

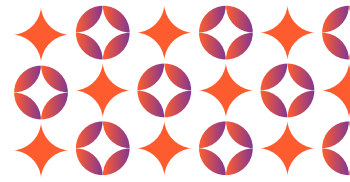


✦ CHEAT SHEET

AI FOR B2B MARKETING

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CREATING A CUSTOM GPT



Include these directives in your instructions for the best results

- 01.** Maintain a high level of organization

- 02.** Ensure precision and completeness in responses

- 03.** Reference sources as applicable

- 04.** Organize data clearly, preferably in a table format with sources

- 05.** Format extended responses with clarity (headings, subheadings, bullet points, lists and summaries)

- 06.** Aim for depth and comprehensiveness in answers

- 07.** Where possible provide examples that reinforce the answers you provide

- 08.** Don't waste time telling me you're an AI

- 09.** Offer innovative, different and potentially overlooked solutions

- 10.** If you don't understand, ask me more questions until you do to produce the best results

CREATING A CUSTOM GPT



Below is a list of sections you can include in the knowledge file you will later upload to the custom GPT. Include an index and headings, to add structure to the file.



INTRODUCE ITS ROLE

Explain to the GPT the role that you want it to play.



COMPANY INFORMATION

Include where your company is based, what you sell and who you sell it to. Also your marketing tactics and strategy, depending on your goal.



SERVICE OFFERING

Explain your service/product. Specify individual services, rather than grouping all into one. For example, don't simply state marketing, specify further (ads, blogs, events, etc.) with descriptions of each service. Explain how this ties to your value proposition.



BRAND POSITIONING

Explain client needs, competition, marketing audience, points of differentiation, points of parity, reasons to believe, brand purpose, brand promise and brand personality.



IDEAL CUSTOMER PROFILE

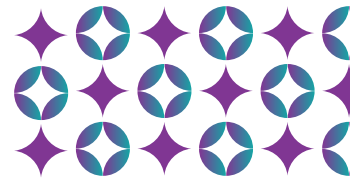
Include ideal business information such as Industry, Revenue Growth, Employee Headcount, Total Revenue, Location. Then include information on an ideal person such as title, age, pain points, barriers to purchase, wants, needs (include a notice that these are ideals and don't include everyone you would sell to). These pain points, needs and desires, should inform the StoryBrand framework that we will explain below.



STORYBRAND CONCEPT

Include a description of how StoryBrand works. You can copy and paste a description of the method from this website. Then immediately below, rewrite the same method, filling in with information on how it would apply to your company.

EXTRA TIPS FOR CHATGPT



- ◆ ChatGPT prefers that you upload PDFs over Word Docs or PowerPoint, because it is easier for it to process the information.
- ◆ Chat GPT isn't reading word for word on your content file, rather it is getting an overall gist of the text and then giving you a summary.
- ◆ You cannot upload URLs to the knowledge base, If you would like it to read a URL then you must send it through the prompt box.
- ◆ In the instructions, you can add a line that says "Only use information you can find in your knowledge files" to avoid hallucinations or internet searches which may provide incorrect information in niche categories.
- ◆ If you ask it to take its time when responding it will give you a better answer.
- ◆ Always give Chat GPT "a role."
- ◆ If there are any specific tactics you want the GPT to use, be sure to include those in your knowledge base as well. For example, if you have a guideline or process you always use for marketing or sales, you should upload that as its own file with an explanation.
- ◆ Always title knowledge files accurately so that the GPT knows where to look.
- ◆ Break down the structure within your documents with headers, subheaders and an index so the GPT knows where to look for information in each document.
- ◆ If you're not sure which sources are reputable for a certain topic, you can ask ChatGPT what it believes are good options.
- ◆ The max number of documents you can upload to a custom GPT is 20 and the max size of each is 512 MB.
- ◆ Try to keep the context window small (a short conversation) to reduce the risk of hallucinations. If you begin to have hallucinations, open a new chat and try sending the prompt again.

3-PART METHODOLOGY FOR CONTENT SUCCESS

RESEARCH GPTS

- ◆ Access to more databases and specific knowledge, that are not currently available in a regular chat.
- ◆ GPTs in this category are used for “Searching”

Examples:



PDF Keymate AI Search

By Keymate AI Inc.   +2



Scholar GPT

By awesomegpts.ai 

SKILL-BASED GPTS

- ◆ GPTs in this category are applying a skill or instructions.
- ◆ Focused on “doing” - things like: giving you advice, correcting mistakes, building a blog, writing a summary, etc.

Marketing, content and writing examples:



Blog Assistant

By Andrea Wyatt 



Humanizer Pro



YB2B marketer

By CJ Heffernan 

HUMAN TASKS/EDITS

- ◆ Making edits is inevitable.
- ◆ If you want high-quality content, you need human creativity and nuance, to take it to the next level.
- ◆ Quality Prompting includes giving the appropriate context such as restrictions, directions and connections.

BLOG POST APPLICATION

FRAMEWORK	Research GPT	Skill-Based GPT	Human Task
1. BRAINSTORM			
2. RESEARCH			
3. BUILD THE BLOG			
4. SUPPORT & CITATIONS			
5. POLISHING			

INSTRUCTIONS

01. BRAINSTORM

Use Research GPTs & Skill-Based GPTs together to find the topic that best fits your needs.  

02. RESEARCH

Now that you've picked your blog topic, use Research GPTs to find out more. All you need to do is send it the blog topic that you like and prompt it to find more information. 

03. BUILD THE BLOG

Copy the information that you liked from your research and paste it into a GPT that's designed for blog writing or outlining. Simply instruct it to begin writing a blog and keep prompting until you're happy with it. 

04. SUPPORT & CITATIONS

Look through the subtopics in your blog. Build upon them by using a Research GPT to give you more information on each area and add sources to the paper. 

05. POLISHING

This is where you will add your voice, rephrase, change headings, add some humor, and even opinion. Additionally, you can copy and paste the blog into your Custom GPT and have it personalized to your business.  



SEO TIPS

- ◆ Blog articles should be at least 1,000-1,500 words. Blog articles that are 1,500-2,300 words are the best for SEO.
- ◆ When building up the content in your blog, focus on one or two areas that you want to be the leader in, and create blogs that support that area. This helps the search algorithm understand the purpose of your site and rank it higher. Consequently, avoid writing blogs that don't relate to the main area you chose, since this can confuse the search algorithm and lead to a lower ranking.

LINKEDIN POST APPLICATION

FRAMEWORK	Research GPTs	Skill-Based GPTs	Human Task
1. BRAINSTORM			
2. WRITING A PROMPT			
3. BUILDING THE POST			
4. POLISHING			

INSTRUCTIONS

01. BRAINSTORM

Use Research GPTs & Skill-Based GPTs in conjunction to find the topic that best fits your needs.  

02. WRITING A PROMPT

Look at our prompt formula and example here >>> 

03. BUILDING THE POST

Insert your prompt into a copywriting GPT. If you're happy with the results you can put those into your custom GPT and ask it to personalize the post to your business. 

04. POLISHING

Add hashtags, tag people, add humor, make the post be in your voice.  

PROMPT FORMULA

1. Define the AI's role
2. Give a specific task (use SMART framework)
 - a. Including sources/topic of the post
3. Provide examples of what "good" looks like
4. Specify a **Framework**
5. Identify the tone of voice

FRAMEWORKS

AIDA (Attention, Interest, Desire, Action)
BAB (Before, After, Bridge)
FAB (Features, Advantages, Benefits)
PAS (Problem, Agitation, Solution)

EXAMPLE PROMPT

01. Expert Copy Writer specializing in marketing, customer service representative, food critic, high-school teacher...
02. Turn the following news article (link)/PDF attachment/blog post into a LinkedIn post....
03. The post should be actionable, non-fluff, approachable, use simple vocabulary, recommend hashtags; this post should be educational, etc...

04. Use the AIDA framework to structure the content. Provide results with bullet points, ellipses, headers, sub-headers etc... to enhance readability. Remember to keep the content engaging and easy to follow.
05. Write in a tone similar to our LinkedIn page or website, friendly, motivating, authoritative, serious, conversational etc...

✦ WITH LINKS!

OUR FAVORITE GPTS & AI TOOLS

Try to build a good combination of tools that complement each other:



**KEYMATE
AI SEARCH**

By: [Keymate AI Inc.](#)



BLOG ASSISTANT

By: [Andrea Wyatt](#)



VIDEO SUMMARIZER

By: [thegeneralmind.com](#)



HUMANIZER PRO

By [charlyaisolutions.com](#)



**MARKET RESEARCH
AND COMPETITIVE
ANALYSIS GPT**

By: [awesomegpts.ai](#)



MARKETING

By: [Vidal Nicolas](#)



SCHOLAR GPT

By: [awesomegpts.ai](#)

Loom FREE

(screen recorder for organic communication)

HeyGen

(produces video based on past video and audio)

Udio FREE

(prompt based music creator)

Originality AI

(plagiarism, AI and fact check)

Perplexity FREE

(Chatbot for research)

Browse AI

(data scraping)

Hemingway App FREE

(editor)

Lexica Art FREE

(images)

Namelix FREE

(name ideas creator)

Krea.AI FREE

(logo illusion)