

# NOT ANOTHER AI PRESENTATION!

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

\*Stuff

[jeffebbing.com](http://jeffebbing.com)





# 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

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**

Basic/solo | Intermediate/team | Strategic/institutional

**Campaign Brief Generator**

**Career Development Coach**

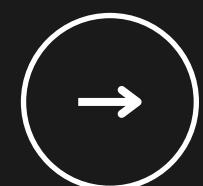
**Post-Campaign Insight Analyzer**

**Student Persona Builder**

**\*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

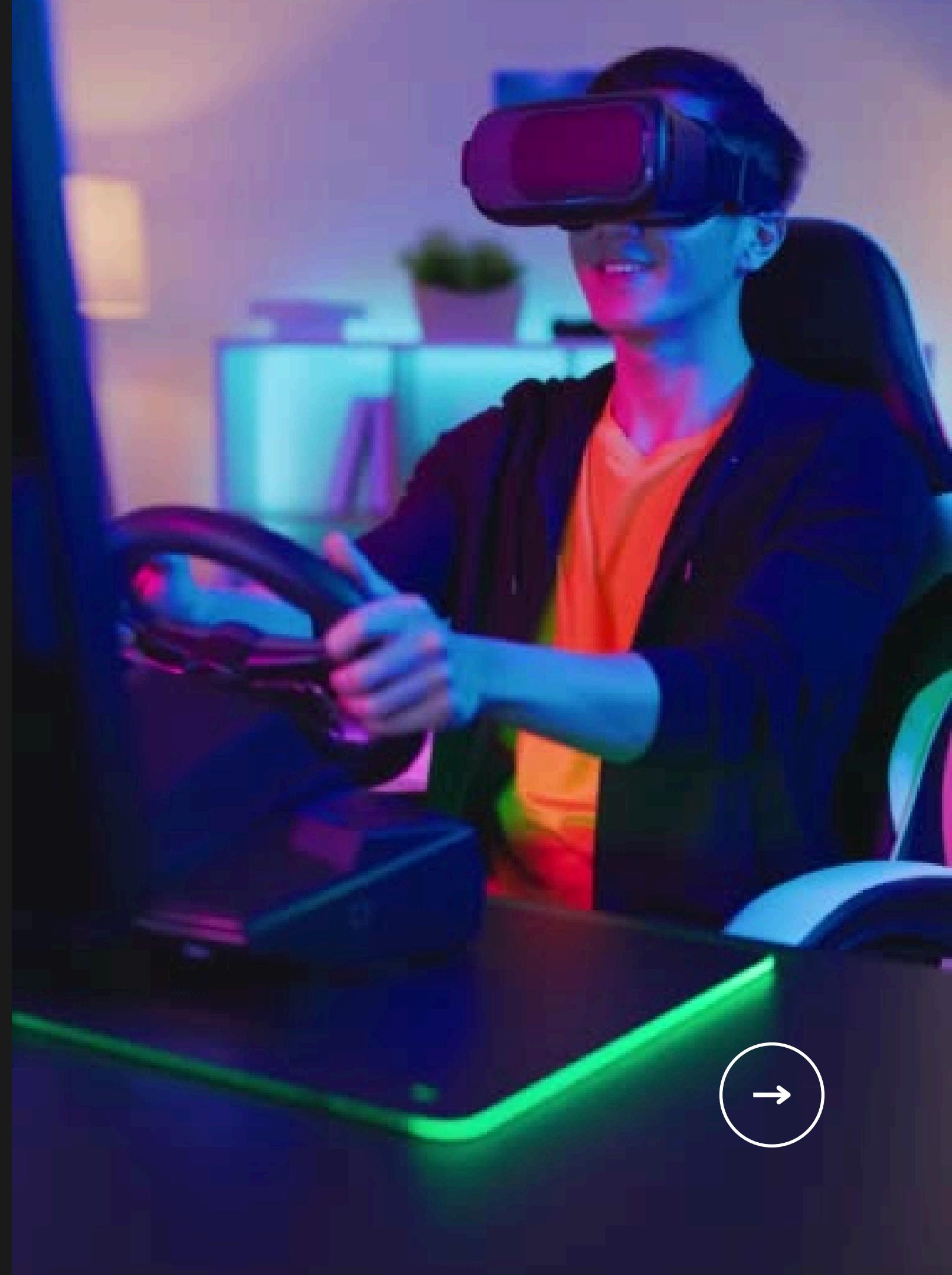
Capabilities

The screenshot shows the GPT Builder configuration interface. At the top, there are two tabs: 'Create' (highlighted in blue) and 'Configure'. Below the tabs is a large circular button with a plus sign, used for creating new GPTs. The main area is divided into several sections:

- Name:** A text input field with the placeholder "Name your GPT".
- Description:** A text input field with the placeholder "Add a short description about what this GPT does".
- Instructions:** A text input field with the placeholder "What does this GPT do? How does it behave? What should it avoid doing?". Below this field is a note: "Conversations with your GPT can potentially include part or all of the instructions provided."
- Conversation starters:** A text input field with a clear button (X) to the right.
- Knowledge:** A section with a note: "Conversations with your GPT can potentially reveal part or all of the files uploaded." It includes a "Upload files" button.
- Recommended Model:** A section with a note: "Recommend a model to the user, which should be used by default for best results." It shows the option "No Recommended Model - Users will use any model they prefer".
- Capabilities:** A list of checked checkboxes:
  - Web Search
  - Canvas
  - Image Generation
  - Code Interpreter & Data Analysis
- Actions:** A section with a "Create new action" button.

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

## 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. Checklist: Remember to remove sensitive data, use clear language, and test thoroughly.

# Responsible Use Checklist

Data & FERPA Safeguards

Document & File Uploads

Governance & Team Collaboration

GPT Behavior & User Guidelines

Communications & Rollout

## 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.

# ChatGPT Teams

Create shared tools

Control access & knowledge

Enable repeatable workflows

Your mileage may vary

A professional man in a dark suit, light blue shirt, and dark tie is looking upwards and to the right with a thoughtful expression. He is pointing his right index finger upwards, as if emphasizing a point. The background is a blurred indoor setting with warm lighting.

# Steal Mine!

SMART Goal Builder

Budget Thinkerator

Custom GPT Builder

Texterator 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.



