meaning the same but adapt tone, examples, and language for each audience.

### 5. IMPROVE NEGOTIATION LANGUAGE (CALM, CLEAR, CONFIDENT)

Ask ChatGPT to refine fee discussions, scope language, and value framing—so you sound professional, not defensive or salesy.

**Prompt:**

Based on my level of expertise and background please draft a pricing proposal for *(description of program and outcomes)* for *(description of organization you'll be speaking to.)*

### 6. STRENGTHEN YOUR PRESENTATION STORYLINE

Use AI to test different openings, transitions, and closings—without changing your core content or voice.

**Prompt:**

Here is my talk outline: *[paste]* Suggest 3 alternative openings, 3 stronger transitions, and 2 better closings without changing my core message or voice.

## 7. CREATE SLIDE HEADLINES THAT SUPPORT YOUR MESSAGE

Feed your notes into ChatGPT and generate clean, audience-friendly slide headlines that reinforce your expertise.

### Prompt:

Here are my speaking notes for each section: *[paste]* Turn these into clean, audience-friendly slide headlines using 5 words or less that reinforce my expertise and message.

## 8. BUILD VISUALS THAT MATCH YOUR IDEAS

Use AI image generation to create custom metaphors, illustrations, or supporting visuals.

**Prompt:** My key idea is: *[paste]* Generate 5 visual metaphor ideas I could turn into illustrations or slides that make this concept easier to understand.

## 9. REPURPOSE OLD MATERIAL

Upload transcripts, outlines, or notes from past talks into a chat using your custom GPT and let AI turn them into fresh content instead of starting from zero.

**Prompt:** Here is a transcript from a presentation I gave to *[audience]* last *[date and time]*. *[paste transcript]*. Draft 10 short scripts that my video clone can read as helpful reminders. At the beginning of each script, include an introduction. "Hi, I'm *[your name]*'s clone and the real *[your name]* asked me to share these great reminders."

## 10. PRACTICE DIFFICULT CONVERSATIONS BEFORE THEY HAPPEN

Use ChatGPT to role-play:

- Budget objections
- Scope changes
- Last-minute requests

So you walk into real conversations prepared.

**Prompt:** Act as an event planner who is pushing back on my fee or scope. Role-play this conversation with me so I can practice responding calmly and confidently.

## 11. SOFT SALES INVITATION

Ask ChatGPT to help you sell more courses, training, consulting, or books.

**Prompt:** Acting as a successful sales closer, please draft 3 short strategies and scripts I can practice to sell more of my *[product or service]* from the stage without sounding salesy.

## 12. CREATE PERSONALIZED SPEAKER INTRODUCTIONS

Generate polished, event-ready introductions that match your expertise and positioning—so you're introduced perfectly.

**Prompt:** Write a bio in *[#]* of words that an event planner can use to introduce me and my keynote to their audience of *[industry]* professionals. Include why my expertise is relevant in their industry.

## 13. BUILD THOUGHT LEADERSHIP AROUND YOUR SUBJECT

Use ChatGPT to turn your expertise into LinkedIn posts, short articles, or audience insights—without sounding self-promotional.

**Prompt:** Here is my core belief or insight: *[paste]* Turn this into:

- 5 LinkedIn posts
- 2 short articles
- 3 audience-focused insights

Make them helpful, not self-promotional.

## 14. CREATE VALUE ADDED FOLLOW UP MESSAGES

**Prompt:** Here is the video transcript from my recent presentation for *[name of organization]*. *[Paste]* Please write 10 emails that I can send to the audience as a follow up to continually add value to my clients that heard me speak. Each email should focus on one of the principles or ideas that I shared in my presentation and conclude with an invitation to book a meeting with me if they have any questions. Please include the following scheduling link *[paste link]*.

## 15. CREATE IMAGES FOR EACH EMAIL

Do the following for each email message: Copy and paste each email after the following prompt:

Create an illustration using my color palette of *[your brand colors]* that highlights the content of this email message *[paste email message]*.

## 16. KEEP YOUR IMAGE STYLE CONSISTENT

Use the same chat thread for your images.

**Prompt:** Create an image of *[describe image]* in the same style as your previous image.

## 17. EXPAND YOUR MARKET

**Prompt:** "What types of organizations that put on annual conferences need a speaker who helps with *[your topic]*?"

## 18. USE DOODLES AS PART OF YOUR PROMPT

Doodle out what you need for an image or a logo and attach the image of it in your prompt chat.

**Prompt:** I'd like you to create an image of *[describe your image]* using the attached doodle for composition

## 19. TRANSCRIBE HANDWRITTEN NOTES

Attach photos of your handwritten notes to a ChatGPT window and prompt: Transcribe the attached handwritten notes.

## 20. EXPAND AND EXPLORE

Nobody is watching you so ask it whatever you want. Try things out and see what works.

