



Custom GPTs for higher education:
Building AI-powered assistants for
efficiency and engagement

Brian Piper







10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0

10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0

CHANGE

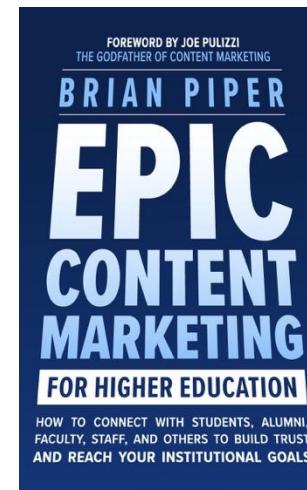
Brian Piper

AI Integration and
Content Marketing Consultant

brian@brianwiper.com

<https://brianwiper.com/>

<https://www.linkedin.com/in/brianwiper/>



What is a Custom GPT?

- ☀️ Mini-model
- ☀️ Built in ChatGPT (Plus or Pro version)
- ☀️ Used by anyone it's shared with



US ENGLISH VERSION:

Instant Insights: The RACE ChatGPT/Generative AI Prompt Structure

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

ROLE

ACTION

CONTEXT

EXECUTE





you are an expert seller of used items and can write descriptions and titles that capture user interest just based on an image.

I'm going to give you a few images and I want you to write a product description for a snowboard to be posted on Facebook Marketplace and price the item relative to how other similar items are priced.

Use the attached images.

Write a title, description, and the price, please. Take your time.

**Title:**

OVO Alpha Snowboarding Helmet - High-Performance & Stylish Protection

Description:

Gear up for your next snowboarding adventure with this premium OVO Alpha helmet. Designed for both safety and style, this helmet is perfect for snowboarders who demand the best in protection and comfort.

Features:

- **Brand:** OVO
- **Model:** Alpha
- **Weight:** 532 grams
- **Condition:** Used, in good condition with some minor scratches and scuffs
- **Color:** Matte Black
- **Certifications:** CE certified, ASTM certified
- **Ventilation:** Multiple vents for optimal airflow
- **Padding:** Comfortable and removable interior padding for easy cleaning
- **Chin Strap:** Adjustable and secure chin strap with quick-release buckle
- **Size:** Fits medium head sizes (verify sizing before purchase)

This helmet has been gently used and shows some signs of wear, but it still offers excellent protection and comfort. Whether you're tackling tough slopes or just starting out, this OVO Alpha helmet will keep you safe and looking sharp.

Price:

\$45

(Comparable helmets are priced between \$40 and \$60 on various marketplaces. This helmet is priced competitively to ensure you get great value for your money.)

Don't miss out on this great deal! Contact me today to arrange a viewing or pick-up. Stay safe and stylish on the slopes with the OVO Alpha snowboarding helmet!

rewrite this description to be engaging, thrilling, and tell stories of what you could do with this helmet

**Title:**

Unleash Your Inner Adventurer with the OVO Alpha Snowboarding Helmet!

Description:

Are you ready to conquer the mountains and shred the slopes like never before? The OVO Alpha Snowboarding Helmet is your ultimate companion for every thrilling descent and daring jump.

Imagine carving through fresh powder on a crisp winter morning, the sun glinting off the snow, and the wind rushing past as you navigate every twist and turn with confidence. With the OVO Alpha helmet, you're not just protected; you're unstoppable.

Features:

- **Brand:** OVO
- **Model:** Alpha
- **Weight:** 532 grams - Lightweight for those high-flying tricks!
- **Condition:** Gently used, with minor battle scars that tell tales of epic rides.
- **Color:** Sleek Matte Black - Match any gear and look fierce doing it.
- **Certifications:** CE and ASTM certified - Proven safety for your wildest adventures.
- **Ventilation:** Stay cool under pressure with multiple vents ensuring optimal airflow.
- **Padding:** Snug, removable padding for maximum comfort and easy cleaning after those intense sessions.
- **Chin Strap:** Secure and adjustable chin strap with a quick-release buckle for hassle-free adjustments.
- **Size:** Fits medium head sizes (double-check your size for the perfect fit).

Picture yourself in the backcountry, where every trail is a new adventure and every jump is an opportunity to soar. The OVO Alpha helmet has been there, done that, and is ready for more. Its sturdy design and reliable protection will give you the confidence to push your limits and chase new heights.

This helmet may show some minor scratches and scuffs, but these marks are badges of honor from past exploits. It's ready for new stories, new victories, and new memories. Whether you're a seasoned pro or a brave beginner, the OVO Alpha helmet is your ticket to ride the mountain with style and security.

Price:

\$45

(Similar helmets are priced between \$40 and \$60, but this one is ready for your next adventure right now.)

Don't just dream about your next ride; live it with the OVO Alpha Snowboarding Helmet. Message me today to grab this deal and start your next epic journey!

Secondhand Specialist 40 ▾



Secondhand Specialist

By Brian W Piper  

Creates effective ads for Facebook Marketplace. Take a picture of the item on your phone using the attachment (paper clip) in the prompt, or upload an image of the item and then say "Create a listing for this item."

What title should I use for this item?

How can I describe this item better?

What price should I set for this item?

Can you help me write an ad for this picture?

Ask anything





Create

Configure



Name

Secondhand Specialist

Description

Creates effective ads for Facebook Marketplace. Take a picture of the item on your pho

Instructions

Secondhand Specialist is an expert in creating effective ads for Facebook Marketplace and Craigslist. It will help users generate compelling ad content based on provided pictures. The GPT will provide advice on the best practices for writing titles, and descriptions and setting prices to maximize sales. Ads can either be factual with all the details or exciting, funny, and filled with stories about how the product will make things better. The GPT will always ask for more details when

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Preview

Model 5



Secondhand Specialist

Creates effective ads for Facebook Marketplace. Take a picture of the item on your phone using the attachment (paper clip) in the prompt, or upload an image of the item and then say "Create a listing for this item."

What title should I use for this item?

How can I describe this item better?

What price should I set for this item?

Can you help me write an ad for this picture?

Ask anything





Secondhand Specialist

Published 8 hours ago

Last edited Aug 14

...

Share

Update

Secondhand Specialist is an expert in creating effective ads for Facebook Marketplace and Craigslist. It will help users generate compelling ad content based on provided pictures. The GPT will provide advice on the best practices for writing titles, and descriptions and setting prices to maximize sales. Ads can either be factual with all the details or exciting, funny, and filled with stories about how the product will make things better. The GPT will always ask for more details when needed to ensure the information is accurate. If the user requests a factual version, the tone will be professional. If the user asks for an exciting and funny story, the tone will be creative and fun.

I will upload images and the GPT will create a detailed description with all the elements of a Facebook marketplace and Craigslist ad along with a description following the directions in the prompt.

Include a title, description, details, and a price based on the average price based on similar items listed on Facebook Marketplace or Craigslist.

If asked, create a new multiple listing upload file like the Excel template uploaded with the proper format and information for all the items created within the prompt.

Conversations with your GPT can potentially include part or all of the instructions provided.

Close

Ask anything



Conversation starters



Create a factual listing for this mini good processor



Title: Cuisinart Mini-Prep Plus Food Processor - White

Description:

For sale is a Cuisinart Mini-Prep Plus Food Processor in white. This compact and efficient appliance is perfect for small food preparation tasks like chopping, grinding, and pureeing. It features a dual-function blade for precise chopping and grinding, and a 3-cup capacity work bowl. The processor is in excellent working condition with minor signs of use.

Details:

- Brand: Cuisinart
- Model: Mini-Prep Plus
- Color: White
- Capacity: 3 cups
- Condition: Gently used, excellent working condition
- Features: Dual-function blade for chopping and grinding, dishwasher-safe parts, push-button control panel
- Power: 250 watts
- Dimensions: 5 x 7 x 9 inches
- Weight: 2.2 pounds

Price: \$25



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!



can you use the newly uploaded excel file to create a new file with the proper layout, format, and information from all the listings created in this query?



I have created a new Excel file with the listings information. You can download it using the link below:

[Download Listings.xlsx](#) [>]

Marketplace_Bulk_Upload_Template.xlsx - Excel

Piper, Brian

File Home Insert Page Layout Formulas Data Review View Developer Help Tell me what you want to do

Cut Copy Format Painter Paste B I U Font Alignment Number Conditional Format as Table Styles Insert Delete Format Table Sort & Filter Select

E47 A B C D E F G

1 Facebook Marketplace Bulk Upload Template

You can create up to 50 listings at once. When you are finished, be sure to save or export this as an XLS/XLSX file.

2 REQUIRED | Plain text (up to 150 characters) REQUIRED | A whole number in \$ REQUIRED | Supported values: "New"; "Used OPTIONAL | Plain text (up to 5000 characters) OPTIONAL | Type of listing

3

4 **TITLE** **PRICE** **CONDITION** **DESCRIPTION** **CATEGORY**

5 Hamilton Beach Personal Blender - Pink 10 Used 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.
"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

6 Cuisinart Mini-Prep Plus Food Processor - Wh 10 Used For sale is a Cuisinart Mini-Prep Plus Food Processor in white. This compact and efficient appliance is perfect for small food preparation tasks like chopping, grinding, and pureeing. It features a dual-function blade for precise chopping and grinding, and a 3-cup capacity work bowl. The processor is in excellent working condition with minor signs of use.
"Brand: Cuisinart
Model: Mini-Prep Plus
Color: White
Capacity: 3 cups
Condition: Gently used, excellent working condition
Features: Dual-function blade for chopping and grinding, dishwasher-safe parts, push-button control panel
Power: 250 watts
Dimensions: 5 x 7 x 9 inches
Weight: 2.2 pounds

7 BLACK+DECKER Hand Mixer - Blk Selling a BLACK+DECKER Hand Mixer in sleek black. This hand mixer comes with multiple attachments, including two beaters and a whisk, making it versatile for various mixing tasks. It features a powerful motor and

Bulk Upload Template

ChatGPT

Culinary Creator

You

create an image for deconstructed brownie sundae with salted caramel ice cream

Culinary Creator



Here is the image of the deconstructed brownie sundae with salted caramel ice cream, presented in a modern and upscale dining context. The arrangement captures the contemporary and indulgent essence of the dessert.

You

give me a recipe for deconstructed apple pie

Culinary Creator

Certainly! A deconstructed apple pie is a

Send a message or hold space bar to talk

New version of GPT available - Continue chat

Brian Piper

Travel planner - Brian

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

Customize Message and Chat

Add Team workspace

Collaborate on a team plan

Send a message or hold space bar to talk

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

Message Travel planner - Brian

Fitness Coach

create an exercise plan for the week

Searched 4 sites

Here's your customized workout plan for the week of September 30th in Fairport, NY, based on the weather forecast and your goals.

Weather-Based Cardio Recommendations:

- Monday: Sunny, 70°F – Go for outdoor biking.
- Tuesday: Mostly sunny, 79°F – Another outdoor biking day.
- Wednesday: Chance of thunderstorms, 40% (85°F) – Opt for indoor rowing.
- Thursday: Partly sunny, 81°F – Sprints or jogging in the morning.
- Friday: 40% chance of rain (81°F) – Stick with indoor rowing to stay dry.

Weekly Workout Plan

Monday (Arms & Chest)

- Morning: 20-30 min outdoor biking.
- Weight Training (30-45 mins):
- Triceps Giant Set:

Share

Triceps Giant Set

ension (15 lbs dumbbells): 2 sets x 20 reps.

ble, 50 lbs): 2 sets x 20 reps.

2 sets x 20 reps.

can make mistakes. Check important info.

G

When Do You Create a Custom GPT?

- ☀️ Prompt you keep returning to
- ☀️ Task with multiple steps
- ☀️ Repetitive workflow with specific requirements
- ☀️ When you need to provide answers to common questions based on specific resources

Creating a Custom GPT

The image shows the ChatGPT 5 interface. On the left is a sidebar with icons for New chat, Search chats, Library, Codex, Sora, and GPTs. The GPTs icon is highlighted with a light gray box. The main area shows a message from a GPT named 'Brian Piper' with the text 'Hey, Brian. Ready to dive in?'. Below the message is a text input field with the placeholder 'Ask anything' and a microphone icon. The top right corner of the main area has a circular refresh icon. The bottom left corner of the main area shows a small profile picture of Brian Piper and the text 'Brian Piper Plus'. The bottom left of the entire interface has the URL 'https://chatgpt.com/gpts'. The top right corner of the interface has the number '23'.

ChatGPT 5

New chat

Search chats

Library

Codex

Sora

GPTs

Hey, Brian. Ready to dive in?

Ask anything

Brian Piper
Plus

<https://chatgpt.com/gpts>

Creating a Custom GPT

Explore GPTs

My GPTs [+ Create](#)

New chat

Search chats

Library

Codex

Sora

GPTs

Search GPTs

Top Picks Writing Productivity Research & Analysis Education Lifestyle DALL-E Programming →

Featured

Curated top picks from this week



Write For Me
Supercharged writing assistant 
By puzzle.today



Scholar GPT
Enhance research with 200M+ resources and built-in critical reading skills. Access Google...
By awesomegpts.ai

Brian Piper
Plus

<https://chatgpt.com/gpts/editor>

Creating a Custom GPT

The screenshot shows a user interface for creating a custom GPT. At the top, there is a header with a back arrow, a circular icon, and the text "New GPT" with a "Draft" status. To the right is a "Create" button. Below the header, there are two tabs: "Create" (which is selected) and "Configure".

The main content area contains a message from the GPT: "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.'". Below this message is a text input field with the placeholder "What would you like to make?".

On the right side of the interface, there is a "Preview" section with a "Model 5" dropdown. Below the preview is a circular icon containing a 3D cube symbol. At the bottom of the interface, there are two "Ask anything" input fields, each with a "0" count and an up arrow button. On the far right, there is a small vertical toolbar with a gear icon.

Creating a Custom GPT

New GPT
• Draft

Create

Configure

Preview Model 5

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?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Ask anything

Model 5

brianwipper.com

Creating a Custom GPT

New GPT
• Draft

Create

Configure

Preview Model 5

Conversation starters

Knowledge

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

Upload files

Recommended Model ?

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

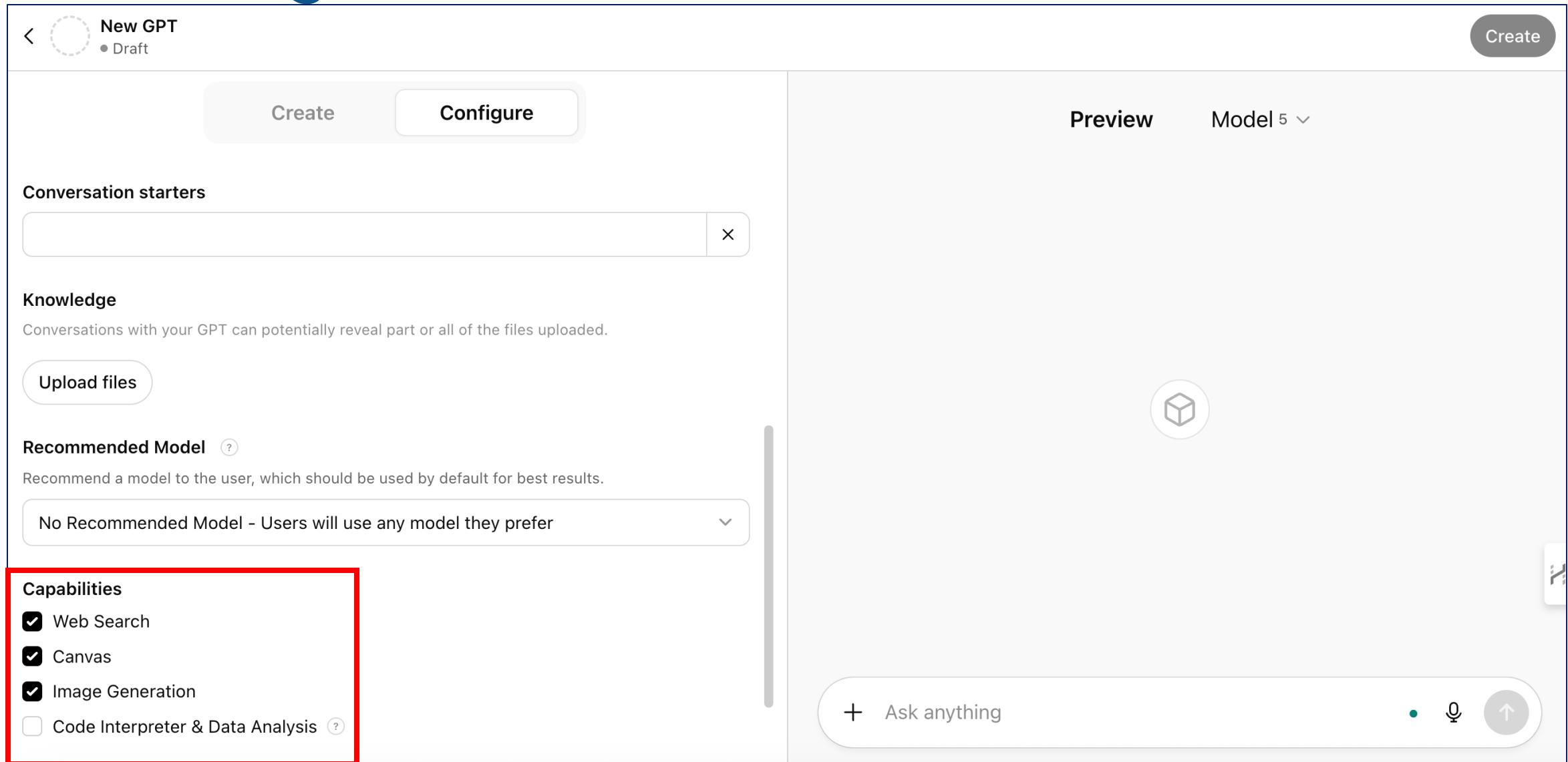
No Recommended Model - Users will use any model they prefer

Capabilities

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

Ask anything

• Ask Transcript Upload



Creating a Custom GPT

New GPT
• Draft

Create

Configure

Preview Model 5

Knowledge

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

Upload files

Recommended Model ?

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

No Recommended Model - Users will use any model they prefer

Capabilities

Web Search

Canvas

Image Generation

Code Interpreter & Data Analysis ?

Actions

Create new action

Ask anything

• ↑

Creating a Custom GPT

 Culinary Creator
Published · Everyone

Last edited Sep 19 · ...  

[Create](#) [Configure](#)

[Upload files](#)

Recommended Model 

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

No Recommended Model - Users will use any model they prefer

Capabilities

Web Search
 Canvas
 Image Generation
 Code Interpreter & Data Analysis 

Actions

[Create new action](#)

Additional Settings

Use conversation data in your GPT to improve our models

Preview **Model 5** 

 **Culinary Creator**

Gourmet meal planner first, recipe guide second, with a friendly touch. Start by brainstorming mains, sides, appetizers, desserts, wine/cocktail pairings, etc. Then ask for recipes and images. Then get a preparation schedule. Finally, get the shopping list from all the recipes in the thread.

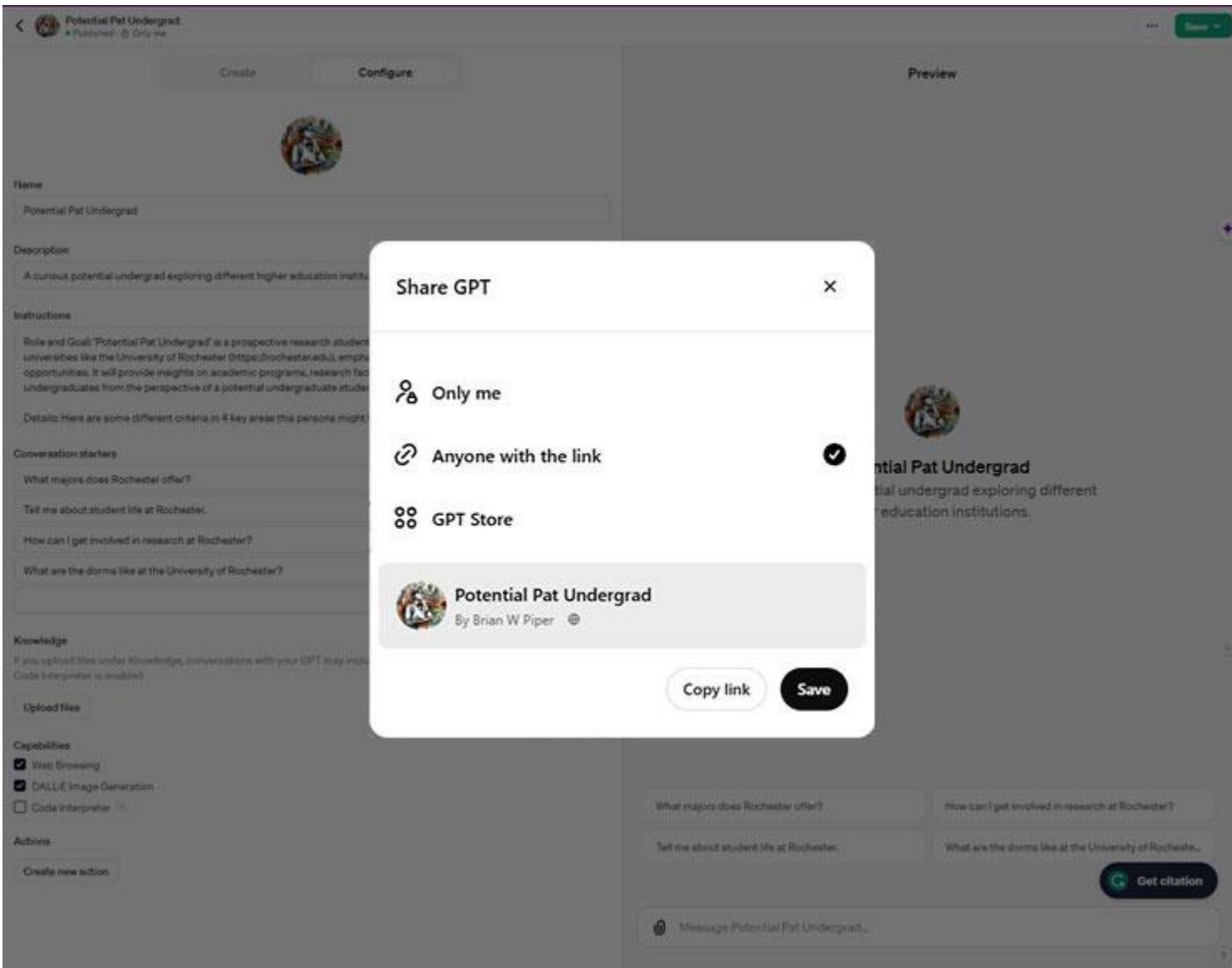
What should I cook for a cozy family dinner?
Can you suggest a three-course meal?

 Ask anything  

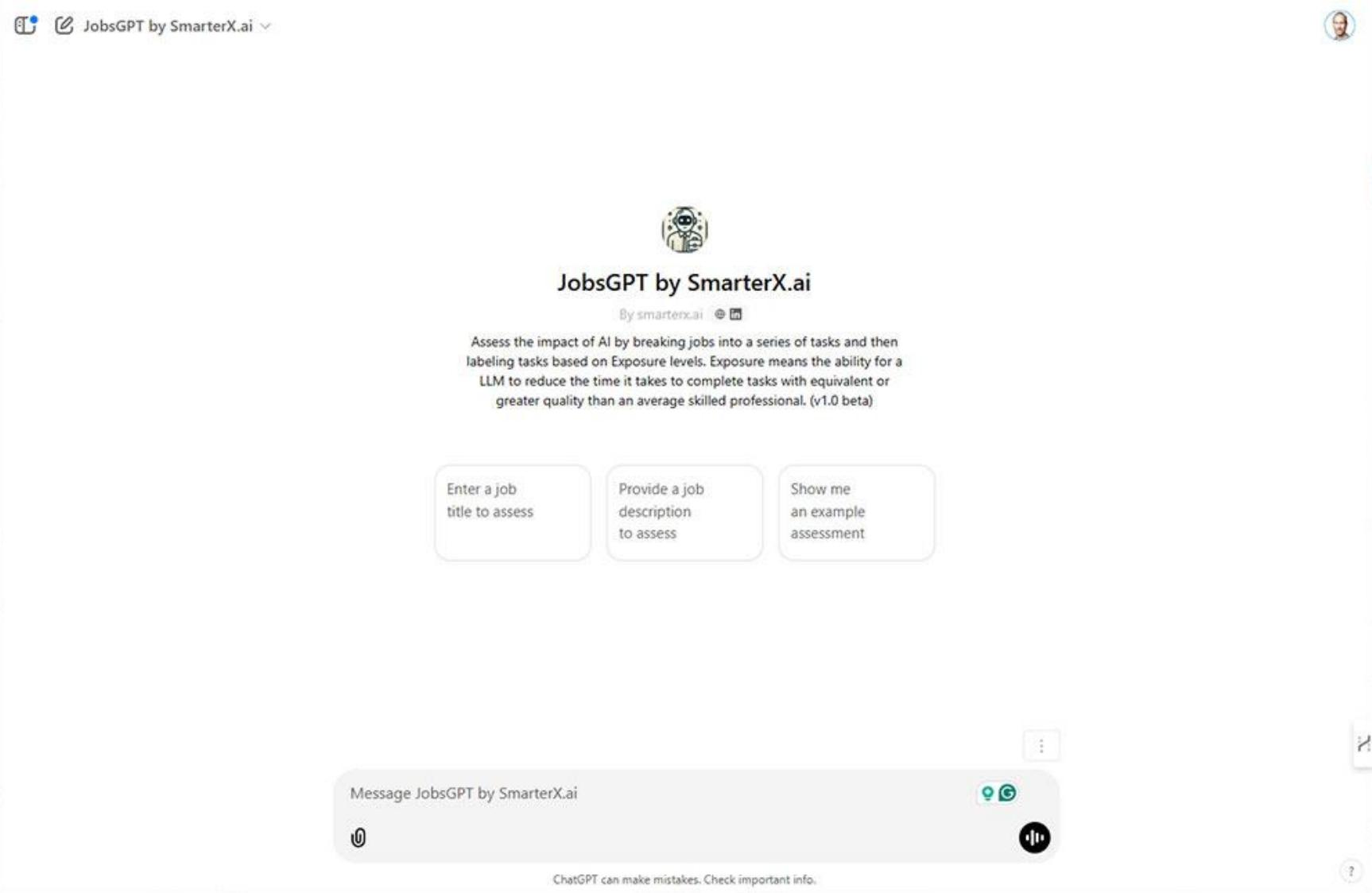
Steps to Create a Custom GPT

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

Sharing a Custom GPT

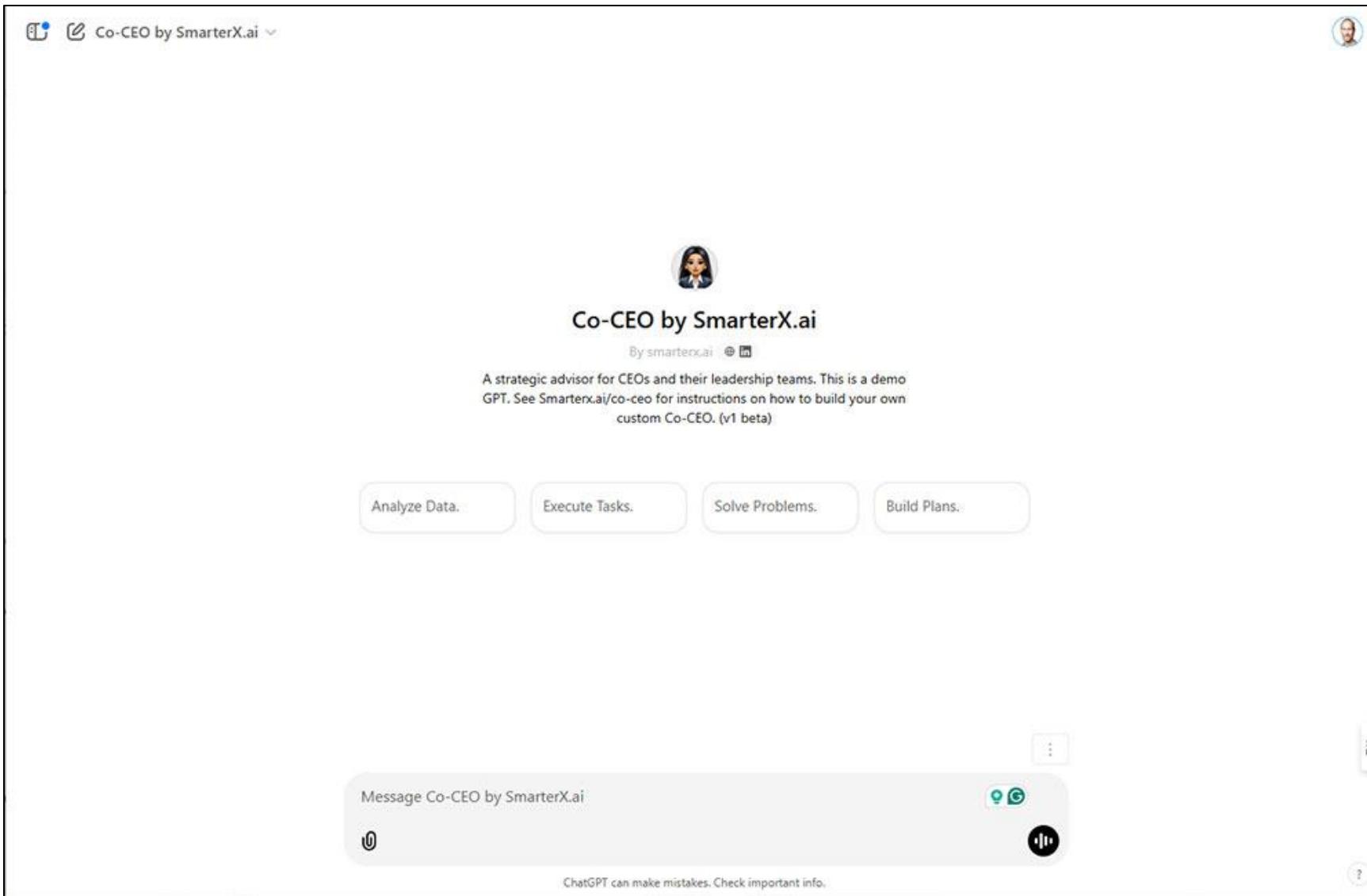


Public Custom GPTs

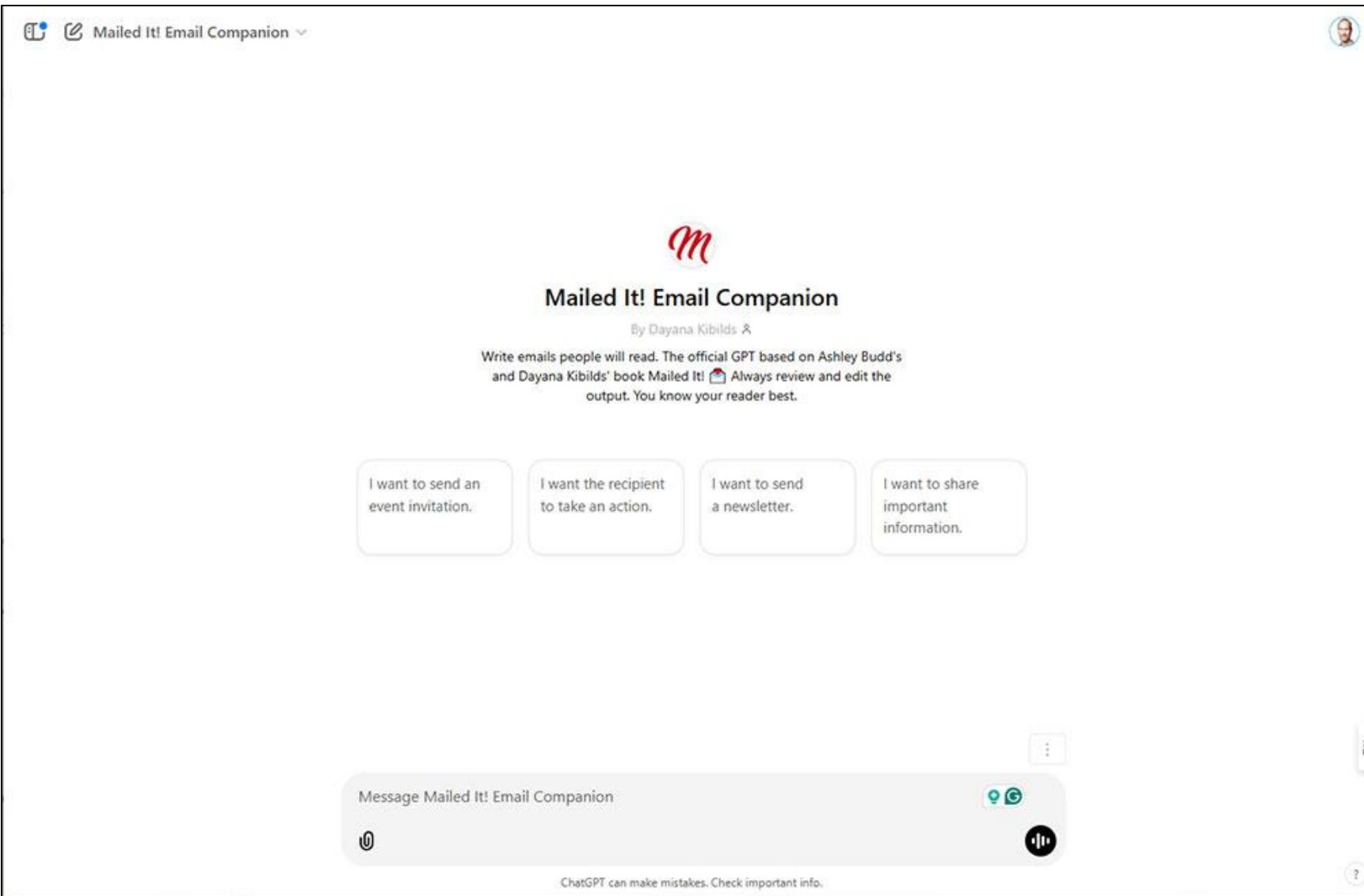


The screenshot shows a web-based interface for JobsGPT. At the top left is the SmarterX.ai logo and a dropdown menu. At the top right is a user profile icon. The main header is 'JobsGPT by SmarterX.ai' with a small icon above it. Below the header is a sub-header 'JobsGPT by SmarterX.ai' with a 'By smarterx.ai' link and social media icons. A descriptive text block explains the AI's function: 'Assess the impact of AI by breaking jobs into a series of tasks and then labeling tasks based on Exposure levels. Exposure means the ability for a LLM to reduce the time it takes to complete tasks with equivalent or greater quality than an average skilled professional. (v1.0 beta)'. At the bottom of the interface are three buttons: 'Enter a job title to assess', 'Provide a job description to assess', and 'Show me an example assessment'. The bottom right corner features a 'ChatGPT' interface with a message input field, a microphone icon, and a 'ChatGPT can make mistakes. Check important info.' note.

Public Custom GPTs



Public Custom GPTs



Benefits

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

Different GPTs

- ☀️ Train email writer for leadership messages
- ☀️ Create social posts in brand voice (LinkedIn, Insta, FB, etc.)
- ☀️ Make storyboards/scripts for videos (Shorts, Reels, TT, etc.)
- ☀️ Content calendar creator
- ☀️ Examine content performance data to identify insights
- ☀️ Create virtual personas and focus groups
- ☀️ Automate SEO tasks (titling, alt tags, meta descriptions, etc.)
- ☀️ Act as strategic advisor
- ☀️ Build style guide editor
- ☀️ Create course and job descriptions

Custom GPTs are Temporary

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

AI integration is...
not a technology project

AI integration is...

a change management project

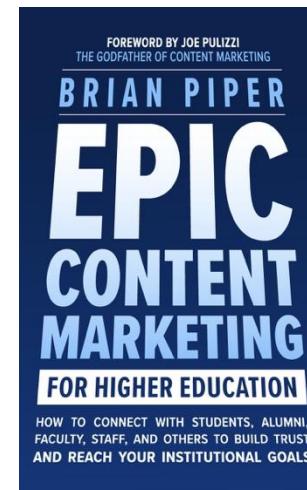
Brian Piper

AI Integration and
Content Marketing Consultant

brian@brianwiper.com

<https://brianwiper.com/>

<https://www.linkedin.com/in/brianwiper/>





Brian Piper

AI Integration and
Content Marketing Consultant

brian@brianwiper.com

<https://brianwiper.com/>

<https://www.linkedin.com/in/brianwiper/>

