

Step By Step Guide

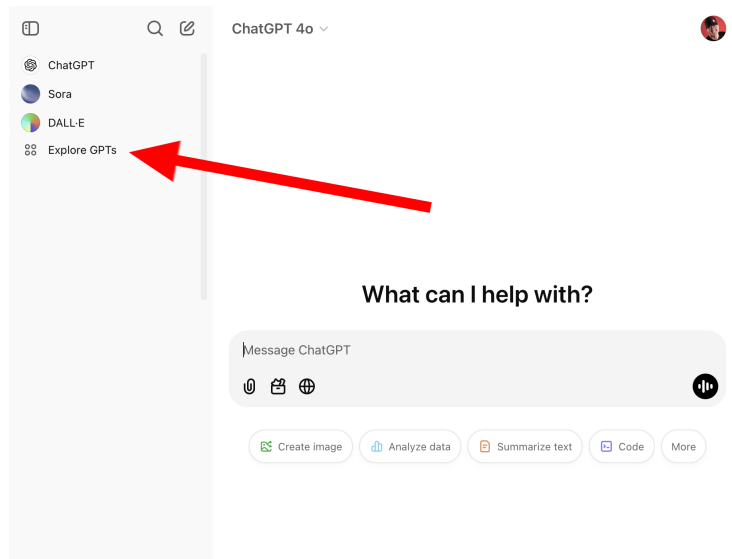
Creating Your Brands Custom GPT 🔥

<https://ChatGPT.com>

Step 1- Log in to ChatGPT

Note: You will need a paid subscription to ChatGPT Plus (or Pro) in order to use and create custom GPT's.

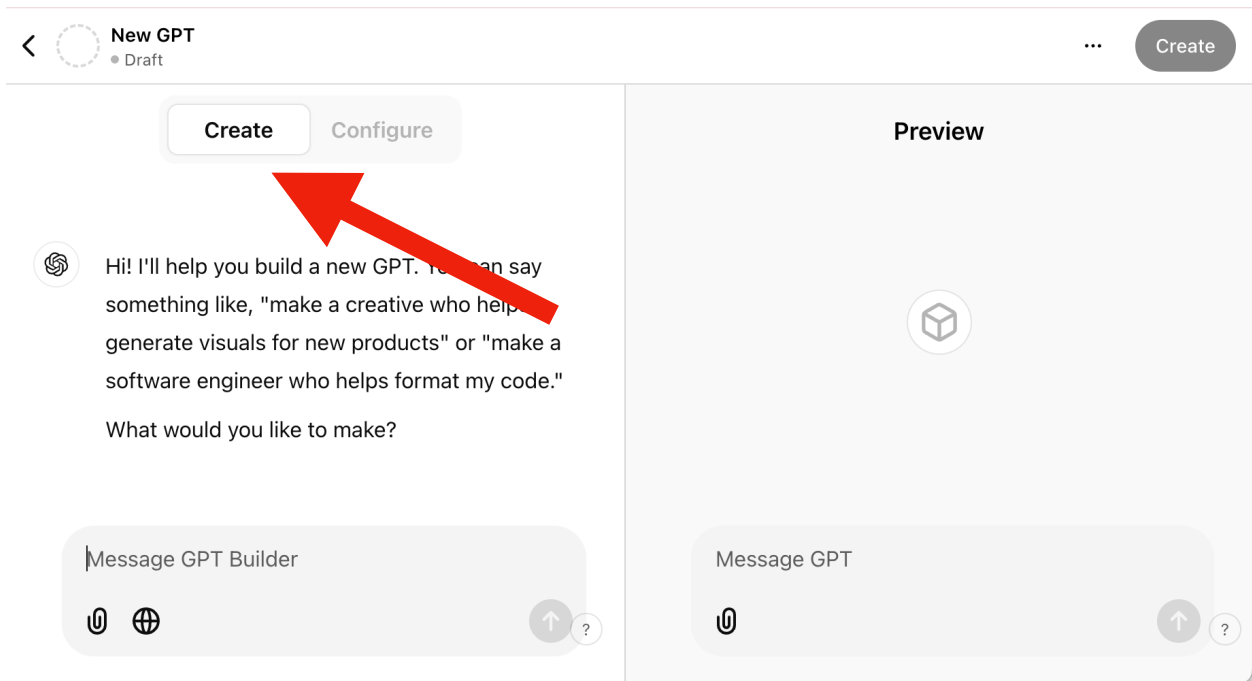
Step 2- Select: Explore GPT's



Step 3- Select the Create button in the top right corner. (If you don't see the create button see note in Step 1.)

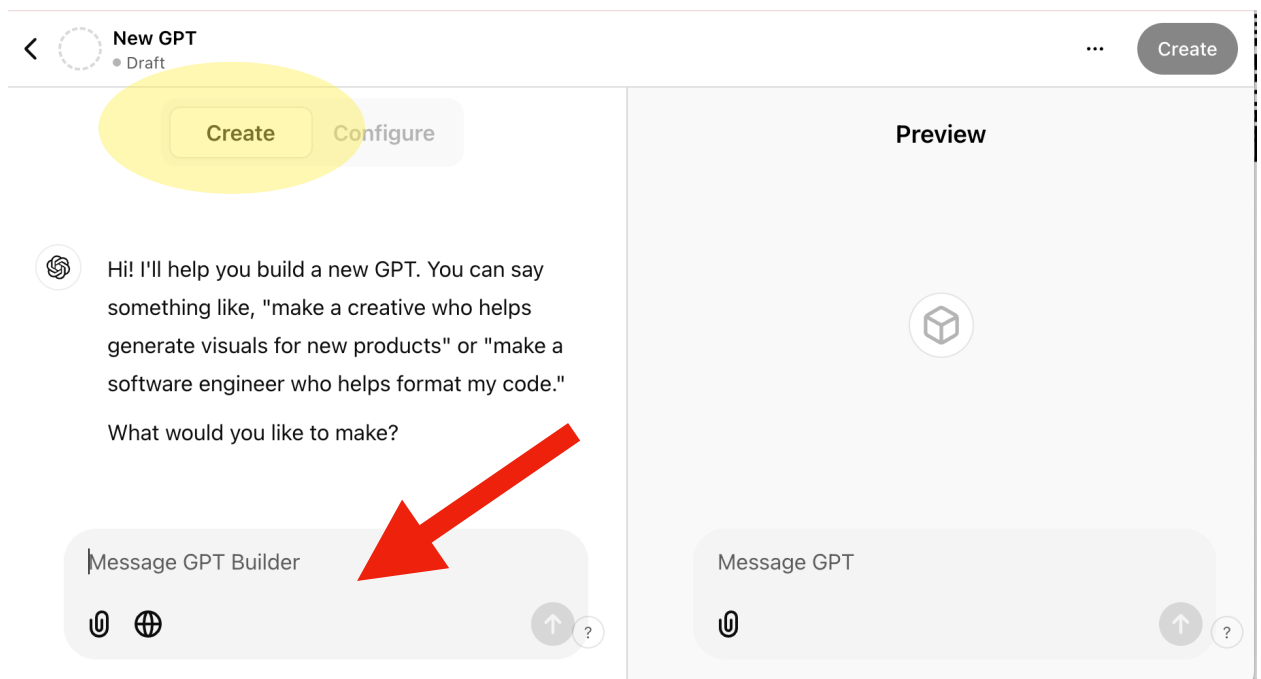


Note: On the left side of the screen you will see a welcome message beneath two buttons labeled “Create” and “Configure.” I want you to think “Create” is a one-time conversation you’ll be having with a software developer bot who will walk you through the process of creating your GPT. The developer will write down permanent instructions for your GPT in the “Configure” tab.



Step 4- 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 yellow italics.

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)*



Step 5- Name your GPT

Step 6- Accept the icon for your GPT that ChatGPT will create for you. (You can always change it later.)

Step 7- Save your GPT by clicking on the “Create” button in the top right corner of your screen.

You can now test your custom GPT by entering a prompt in the Preview window on the right side of your window. (Note: Please see my ChatGPT prompt guide to get the best results from ChatGPT.)

Ernie Harker

ernie@ernburn.com

<https://ernburn.com>

801-910-7110