

20 Practical Ways Professional Speakers Can Start Using ChatGPT

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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 speaking business that is consistent with the tone and personality of my brand. My business is called: ***[Business Name]***.

I Speak about _____ for ***[Audience Profile]***.

I want my audience and readers to feel ***[emotion]*** after consuming my marketing content.

My brand can be described as ***[enter 5-6 adjectives that describe you]*** I use words and phrases like ***[enter words and phrases you use in your marketing that sound like you. For example, I use: 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.

