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BUSINESS ACADEMY

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Business ACCELERATOR

BONUS GUIDE

Custom GPT

Builder Guide

JAY ALLYSON

Contents

Overview

Creating a **Custom GPT** for your business involves defining its purpose, training it with the right context, and integrating it into your workflow.

As a book, **The AI Business Accelerator** discusses custom GPTs more as a strategic tool, focusing on the business applications and benefits rather than the technical implementation details.

While the book mentions creating custom GPTs (referred to as "MyGPT" in ChatGPT and "Projects" in Claude), it doesn't provide detailed technical instructions for building them.

This guide provides more of a technical overview and steps for building your own custom GPTs as AI Agent for your business.

The toolkit is the third in the set of resources that accompany Jay's book, **The AI Business Accelerator**, available on Amazon.

1. **Unlock the Power of AI Getting Started Checklist** - use to identify where you're starting from and what you want AI to achieve for your business.

2. **AI Business Accelerator Implementation Toolkit** - once you're clear on your AI strategy, you can use this bonus guide to help untangle any hiccups.

3. **Build a Custom GPT AI Agent for your Business** – this resource.

In this guide, I provide five basic steps to help you do build an AI agent for your business by customising GPT to your specific needs, brand and preferences.

Other resources available at: JayAllyson.com/free-stuff/.

Ask about Jay's Leveraged Business Accelerator coaching program for further strategic support and done-with-you services to acceleration your AI journey.

Why it Pays to Build a Custom GPT

A *Custom GPT* is an AI-powered assistant that is *trained specifically for your business*. Instead of pulling generic knowledge from the internet, it learns from *your data, your brand voice, and your processes*, allowing it to *automate repetitive tasks, generate content, and handle customer inquiries just like you would*.

In the book, I talk about training your AI agent – like the movie How to Train Your Dragon. Imagine hiring a virtual assistant who:

- Knows *everything about your business.*
- Can *respond to inquiries exactly the way you would.*
- Writes *marketing content that sounds like you.*
- Never needs a break, doesn't make mistakes, and works 24/7.

That's what a well-trained Custom GPT can do. The best part? *You don't need to be a tech wizard to set one up* – you just need the right approach.

By way of strategic context, there are four key points I make in the book about custom GPTs. *(And incidentally, I uploaded my entire book PDF to ChatGPT and asked it to draw these out.)*

1. **Purpose and Benefits:**
   - Allows you to keep your material private
   - Enables the AI to learn and work from your own knowledge base
   - Helps train the AI to write in your style
   - Creates specialised assistants for specific types of tasks

2. **Two Main Approaches Mentioned:**
   - ChatGPT's "MyGPT" function - can be programmed for different kinds of tasks (e.g., the author mentions creating one called "Copy Optimiser" for copywriting)
   - Claude's "Projects" feature (in Professional Plan) - Allows loading your own material as a private database

3. **Practical Example:** the book mentions creating several MyGPTs for different purposes, like having one specifically configured for regular copywriting tasks to avoid repeating instructions about style and audience.

4. **Privacy Considerations:**
   - Custom GPTs can help protect proprietary information
   - Allows you to use private chat options so inputs aren't shared across the internet
   - Enables creation of a private knowledge base using your own content (website, white papers, articles, reports, case studies, etc.)

Five Steps to Training Your AI Agent

Here are the five steps to help you do build, train, and put your custom GPT to work.

Step 1: *Define the Job You Want AI to Do*

Before jumping in, you need to be clear about *why* you want a Custom GPT. AI isn't magic - it won't suddenly transform your business unless it's solving a real problem.

- What do you want the GPT to do?

    Examples:
    - **Customer Support GPT** (Answers FAQs, processes orders)
    - **Data Analysis GPT** (Processes reports, finds trends)
    - **Marketing Assistant GPT** (Creates campaigns, writes copy)
    - **Financial Forecasting GPT** (Analyses budgets, trends)

Pick *one* job for your GPT to focus on first. You can always expand its capabilities later, but starting simple will help you fine-tune it more effectively.

Step 2: *Feed It the Right Information*

AI learns from the data you give it, so if you want your GPT to sound like you, act like you, and provide *useful* responses, you have to *train it with your own content*.

- Upload documents, reports, FAQs, or business strategies that will **train** the GPT on how your business operates.

    Example: If you want a **Financial Analyst GPT**, upload financial statements, forecasts, and past reports.

The more *real, high-quality* information you provide, the better your GPT will perform.

Step 3: *Set the Right Tone and Style*

You wouldn't hire an employee without giving them guidance on *how to communicate* with customers, right? Same goes for AI. You need to customise its behaviour.

- Define:
  - **Tone** (Professional, Conversational, Analytical)
  - **Response Style** (Brief or Detailed)
  - **Capabilities** (Data processing, document summarisation, etc.)
  - **Industry-Specific Language** (Healthcare, Finance, Real Estate, etc.)
- Here's how to do it:

1. Give it clear instructions, like: *"Respond in a friendly, professional manner, like an experienced customer support rep."*
2. Show it examples of past emails, responses, or articles you've written.
3. If you have specific *phrases or language* you use in your business, include those in its training.

This step helps ensure your AI assistant sounds like *you* - not just another robotic chatbot.

Step 4: *Train and Test Your GPT*

Once you've provided the right information, it's time to *see how well it performs*.

- Start by *asking it real-world questions* or giving it tasks you'd normally do yourself.
- If it's a customer service bot, ask it the kind of questions your customers typically send.
- If it's a writing assistant, have it generate a social media post or email draft.
- Get feedback from employees/customers and refine its responses.

AI won't get everything right first time—but the more you *fine-tune and adjust*, the smarter it gets.

Step 5: *Put It to Work in Your Business*

Once your Custom GPT is up and running, it's time to *integrate it into your workflow*.

Here are some of the early tasks I see businesses setting up for their AI assistant to take on:

- **Internal Admin**: Ask it to draft reports, write proposals, or automate repetitive tasks

- **Use it as a Chatbot:** Embed in your website or customer service to handle inquiries automatically

- **Automate Reports & Analysis:** Have it process business data.

- **Collaborate with Teams:** Use it as an internal tool.

Wherever it can *save you time and effort*, that's where you should start using it.

And here's the best part - once you see how much it helps, you can keep refining and *expanding* its role in your business.

WHAT NEXT?

AI isn't the future - it's happening *right now*, and businesses that learn how to *use it effectively* will have a serious competitive advantage.

A Custom GPT isn't just another tech trend; these AI agents are *tools that can automate tasks, improve efficiency, and give you back valuable time* to focus on the aspects of your business that only you as the expert, as the leader can do.

If you're ready to *stop wasting time on repetitive tasks* and let AI start doing some of the heavy lifting, now is the time to start.

You don't need a computer science degree, and you don't need a massive budget. All you need is a clear *goal*, the right *information*, and a little patience while you fine-tune it.

So, what's the *one thing* you wish you didn't have to do manually every day? Because that might be the perfect place to start ☺

BONUS TIP ....

DID YOU KNOW: You use ChatGPT to build your custom GPT AI agent for you.
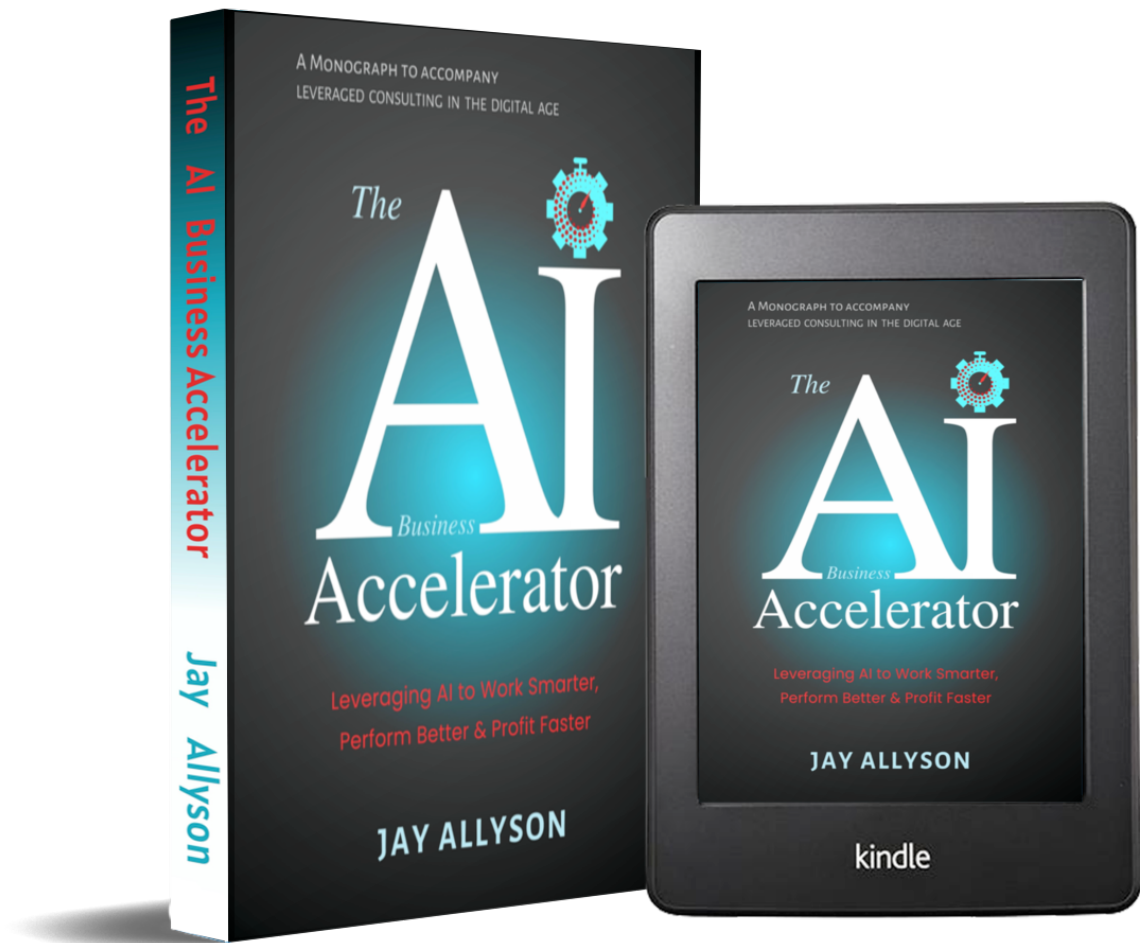
Just tell it:

1. Your industry
2. The tasks you want automated
3. Any documents you want it to learn from
4. Preferred tone & style

And follow its guided instructions into the process…

Start setting up your Custom GPT today! 🚀

I'd love to hear how you get on ☺

Jay xox

Buy Now on Amazon - **https://amzn.to/40rMv1z**