

5

Ways to Use Your Avatar

Practical, real-world uses auto shops can save time, improve marketing, and communicate clearly.

Ernie Harker



START HERE

CREATE A “BRAND BRAIN” CUSTOM GPT

Build a Custom GPT trained on **your brand, offers, locations, promotions, tone, and customer expectations**—so AI speaks your language, not generic marketing fluff.

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 auto repair business that is consistent with the tone, personality, and reputation of my shop.

My business is called ***[business name]***.

We are an automotive repair and maintenance shop that serves ***(type of customer, e.g., busy families, commuters, small businesses, truck owners, etc.)***.

We specialize in keeping cars safe, reliable, and road-ready by servicing: ***[list your services]*** (e.g., tires, windshield wipers, shocks & struts, brakes, timing belts, and water pumps, etc).

My brand can be described as: ***(5-6 adjectives that describe your brand)*** (e.g., honest, funny, western, laid back, hyper service, polished, friendly, fast, etc. (be sure to include personality words that your competitors wouldn’t.)).

I want my customers to feel: ***(Use a strong emotion)*** (e.g., pampered, appreciated, relieved, respected, empowered) after reading or watching my content.

My brand regularly uses words and phrases like: ***(e.g., “awesome” “jiffy” “easy-breezy” “we’ve got you,” “back on the road,” “no surprises,” “family-owned,” etc.)***.

When you create content for me, it should sound like a real local shop owner talking to real drivers – not a corporate chain or generic ad agency.”

Then click the send button.

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

5 Uses of Your Avatar

1 CREATE SOCIAL MEDIA CONTENT

Put a friendly, familiar face on your posts so customers feel like they already know and trust your shop before they ever walk in.

2 ADVICE

(When to rotate your tires. How do you know when you need new struts?)

Turn expert know-how into quick, helpful explanations that make car care feel clear instead of confusing.

3 SPECIALS

(Valentine’s Day: Why get roses when you can get her new wipers?)

Bring humor and personality to promotions so your offers feel memorable, not salesy.

4 INTERNAL MESSAGES

(from the president or department head)

Deliver clear, consistent leadership messages that keep your team aligned—without endless meetings.

5 HR TRAINING OR POLICIES & PROCEDURES VIDEOS

Standardize training with easy-to-replay videos that save time and ensure nothing gets lost in translation.

BONUS FREQUENTLY ASKED QUESTIONS

Answer common questions face-to-face on screen, because customers would rather watch a helpful human than read a wall of text.



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