How To Build

A Virtual Content Creator In ChatGPT

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Step 1: Go to
https://chatgpt.com/g/g-bU87Sctaz-brand-avatar-builder open chat and click "keep in sidebar"

Step 2: Go to
https://chatgpt.com/g/g-PPwOcHSAk-make-a-guru open chat and click "keep in sidebar"

Step 3: Open ChatGPT
Enter Prompt 1: Please create for me a detailed business profile on the [industry/geography] in the context of what they want or need to work with a [your service type/business model].

Copy the output and save it into a doc called "industry profile"

Step 4: In Brand Avatar Builder
Upload The "Industry Profile" And Enter:
Prompt 1: Based on the doc I just gave you, please give me a perfect avatar for a buyer of [your services].

Prompt 2: Now, take this data and create an actual avatar of a fictitious person who would be the perfect candidate for me to write to.

Prompt 3: That's all great, but now can you give me more detailed emotional information about this avatar that would allow my writers to better connect with them on an emotional level.

Copy and paste the entire output into a doc called "avatar"

Step 5: In Guru Builder
Upload The "Industry Profile," "Avatar" And Enter:

Prompt 1: Please create me a content creator guru who will be able to connect on a deep emotional level with the [avatar file name] as described here in training for the [market file name] also added here in training. This guru will be writing blog posts, newsletters, articles and marketing content to connect to the audience on the deepest emotional level possible. They should be friendly, warm, and communicative at a professional level appropriate for the industry. All communications should be first person.
Copy the output and save it into a doc called "guru"

Step 6: Create Custom GPT
Name: [CONTENT CREATOR, GEOGRAPHY, INDUSTRY] i.e. Content Creator Nashville Healthcare

Instructions: This GPT is a content creator and will write articles, blog posts, newsletter posts, and marketing content for my business that sells [your services] to [INDUSTRY] in [GEOGRAPHY]. Please follow the trainings below to understand the market, the avatar and the brand voice. The content should be written in the voice of [GURU], the Content Creator Guru. While you should be writing to [Avatar Name], they are representative of the reader. There will be many different readers from many different locations that we're actually writing to. Please do not use [Avatar's] specific name or information in the outputs.

Knowledge: Upload the guru, geography and industry files

Save Your Custom GPT: After uploading files make sure to save the GPT. After saving your GPT you can then open it and save it to your sidebar by clicking on the down arrow next to the name of the GPT in the upper left-hand portion of the screen. On the drop down choose "Keep in sidebar"

Step 7: In Your Custom GPT
Prompt: Please explain the instructions I have given to you in the most detailed way possible so that I know that you'll be able to do this job to my satisfaction.

Sample Prompts:
- "Please write a 1,000 word featured article for my readers about [insert topic relevant to your industry]."
- "Create a newsletter post about [current industry challenge]."
- "Write a blog post that addresses [common customer pain point]."

Example Prompt: Please write a 1,000 word featured article for my readers about what measures a [geography] [industry] business should look for in a great [your service type] provider.

Step 8: Refinement Prompt
"This reads like an encyclopedia... this does not read like an article written by the content creator guru. And I don't think it speaks directly to the pain points of the avatar. Please try again."

To Generate High-Converting Content Using AI

Step 1: Find a blog article or news article relevant to your industry

Step 2: Go to the custom GPT you built

Enter Prompt 1: Can you please modify the following content to make it relevant to our target avatar and optimize it for engagement with the terms you believe are most relevant? (If using copyrighted materials, then add: Please ensure to cite or reference any sources if using direct quotes or statistics... we don't want to pass others work off as our own)

<enter content or URL> and hit enter.

Enter Prompt 2: Can you act as a marketing expert and give me the top keywords and phrases to incorporate into that content rewrite to maximize engagement from our target market?

Enter Prompt 3: Can you make any changes to the content, as you see fit, to improve the conversion potential for our services?

Example Blog Framework:
Title: Is Your Business [Doing Something] That Could [Negative Consequence]?

Opening: There's a lot of excitement about [current trend/technology] right now, and for good reason. [Industry type] businesses are using [trend/technology] to [benefit 1], [benefit 2], [benefit 3] and even [benefit 4].

[Trend/Technology] can be a huge [positive outcome]. But, like any powerful tool, if misused, it can open the door to serious problems – especially when it comes to your [critical business area].

Even [business size] are at risk.

Here's The Problem
The issue isn't the [technology/trend] itself. It's how people are using it. When [common mistake], [negative consequence] may occur. That means [specific risk] could be exposed, without anyone realizing it.

In [year], [company example] accidentally [specific incident]. It became such a significant [type of issue] that [consequence/reaction].

Now picture the same thing happening in your [business type]. [Relatable scenario] not knowing the risks. In [timeframe], [valuable asset] is [negative outcome].

[New/Emerging Threat]
Beyond [primary concern], [threat actors] are now exploiting [new method]. They [attack method]. When [trigger event], it can [negative outcome].
In short, [summarize the hidden danger].

Why [Target Businesses] Are Vulnerable
Most [business type] aren't [protective measure] internally. [Stakeholders] adopt new [tools/processes] on their own, often with good intentions but without clear guidance.
Many assume [common misconception]. They don't realize that [hidden risk].
And few companies have [protective systems] in place to [prevent problems] or to [educate stakeholders] on what's safe.

What You Can Do Right Now
You don't need to [extreme reaction], but you do need to take control.
Here are [number] steps to get started:
1. **[Action 1]** [Specific guidance]
2. **[Action 2]** [Specific guidance]
3. **[Action 3]** [Specific guidance]
4. **[Action 4]** [Specific guidance]

The Bottom Line
[Trend/Technology] is here to stay. Businesses that learn how to [proper approach] will benefit, but those that ignore the risks are asking for trouble. [Consequence of inaction]. Let's have a quick conversation to make sure your [business area] isn't putting your company at risk. We'll help you [solution promise] and show you how to [benefit] without [negative trade-off]. Book your call now.

How To Create Engaging Video Content
Create FREE accounts in:
- ideogram.ai
- invideo.io
- runwayml.com
-

Step 2: Go to your content conversation

Enter Prompt 1: I want to put this content into invideo and make a video. Please give me a prompt I can cut and paste directly to invideo.

Video Script Template:
[Scene 1: Professional business setting with upbeat music] Is Your [Business Type] [Doing Risky Thing] Without Knowing It?
[Scene 2: Business owner working with [technology/process]] [Technology/trend] tools are helping [industry] save time…
[Scene 3: Highlighting the risky action] …but [common mistake] could cost you big.
[Scene 4: Animation of negative consequence] [Specific risk] can be [outcome] without anyone knowing.
[Scene 5: Warning graphic or concerned business owner] Even established companies like [example] had [negative incident].
[Scene 6: Relatable business scenario] Now imagine someone on your team doing the same…
[Scene 7: Visual representation of the consequence] Suddenly your [valuable asset] — [negative outcome].
[Scene 8: New threat visualization] New threat: [Emerging Risk]. [Threat method] hidden in everyday [attack vector].
[Scene 9: System being compromised] Your [system/process] doesn't know it's being [manipulated/compromised].

[Scene 10: Vulnerable business scene] Many [business types] are vulnerable. No [protection]. No clear policy. High stakes.
[Scene 11: Solution bullet points appear] How to Protect Your [Business]: • [Solution 1] • [Solution 2] • [Solution 3] • [Solution 4]
[Scene 12: Confident business owner with solution in place] You don't need to fear [technology/trend] — just [proper approach].
[Scene 13: Call-to-action with professional background] Let's chat about protecting your [business asset] — and your [business outcome]. [Book your free consultation now]
[Final Scene: Logo + tagline] [Your tagline that connects your expertise to their industry]

BONUS

24/7 EMPLOYEES

Personal Company
Hiring Assistant

• • • • •

Personal Customer
Support Assistant

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Your Personal Company Hiring Assistant In ChatGPT

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Step 3: Open ChatGPT
Enter Prompt 1: Please help me create a detailed company profile for my business. Ask me questions about: my company culture, values, work environment, team dynamics, growth stage, industry challenges, what makes employees successful here, what causes people to fail, our benefits and perks, salary ranges, remote/hybrid policies, and what type of personalities thrive in our organization.

Have a back-and-forth conversation until you have a complete picture, then create a comprehensive company profile document.

Copy the output and save it into a doc called "my company profile"

Step 4: In Brand Avatar Builder
Upload The "My Company Profile" And Enter:
Prompt 1: Based on my company profile, help me identify the different types of roles I typically need to hire for and create ideal candidate avatars for each position type (management, technical, administrative, sales, etc.).
Prompt 2: For each candidate avatar, give me detailed information about what motivates them, what they're looking for in a job, what red flags would make them avoid a position, and what would make them excited to work for my company.
Prompt 3: Now create detailed "anti-avatars" - profiles of the types of candidates who would NOT be a good fit for my company culture and work style, so I know what to screen against.

Copy and paste the entire output into a doc called "candidate avatars"

Step 5: In Guru Builder
Upload The "My Company Profile," "Candidate Avatars" And Enter:
Prompt 1: Please create me a hiring consultant guru who intimately understands my company culture, values, and what makes people successful in my organization. This guru will help me write job descriptions that attract perfect-fit candidates while filtering out poor matches, create interview questions that reveal cultural fit and competency, develop evaluation criteria specific to my company's needs, and provide hiring strategy advice. They should write in first person as if they're an extension of my hiring team and deeply understand what I'm looking for in every role.

Copy the output and save it into a doc called "my hiring guru"

Step 6: Create Custom GPT
Name: [YOUR COMPANY NAME] Hiring Assistant
Instructions: This GPT is my personal hiring consultant who knows my company inside and out. You will help me create job descriptions that attract perfect candidates for my specific company culture, develop interview questions that reveal both skills and cultural fit, create evaluation frameworks for different roles, provide sourcing strategies, and give me hiring advice tailored to my business needs. Use the training materials to understand my company culture, successful employee profiles, and what to screen for. Always write as if you're part of my team and understand exactly what will work in my environment.
Knowledge: Upload the my hiring guru, my company profile, and candidate avatars files
Save Your Custom GPT: After uploading files make sure to save the GPT. After saving your GPT you can then open it and save it to your sidebar by clicking on the down arrow next to the name of the GPT in the upper left-hand portion of the screen. On the drop down choose "Keep in sidebar"

Step 7: Test Your Personal Hiring Assistant
Prompt: Please explain how you understand my company culture and what you'll help me accomplish in the hiring process.

Sample Prompts for Daily Use:
- "I need to hire a [position]. Create a job description that will attract candidates who will thrive in our culture."
- "Help me develop interview questions for this [position] that will reveal if they're a good cultural and skills fit."
- "I'm interviewing [candidate description]. What questions should I ask to determine if they'll be successful here?"
- "Create an evaluation scorecard for this role that reflects our company's priorities."
- "Where should I post this job to find candidates who match our company culture?"
- "This candidate seems good on paper but I have concerns about [specific area]. What should I dig into?"

Step 8: Ongoing Refinement
After each hire, update your assistant:
Prompt: "I just hired someone for [role]. Here's what made them successful in our process and what I learned: [insights]. Please update your understanding of what works for this type of role at our company."
Or if a hire didn't work out: "This hire didn't work out because [reasons]. Please update your screening criteria and questions to help me avoid this type of mismatch in the future."

Advanced Features For Your Hiring Assistant
Candidate Sourcing Help

Prompt: "I'm struggling to find qualified candidates for [role]. Where should I be looking and what should my sourcing strategy be for this position?"

Salary Benchmarking

Prompt: "What should I offer for this [role] given our budget of [range], location, and company stage?"

Interview Planning

Prompt: "I have 3 rounds of interviews planned for [role]. Help me structure what each round should focus on and who from my team should be involved."

Reference Check Questions

Prompt: "Create reference check questions for [role] that will help me verify this candidate will succeed in our environment."

Offer Letter Optimization

Prompt: "Help me craft an offer letter for this candidate that highlights what they care most about regarding our opportunity."

Onboarding Planning

Prompt: "This person is starting in [role]. Based on what I learned about them in interviews, create a personalized onboarding plan that will set them up for success."

Quick Hiring Decision Support

For Urgent Decisions: "I need to make a decision on [candidate] by end of day. Here's what I know about them: [details]. Based on our company needs, should I move forward? What are the risks and how can I mitigate them?"

For Difficult Choices: "I have two final candidates for [role]. Here are their profiles: [details]. Which one is the better fit for our company and why?"

For Red Flag Assessment: "This candidate has [concerning trait/background]. Is this a dealbreaker for our culture or something we can work with?"

How To Build
Your Personal Customer Support Assistant In ChatGPT
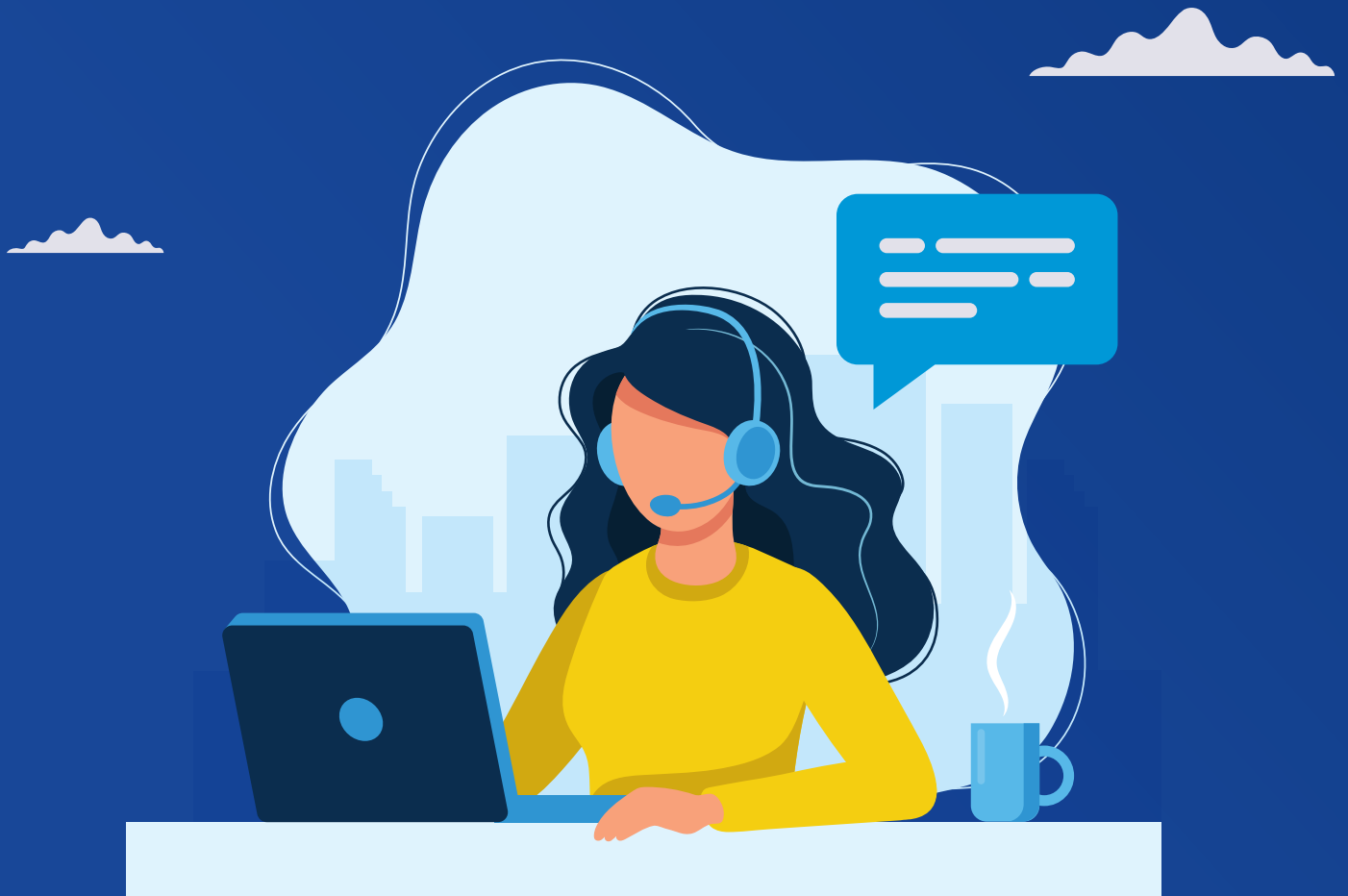
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https://chatgpt.com/g/g-PPwOcHSAk-make-a-guru open chat and click "keep in sidebar"

Step 3: Open ChatGPT
Enter Prompt 1: Please help me create a comprehensive customer support profile for my business. Ask me questions about: my products/services, most common customer issues, current support processes, brand voice and tone, escalation procedures, typical customer demographics, service level expectations, refund/resolution policies, hours of operation, and what makes customers happy vs frustrated with our support.

Have a detailed conversation until you understand my complete support ecosystem, then create a comprehensive customer support profile document.

Copy the output and save it into a doc called "my support profile"

USER HINT: Use the "dictate" option to make this easier.

Step 4: In Brand Avatar Builder
Upload The "My Support Profile" And Enter:

Prompt 1: Based on my support profile, help me identify the different types of customers I serve and create detailed avatars for each customer segment (new customers, long-term clients, frustrated customers, tech-savvy vs non-tech-savvy, etc.).

Prompt 2: For each customer avatar, tell me what communication style works best with them, what triggers their frustration, what makes them feel heard and valued, how they prefer to receive support, and what resolution outcomes satisfy them most.

Prompt 3: Create "difficult customer" scenarios I'm likely to encounter and the psychology behind why they're upset, so I can address the root cause, not just the surface complaint. Copy and paste the entire output into a doc called "customer avatars"

Step 5: In Guru Builder
Upload The "My Support Profile," "Customer Avatars" And Enter:

Prompt 1: Please create me a customer support guru who embodies my brand voice and deeply understands my customers, products, and support processes. This guru will help me craft support responses that de-escalate situations, solve problems efficiently, maintain customer relationships, and turn frustrated customers into advocates. They

should write in first person as if they're part of my support team and know exactly how to handle any situation while staying true to my company's values and policies.

Copy the output and save it into a doc called "my support guru"

Step 6: Create Custom GPT
Name: [YOUR COMPANY NAME] Customer Support Assistant

Instructions: This GPT is my personal customer support specialist who knows my products, services, policies, and customers intimately. You will help me craft support responses that solve problems while maintaining my brand voice, create escalation procedures, develop customer communication templates, provide conflict resolution strategies, and give me guidance on handling difficult situations. Use the training materials to understand my customer avatars, support processes, and brand standards. Always respond as if you're part of my support team and understand exactly how to maintain customer satisfaction while protecting company interests.

Knowledge: Upload the my support guru, my support profile, and customer avatars files

Save Your Custom GPT: After uploading files make sure to save the GPT. After saving your GPT you can then open it and save it to your sidebar by clicking on the down arrow next to the name of the GPT in the upper left-hand portion of the screen. On the drop down choose "Keep in sidebar"

Step 7: Test Your Personal Support Assistant
Prompt: Please explain how you understand my customer support philosophy and what you'll help me accomplish in customer service.
Sample Prompts for Daily Use:
- "A customer is complaining about [issue]. Help me craft a response that addresses their concern and maintains our relationship."
- "This customer seems frustrated about [situation]. What's the best approach to de-escalate and solve their problem?"
- "I need to deliver bad news about [issue] to a customer. How should I frame this to minimize damage?"
- "Create a template response for customers who [common scenario]."
- "This customer wants [unreasonable request]. How do I say no while keeping them happy?"
- "A customer left a negative review about [issue]. Help me craft a professional public response."

Step 8: Ongoing Improvement
After challenging support interactions:
Prompt: "I just handled a situation where [description]. Here's how it went and what I learned: [insights]. Please update your approach for similar situations in the future."

For recurring issues: "We're getting a lot of complaints about [issue]. Help me create a proactive communication strategy and improved response templates."

Advanced Support Features
Crisis Communication
Prompt: "We have a major issue affecting [scope of customers]. Help me draft communications for: immediate acknowledgment, progress updates, and final resolution announcement."

Escalation Management
Prompt: "This customer situation has escalated beyond normal support. They want [demands]. Help me determine if I should escalate internally, what information to gather, and how to manage expectations."

Proactive Customer Communication
Prompt: "I know [upcoming change/issue] will affect customers. Help me create communications that get ahead of potential complaints."

Review & Reputation Management
Prompt: "We received this negative review: [review text]. Help me craft a professional response that addresses their concerns and shows other potential customers how we handle issues."

Customer Retention
Prompt: "This long-term customer is threatening to leave because [reason]. Help me create a retention strategy that addresses their concerns."

Support Process Optimization
Prompt: "I'm spending too much time on [type of inquiry]. Help me create templates and processes to handle these more efficiently."

Real-Time Support Scenarios
Angry Customer De-escalation
Prompt: "I have an angry customer on the phone/email right now. They're upset about [specific issue]. Give me the exact words to use to calm them down and move toward resolution."

Refund/Compensation Decisions
Prompt: "Customer wants [compensation] for [problem]. Based on our policies and this situation, what should I offer and how should I frame it?"

Technical Issue Translation
Prompt: "Our technical team says the issue is [technical explanation]. Help me explain this to the customer in simple terms and what it means for them."

Boundary Setting
Prompt: "This customer is being [abusive/unreasonable/demanding]. Help me set professional boundaries while still trying to resolve their issue."

Follow-up Strategy
Prompt: "I just resolved [customer issue]. When and how should I follow up to ensure they're satisfied and prevent future problems?"

Competitor Comparison
Prompt: "Customer is comparing us unfavorably to [competitor] about [issue]. Help me respond professionally while highlighting our strengths."

Templates & Automation
Common Response Templates
Prompt: "Create template responses for our 10 most common support scenarios that I can customize quickly."

Escalation Workflows
Prompt: "Design an escalation workflow that tells me exactly when to escalate, to whom, and what information to include."

Customer Satisfaction Surveys
Prompt: "Create a follow-up survey system that helps me understand if customers are truly satisfied with their support experience."