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General Information

In order to create an AI employee in ChatGPT, you must have a paid account (Plus or Professional subscription).

Step 1: Access & Pin GPTs

1. Open <https://chatgpt.com/g/g-bU87Sctaz-brand-avatar-builder>.

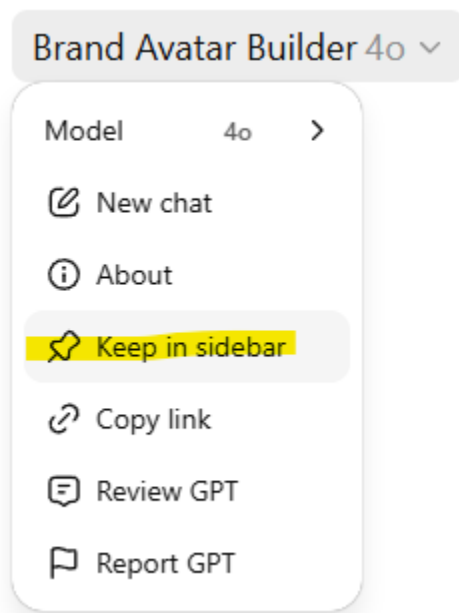


Brand Avatar Builder

By Perry Belcher  

Analyzes websites to detail customer avatars, including demographics and personality.

2. Click the GPT name in the top left corner and click on **Keep in sidebar**.



3. Open <https://chatgpt.com/g/g-PPwOchSAk-make-a-guru>.

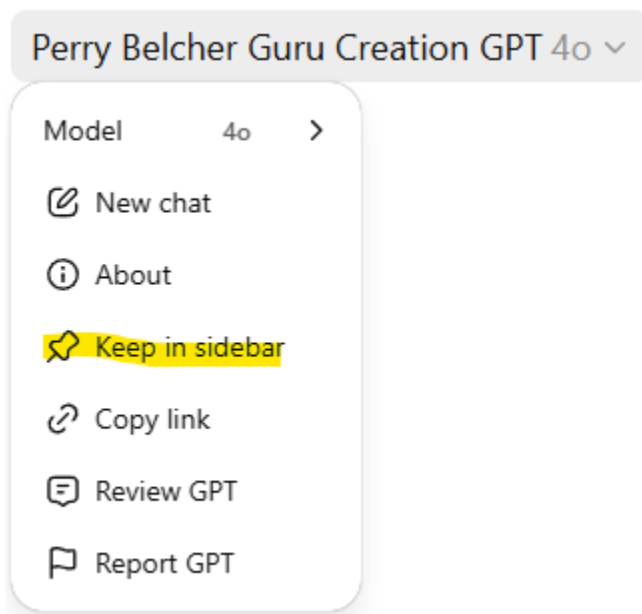


Perry Belcher Guru Creation GPT

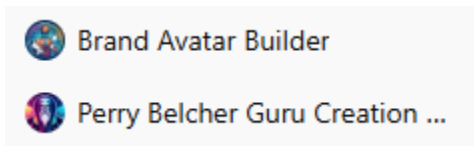
By Perry Belcher  

Make Expert Gurus

4. Click the GPT name in the top left corner and click on **Keep in sidebar**.



5. You should now see both GPTs in your sidebar.



Step 2: Generate Your Industry Profile

1. 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 (enter your business).

David Levine, Founder & CEO | david@restech.solutions | 713-936-6855

David's Prompt Example:

Please create for me a detailed business profile on the Financial Services industry in Houston, TX in the context of what they want or need to work with a Managed Service Provider aka outsourced IT services.

2. At the bottom of the ChatGPT output, click the copy button.



3. Paste the copied information into a new Word document. You will want to remove the information at the start and end of the output.

Start:

Here's a detailed business profile of the **Financial Services industry** with a focus on what they **want and need** from a **Managed Service Provider (MSP)** or **outsourced IT services**, framed for practical marketing, sales conversations, and solution design.

End:

Would you like a short-form version of this for your sales page, outreach email, or GHF funnel content? I can also tailor a version specifically for CPAs, financial advisors, or investment firms.

4. Save the Word doc and call it "Industry Profile". Save to a location where you can easily find this and the two other files we will be creating.

Step 3: Create Avatar

1. Open/Click on the **Brand Avatar Builder** (saved earlier).
2. Upload the **Industry Profile** doc you just saved and enter the following prompt (1 of 3):

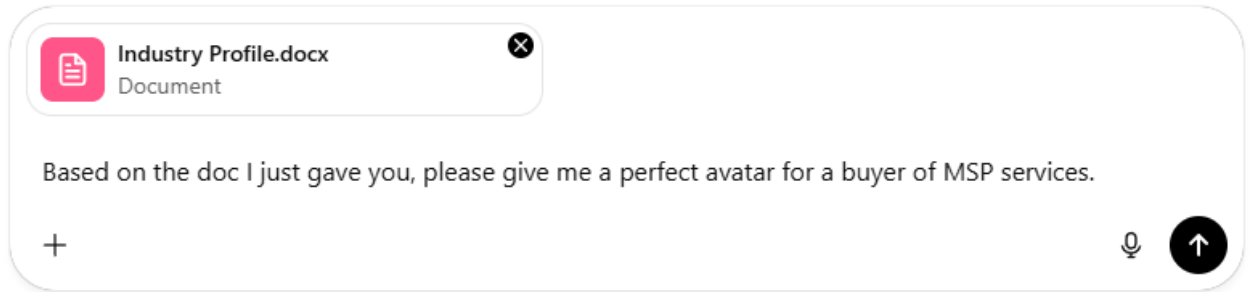
Based on the doc I just gave you, please give me a perfect avatar for a buyer of

David Levine, Founder & CEO | david@restech.solutions | 713-936-6855

(your services).

David's Prompt Example:

Based on the doc I just gave you, please give me a perfect avatar for a buyer of MSP services.



3. In the same **Brand Avatar Builder** chat, enter the following prompt (nothing to modify – 2 of 3):

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

4. In the same **Brand Avatar Builder** chat, enter the following prompt (3 of 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 (her/him) on an emotional level.

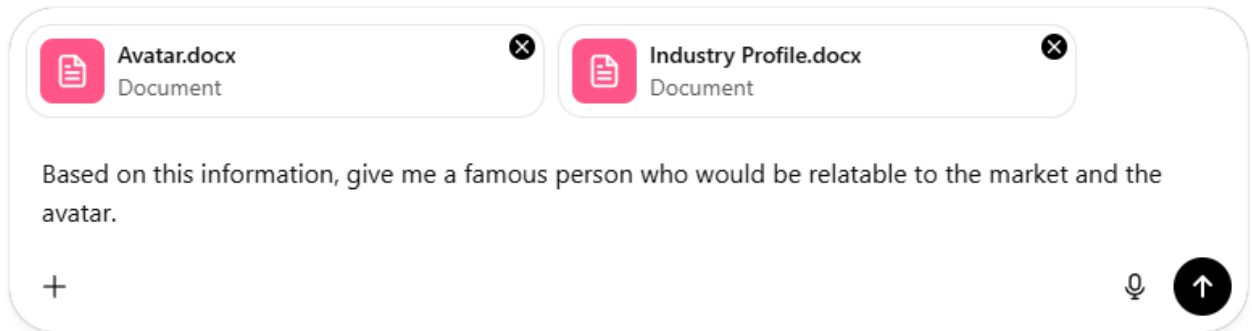
5. Open a new Word document and save it with the name "Avatar" to the same location as the prior document. Copy each of the 3 output sections and paste them in order into the document, removing the starting and ending bits as before.

Step 4: Create Guru

1. Open/Click on the **Perry Belcher Guru Creation GPT** (saved earlier).
2. Upload the "Industry Profile" & "Avatar" docs and enter the following prompt (nothing to modify):

David Levine, Founder & CEO | david@restech.solutions | 713-936-6855

Based on this information, give me a famous person who would be relatable to the market and the avatar.



3. In the same **Perry Belcher Guru Creation GPT** chat, enter the following prompt:

Please create me a ghostwriter 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, voice scripts, and podcasts to connect to the audience on the deepest emotional level possible. They should be friendly, warm, and communicative at a fifth-grade reading level. All communications should be first-person and follow the style of (famous person).

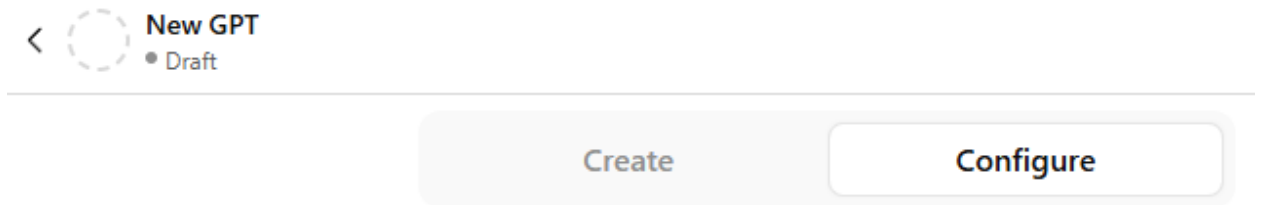
David's Prompt:

Please create me a ghostwriter guru who will be able to connect on a deep emotional level with the Avatar as described here in training for the Industry Profile also added here in training. This guru will be writing blog posts, newsletters, articles, voice scripts, and podcasts to connect to the audience on the deepest emotional level possible. They should be friendly, warm, and communicative at a fifth-grade reading level. All communications should be first-person and follow the style of Mary Barra.

4. Open a new Word document and save it with the name "Guru" to the same location as the prior documents. Copy just the second output and paste it into the document, removing the starting and ending bits as before.

Step 5: Create Your AI Employee (Custom GPT)

1. In the ChatGPT menu, click on **GPTs**.
2. In the top right corner, click the **Create** button.
3. On the **New GPT** page, ensure you are on the **Configure** tab.



4. For the **Name** field, grab the guru's name from the Guru document you saved. Add the name along with the city and industry.

David's Example:

Name

Caroline "Carrie" Winslow Houston Finance Guru

5. In the **Instructions** field, enter the following prompt (get your avatar name from the Avatar document):

This GPT is a reporter and will write articles, blog posts, newsletter posts, video scripts, and podcast for my business that sells [ENTER 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 Ghostwriter Guru.

While you should be writing to [AVATAR NAME], (she/he) is 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.

David's Instructions:


This GPT is a reporter and will write articles, blog posts, newsletter posts, and video scripts for my business that sells outsourced IT services to finance businesses in Houston. Please follow the trainings below to understand the market, the avatar and the brand voice. The content should be written in the voice of Caroline "Carrie" Winslow, the Ghostwriter Guru.


While you should be writing to Evelyn Shaw, she is representative of the reader. There will be many different readers from many different locations that we're actually writing to. Please do not use Evelyn's specific name or information in the outputs.


6. In the **Knowledge** section, upload the Industry Profile, Avatar, and Guru docs.

Knowledge

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

 **Industry Profile.docx**
Document

 **Guru.docx**
Document

 **Avatar.docx**
Document

Upload files

7. **Recommended Model** – If you want to specify a model to use, you can select it here or leave it on the No Recommended Model option.

Recommended Model ?

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

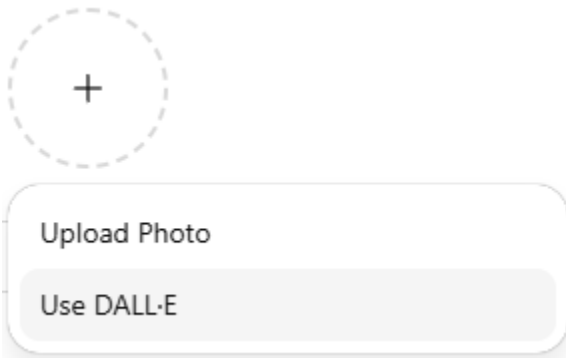
GPT-4o

8. **Capabilities** – Leave as is. If you don't want the Canvas feature used, you can uncheck it.

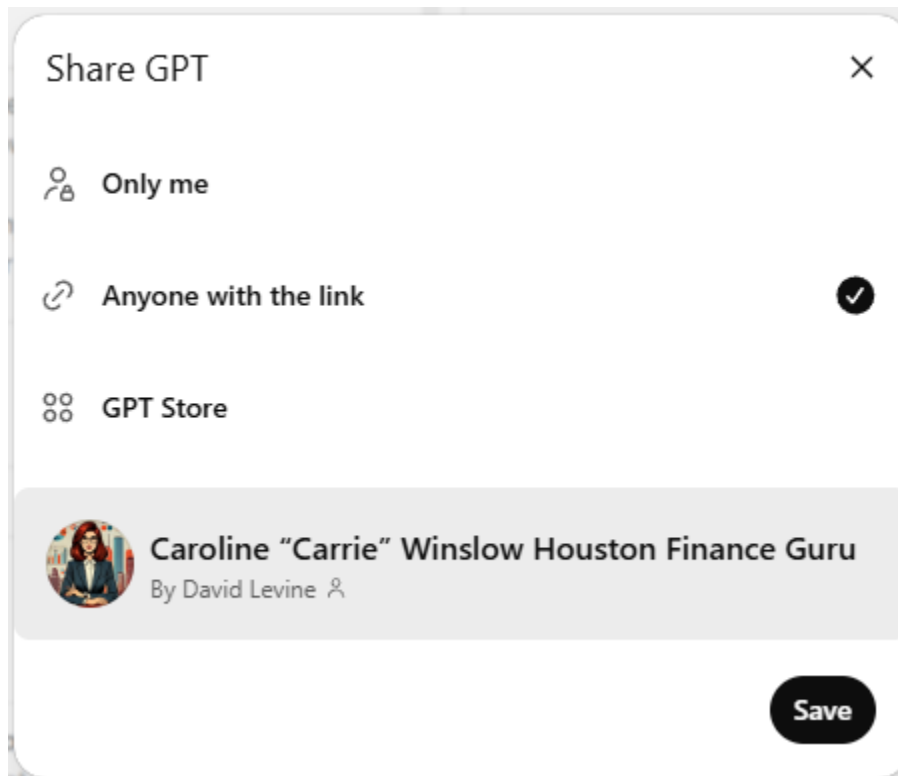
Capabilities

- ☒ Web Search
- ☒ Canvas
- ☒ Image Generation
- ☐ Code Interpreter & Data Analysis ?

9. Right above the name field is a place for an image. Click the plus icon in the circle and click on **Use DALL-E**. This will create a profile pick for your guru.



10. Click the **Create** button in the top right corner.
11. Choose your share option and click the **Save** button.



Step 6: Verify and Test Your New AI Employee

1. With your new AI employee selected, enter the following 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.

2. Test your AI employee's abilities with the following prompt:

Please write a 1,000 word featured article for my readers about (insert question).

David's Prompt:

Please write a 1,000 word featured article for my readers about what measures a Houston financial firm should look for in a great IT services provider.

3. Perhaps the initial article isn't the best output. See how your AI employee will correct it with the following prompt:

This reads like an encyclopedia...this does not read like an article written by the ghostwriter guru. And I don't think it speaks directly to the pain points of the avatar. Please try again.

Wrap Up

This is just the foundational piece to using AI & AI employees. There is much more to come. Start working with your AI employee and correct them as needed so they truly learn about you, your business, and your preferences. I also encourage you to create other AI employees, especially if you serve more than one industry.