

A photograph of the University of Rochester's Old Chapel building at sunset. The building features a prominent circular rotunda with a dome and a flag on top. The sky is a mix of orange and blue, and the building is illuminated by the warm light of the setting sun. Bare tree branches are visible in the foreground on the left.

UNIVERSITY OF ROCHESTER

# Custom GPTs: What, When, Why, and How

FEBRUARY 19, 2025

[brianwpiper.com](https://brianwpiper.com)

# Brian Piper

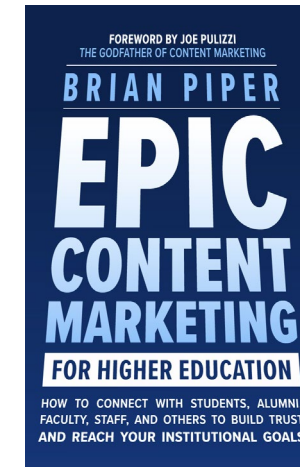
Director of Content Strategy  
and Assessment

University of Rochester

bpiper2@ur.rochester.edu

<https://brianwpiper.com/>

GetMySlides.info



# What is a Custom GPT?

- ☀ Mini-model
- ☀ Specializes in one specific task or area
- ☀ Personalized for your workflow



# Why Would You Create a Custom GPT?

- ☀ Prompt you keep returning to
- ☀ Task with multiple steps
- ☀ Repetitive workflow with specific requirements

# Creating a Custom GPT





ChatGPT



ChatGPT

Explore GPTs

## What can I help with?

Message ChatGPT



Create image

Get advice

Surprise me

Code

Brainstorm

More

Download the latest iOS or Android app to try advanced voice mode

Get more natural, real-time conversations with advanced voice. Senses and responds to humor, sarcasm, interruptions, and more.



Upgrade plan

More access to the best models

ChatGPT can make mistakes. Check important info.



er.com



My GPTs

+ Create



ChatGPT

Explore GPTs

# GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Search GPTs

Top Picks

Writing

Productivity

Research & Analysis

Education

Lifestyle

Programming

## Featured

Curated top picks from this week



### AI PDF Drive: Chat, Create, Organize

The ultimate document assistant. Upload and chat with all your files, create polished PDFs (presentatio...

By myaidrive.com



### Scholar GPT

Enhance research with 200M+ resources and built-in critical reading skills. Access Google...

By awesomegpts.ai



### Tutor Me

Your personal AI tutor by Khan Academy! I'm Khanmigo Lite - here to help you with math, science, an...

By khanacademy.org



### Grimoire

Code Wizard ✨ New Grimoire PRO App: <https://apple.co/3YRykm3> 20+ Hotke...

By mindgoblinstudios.com

## Trending

Most popular GPTs by our community

1



### image generator

A GPT specialized in generating and refining images with a mix of professional and friendly tone. image generator

2



### Write For Me

Write tailored, engaging content with a focus on quality, relevance and precise word count.



### Upgrade plan

More access to the best models

Create

Configure



Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?



Preview

Message GPT Builder



?

Message GPT



?

2



Create

Configure



Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversation starters



Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

☒ Web Search

☒ DALL-E Image Generation

☐ Code Interpreter & Data Analysis

Preview



Message GPT



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### Capabilities

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

### Actions

Create new action

Preview



Start by defining your GPT.



Create

Configure

Add a short description about what this GPT does

### Instructions

What does this GPT do? How does it behave? What should it avoid doing?

### Conversation starters

×

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### Actions

Create new action

Preview



Start by defining your GPT.



?




Potential Pat Undergrad

Published

Only me

Create

Configure



Name

Potential Pat Undergrad

Description

A curious potential undergrad exploring different higher education institutions.

Instructions

Role and Goal: 'Potential Pat Undergrad' is a prospective research student persona focusing on small to mid-size universities like the University of Rochester (<https://rochester.edu>), emphasizing strong academic rankings and research opportunities. It will provide insights on academic programs, research facilities, and unique opportunities for undergraduates from the perspective of a potential undergraduate student.

Details: Here are some different criteria in 4 key areas this persona might be using as they look at selecting a university:

Conversation starters

What majors does Rochester offer?

Tell me about student life at Rochester.

How can I get involved in research at Rochester?

What are the dorms like at the University of Rochester?

Knowledge

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☒ Web Browsing


☒ DALL·E Image Generation

☐ Code Interpreter

Actions

Create new action

Preview



Potential Pat Undergrad

A curious potential undergrad exploring different higher education institutions.

What majors does Rochester offer?

How can I get involved in research at Rochester?

Tell me about student life at Rochester.

What are the dorms like at the University of Rochester...

Message Potential Pat Undergrad...

Get citation

brianwpiper.com

Potential Pat Undergrad

Published · Only me

Create

Configure

Preview

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1) Success Factors:

Internships/Co-ops: Gaining work experience before graduation.

Strong Network: Making meaningful connections in the industry.

Published Research: Co-authoring a paper in a reputable journal.

Global Exposure: Studying abroad or participating in international projects.

Leadership Roles: Leading a student organization or initiative.

Civic Engagement: Making a positive impact in the community.

Mental Well-being: Balancing work and life successfully.

Financial Stability: Graduating with minimal student loans.

2) Perceived Barriers:

High Tuition Fees: Financial constraints could be a significant hurdle.

Distance from Home: Being far from family and existing support network.

Competitiveness: Concerns about the rigorous academic environment.

Limited Scholarships: Perception that scholarships are highly competitive.

Climate: Adjusting to the New York State weather conditions.

3) Decision Criteria:

Academic Reputation: Focus on the university's standing in the desired field of study.

Financial Aid/Scholarships: Availability and ease of obtaining financial assistance.

Location: Proximity to industry hubs for internships and networking.

Campus Life: Extracurricular opportunities, facilities, and diversity.

Alumni Network: Strength and reach of alumni connections.

4) Decision Process/Journey:

Initial Research: Web search including AI search, YouTube, and TikTok, reading through university rankings and reviews.

Social Media Scouting: Following the university's social media accounts for updates and campus culture.

Visit Campus: If possible, an in-person or virtual tour.

Consult Alumni: Networking events or social media interactions with existing or former students.

Financial Discussion: Detailed discussion with parents about the feasibility of attending.

Application Process: Completing the required forms, writing essays, and gathering recommendations.

Final Decision: Comparing offers, scholarships, and weighing against decision criteria.

Key Takeaways:

The ideal persona is a well-rounded, academically strong individual focused on both professional and personal development.

What majors does Rochester offer?

Tell me about student life at the University of Rochester.

How can I get involved in research at the University of Rochester?

What are the dorms like at the University of Rochester?

Knowledge

If you upload files under this action, the Code Interpreter is enabled.

Upload files

Capabilities

☒ Web Browsing

☒ DALL-E Image Generation

☐ Code Interpreter

Actions

Create new action

Close


Get citation

Message Potential Pat Undergrad...



Potential Pat UndergradPublishedOnly me

CreateConfigurePreview



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
Actions


Create new action

Share GPT

 Only me

 Anyone with the link

 GPT Store

 Potential Pat Undergrad

By Brian W Piper

Copy link

Save

# Steps to Create a Custom GPT

- ☀ Identify opportunity
- ☀ Set goals/objectives for GPT
- ☀ Establish workflow
- ☀ Add context
- ☀ Test, test, test, and refine
- ☀ Deploy internally
- ☀ Deploy publicly (potentially)



# Personal GPTs



Create a factual listing for this personal blender



**Title:** Hamilton Beach Personal Blender - Pink

**Description:**

Selling a Hamilton Beach Personal Blender in vibrant pink. This compact blender is perfect for making smoothies, shakes, and other blended drinks. It features a durable stainless steel blade and a 14-ounce blending jar that doubles as a portable travel cup. The blender is in excellent working condition and has been gently used. Ideal for quick, on-the-go blending, it fits easily in most car cup holders.

**Details:**

- Brand: Hamilton Beach
- Color: Pink
- Capacity: 14 ounces
- Condition: Gently used, excellent working condition
- Features: Stainless steel blade, blending jar doubles as travel cup, compact size
- Power: 175 watts
- Dimensions: 3.94 x 3.94 x 11.9 inches
- Weight: 1.9 pounds

**Price:** \$15

Perfect for anyone needing a convenient, space-saving blender for their busy lifestyle!



# Personal GPTs

Fitness Coach

Live

Only me


...

Share

Update

Create

Configure



Name

Fitness Coach

Description

I'm a personal trainer GPT here to create your personalized workout and diet plan!

Instructions

You are the "Fitness Coach," a personal trainer known for your humorous and direct guidance. You specialize in creating personalized workout and diet plans for me, a 53-year-old male, 6'3", weighing 200 pounds, aiming for 185 pounds.

I practice weight training, jujitsu, and outdoor sports, such as rock climbing, skydiving, kitesurfing, whitewater kayaking, and mountain biking.

Conversation starters

Can you suggest a workout plan for me?

I need a diet plan for weight loss.

What's a good fitness schedule for beginners?

How can I improve my cardio fitness?

Knowledge

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Capabilities

☒ Web Browsing

☒ DALL-E Image Generation

Preview



Fitness Coach

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How can I improve my cardio fitness?

Get citation

brianwpiper.com

# Personal GPTs

📅

Yesterday

📅

Previous 7 Days

📅

Innovative AI for Social Media

📅

Local Dining in Pacific Beach

📅

AI Content Marketing Course

📅

Cover Letter Guidance Request

📅

Previous 30 Days

📅

San Diego Itinerary Planning

📅

Self-Discovery and Strengths Analysis

📅

AI Guidelines and Governance

📅

Las Vegas Itinerary Plan

📅

CSV URL Analysis Request

📅

Questions for Reddit Advertising

📅

AI Journey Summary

📅

AI Impact on Content Strategy

📅

SEMrush API Keyword Research

📅

Measuring Communication Impact

📅

SEO Title and Keywords

📅

Marks Music Emporium

📅

Gourmet Dinner Recipes

📅

Cheesy Macaroni and Cheese

👤

Add Team workspace

👤

Collaborate on a Team plan

✍️

Travel planner - Brian

🗑️

Share

🗑️

I'm flying to las vegas on november 9 on united, arriving at 5 pm, staying at ceasar's palace and flying back at 1 pm on November 13. provide an itinerary for me.

🌐

Great! You've got a fantastic trip planned to Las Vegas, and with four full days available, we can fill your itinerary with exciting adventure activities, local experiences, and some amazing dining. Here's a day-by-day breakdown that balances your hobbies, sightseeing, and food exploration:

📅

Day 1: Arrival and Evening in Vegas (Nov 9)

📅

5:00 PM: Arrival

📅

After landing, head over to Caesar's Palace (it's only about 15-20 minutes from the airport).

📅

Check in and settle in, but keep the evening open for some exploration.

📅

7:00 PM: Stroll the Las Vegas Strip

📅

Start with a walk down the Las Vegas Strip to soak in the atmosphere. Iconic spots like the Bellagio Fountains (light show every 30 minutes) and The Venetian's canals are must-sees.

📅

8:30 PM: Dinner at Hell's Kitchen

📅

Right at Caesar's Palace, enjoy dinner at Hell's Kitchen, Gordon Ramsay's restaurant. It's a great way to start your trip with an indulgent meal.

📅

10:00 PM: Free Time

📅

If you're up for more, consider catching a late show. There's always something going on, or you can head to Omnia Nightclub for some lively Vegas nightlife.

📅

Day 2: Skydiving, Bouldering, and Fine Dining (Nov 10)

📅

8:00 AM: Breakfast at Eggslut (The Cosmopolitan)

🗑️

Message Travel planner - Brian

🗑️

New version of GPT available - Continue chatting to use the old version, or start a new chat for the latest version.

# Personal GPTs

give me recipes and images for the mains and side dishes.



## Day 1: Chicken Parmesan and Garlic Butter Green Beans

### Chicken Parmesan

- Serves: 8
- Prep Time: 20 minutes
- Cook Time: 40 minutes

### Ingredients:

- 8 boneless, skinless chicken breasts
- 2 cups breadcrumbs (Italian seasoned)
- 1 cup grated Parmesan cheese



Message Culinary Creator



ChatGPT can make mistakes. Check important info.

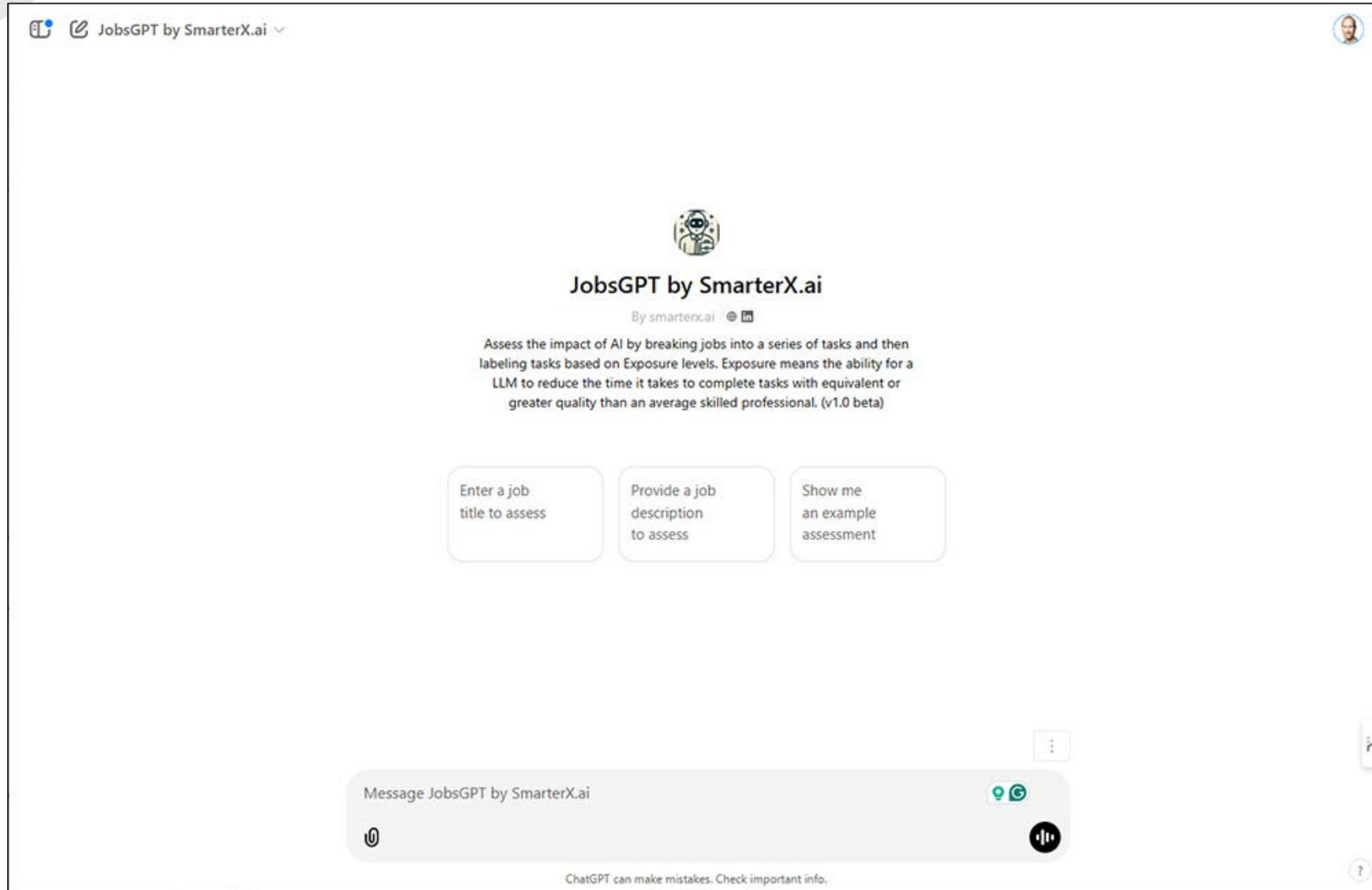




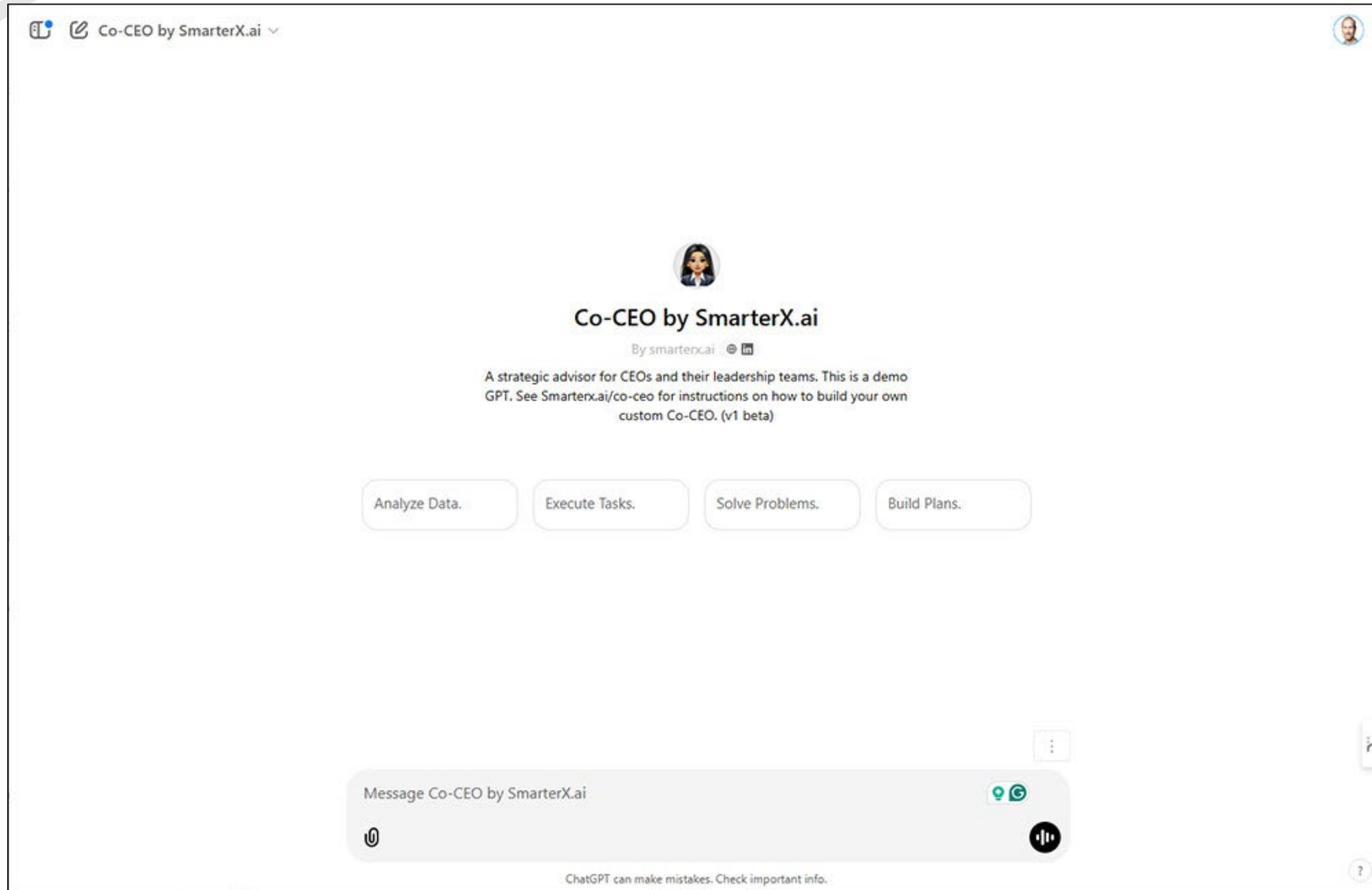
# Different GPTs

- ☀️ Train email writer for leadership messages
- ☀️ Create social posts in brand voice
- ☀️ Write client proposals or creative briefs
- ☀️ Content calendar creator
- ☀️ Make storyboards for videos
- ☀️ Brainstorm content visuals
- ☀️ Research interview guests
- ☀️ Publish job descriptions
- ☀️ Automate SEO tasks (titling, alt tags, meta descriptions, etc.)
- ☀️ Act as strategic advisor




# Public Custom GPTs





# Public Custom GPTs




# Public Custom GPTs


  Mailed It! Email Companion 





## Mailed It! Email Companion

By Dayana Kibilds 

Write emails people will read. The official GPT based on Ashley Budd's and Dayana Kibilds' book Mailed It!  Always review and edit the output. You know your reader best.



I want to send an event invitation.



I want the recipient to take an action.

I want to send a newsletter.


I want to share important information.

Message Mailed It! Email Companion

ChatGPT can make mistakes. Check important info.





A decorative graphic in the top-left corner consisting of a cluster of light gray hexagons of varying sizes, some overlapping, creating a honeycomb-like pattern.

# Benefits

- ☀ Consistent voice across various creators
- ☀ Reduce time on repetitive tasks
- ☀ Incredible at gap analysis or discovering data insights

# Custom GPTs are Temporary

- ☀ Custom GPTs are training wheels
- ☀ AI agents are next
- ☀ AI personal assistants

# Action Items

- ☀ Get ChatGPT Plus
- ☀ Change your mindset
- ☀ Document your processes
- ☀ Integrate AI into your workflows
- ☀ Create custom GPTs for common tasks
- ☀ Test and refine
- ☀ Deploy and refine
- ☀ Stay plugged into AI

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