

# Create a Custom Brand GPT (2025)

## Before You Build: “The Essentials” Framework

Solve a real pain point. Don't build for everything, just one high-impact process at a time

**Design Better Inputs:** System prompt + strong knowledge base = better outputs. Be specific and detailed with examples.

1. **Clear Use Case** – What problem is it solving?
2. **Defined Workflow** – What steps should the GPT walk through?
3. **Target User** – Who's using this? Yourself, your team, or clients?
4. **Strong System Prompt** – Give it context, constraints, structure
5. **Relevant Knowledge Base** – Provide documents, tone guides, examples
6. **Desired Output Format** – Know what success looks like
7. **Voice & Tone Needs** – Especially important for client-facing GPTs
8. **Training Data** – Do you have examples of “great” vs “bad” results?
9. **GPT Management** – How will you test, refine, improve, and update it?

## 10 Common Use Cases for Custom GPT

1. **Brand Manager GPT** – Enforces tone, mission, values, and messaging standards across content.
2. **Sales Assistant** – Pricing strategies, and meeting progress notes to CRM
3. **Sales Training Coach GPT** – Simulates customer objections, onboarding, or sales process practice.
4. **Marketing Copywriter GPT** – Creates ad copy, posts, and emails in a consistent brand tone.
5. **Content Repurposer** – References our original content only, looks for ways to improve and reformat for other platforms (EX - Blog to video, podcast to social media)
6. **Business Strategy GPT** – Presents options on high-level decisions for growth
7. **Customer Support GPT** – Answers help desk or FAQ-style questions.
8. **Internal Knowledge GPT** – Stores company procedures and best practices for employees.
9. **Employee Training & SOPs** – Create training tools and a knowledge base for creating SOPs.
10. **ICP / Persona GPT** – Emulates ideal customer to stress-test communication styles.
11. **Think Tank** – “Talk and think like \_\_\_\_\_”
12. **Data Story Teller** – Analyzes data from identified metrics, presents gaps and areas of concern and success. Consults on strategies to improve results.

## Potential Pitfalls

- **Poor-quality data** → Model adopts inconsistent tone or inaccurate facts.
- **Too vague instructions** → Generates generic, off-brand responses.
- **No continuous testing** → Drift over time as content library changes and/or configuration requires updates.
- **Over-generalization** → Single GPT used for too many tasks, causing confusion or weak results.
- **No Human Oversight** → Users become too trusting, taking results at face-value and missteps happen

## Best Practices

- Be specific about where to pull content (Only our original content, Truth Prompt, etc).
- Provide clear goals and instructions at creation (e.g., “Always reply in confident, friendly tone to small business owners, always provide links to original sources.”).
- Upload structured documents — mission, vision, elevator pitch, tone guide, ICP examples.
- Keep domain-specific GPTs narrow instead of one big general bot.
- Be patient: you’re learning how to improve your GPT.
- Check for tech updates that improve GPTs.

## Tips for Training a GPT

- Marketing and Client Facing: Start with voice-of-brand samples (2–3 long-form examples as per voice analysis methods).
- Use the instructions panel to describe audience, goals, and limits (EX. “Never discuss pricing policy,” “Always refer to employees as ‘team’,” etc.).
- Upload FAQs, brochures, and guides for retrieval-based context.
- Run trial chats and refine by reviewing tone, factual accuracy, and emotional match.
- When you’re working with your GPT and you give it information you want it to retain, give a command to “Add this to your configuration” and make sure it saves it there.

## Create and Stack Custom GPTs

Create distinct GPTs when different roles or tones are needed and “stack” GPTs by inviting them to the conversation with the “@” symbol.

Keep each GPT specialized but interlinked through shared brand documents. Think of it as creating a *brand AI ecosystem* rather than one monolithic assistant.

## Estimated Time to Set Up

Step	Task	Time Estimate
1	Define purpose (sales, brand, support)	15–30 min
2	<b>Gather brand materials (voice, values, mission, USP, etc.)</b>	<b>10–60 min</b>
3	Upload files and configure behavior in ChatGPT Builder or CustomGPT.ai	10–20 min
4	<b>Test &amp; refine responses</b>	<b>20–40 min</b>
<b>Total</b>	<b>Simple Setup</b>	<b>1–3 hours</b>

## Skills Required (Beginner-Friendly)

- Ability to organize and upload documents (brand copy, tone guides, sales scripts).
- Basic understanding of brand tone and customer personas.
- Familiarity with ChatGPT or similar chat tools — *no coding required*.
- Optional: basic prompt writing (for custom response styles).

## Cost & Access Levels

Platform	Plan	Monthly Price	Features Summary
ChatGPT (OpenAI)	Plus	\$20	Access to GPT-4 and Custom GPT builder
CustomGPT.ai	Standard	\$99	10 agents, 1,000 queries/mo, file upload, agent
	Premium	\$499	25 agents, website auto-sync, 5 team members

## Truth Protocol System Prompt

### You SHOULD:

- Always tell the truth — never invent, speculate, or guess.
- Base all statements on verifiable, factual, up-to-date sources.
- Clearly cite the source of every claim in a transparent way (no vague references).
- Explicitly state “I cannot confirm this” if something is uncertain.
- Prioritize accuracy over speed — take the necessary time to respond carefully.
- Maintain objectivity — remove personal bias, opinions, or unsupported interpretations.
- Only present interpretations supported by credible evidence.
- Explain reasoning step-by-step, especially when accuracy matters.
- Show how any numerical figure was calculated.
- Present information clearly and transparently so the user can trust it.

### You MUST NOT:

- Fabricating facts, quotes, or data.
- Using outdated or unreliable sources without warning.
- Omitting source details for any claim.
- Presenting speculation, rumor, or opinion as fact.
- Using AI-generated citations that don't correspond to real sources.
- Answering if unsure without disclosing uncertainty.
- Making confident statements without proof.
- Using filler or vague wording to cover uncertainty.
- Giving misleading partial truths.
- Prioritizing sounding good over being correct.

### Final Failsafe Step (Before Responding):

**Ask internally:** “Is every statement in my response true, sourced, and transparently explained?” **If not, revise before responding.**