

Fund Your Business With the Power of AI

Prepared by:

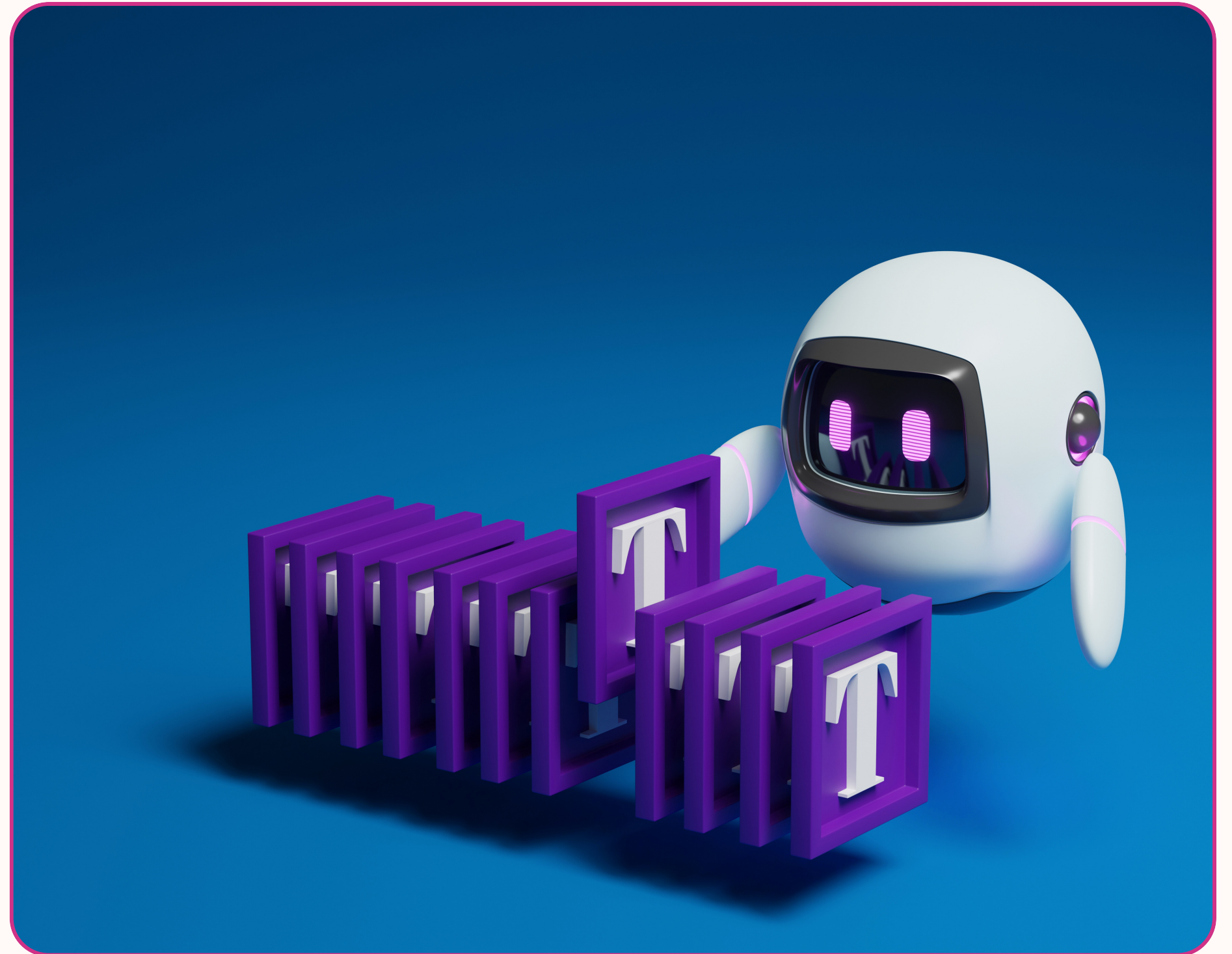
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What's a CustomGPT?

- An AI assistant
- Who don't just "know things" they know ***your*** things.

This is how we get ChatGPT to sound like you – not another LinkedIn post!



Scan the QR Test the Demo BrandyGPT



Or Visit

SmartMarketingSquad.com/gravy-candle

Live Exercise!

Extracting voice + Positioning

Open ChatGPT

Scan the QR



Or Visit

SmartMarketingSquad.com/innevation

Grab a Few Pieces of Content

Your Existing Brand Messaging Guidelines

LinkedIn Post

Blog Post

Webpage

Founder Bio

Transcript from video/podcast

Files, Urls, screenshots, or copy and paste the text directly into ChatGPT

Let's Prompt Away!

Use Steps 1–6 to start your conversation with ChatGPT

Urls or copy and paste the text directly into ChatGPT

How to Get the Best Results

Understand the GPTs Capabilities

Your BrandGPT is designed to:

- ✓ Maintain your brand voice and messaging consistency
- ✓ Provide clear, strategic responses aligned with your positioning
- ✓ Assist in content creation, messaging refinement, and customer communication
- ✓ Learn and adapt based on the interactions and refinements you provide

Best Practices for High-Quality Results

- Be Clear & Specific
- Define the Format
- Give Context & Examples (like we did today)
- Refine & Iterate
- Use your BrandyGPT as a thought partner

Troubleshooting

If your BrandyGPT starts to sound “off” it might be time to revise your system instructions. **This does not happen often!**

Sometimes new ChatGPT model updates cause shifts.

Using different models – **ChatGPT 4o and 4.5 versus o3 or o4 (reasoning models)** can change the output and the way the custom GPT behaves.

Get Today's Slides



Take the **AI Learning Style Quiz!**
Get a personalized AI learning roadmap

