

# How to Build Your Own AI Marketing Assistant

## A Practical Guide for Creating a Custom GPT That Writes Like You

### ***What This Does for You***

A custom GPT can act like a trained marketing assistant that knows your business, your audience, and your voice. Instead of starting from scratch every time, you can generate blogs, newsletters, and articles that sound consistent, professional, and aligned with your goals.

### ***Step 1: Create Your GPT***

- Go to Explore GPTs → Create
- Name it based on its job (example: Marketing Content Writer)
- Use the Configure tab for better control (not just the basic setup)

### ***Step 2: Give Clear Instructions (This Is Critical)***

Most people get weak results because their instructions are vague. Be specific. Your GPT should know:

- Who it is writing for (your target audience)
- How it should sound (friendly, professional, direct, etc.)
- What the goal is (educate, build trust, generate leads)
- What to avoid (jargon, fluff, generic openings)

**Pro Tip:** Instead of saying “write like me,” describe exactly how you write. Short sentences? Story-driven? Direct advice? Spell it out.

### ***Step 3: Use a Simple Writing Process***

- Identify the audience (example: small business owner, CPA, nonprofit leader)
- Define the problem they are worried about
- Choose one clear angle (don’t try to cover everything)
- Create 3 headline options before writing
- Write the draft and keep it practical and easy to read
- End with a clear next step (call to action)

### ***Step 4: Load the Right Information***

Your GPT is only as good as what you give it. Do NOT overload it. Focus on high-quality, organized content:

- **Business Overview:** What you do, who you help, what makes you different
- **Ideal Clients:** Their problems, concerns, and goals
- **Voice Guide:** How you naturally speak and write
- **Examples:** Your best blogs or emails (quality matters more than quantity)
- **Services:** What you offer and how it helps clients
- **FAQs:** Real questions prospects ask you

### ***Step 5: Turn on Browsing***

Enable browsing so your GPT can include current information when needed, especially for topics like cybersecurity, AI, or industry changes.

### ***Step 6: Test and Improve***

- Ask it to write a blog, email, or post
- Check if it sounds like you and speaks to your audience
- Adjust instructions if it feels generic or off-target

### ***Common Mistakes to Avoid***

- Being too vague in instructions
- Uploading too many messy or outdated documents
- Trying to target everyone instead of a specific audience
- Accepting the first draft without refining it

### ***Final Thought***

A custom GPT works best when it is trained like a team member. Give it clear direction, good examples, and a defined process—and it will save you hours while producing better, more consistent content.

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