

NOT ANOTHER AI PRESENTATION!

A Marketer's Guide to Building GPTs
That Get S* Done

*Stuff

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The problem with most AI tools

- 1 Built for wow, not for work
- 2 Die after one use
- 3 Don't fit your team, tone, or tasks
- 4 Practical uses aren't always clear



How we use ChatGPT



SYSTEM ERROR

Intended use

Quick answers

Work research

Enhanced impact

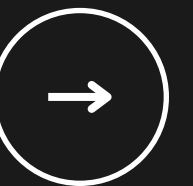
Actual use

Email!

Trivia!

Ailments!

Don't Build EVERYTHING
Build the RIGHT thing



Is it Worth Building?

1. Is it a repeated task?
2. Does format, tone, brand alignment matter?
3. Do you reuse the same prompt a lot?
4. Do you have reference templates or files already?
5. Would it save you 1 hour per week?



Practical Uses of a Custom GPT

Content Repurposer

Ad Copy & Variants Engine

Creative Brainstorming Partner

Data Distiller & Trend Spotter

Campaign Brief Generator

Career Development Coach

Post-Campaign Insight Analyzer

Student Persona Builder

Basic/solo | Intermediate/team | Strategic/institutional

***Stuff** I've got in dev

Build a GPT That Works in 4 Steps

1. Identify the use case
2. Draft instructions with Create tab
3. Fill out content in Configure tab
4. Test it



Anatomy of the GPT Builder

Create tab

Configure tab

Instructions

Conversation Starters

Knowledge

Capabilities

The screenshot displays the 'Configure' tab of the GPT Builder interface. At the top, there are two buttons: 'Create' and 'Configure'. Below them is a circular icon with a plus sign. The form is divided into several sections: 'Name' with a text input field labeled 'Name your GPT'; 'Description' with a text input field labeled 'Add a short description about what this GPT does'; 'Instructions' with a large text area labeled 'What does this GPT do? How does it behave? What should it avoid doing?' and a note stating 'Conversations with your GPT can potentially include part or all of the instructions provided.'; 'Conversation starters' with a text input field and a close button; 'Knowledge' with a note stating 'Conversations with your GPT can potentially reveal part or all of the files uploaded.' and an 'Upload files' button; 'Recommended Model' with a dropdown menu showing 'No Recommended Model - Users will use any model they prefer' and a note stating 'Recommend a model to the user, which should be used by default for best results.'; 'Capabilities' with a list of checkboxes: 'Web Search' (checked), 'Canvas' (checked), 'Image Generation' (checked), and 'Code Interpreter & Data Analysis' (unchecked); and 'Actions' with a 'Create new action' button.

Create

Configure

+

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation

☐ Code Interpreter & Data Analysis

Actions

Create new action

Not Another AI Presentation!

Let's go on a **TEST DRIVE**



Where You'll Probably Mess Up

The Fail

Too broad...

Confuses users...

Inaccurate...

Low use...

The Fix

... Give it one job

... Add examples

... Upload reference docs

... Add convo starters

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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. Use the Custom GPT Builder Checklist. Remember to copy and paste the prompts into your GPT.

Responsible Use Checklist

Data & FERPA Safeguards

Document & File Uploads

Governance & Team Collaboration

GPT Behavior & User Guidelines

Communications & Rollout

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Custom GPT Security & Responsible Use Checklist

Looking to build and use your own custom GPTs? Follow this checklist to make sure you're being safe and responsible with data and privacy requirements.

1. Data Privacy & FERPA Safeguards

- Am I avoiding the use of student names, IDs, or personally identifiable information (PII)?
- Am I summarizing data or examples instead of pasting real internal communications?
- Have I confirmed that no uploaded files contain sensitive info (e.g., HR reports, complaints, grades)?
- If my GPT processes sensitive content (even summaries), have I run it by legal/IT?

2. Document & File Uploads

- Are the uploaded documents cleared for general staff/internal use?
- Am I only using final or published versions of policies, SOPs, or handouts?
- Have I removed metadata, tracked changes, or private notes before uploading?
- If the GPT is being shared across teams, does everyone know what's in the documents?

3. Governance & Team Collaboration

- Am I using ChatGPT Teams to manage access securely (vs. a personal account)?
- Have I limited edit permissions to the right builders or reviewers?
- Is there a version control process or naming convention (e.g., v1.0, v2.1)?
- Do I have a point person responsible for reviewing and updating this GPT quarterly?

4. GPT Behavior & User Guidelines

- Are the GPT instructions clear about what not to do? (e.g., Don't answer legal questions)
- Did I include disclaimers or reminders inside the GPT instructions or conversation starters?
- Is it clear who the GPT is for, and what it's not designed to do?
- Have I trained my team to treat GPT output like a draft or assistant—not a final decision?

5. Communications & Rollout

- Am I sharing this GPT with a clear 'how to use it' explainer?
- Have I given people a safe place to provide feedback, ask questions, or raise concerns?
- Have I scheduled a check-in 30-90 days after rollout to evaluate adoption, risks, and updates?
- Does this tool make life easier, safer, or more consistent for my team?

Remember:

- Just because it's private doesn't mean it's secure. Just because it's useful doesn't mean it's safe.
- Have a conversation with your data security team or CTO to make sure you're in compliance of your institution's policies and procedures before taking on GPT projects or using new AI tools or features.

SAVE THIS to make better decisions. Follow me for more good high

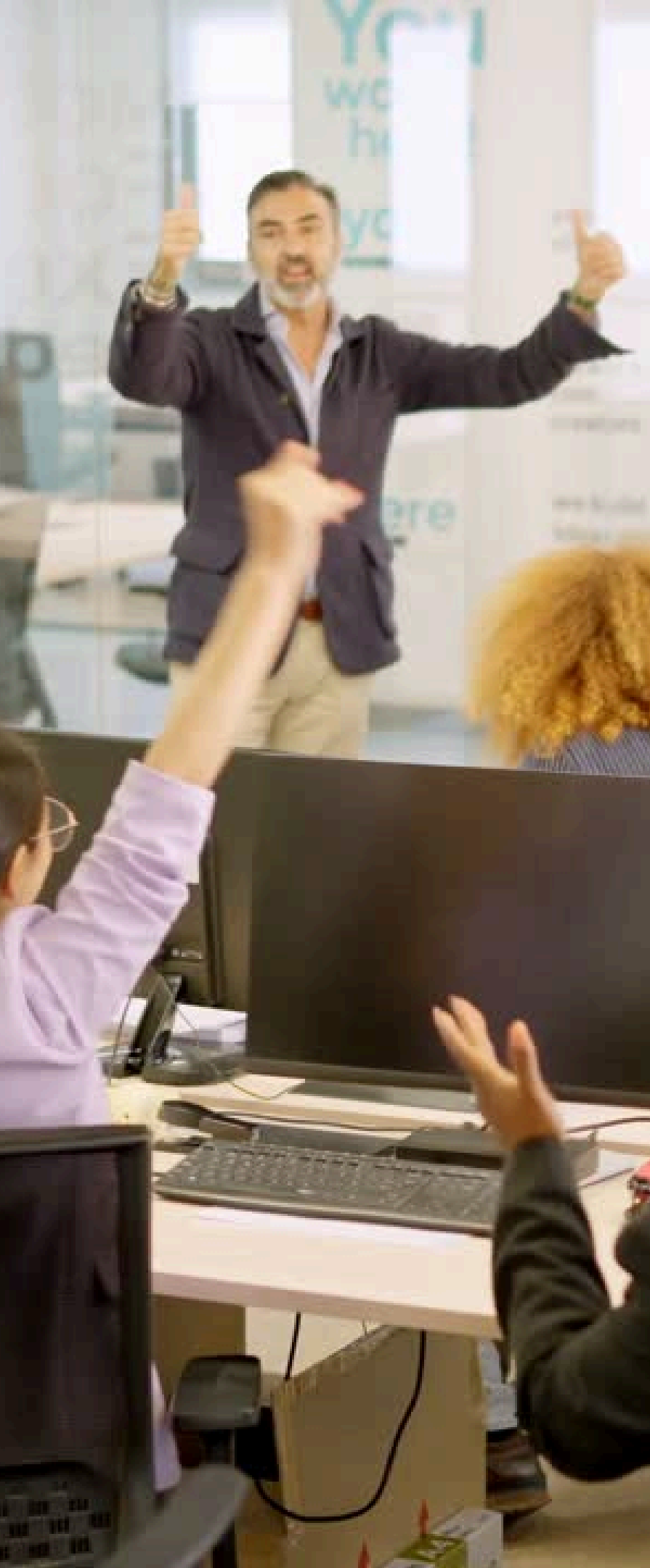
ChatGPT Teams

Create shared tools

Control access & knowledge

Enable repeatable workflows

Your mileage may vary





Steal Mine!

SMART Goal Builder

Budget Thinkerator

Custom GPT Builder

Texerator 5001

Coming soon:

Marcomms Data Matcherator

OMG Crisis Comms Helper-Outer

RFP & Scoresheet Writer-Upper

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SEE it
SHIFT it
SUSTAIN it

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When you work with AI, there's really only one thing you need to know...

ALWAYS say please and thank you.



