

ChatGPT Custom GPT Create Mode Quick Guide

Ready to start building your own custom GPTs? Fire up the native ChatGPT builder and use this guide to build smarter and more effective GPTs from the start.

1. Start with Why It Matters

Before you even name it, ask: "What problem does this GPT actually solve and why does that matter?"

Clarify impact: who it helps, what it fixes, and why anyone should care.

Write your promise: "This GPT helps [who] do [what] so they can [why it matters]."

2. Give It a Role — Not Just a Task

Role + Attitude + Method = depth.

Example: "You are an optimistic strategist who helps community college marketers turn fuzzy goals into focused briefs."

3. Think in Modes

Use Quick–Moderate–Deep Dive modes:

Quick: Need speed — "Give me the 3 fastest ways to..."

Moderate: Need structure — "Walk me through the key steps."

Deep Dive: Need coaching — "Challenge my assumptions."

4. Add a Premortem Reality Check

Ask: "If this failed, why?" Then guide users to fix those risks.

This one line that makes every GPT more strategic and future-proof.

5. Coach, Don't Just Generate

Use verbs like **ask, guide, summarize, challenge, clarify**. And always end with a next step.

If you're sharing this with your team, ask, "Am I sharing this GPT with a clear 'how to use it' explainer?"

6. Use These Drop-In Power Snippets

Coaching: "You are a strategist. Ask clarifying questions and guide improvement."

Premortem: "Ask what could cause failure and help fix it."

Mode: "Quick = concise. Deep Dive = coaching."

GPT-Builder Golden Rule:

Make it useful before you make it fancy. Start lean, add depth later.

Ready to Level Up?

Try my Custom GPT Builder. It'll coach you and challenge you through the build process to come up something even more powerful and durable.

*Always follow good AI hygiene and best practices. Check out my Custom GPT Security and Responsible Use Checklist. Remember to consult your institution's AI usage guidelines.

SAVE THIS to make better decisions, focus your effort, and boost your impact.
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