



Topic: Custom GPTs

Content Creation & Strategy

Objective: By the end of this session, you'll have a custom GPT designed to generate relevant content (blogs, social media posts, emails) based on your business's brand, audience, and industry focus.

Instructions

1. Upgrade to ChatGPT paid version
2. Go to Explore GPTs - > Create
3. Choose Create tab
4. Type 'I would like to make an assistant for Content Creation and Strategy for my business <insert here>. I'd like my assistant to write in the voice and tone of <insert your name>.'
5. Move to Configure tab.
6. Create image in Dalle-3 or Meta or just upload a pic.
7. Adjust instructions.
8. Create Conversation Starters (aka Prompt Starters).
9. Upload to Knowledge section.
10. Turn off web browsing - if you want it to ONLY use the materials provided.
11. Additional Settings - Untick 'Use conversation data in your GPT to improve our models'



Information Needed for Training:

To train the GPT effectively, you'll need:

- Brand tone/style guidelines (e.g., formal, conversational, humorous)
- Target audience details (e.g., demographics, pain points, interests)
- Content themes or topics relevant to their business or industry
- Sample content (e.g., previous blogs, social media posts, emails)
- Keywords or SEO focus areas for your industry

Starter Prompts

1. Please create a blog post outline on [topic] targeted at [specific audience], keeping a [tone/style] voice.
2. Generate 5 social media captions for promoting [product/service], keeping the tone [tone/style] and focusing on [target audience's key interest].



3. Write a marketing email promoting [event/product] to [audience], including a clear call to action and focusing on [specific pain point].
4. Provide 3 blog post ideas around [theme] that are relevant to [business type] and appeal to [audience].
5. Write a LinkedIn post summarising an article on [topic], using a professional tone suitable for [industry].

Club VIP Notes