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MY ENTIRE EXPERT CONTENT CUSTOM GPT DEVELOPMENT STEP-BY-STEP BLUEPRINT.

Especially useful for
bootstrapping or otherwise
resource-deprived founders.

**This will save you a SERIOUS
amount of time every week!**





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Everybody is talking about the **power of content.**

But if you are an early-stage founder tight on resources, it is fu*king hard to make time for content creation.

Of course, **you should do it** (and the other 86 things too).

It can position you as an expert in the eye of your market. Give you legitimacy.

But... when?



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I am now giving you **my entire blueprint** that I've developed over **150+ hours of expert content creation** for our partners.

Custom GPTs that are basically your content creator employees.

Once you do it, expert content creation becomes **easy, painless, fast** (like really, really fast).

And the best part? **This content doesn't sound or feel like AI content.**

Dope, right?



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Look, **it's still AI content.**
It will lack a real "personality".

So, if you listen to me, you won't use GPTs for personal profile content.

But they are just perfect for company social media and website blogs.

Maybe even email campaigns and ads?

You have to **explore** the possibilities yourself. 😊



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Since I developed my GPTs,
I've **fired one copywriting freelancer,**
freed significant internal resources,
and challenged myself week after
week to **set new records** at the
speed of writing expert content.

I still do the research.

But I can just feed articles, scientific
papers, statistical data, or background
materials to the GPT, and it **does the
magic** based on that.



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PREREQUISITES

- A ChatGPT+ subscription
- Some basic prompting skills
- Some foundations of your brand and content strategy
- 1x 2-4 hours uninterrupted in one sitting per GPT



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STRATEGIC CONSIDERATION BEFORE STARTING

- I like to make separate GPTs for different roles.
- So if I need both sales-centric and expert brand-building copy, I will **MAKE TWO** GPTs for them.
- **Don't try to blend too many roles** or use cases into one GPT; you will confuse it.



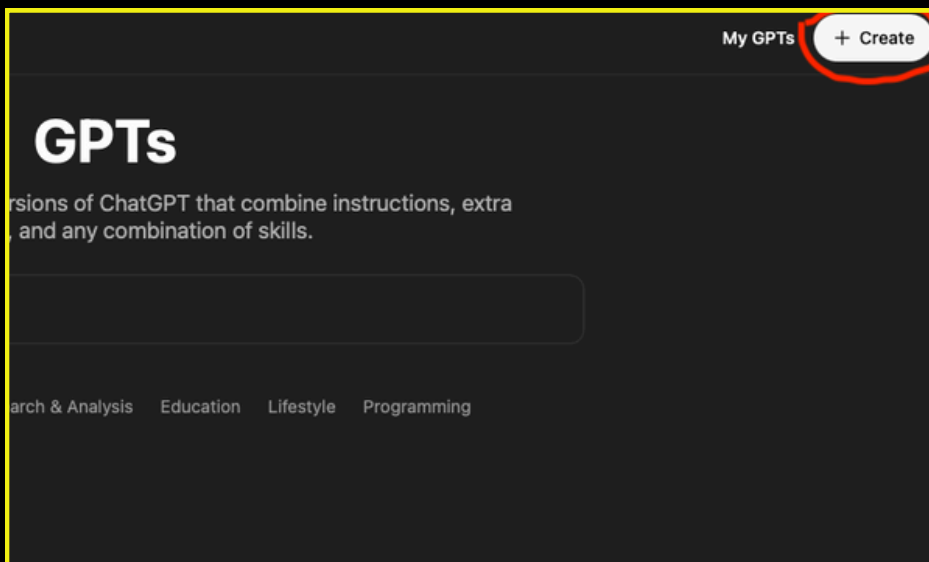
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LET'S GET STARTED

In ChatGPT click on **'Explore GPTs'** on the left side

Then, in the upper right corner, click on create

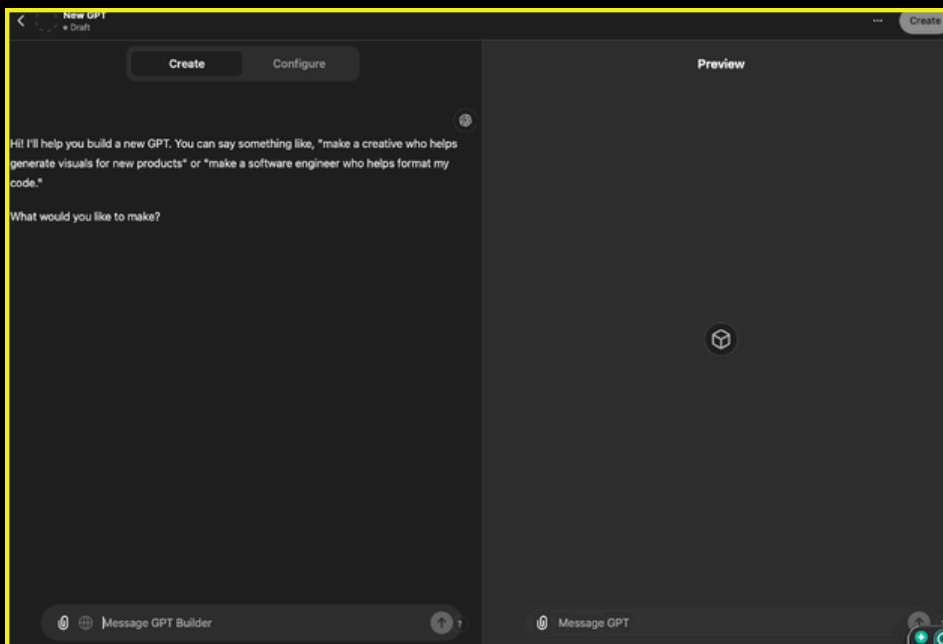




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Choosing between two modes of GPT development



- There is **create** and there is **configure**
- At an **advanced level**, you can start by just doing it on the **Configure menu**.
- But first**, you should use the **Create menu**.
- Here you can make the GPT in a **conversational chat format**.
- It is basically a chain of prompts.



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FIRST STEPS

At the beginning, ChatGPT will ask you questions. But later you have to take the lead.

At first, you will figure out the function, the name, and the profile picture of this GPT.

As I have a terrible memory, I usually name my GPTs after their function. Like "Expert content marketer for [Brand]" or "[Brand] promotional copywriting expert"

But if you give something easy to remember as a name (Eva, Bob, GPT-8, or anything really :D), later on, you will have an easier job referencing the GPT when giving prompts.

When describing the GPT's function, give a clear description and additional context, this will be the foundation of everything moving forward.

Think like "I want to make a senior content marketing expert, with writing LinkedIn expert brand authority building content for [Brand] as their main expertise and job. Below, you can find the webpage of [Brand]. Analyze it and pull out the most important information about the brand and the product. The webpage:"



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EXPECTED OUTPUT IN GENERAL

If you have some **strategic considerations** in mind about your content strategy, **here is the place for it.**

For instance, when we build expert brands for our partners, we specifically steer away from too much self-promotion. So, these expert materials usually don't even mention the brand or the products.

In this case, I use prompts like:

"The GPT should be focused on building [Brand]'s expert brand on LinkedIn through a 'give value first' principle."

"The content is meant to provide value by being either entertaining — through humor, surprises, or heartwarming stories — or education, offering both high-level insights and actionable, practical steps relevant to the [niche industry name] industry."

"This GPT's primary goal is to engage and inform [Brand]'s LinkedIn audience, ensuring that all content builds brand authority effectively."

For a more promotional GPT, I use prompts like:

"This GPT acts as a LinkedIn marketing copywriter exclusively for [Brand]. It focuses on creating highly targeted and personalized LinkedIn content that highlights [Brand]'s [Benefits] solution."

"Posts must adhere to a mandatory 'problem-solution' approach, with a clear naming of the problem, emphasizing the pain point for the target audience, and presenting "Brand" as the solution."

"The depth and breadth of solution presentation should be tailored to the specific target audience."

"This GPT uses psychological biases strategically aligned to the topic to craft compelling hooks and content aimed at the main target audience."



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EXPECTED OUTPUT FORMATS

Here you can specify in which formats you would like to get your outputs.

- For example, **written LinkedIn formats** are post, carousel, and article.
- In the case of LI content, if you want to use all 3, you **have to give specific prompts for each one.**
- Think about: **character ranges for posts and articles and slide ranges for carousels.**
- If it is an **SEO blog post**, how do you want the GPT to handle H1, H2, H3, and keywords overall?

If you have structural requirements, like problem-solution structure, AIDA structure, hook at the beginning, CTA at the end - you can provide them here.

- Esp. for carousels you might want to specify that *"While you create the structure and copy for all content, any design elements, especially for carousels, are handled by other experts. For carousels, you provide the exact text and slide structure, leaving the visual design to be interpreted and executed by design professionals."*

If you want, however, you can specify that the GPT should provide you with **several visual mockups** as ideas for the creative. You (or someone on your team) can then make these in Canva.



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EXPECTED INPUTS

I like to specify what kind of inputs can be expected from the user, and what should the GPT do with these.

- Will you or other users give the entire content outlay and the GPT just needs to make a finished product out of it?
- Will you provide expert articles and analyses about the topic?
- Will you provide keywords if it is an SEO blog article? How do you want the GPT to handle them?
- Etc.

You might want to prompt the GPT on **how you expect them to process the inputs**. Think something like:

"When responding to prompts, you should base all content on provided data, content ideas, external links, or background materials shared by the user. It is important to interpret these inputs through the lens of wider industry trends if necessary to understand context, but you should never fabricate, assume, or create any data or exact information that is not directly found in the source materials or explicitly inputted by the user during prompting. ALWAYS double-check your data handling before providing any output for the user."

"Users will specify the type of content they expect (post, carousel, or article)." – This is an example for L1.



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TARGET AUDIENCE(S)

You should provide context information about your target audience.

Audiences, of you have more. Maybe one is the target group of your product. Another is the broader startup ecosystem of your geography.

These are **the target personas of your communication.**

If you have any explicit documents about them, feed them to the GPT.

These should answer:

- What are their **everyday struggles and priorities**?
- **Demography and firmography** of your target audience.
- What kind of content do they need from you (practical and highly actionable, strategic, inspirational, etc.)?
- What **positioning** works best in their minds for your brand?
- What kind of **psychological levers** should your content use to get them to engage?
- What is their expected **language, terminology**?



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STYLE AND TONE OF VOICE

A lot depends on this section. This will make your content less "AI-like"

First, you must prompt the overall style, like

"Use language like students would with each other in a PhD classroom between classes. Overall, strive for shorter, easy-to-understand sentences. Vary sentence and paragraph lengths excessively to give the text more rhythm. Use a lot of white spaces to increase accessibility."

If you have **prior content** that you want to emulate, **upload these to ChatGPT.** **Ask it to give you an in-depth analysis** of all the aspects that can be relevant for copywriting. Then ask it to include these insights in the style requirements of this GPT.

Use the following prompts verbatim:

"In headlines, headings, subheadings, and bullet points, use sentence case" and "At the end of posts use lowercase hashtags".



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GIVE CHATGPT THE FOLLOWING PROMPT:

"You MUSTN'T use the following words and phrases in any situation.

Ban list:

juncture, cusp, hurdle, hurdles, bustling, harnessing, unveiling the power, realm, depicted, demystify, insurmountable, new era, poised, unravel, entanglement, unprecedented, eerie connection, unliving, beacon, unleash, enrich, multifaceted, elevate, discover, supercharge, unlock, tailored, elegant, delve, dive, ever-changing, ever-evolving, pride, realm, meticulously, grappling, weighing, picture, architect, journey, embark, navigate, dazzle, tapestry, transform, tailor, tailoring, tackle, streamline, leverage, leveraging, spot on, gamechanger, synergy, thrilled, world of, all the difference, savvy."



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STAYING ON BRAND

You should provide **brand guidelines, brand values, or anything brand-related** (like style) here.

If you have a **written brand guideline** document, you should upload it to ChatGPT.

If you have nothing explicit yet, you **still have to give some kind of broad direction.**

Like, do you want your brand to communicate more informally? How much humor is allowed? Etc.

If you are making a GPT for **your personal brand**, the **same rules apply.**

Helping you with branding is not part of this document as it is already too long. **Lol.**



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HOOK GENERATOR

This is a tricky one.

I sometimes give my GPTs another function: **generate hooks for LI posts**. Usually, the original ones are not very good.

How I do this:

First, in a separate ChatGPT conversation, I ask the general ChatGPT about a summary and blueprint for LinkedIn hooks that make posts go viral. I have it to address how these hooks can use psychological biases as well. Then, ask it to export this into a Word document. Then, give this document to the custom GPT in the making.

In practice, when you have all your content ready by the GPT, you just ask for a bunch of hook suggestions. Sometimes, you have to remind it to use the requirements for LI hooks. But these will be **MUCH better** than any original one provided by the GPT.



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Congratulations, you've just
saved a bunch of time or money
for yourself.

And also took away a mediocre copywriter's
job with AI :D



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You are done, but from here,
you must test the GPT
and fine-tune it. You can do it
both in the chat-based Create
menu and the Configure menu.

I like to look at what's in the Configure
menu's "Instructions" box. Sometimes alter
stuff there. Or just re-emphasize something
important.

I usually check every capability.



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During usage, oftentimes you need to **prompt the GPT to remember its training.**

This is nothing more than a simple *"please keep in mind every requirement provided for this GPT"* line in the prompt.

Please, please, please, don't just copy-paste the output of your GPT and post. You still have to format somewhat, break up paragraphs longer than 3 lines, **exterminate the classic ChatGPT "it's not just this, but that" structure** sentences, etc.



Maybe even give some personal touch, add some personality to it? :D



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So here it is.

Using this blueprint you can make custom
GPTs that will **put your startup's content-**
making on STEROIDS

Humbly ask you to share this post so more
people could benefit.