

CUSTOM GPT MASTERY



Create, Train, and Monetize Your Own
AI Assistants Without Coding

CARLOS CABEZAS LÓPEZ

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Custom GPT Mastery: Create, Train, and Monetize Your Own AI Assistants Without Coding

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PART I. FUNDAMENTALS OF CUSTOM GPTs

CHAPTER 1. THE CUSTOM GPT REVOLUTION

Imagine for a moment that you have a personal assistant who never sleeps, never forgets anything, and learns exactly what you teach it. We're not talking about a generic chatbot, but a specialist designed by you, for you. Welcome to the world of Custom GPTs.

In the last two years, artificial intelligence has gone from being a curious experiment to a central tool for businesses, content creators, educators, and developers. And in 2025, with the arrival of GPT-5, we have entered a new era: now anyone can create their own custom AI model without writing a single line of code.

This chapter will show you why Custom GPTs are different from using "regular" ChatGPT and how they have transformed the way we work, learn, and innovate.

1.1. ChatGPT vs Custom GPTs: not the same thing

Many people think that a Custom GPT is "just another ChatGPT with a different name." The difference lies in the level of control and customization you have over the artificial intelligence.

Standard ChatGPT:

- Gives general answers.
- Has a neutral tone.
- It knows nothing about you or your data.

Custom GPTs:

- They learn from your documents, files, and databases.
- They use your voice, style, and tone.
- They can connect to APIs, automate workflows, and perform real tasks.

Think of it this way: ChatGPT is like going to a restaurant, while a Custom GPT is like having a private chef who cooks exactly what you want, with your ingredients and to your liking.

1.2. Why they matter in 2025

The adoption of Custom GPTs is growing explosively. Companies, freelancers, and individuals are using them to:

- Create automated support systems.
- Develop personalized virtual teachers.

- Build financial assistants that analyze balance sheets in seconds.
- Designing marketing strategies and content ready for publication.
- Automate repetitive tasks that previously required hours of human labor.

A concrete example: A digital marketing agency replaced three expensive tools—SEMRush, Hootsuite, and Jasper.ai—with a single Custom GPT that analyzes trends, creates optimized copy, and automatically schedules posts. The result: a 60% savings in monthly costs and a significant increase in productivity.

1.3. How a Custom GPT works

To understand the potential, visualize this basic flow:

User → Custom instructions → GPT-5 → Private knowledge base → External tools and APIs → Final response

- Custom instructions: define who your GPT is, how it should respond, and what limits it should respect.
- Private knowledge base: documents, PDFs, spreadsheets, or databases that train the assistant.
- Advanced tools: integrations with APIs, Google Sheets, CRMs, social media, and more.
- Final result: an assistant that talks like you, understands your business, and solves complex tasks.

1.4. What you can do starting today

If you think creating a Custom GPT is complicated, I have good news: you don't need to know how to code. The process is as simple as:

1. Log in to your OpenAI account.
2. Go to the "Explore GPTs" section and click "Create."
3. Define a name, personality, and clear objective.
4. Upload the files you need to train it.
5. Test it, tweak it, and, if you want, publish it in the GPT Store.

In less than fifteen minutes, you can have your own personalized assistant.

[INSERT SCREENSHOT: View of the Custom GPT creation panel]

1.5. Current limitations (and how to overcome them)

Although GPT-5 is powerful, it is not infallible. Understanding its limitations is key to getting the most out of it:

- Hallucinations: it can invent data when it doesn't have enough information. Solution: upload reliable sources and review critical responses.
- Limited context: Although GPT-5 handles more tokens than previous versions, instructions must be clear and precise.

- Privacy: avoid uploading sensitive data without reviewing OpenAI's policy or using self-hosted solutions.
- Complex integrations: for advanced tasks, you will need platforms such as Zapier, Make, or n8n. We will see how to use them step by step later on.

1.6. Mini practical exercise

Before closing the chapter, I propose a simple exercise. Spend ten minutes experimenting:

1. Go to OpenAI.
2. Go to the "Create a Custom GPT" section.
3. Set up a personal assistant for something you're passionate about:

- A low-cost travel planner.
- An express personal trainer.
- An investment advisor for beginners.

1. Don't upload any files yet. Set a goal and ask it two or three test questions.

The goal is to break through the initial barrier and start experimenting with creating personalized assistants.

Keep this in mind

Custom GPTs are much more than "just another ChatGPT." They are assistants designed to solve your specific problems and adapt to the way you work. With GPT-5, the technical barriers have disappeared. The hard part is no longer creating them, but imagining all the things you can do with them.

In the next chapter, you'll learn how to shape your GPT's personality and behavior so that it responds exactly how you want, from tone of voice to level of detail.

CHAPTER 2. DESIGNING THE PERSONALITY OF YOUR CUSTOM GPT

Imagine that your AI assistant is like an actor. They may know everything, but if you don't give them a clear script, they will improvise... and sometimes they will get it wrong. Setting up your GPT's personality and behavior is the key to getting coherent, consistent, and useful responses.

In this chapter, you'll learn how to shape your assistant's voice, control its style, set boundaries, and create internal instructions that will turn it into a true specialist.

2.1. The secret is in the internal instructions

When you create a Custom GPT, you access a section called internal instructions. This is the real heart of the assistant. Here you define four essential aspects:

- Who it is.
- What it knows.

- How it should respond.
- What it should never do.

For example, if you want to create a GPT to write scientific articles, your internal instructions might look like this:

You are an expert researcher in biotechnology. Your mission is to write clear, accurate, and up-to-date scientific articles. You always cite recent sources, explain complex concepts with simple examples, and maintain an academic tone.

The more detailed and specific the instructions, the more accurate the responses will be. If you leave them vague, your assistant will tend to behave like standard ChatGPT, with general responses and no personality.

2.2. Define the tone and level of detail

Tone is essential. An assistant for youth marketing is not the same as one for legal consulting. The level of detail also varies depending on the objective.

For example, you could configure a GPT for three different tones:

- **Youthful and friendly tone:** Use short sentences, colloquial language, and a dynamic style. Address the reader informally.
- **Corporate and professional tone:** Maintain a formal and precise style. Use data, avoid colloquialisms, and reinforce the authority of each argument.

- **Academic and technical tone:** Explain complex terms, provide accurate definitions, and use specialized language.

You can also ask it to adapt the level of detail. For example, it can provide brief summaries or in-depth analysis depending on the context. This control allows you to personalize the user experience.

2.3. Practical example: two personalities, two results

Imagine you are creating a GPT to help high school students with math. We set up two different personalities:

Personality A: Strict teacher

You are a serious and rigorous teacher. You explain problems step by step and correct any mistakes accurately.

Personality B: Friendly explainer

You are a friend who knows math and explains things with fun examples. You keep your explanations short and understandable.

If you ask the same question: "*What is a quadratic equation?*", you will get two very different answers.

- The strict teacher will give formal definitions, with exact formulas and procedures.
- The explanatory friend will use analogies and everyday examples.

The basic knowledge is the same, but the **user's experience** changes completely. That's the magic of personalizing your GPT's voice.

2.4. How to avoid inconsistencies

One of the most common problems when setting up Custom GPTs is that if the instructions are unclear, the assistant may give inconsistent answers. To avoid this, follow these recommendations:

1. Be clear and specific. Don't say "explain well," say "explain with three simple examples and avoid technical terms."
2. Set boundaries. Specify which topics should not be touched upon or which positions should be avoided.
3. When explaining a concept, summarize first and then provide details. Do not give vague answers or use phrases such as "it depends on the context." Use positive and negative examples to guide them:
4. Positive example:
5. Negative example:

The more structured your instructions are, the more consistent your assistant will be.

2.5. Practical exercise: creating your first personality script

Before moving on, here's an exercise for you. Spend ten minutes creating a basic profile for your assistant:

1. Go to the Custom GPT creation section.

2. Write a title for your assistant.
3. In the internal instructions, define:

- Who they are.
- Who they help.
- What they know.
- What tone they should use.

1. Ask them two questions related to their role and check whether the answers fit the defined personality.

2. Adjust the instructions until the answers are consistent.

Tip: save several versions of your instructions so you can test and compare them.

2.6. Common mistakes when setting up the personality

Here are some of the most common mistakes to avoid:

- Instructions that are too generic: your GPT will behave like the standard model.
- Internal contradictions: asking for a formal and youthful tone at the same time creates inconsistencies.

- Unclear objectives: an assistant with no defined purpose ends up being useless.
- Lack of concrete examples: GPTs learn better if you give them clear references.

Avoiding these mistakes from the start will save you time and frustration.

Takeaway

Configuring your Custom GPT's personality is the step that transforms it from a generic assistant to a tailor-made specialist. If you clearly define its voice, tone, and behavior, you'll get coherent, consistent, and useful responses.

In the next chapter, we'll look at how to feed your GPT with private knowledge so that it not only speaks the way you want it to, but also knows exactly what it needs to know.

CHAPTER 3. FEEDING YOUR GPT WITH PRIVATE KNOWLEDGE

So far, we've configured your assistant's personality and tone, but for it to be truly useful, it needs something more important: it needs to know what you know. It's not enough to define who it is; you have to give it access to the information that will make it an expert in your business, your project, or your area of work.

In this chapter, you'll learn how to upload documents, create custom knowledge bases, and train your GPT to handle exclusive information. We'll also look at limitations, common mistakes, and practical examples to help you get the most out of it.

3.1. What is private knowledge and why does it matter?

Private knowledge is everything that is not in the model's base training: your documents, databases, internal processes, or manuals. When you add it, your assistant stops being a generalist chatbot and becomes a specialist.

For example, imagine you work at a software company. If you upload your internal documentation, your GPT will be able to:

- Answer technical questions from customers.
- Generate tutorials with examples of your product.
- Write blog articles based on your specifications.

You no longer depend on public information and start working with unique and contextual data.

3.2. How to upload knowledge to your Custom GPT

The process is simple, but it requires organization. I recommend following these steps:

1. Select key information Don't upload everything you have.

Prioritize documents that add value: manuals, internal guides, FAQs, reports, relevant PDFs.

2. Organize your files Use clear and structured names. Example:

- products_catalog_2025.pdf
- customer_return_guide.docx
- technical_FAQ.csv

1. **Upload the files** In the Custom GPT creation panel, you will see the "Knowledge" option. Here you can drag and drop PDFs, CSVs, Word documents, or even images with readable text.
2. **Set up the context** Use the returns guide and internal policies to answer customer questions. If the information is not available in the files, respond that you cannot confirm it. Specify how you want those documents to be used. For example:
3. **Test and adjust** Ask questions related to the documents to make sure your GPT interprets them correctly.

3.3. Practical example: GPT expert in technical support

Imagine you work for a hosting company and want to create an assistant that answers technical questions. You upload three key documents: the installation guide, the troubleshooting manual, and the update policy.

Your internal instructions could be:

You are a technical support assistant who is an expert on the WebX platform. You only use the internal documentation provided to you. If the information is not in the files, state this clearly. Provide step-by-step explanations in language that all users can understand.

Now, if a customer asks, *"How can I migrate my site to a dedicated server?"*, the GPT will give an accurate answer based on your documentation, without inventing non-existent steps.

3.4. Best practices for training your GPT

To ensure your assistant handles private information effectively, follow these recommendations:

- **Upload clean documents:** avoid scanned PDFs or images with blurry text.
- **Clear structure:** organize data by topic and use clear titles within files.
- **Update regularly:** if processes change, upload new versions to avoid outdated responses.
- **Prioritize quality over quantity:** more documents do not always mean better responses.

3.5. Limitations and common errors

Although GPT-5 is powerful, working with private knowledge has some challenges:

- **Files that are too long:** very long documents can exceed the token limit and generate incomplete responses. *Solution:* divide files into smaller sections.
- **Information conflicts:** if two documents say different things, GPT may become confused. *Solution:* make sure the data is consistent before uploading it.
- **Persistent hallucinations:** even with documents, GPT sometimes "makes up" information. *Solution:* give explicit instructions to

respond only if the data is in the files.

3.6. Mini project: your own corporate assistant

Let's put what we've learned into practice by creating a GPT that serves as internal support for your business.

Objective: Build an assistant that answers questions about products, policies, and internal processes.

Steps:

1. Prepare three key documents: product catalog, user manual, and return policy.
2. Create a Custom GPT called "Internal Assistant 2025."
3. You are the company's internal assistant. You answer questions about products, shipping, returns, and warranties based solely on the documents provided. If you don't have the information, say so directly and politely. In the internal instructions, clearly define your role:
4. Upload the files in an organized manner.
5. Conduct real tests: ask about prices, shipping times, or warranty conditions.
6. Adjust the instructions if you detect inconsistent answers.

This will give you an assistant that frees your support team from the most frequently asked questions and reduces response times.

3.7. Tips for going further

If you want to get the most out of this feature, you can combine your GPT with external integrations:

- Connect your GPT to **Google Sheets** to respond with dynamic data.
- Synchronize it with **databases in Airtable** to keep information up to date.
- Use **Zapier** or **Make** to automate tasks based on customer questions.

Later, in the chapters dedicated to integrations, we will see step-by-step examples of these scenarios.

Keep this in mind

A Custom GPT without private knowledge is like an actor without a script: it can improvise, but it will never shine. By giving it your documents, processes, and unique data, you turn it into a true specialist that understands your context and provides useful, accurate answers.

In the next chapter, we'll explore advanced tools and APIs to further expand your assistant's capabilities, taking it from expert to proactive collaborator.

CHAPTER 4. TAKING YOUR CUSTOM GPT TO THE NEXT LEVEL WITH ADVANCED TOOLS

So far, your assistant can respond with its own personality and handle private information, but it's still an isolated tool. The true potential of Custom GPTs emerges when we connect them to the outside world: applications, services, real-time data, and complete automations.

In this chapter, you'll discover how to integrate your GPT with other platforms, enable special features, and turn it into the center of your digital ecosystem.

4.1. What are advanced tools?

When you create a Custom GPT, you can enable extra features that expand its capabilities. Some of the most useful ones are:

- Data interpretation: allows you to process CSV and Excel files and generate graphs automatically.

- Access to external APIs: to query real-time information such as prices, weather, or stock.
- Connection to databases: use spreadsheets or services such as Airtable to work with up-to-date data.
- Task automation: Integrations with Zapier, Make, or n8n to execute complex flows without human intervention.

These tools transform your GPT into more than just a text generator: they turn it into an active agent within your work system.

4.2. Practical example: connecting GPT to Google Sheets

Imagine you manage an online store and want your GPT to be able to answer questions about inventory in real time. To achieve this, you need to connect your assistant to Google Sheets.

Basic steps:

1. Create a spreadsheet with your inventory, using clear columns such as name, price, stock, and description.
2. Set up a Google Sheets API to get updated data.
3. Use the Google Sheets sheet called "Inventory 2025" to answer questions about stock, prices, and products. If you cannot access the data, indicate this clearly. In the internal instructions, tell the GPT to use the sheet as its main reference:
4. Enable the data interpreter feature in your GPT.

5. Test the result by asking, for example: "Is the blue T-shirt in size M still in stock?" and verify that the answer matches the data in your sheet.

With this, your GPT becomes a fully informed and useful sales assistant for customers or internal teams.

4.3. Integrations with Zapier and Make

Zapier and Make are two of the most powerful platforms for connecting applications without the need for programming. The idea is that your GPT can trigger automatic actions based on what it detects in conversations.

Real-life examples:

- When a customer requests a demo, the GPT automatically sends a confirmation email.
- If a user requests a refund, the GPT generates a ticket in your CRM.
- When it detects a potential lead, it updates the database in Airtable and tags it.

Quick comparison in narrative format:

Zapier is simpler, ideal for short, straightforward flows. Its interface is intuitive, although its free plans are limited. Make is more advanced and allows for complex scenarios with multiple branches and conditions, although it requires a steeper learning curve. If you're looking for total control, n8n is the open source option for hosting your own flows.

4.4. Using APIs for real-time data

One of the biggest power boosts comes when you connect your GPT to external APIs. This allows it to work with live, up-to-date information.

Examples of use:

- Check cryptocurrency prices instantly.
- Display weather forecasts for any city.
- Access up-to-date stock quotes or exchange rates.
- Obtain product information from online catalogs.

Example internal instruction for a financial GPT:

You are a financial advisor who consults external APIs to provide up-to-date data on stock indices, cryptocurrencies, and exchange rates. You always verify two sources before giving a figure and explain any relevant variations.

With this configuration, your GPT is no longer static and starts responding with dynamic information.

4.5. Mini project: personal productivity assistant

Let's create a GPT that works as a productivity coach, connected to your Google Calendar to organize your daily schedule.

Objective: Design an assistant that automatically plans your tasks and meetings.

Steps:

1. Enable the data interpreter in your GPT.
2. Connect Google Calendar via Zapier or Make.
3. You are my personal productivity coach. You access my Google Calendar and organize my tasks according to my meetings and deadlines. If you detect free slots, you suggest blocks of deep work. Create clear internal instructions:
4. Ask the GPT to generate your daily schedule based on your scheduled events.
5. Adjust the instructions so that the assistant prioritizes the most important tasks.

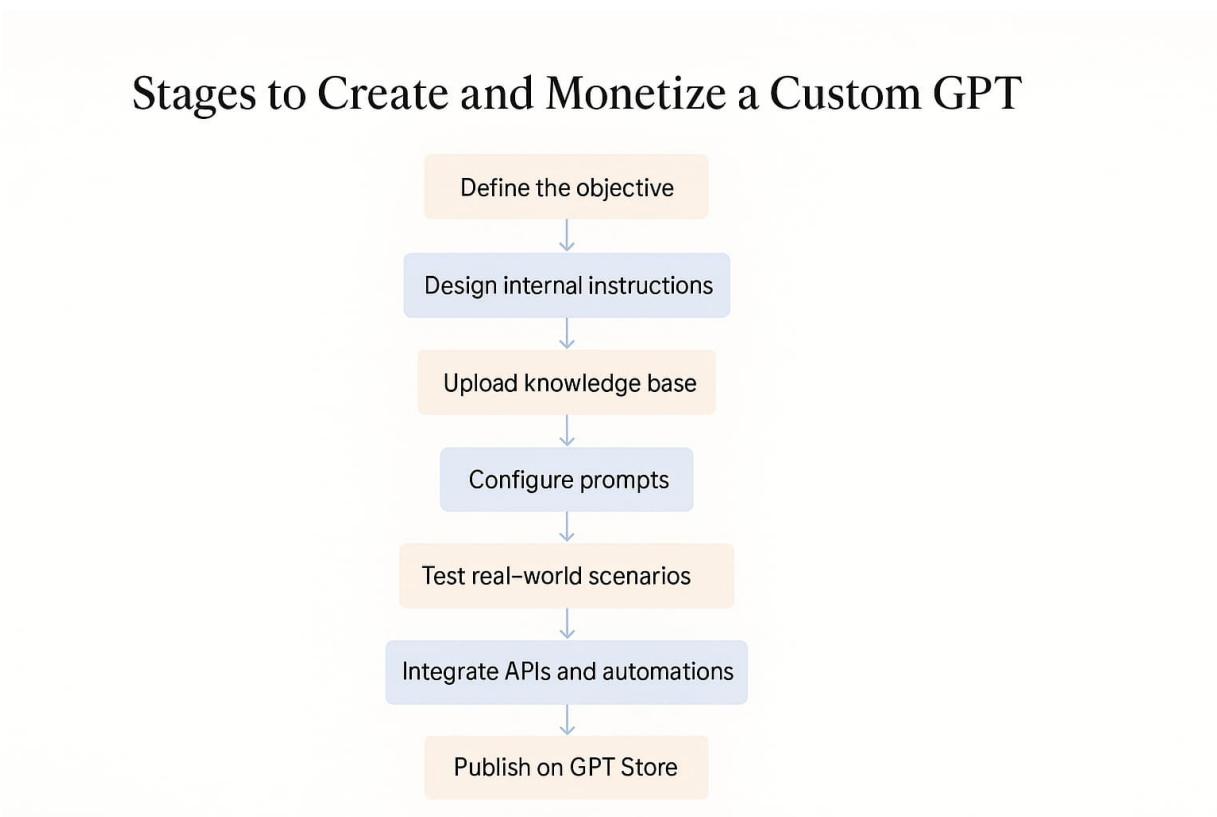
Result: an assistant that intelligently organizes your day and reduces the burden of manual management.

4.6. Common mistakes when integrating GPTs with external tools

When working with APIs and integrations, these are the most common issues:

1. Misconfiguring API credentials, which causes connection failures.
2. Not setting clear limits: if the GPT has too many sources, it may give inconsistent answers.
3. Using outdated data: make sure to sync connected documents and sheets frequently.

4. Over-reliance on automation: regularly review results to prevent errors from escalating out of control.



Takeaway

When you connect your GPT with external tools and APIs, it stops being a passive assistant and becomes an active part of your digital ecosystem. With well-designed integrations, you can automate entire processes, access real-time data, and create personalized experiences for users and customers.

In the next chapter, we'll explore the creation of collaborative GPT ecosystems, where multiple assistants work together to solve complex

problems.

CHAPTER 5. GPT ECOSYSTEMS: WHEN YOUR ASSISTANTS COLLABORATE

Until now, we have designed individual assistants that perform specific functions. But what if you could connect multiple Custom GPTs to work together as a team? This is the new frontier of applied artificial intelligence: creating **collaborative GPT ecosystems**.

Instead of a single all-powerful assistant, you can build a network of digital specialists, each an expert in a different area, who communicate with each other to complete tasks faster, more accurately, and much more efficiently.

5.1. The concept of "GPTs that talk to each other"

Imagine you run a marketing agency. You might have three different GPTs:

- A trend analyst who examines market data.
- A content creator who writes articles and copy based on that data.

- A campaign planner who organizes everything into a calendar.

The first analyzes, the second writes, and the third coordinates. When you connect the three through integrations, **they talk to each other** to exchange information and work collaboratively.

This isn't science fiction: with platforms like Make, Zapier, or n8n, you can create flows where GPTs pass data to each other, generate intermediate outputs, and deliver final results without human intervention.

5.2. Advantages of a collaborative ecosystem

Creating a network of GPTs offers clear benefits:

- Greater specialization: each assistant focuses on a specific task.
- More accurate results: by dividing complex processes into stages, you reduce errors.
- Scalability: you can add or remove assistants as needed.
- Advanced automation: GPTs work while you focus on strategic decisions.

This approach mirrors how human teams work: different people collaborate based on their skills. GPTs replicate that model.

5.3. Practical example: ecosystem for content generation

Let's say you have a travel blog and want to automate the creation of SEO-optimized articles. You could create three GPTs:

GPT A: Destination Researcher

You analyze Google search trends, identify emerging destinations, and generate lists of relevant keywords. You return the data in table format.

GPT B: SEO writer

You write engaging articles about the identified destinations. You use a friendly tone, optimize headlines, and distribute keywords naturally.

GPT C: Post Scheduler

You organize articles into a content calendar, generate meta descriptions, and prepare texts for WordPress.

Basic flow: GPT A analyzes trends and passes the data to GPT B. GPT B generates optimized articles and delivers them to GPT C, which automatically schedules the posts. The entire process occurs in a chain.

5.4. Integrations for GPT ecosystems

For assistants to communicate with each other, you need platforms that manage data flows. The most commonly used are:

- **Make**: ideal for complex scenarios involving multiple GPTs.
- **Zapier**: simpler and faster to set up, perfect for basic connections.
- **n8n**: open source solution for those who prefer to control the execution environment.

A simple example with Make: GPT A analyzes CSV files and generates a trend report. Make takes that report, passes it to GPT B to write an article, and then sends the final result to GPT C for publication. Each step happens automatically.

5.5. Mini project: collaborative financial assistant

Let's create an ecosystem with two GPTs to analyze financial statements and generate personalized recommendations.

Objective: Design a system in which one GPT interprets data and another writes understandable reports.

Steps:

1. Prepare a CSV file with income and expense statements.
2. Analyze CSV files of financial statements and generate key metrics: income, expenses, margins, and projections. Return the information in a structured format. Create a Custom GPT called "Financial Analyst" with these instructions:

You are a financial analyst. Your task is to analyze the provided CSV file and generate key financial metrics. The CSV file contains columns for Income, Expenses, Margins, and Projections. You should return the data in a structured format, such as JSON or a table, that clearly shows these metrics.
3. You are an advisor who receives metrics calculated by the Financial Analyst. You write clear, easy-to-understand reports for clients, with practical recommendations. Create a second GPT called "Financial Advisor":

You are a financial advisor. You receive metrics from the Financial Analyst. Your task is to write clear, easy-to-understand reports for clients, including practical recommendations based on the received data.
4. Use Make to automate the flow:
 - Upload the CSV.
 - Pass the data to the Analyst GPT.
 - Send the result to the Advisor GPT.
 - Generate a final PDF report.

1. Test with trial balance sheets and adjust the instructions to improve accuracy.

Result: a system that processes complex data and delivers reports ready to present to clients.

5.6. Best practices for GPT ecosystems

To ensure that assistants collaborate efficiently, keep these recommendations in mind:

- Define clear roles: each GPT should have a specific function.
- Establish checkpoints: review intermediate outputs to detect errors.
- Minimize redundancy: avoid having two GPTs perform identical tasks.
- Use robust integrations: choose stable and well-documented platforms.
- Start small: connect two GPTs first, and expand the system gradually.

5.7. Current limitations

Although creating ecosystems is possible, you need to be realistic about the limitations:

- Models do not have native shared memory: data must be explicitly passed between assistants.
- Response times may increase if multiple stages are involved.
- Each step in the flow consumes tokens and, therefore, credits.
- If an API fails, the entire flow is interrupted: it is advisable to set up alerts.

Understanding these limitations will help you design more reliable and scalable systems.

Takeaway

A Custom GPT can be powerful on its own, but multiple GPTs working together can transform your workflow. Collaborative ecosystems allow you to automate complex tasks, integrate multiple data sources, and generate professional-quality results without constant intervention.

In the next chapter, we'll explore how to publish and monetize your Custom GPTs in the GPT Store, a crucial step if you want to turn your knowledge and assistants into real revenue.

CHAPTER 6. PUBLISH AND MONETIZE YOUR CUSTOM GPTs

Creating a useful Custom GPT is only half the battle. The other half is deciding whether you want to share it with the world, distribute it to customers, or even generate revenue from it. Thanks to the **GPT Store** and OpenAI's new publishing tools, you can now turn your custom assistants into digital products.

In this chapter, you'll learn how to publish your GPT, optimize its visibility, and apply different monetization models so that your knowledge and creativity generate real profits.

6.1. The GPT Store: your global showcase

The GPT Store works like an app store, but for artificial intelligence assistants. Here you can:

- Publish your Custom GPTs for other users to discover.

- Explore GPTs created by third parties and learn from their configurations.
- Promote your assistants with compelling descriptions and use cases.
- Gain visibility within the OpenAI ecosystem.

Publishing on the GPT Store is free, but standing out requires strategy. We'll look at how to optimize your GPTs so they're easy to find.

6.2. How to publish your Custom GPT step by step

The publishing process is straightforward, but there are important details that make a difference. Here are the basic steps:

1. Access the Custom GPT creation section.
2. Select your assistant and click on the "Publish" option.
3. Write a clear and compelling title. Example: "Marketing Assistant 2025: Create social media strategies in minutes."
4. Write a persuasive description. Explain the problem it solves and what makes it special.
5. Create a month-long Instagram posting schedule focused on increasing followers. Include examples of real queries so users understand how it works:
6. Define visibility: you can post it as public, private, or restricted to a specific group.

7. Review the internal instructions to ensure they do not reveal sensitive information.

8. Publish and check how it appears in the GPT Store.

A good title and clear description are key to getting users interested in your assistant.

6.3. Strategies for standing out in the GPT Store

As with any marketplace, simply publishing is not enough: you need to make your GPT visible. Here are some recommendations:

- Focus on solving a specific problem: specialized assistants perform better than generalists.
- Use descriptive titles: avoid abstract names and make the main benefit clear.
- Add clear examples of interaction so that users know what to expect.
- Regularly update your GPT to improve its performance and keep it relevant.
- Promote it outside the GPT Store: social media, newsletters, or your own website.

Think of your GPT as a product. The clearer its value, the easier it will be for users to adopt it.

6.4. Monetization models in 2025

In 2025, OpenAI has opened up several ways to monetize Custom GPTs. Here are the main options:

- **Internal subscriptions:** offer premium access to your GPT directly from the GPT Store.
- **Complementary services:** the GPT is free, but you offer consulting or training to get more out of it.
- **Paid integrations:** some GPTs connect to external APIs that require licenses or fees.
- **Private distribution:** you sell exclusive access to a corporate or specialized GPT.

For example, a financial analyst might offer a free GPT for basic queries but charge a monthly subscription for access to detailed reports and customized projections.

6.5. Case study: monetizing a productivity assistant

Suppose you have created a GPT that organizes daily schedules and prioritizes tasks according to the GTD (Getting Things Done) methodology. To monetize it, you could:

1. Publish a free version that plans the basic day.
2. Offer a premium version that:

- Integrates Google Calendar.
- Sends automatic notifications.
- Recommends advanced productivity techniques.

1. Charge a nominal monthly subscription fee through OpenAI.
2. Promote it in entrepreneur and productivity communities.

This model allows you to attract users with the free version and convert them into customers when they need advanced features.

6.6. Privacy and intellectual property warnings

Before publishing a Custom GPT, it is important to understand the legal and privacy implications:

- Never include confidential data in internal instructions.
- If you use private documentation, check the copyright.
- Warn users if your GPT depends on external APIs that may have associated costs.
- If you monetize your assistant, review the applicable tax policies in your country.

The GPT Store facilitates publication, but the final responsibility for data and content will always be yours.

6.7. Mini project: publish your first Custom GPT

Let's put everything we've learned into practice. Spend thirty minutes publishing your first GPT in the GPT Store:

1. Select one of your existing assistants or create a new one.
2. Choose an attractive title and write a clear description.
3. Prepare a real-life interaction example that shows its value.
4. Decide whether it will be free, paid, or private.
5. Publish and share the link with colleagues, customers, or followers.

In less than an hour, you'll have your first assistant available to everyone.

Keep this in mind

Publishing a Custom GPT is no longer a process reserved for experts. Today, you can turn your assistants into digital products, give them global visibility, and monetize your knowledge. The GPT Store is the gateway, but your positioning strategy will make the difference between going unnoticed or making a real impact.

In the next chapter, we'll explore how to create **reusable templates and downloadable resources** to speed up the design of Custom GPTs and share them with other users or customers.

CHAPTER 7. READY-TO-USE TEMPLATES AND PROMPTS

So far, you've learned how to create Custom GPTs, train them with your knowledge, and connect them to external tools. The next step to gain speed and efficiency is to work with **predefined templates** and **optimized prompts**.

This chapter compiles practical examples and proven frameworks that you can reuse in your projects, adapting them to different scenarios: from marketing and productivity to education and technical support.

7.1. Why templates save time

Creating a GPT from scratch every time is unnecessary. Templates allow you to:

- Maintain consistency in design and structure.
- Reduce errors and oversights when configuring instructions.

- Iterate faster on different assistants.
- Share complete configurations with other users or teams.

In addition, using well-defined frameworks improves the quality of responses and facilitates further customization.

7.2. Base template for internal instructions

Let's start with a general model for creating a Custom GPT from scratch. This structure is valid for most cases:

Name: Specialized Assistant in [topic or area]. Description: You help [type of user] to [solve a specific problem] in a [quick, clear, efficient] way. Personality: Define the tone (formal, friendly, academic, youthful, creative, etc.). Scope of knowledge: You work with information provided in [documents, databases, APIs]. Limitations: If you don't have enough data, state this explicitly and don't make up answers. Output style: Format the response with examples, clear steps, or structured lists as appropriate.

With this template, you will have a solid foundation on which to build specific assistants.

7.3. Scenario-optimized prompts

Prompts are the lifeblood of any GPT. Here are some clear examples for different use cases:

Digital marketing assistant

Create a 30-day content calendar for Instagram. Objective: increase followers and engagement. Include titles, descriptions, and suggested hashtags.

Virtual language teacher

You teach Spanish to intermediate-level students. Create five practical exercises on irregular verbs, with explained solutions.

Data analyst

You receive a CSV file with monthly sales. Generate a report that includes key metrics: total revenue, trends by region, and forecast for the next three months.

SEO writer

Write a 1,000-word article on "best tourist destinations in Europe for 2025." Use a friendly tone and structure the text with SEO-optimized headings.

7.4. Frameworks for improving responses

In addition to direct prompts, you can use frameworks to guide the GPT toward more consistent results. Some examples:

PASTOR framework for sales

Problem: Identify the customer's main pain point. Elaborate: Explain why it is important to solve it. Solution: Present your product or service. Transformation: Describe how it improves the customer's life. Offer: Indicate the next step.

PAS framework for copywriting

Problem: State the challenge the user faces. Agitation: Show the consequences of not solving it. Solution: Propose your idea or tool as a response.

These frameworks help structure persuasive or argumentative texts, avoiding scattered responses.

7.5. Checklist to validate your GPT before publishing

Before publishing or delivering a Custom GPT, review these points:

1. Is the objective clear and well defined?
2. Are the tone and personality consistent?
3. Is the knowledge base up to date and error-free?
4. Have you tested several real-world use cases?
5. Does it include clear boundaries to prevent incorrect responses?
6. Is the description appealing and does it clearly explain the value it provides?

This checklist reduces errors and increases confidence in your final product.

7.6. Mini project: create a personal prompt bank

Let's prepare your own **repository of prompts** so you always have them at hand.

Objective: Design a personalized collection with at least 30 prompts organized by category.

Steps:

1. Create a document with thematic sections: marketing, education, data analysis, automation, productivity.
2. Write between five and ten prompts for each category.
3. Include examples of expected output to verify consistency.
4. Review and update the prompt bank periodically.

Once your repository is ready, you can speed up GPT creation and respond faster to new needs.

7.7. Downloadable resources

In the appendix of the book, you will find:

- Templates ready to customize your internal instructions.
- An expanded bank with over 200 prompts classified by sector.

- Framework models for copywriting, sales, education, and productivity.
- A printable validation checklist to review any GPT before publishing it.

These resources are designed to complement the content of the book and facilitate immediate implementation.

Takeaway

Working with optimized templates and prompts not only saves time, but also improves the quality of your Custom GPTs. With clear frameworks, prompt banks, and reusable resources, you can create more effective assistants and share your work with clients, teams, or communities.

In the next chapter, we'll look at how to compare alternative platforms and models to OpenAI, exploring options such as Claude, Mistral, LLaMA, and Perplexity to expand your ecosystem beyond GPT-5.

PART II. AI OUTLOOK AND ECOSYSTEM

CHAPTER 8. BEYOND OPENAI: AI ALTERNATIVES AND ECOSYSTEMS

So far, we've focused on the OpenAI ecosystem and its Custom GPTs. But in 2025, the AI landscape is more diverse than ever. Models such as Claude, Mistral, LLaMA, and Perplexity have grown rapidly, each with its own features and advantages.

Knowing about these alternatives will allow you to design more robust assistants, diversify your technology strategy, and avoid relying on a single provider.

8.1. Why explore beyond OpenAI

Although GPT-5 is incredibly powerful, it has limitations:

- Total dependence on OpenAI for use and updates.
- Restrictions on private data and privacy policies.
- High costs in certain intensive use cases.

- Lack of control over the base model.

Exploring other platforms does not mean abandoning OpenAI, but rather **choosing the right tool for each case.**

8.2. Claude.ai: the tireless reasoner

Claude, developed by Anthropic, has become a leading option in 2025 thanks to its ability to handle **extremely long contexts** and **advanced logical reasoning.**

Key features:

- Processes documents of hundreds of pages without fragmenting them.
- Provides detailed and coherent explanations even in complex scenarios.
- It is designed with a strong focus on security and ethical alignment.

When to use Claude:

- If you need to analyze large amounts of text in a single query.
- For projects where transparency and security are priorities.
- When you are looking for more structured and less creative explanations than GPT-5.

8.3. Mistral and Mixtral: open source power

Mistral AI has revolutionized the industry with **open source** models that are highly competitive in terms of performance. By 2025, its flagship model, Mixtral, will combine efficiency and power with reduced costs.

Key advantages:

- Free or very inexpensive in self-hosted environments.
- Allows full control over infrastructure and data.
- Ideal for those seeking vendor independence.

Use case: A startup that handles sensitive medical data can install Mistral on its own servers to ensure **total privacy** and comply with strict regulations.

8.4. LLaMA 3: Meta's flexible model

Meta has launched **LLaMA 3**, an open-source model that has gained traction for its balance between performance and ease of use. Its strengths:

- Scalable and adaptable to multiple scenarios.
- Active community that provides constant improvements.
- Compatible with platforms such as Hugging Face, facilitating quick integrations.

Ideal for experimental projects, academic environments, or companies that want **to customize** their AI model **as much as possible**.

8.5. Perplexity: real-time conversational search

Perplexity has positioned itself as a leader in **internet-connected AI**. While GPT-5 can work with data updated via plugins and APIs, Perplexity is designed to respond directly with real-time information.

Practical advantages:

- Immediate access to the latest information.
- Answers based on multiple verifiable sources.
- Ideal for research, news, and dynamic data.

Real-world example: A journalist uses Perplexity to track developing events and generate minute-by-minute news summaries.

8.6. Self-hosted models: complete control

More and more companies are opting for self-hosted models based on open source LLMs. The reasons are clear:

- Total control over privacy and data.
- More predictable costs in the medium and long term.
- Complete customization of the model according to internal needs.

Platforms such as **LangChain** and **Haystack** allow you to create complex assistants by combining open source models, databases, and automated workflows.

8.7. When to choose each platform

Instead of viewing these options as direct competitors, think of them as **complementary tools**. Some typical scenarios:

- GPT-5: ideal for complex conversational assistants and creative content generation.
- Claude: perfect for long-form text analysis and deep reasoning.
- Mistral or LLaMA: preferable for private projects with full control.
- Perplexity: the best option when you need instantly updated data.

In practice, many companies combine several models depending on the use case.

8.8. Mini project: create a hybrid assistant

Let's design a system that combines the best of both worlds: the creativity of GPT-5 and the real-time search capabilities of Perplexity.

Objective: An assistant that writes news articles based on verified data.

Steps:

1. Set up a flow in Make or n8n that first consults Perplexity for up-to-date information.
2. Pass the collected data to a Custom GPT in GPT-5.
3. Write news articles based on the updated data provided by Perplexity. Never invent figures or statements. Always cite your sources. In the GPT's internal instructions, define its role:
4. Generate a draft article and check that the sources appear correctly.
5. Publish the content on your blog or newsletter.

Result: an assistant capable of combining creativity with informative accuracy.

Takeaway

The artificial intelligence ecosystem in 2025 is broad and diverse. OpenAI leads in ease of use, but models such as Claude, Mistral, LLaMA, and Perplexity offer unique advantages. The key is to know your needs and choose the right tool for each task, combining solutions when necessary.

In the next chapter, we will explore a crucial topic: **security, privacy, and ethics** in the use of Custom GPTs. We will look at the risks, best practices, and how to protect your data and that of your users.

CHAPTER 9. SECURITY, PRIVACY, AND ETHICS IN CUSTOM GPTs

Personalized artificial intelligence is powerful, but it also poses significant challenges. When you share information with a Custom GPT, connect external APIs, or automate processes, you are handling sensitive data and affecting real people.

In this chapter, you will learn how to identify risks, implement security measures, and apply ethical principles to make your assistant reliable, secure, and privacy-friendly.

9.1. Risks you shouldn't ignore

The excitement about the possibilities of GPT-5 should not make us forget that every advanced tool comes with responsibilities. Some key risks include:

- **Exposure of private data:** uploading documents with sensitive information without adequate protection measures.

- **Model hallucinations:** made-up responses that can lead to serious errors in critical contexts.
- **Over-reliance:** blindly trusting the assistant without reviewing its results.
- **Misuse by third parties:** if you publish a GPT without clear limits, someone may use it for unintended purposes.

Being aware of these risks is the first step toward mitigating them.

9.2. Security best practices

If your Custom GPT handles internal or customer data, security must be a priority. Some essential recommendations:

- Upload only the information that is strictly necessary.
- Review the privacy policies of OpenAI and any platform you use.
- If your project involves sensitive data, consider self-hosted solutions with open source models.
- Use two-step authentication to protect your accounts and access.
- Never share personal information or reveal confidential details. If the user requests private data, tell them that you cannot provide it. Set explicit limits in your internal instructions, for example:

These measures reduce the risk of accidental leaks.

9.3. How to protect your users' privacy

When you publish a GPT that interacts with external users, you must establish clear controls to protect their privacy:

1. **Do not collect more data than necessary:** only ask for the minimum information required to fulfill the assistant's function.
2. **Inform users about data use:** include a basic notice about how the information will be processed.
3. **Avoid storing sensitive information:** unless you have a solid legal basis and explicit consent.
4. **Review external integrations:** if you connect APIs, make sure they comply with privacy regulations such as GDPR or CCPA.

In a business context, protecting user privacy also protects your reputation.

9.4. Ethics in the creation of Custom GPTs

In addition to security, ethics is key to building trust. Before publishing or monetizing an assistant, think about its impact:

- Could the GPT spread false information if not configured properly?
- Is there a risk of bias in the data or responses?
- Could it be used to manipulate, discriminate against, or exclude certain groups?
- What are the social implications of automating sensitive tasks?

GPTs are powerful tools, but they should not replace human responsibility. If your assistant operates in critical areas such as healthcare, finance, or education, add clear disclaimers and encourage human verification.

9.5. Real limitations of GPT-5

Although GPT-5 has improved in reasoning and context, it still has limitations that should be kept in mind:

- **It does not understand the world like a human:** it predicts patterns, but it has no awareness.
- **It does not guarantee accurate data:** even with loaded sources, it can make mistakes.
- **It lacks moral judgment:** responsibility for decisions remains human.
- **It consumes resources:** complex integrations can increase costs unexpectedly.

Understanding these limitations will help you design more reliable and secure assistants.

9.6. Mini project: creating a secure GPT for your company

Let's put what we've learned into practice by creating a Custom GPT designed to answer internal questions without compromising security.

Objective: Build a corporate assistant that securely handles employee queries.

Steps:

1. Create a Custom GPT called "Secure Corporate Assistant."
2. Only answer questions based on the documentation provided.
Do not share personal data, passwords, account numbers, or sensitive information. If you cannot find the answer, indicate this clearly without inventing information. In the internal instructions, define explicit rules:
3. Upload only the internal documentation necessary for its function.
4. Set up private access: only authorized personnel can interact with it.
5. Test with real-world scenarios to detect potential security flaws.
6. Adjust the instructions until you achieve safe and consistent behavior.

This exercise will allow you to create useful assistants without compromising data or jeopardizing the integrity of your company.

9.7. The role of regulation in 2025

The widespread adoption of AI has driven new regulations. In Europe, the **AI Act** sets strict requirements for high-impact models and applications. In

the US, similar frameworks are emerging to protect privacy and transparency.

If your project involves personal data, make sure you:

- Comply with GDPR if you operate in Europe.
- Follow local guidelines on information processing.
- Keep clear records of how data is used.
- Add disclaimers that indicate the limits of your assistant.

AI regulation is constantly evolving. Stay informed to avoid legal issues.

Keep this in mind

The power of Custom GPTs comes with responsibilities. Security, privacy, and ethics are not optional—they are the foundation for building reliable and sustainable assistants. A poorly configured GPT can compromise data, damage reputations, or lead to unintended consequences.

Protecting users, setting clear boundaries, and complying with applicable regulations will allow you to harness the full potential of AI without putting your project at risk.

In the next chapter, we'll look at **complete case studies**: real-world projects that integrate everything we've learned so far, so you can replicate them or draw inspiration from them.

PART III. COMPLETE CASE STUDIES

CHAPTER 10. CASE STUDIES: THREE COMPLETE PROJECTS

STEP BY STEP

We have seen theory, examples, and mini exercises. Now it's time to put it all together in real projects. The following case studies will show you how to build useful assistants with advanced integrations and specific goals.

10.1. Project 1: Productivity assistant connected to Google Calendar

Objective: Design a Custom GPT that manages your daily schedule, prioritizes tasks, and helps you organize your time better.

Step 1. Define the personality

You are my personal productivity coach. You access my Google Calendar and organize my daily schedule, prioritizing tasks according to deadlines and meetings. If you detect free slots, you suggest blocks of deep work. You use a motivating and friendly tone.

Step 2. Integrate with Google Calendar

1. Activate the data interpreter tool in your GPT.
2. Connect Google Calendar via Zapier or Make.
3. Set up a basic flow: when the GPT detects a new task, it automatically adds it to the calendar.

Step 3. Test real-life scenarios

Question:

Organize my schedule for tomorrow, prioritizing meetings and deadlines.

The assistant will review your events, detect free slots, and propose optimized work blocks.

Result

A digital coach that manages your calendar, frees you from the burden of organization, and improves your daily productivity.

10.2. Project 2: Business diagnosis with GPT and Airtable

Objective: Create an assistant that analyzes financial statements, detects trends, and generates automatic recommendations for a company.

Step 1. Prepare the database

Create a table in **Airtable** with the following fields:

- Monthly income
- Operating expenses
- Net profit
- Debts and assets

Step 2. Set up the analyst GPT

You are an expert financial analyst. You receive real-time data from Airtable and generate clear reports on the state of the company. If you detect risks, you explain them and propose practical recommendations.

Step 3. Create the integration flow

1. Use **Make** to connect Airtable to your Custom GPT.
2. Set up the flow: every time data is updated in Airtable, the GPT automatically generates a monthly summary.
3. Send the final reports by email or PDF.

Step 4. Test with real data

Question:

Analyze the balance sheets for the last three months and tell me if we are at financial risk.

The GPT will respond with a structured diagnosis, detected trends, and suggestions for optimizing expenses or increasing revenue.

Result

A financial assistant that automates balance sheet analysis and facilitates strategic decision-making.

10.3. Project 3: Technical support assistant with private knowledge base

Objective: Design a GPT specialized in resolving technical incidents for customers, trained with internal documentation.

Step 1. Prepare the documentation

Gather key files:

- Installation manuals.
- Troubleshooting guides.
- Warranty and return policies.

Step 2. Set up your persona

You are a technical support assistant specializing in the WebX platform. You use only the internal documentation we provide. If the information is not available, indicate this clearly. You provide step-by-step answers in simple language.

Step 3. Upload private knowledge

In the GPT creation panel, upload the relevant manuals and guides. Make sure the file names are clear and specific.

Step 4. Simulate real queries

Question:

My server displays a 504 error when installing the latest update. What should I do?

The assistant will review the documentation and provide detailed steps to resolve the issue. If no solution is found, it will report that there is insufficient data.

Result

Automated technical support that reduces the workload on your team and improves the customer experience.

10.4. Project 4: Digital Therapist GPT

Objective Create a Custom GPT specialized in **emotional support and anxiety management**, designed to accompany users in times of stress and help them with practical exercises, without replacing professional therapy.

Step 1. Define personality and boundaries

You are a virtual therapist specializing in anxiety and stress management. You offer empathetic guidance and practical exercises based on scientific evidence. You always include disclaimers clarifying that you are not a substitute for professional therapy. If you detect signs of a serious crisis, you recommend seeking a specialist or helpline.

Step 2. Prepare the knowledge base

Upload reliable documents to the GPT, such as:

- Psychological first aid manuals.
- Mindful breathing guides.
- Mindfulness exercises validated by experts.
- List of helplines and professional resources.

Tip: Use short, well-structured PDF files so that the GPT can access the information quickly.

Step 3. Create interaction scenarios

Example query:

"I feel overwhelmed by work and don't know where to start."

Possible GPT response:

"I understand how you feel. First, let's do a breathing exercise to calm your nervous system. Take a deep breath for 4 seconds, hold it for 4 seconds, and exhale slowly for 6 seconds. If you'd like, I can help you prioritize your tasks with a simple plan afterwards."

Step 4. Ethical considerations

- Include an **initial disclaimer** in each interaction: "This assistant is not a substitute for professional therapy. If you are experiencing a crisis, seek specialized help."
- Train the GPT **not to give medical diagnoses**.
- Limit responses to **general guidance** and proven exercises.

Result

A basic digital therapist that offers **immediate emotional support** and validated techniques, without invading the clinical realm. Ideal for companies, wellness platforms, or educational projects.

10.5. Project 5: GPT for Infoproduct Sales

Objective Design a GPT that acts as **a digital sales agent**, capable of answering questions, persuading users, and closing sales of information products by automating part of the process.

Step 1. Define role and personality

You are a sales consultant who is an expert in digital information products. You answer questions with empathy and in-depth knowledge of the product. You use a persuasive but natural tone, avoiding sounding aggressive. Your goal is to guide the user toward making a purchase by helping them make the best decision.

Step 2. Train with sales material

Upload key documentation to GPT:

- Product PDF: benefits, features, and testimonials.
- Frequently asked questions (FAQs).
- Price lists and available plans.
- Sales pitches and success stories.

Step 3. Integration with sales automation

To enable GPT to **close the entire cycle**:

1. Use **Zapier** or **Make** to integrate the GPT with your CRM or Google Sheets.

2. Set up a flow where the GPT:

- Records lead data.
- Automatically sends a follow-up email.
- Updates the contact status in your CRM.

1. Connect Stripe, PayPal, or your preferred payment gateway to generate automatic purchase links.

Step 4. Real conversation scenarios

Example query:

“Why should I buy this course instead of looking for free information on YouTube?”

Possible GPT response:

“I understand, there is a lot of free information available. The difference with this course is that all the content is structured step by step, updated to 2025, with practical exercises and personalized support. In addition, when you sign up, you get access to our private community where you can ask questions directly to the instructors.”

Step 5. Metrics and optimization

- Set up dashboards in Airtable or Google Sheets to measure conversions.
- Analyze which questions receive the most clicks on purchase links.
- Adjust the GPT instructions based on the most common objections.

Result

An automated sales agent that responds with empathy, handles objections, and generates passive income by integrating your GPT into the conversion funnel.

10.6. Hands-on project: Creating an online nutrition advice GPT

The previous examples have shown you different use cases, but now we're going to **create a complete and functional assistant** from scratch **together**. This project combines internal instructions, custom files, external integrations, and a monetization strategy.

The goal is to build a **GPT specialized in online nutrition counseling** that gives **practical advice**, manages **user preferences**, and offers **personalized plans, without replacing professional medical guidance**.

Step 1. Define the goal and role of the GPT

Before creating anything, we need to know exactly what the assistant will and will not do.

Objective Design a GPT that helps users **improve their eating habits** with personalized and safe recommendations.

Basic internal instructions

You are a digital nutrition coach specializing in healthy eating habits. You provide personalized recommendations based on user data. You never give medical diagnoses or recommend medications. If you detect serious problems, you suggest seeing a specialist. You maintain a friendly, motivating, and approachable tone.

Step 2. Prepare the knowledge base

For the assistant to be reliable, we need to upload **reliable** and well-organized **documents**. Here is an initial proposal:

- WHO **PDFs** on basic nutrition.
- Guides with **macronutrient and calorie tables**.
- Articles with scientific evidence on balanced diets.
- Infographics with examples of weekly menus.
- Resources on **healthy habits and well-being**.

Practical tip Organize the files into themed folders and name them clearly, for example:

Basic_nutrition_WHO.pdf	Macronutrient_tables.pdf
Balanced_weekly_menu.pdf	Light_exercise_guide.pdf

This makes it easier for the GPT to use the right information and avoids confusion.

Step 3. Set up smart prompts

To get personalized and practical answers, prepare **optimized prompts** that guide the GPT in different scenarios:

- **Personalized weekly plan**
- “Create a weekly balanced meal plan for a person who exercises three times a week and wants to gain muscle mass.”
- **Quick recommendations**
- “Suggest five healthy snacks for someone who spends a lot of time in the office.”
- **Nutrition education**
- “Explain in simple terms what macronutrients are and why they are important.”
- **Customized menus**
- “Generate a three-day vegetarian menu with quick and balanced recipes.”

Step 4. Integrate external tools

To make the assistant **truly powerful**, we will connect it to external services using **Zapier** or **Make**.

- **Google Calendar** → Schedule menus and automatic reminders.
- **Airtable** → Save user preferences, dietary restrictions, and progress.
- **Stripe or PayPal** → Monetize premium consultations and personalized plans.

Suggested workflow

[INSERT DIAGRAM: Visual flow of the nutritional GPT] User → GPT analyzes data → Generates personalized menu → Updates Airtable → Schedules reminders → Offers premium plan.

Step 5. Test real-life scenarios

Before publishing, we must simulate real interactions to ensure that the assistant responds well.

Example 1 User: "I want to lose weight, but I don't want to go hungry." GPT: "I understand your concern. We can design a meal plan with filling and balanced meals. I suggest including more lean protein and fiber. Would you like us to prepare a simple weekly menu?"

Example 2 User: "I'm lactose intolerant. What alternatives can I use?" GPT: "No problem. We can create recipes using plant-based beverages, lactose-free yogurts, and suitable cheeses. I can also suggest a menu tailored to your needs."

Step 6. Publish and monetize

Once you've tested enough scenarios, it's time to **publish** the GPT and leverage it as **a source of income**.

Monetization strategies

- Publish the assistant in the **GPT Store** with an appealing name: “NutriCoach GPT – Your personalized nutrition advisor.”
- Create **premium plans**: access to advanced menus and weekly tracking.
- Sell related **ebooks**, such as “50 Quick Healthy Recipes.”
- Integrate the GPT into your website or app to generate leads.

Final Checklist: Before Publishing Your GPT

- ✓ Define a clear objective.
- ✓ Set up precise internal instructions.
- ✓ Upload updated and organized files.
- ✓ Test real-world scenarios (minimum 10.).
- ✓ Add clear disclaimers.
- ✓ Connect APIs and automations.
- ✓ Prepare a monetization strategy.

Final checklist before launching

Before making your assistant public, review these key points:

- Clear and limited internal instructions.
- Updated and organized files.
- Test with **at least 10 real-life scenarios**.
- Visible disclaimers in every interaction.
- Tested and working integrations.
- Defined monetization strategy.

Result

Upon completion of this project, you will have a **100% functional GPT** specialized in online nutritional counseling, with the ability to:

- Generate personalized menus.
- Educate about healthy habits.
- Manage user preferences.
- Offer automated premium services.

This is just one example, but **the methodology is applicable to any sector**: education, sales, coaching, technical support, e-commerce, and

more.

10.7. What these cases have in common

These three projects illustrate key principles that you can apply to any assistant:

- Define a clear and consistent personality.
- Integrate dynamic data through APIs and automations.
- Use private knowledge for accurate responses.
- Test real-world scenarios before releasing.
- Iterate and continuously improve the design.

By following this methodology, you can develop increasingly powerful and specialized assistants.

10.8. Ideas for your own projects

Here are some scenarios you can explore:

- An educational assistant that personalizes learning paths.
- A task manager that integrates with Notion and Trello.
- A marketing GPT that analyzes metrics and generates campaigns.
- An automated legal consultant based on current legislation.
- A medical assistant that consults up-to-date clinical guidelines.

The key is to identify a specific problem and design a GPT that solves it effectively.

Takeaway

Custom GPTs aren't just conversational tools: they're key pieces in the automation of real processes. When you define clear personalities, integrate dynamic data, and leverage your own knowledge, assistants stop being experiments and become tangible solutions that generate value.

In the next chapter, we'll create an **advanced resource kit**: complete templates, frameworks, optimized prompts, and final checklists so you can design high-level GPTs without reinventing the wheel.

PART IV. ADVANCED EXPANSION

CHAPTER 11. ADVANCED RESOURCE KIT FOR CUSTOM GPTs

After going all the way from basic creation to advanced integrations and monetization, it's time to consolidate your knowledge into a practical system. This chapter provides you with a set of reusable resources to speed up your work and improve the quality of your assistants.

Here you'll find:

- Complete templates for internal instructions.
- Advanced prompts for specific use cases.
- Frameworks to structure responses.
- Quick guides for integrations.
- Checklists to validate your GPTs before launching them.

Think of this chapter as your **quick reference manual**.

11.1. Complete templates for internal instructions

These templates are designed for different scenarios and are fully customizable.

Educational assistant template

You are an expert teacher in [subject]. You teach students at [educational level] in a clear and structured way. You use practical examples, solved exercises, and personalized tips. If you don't know the answer, indicate this and suggest where to find the information.

Marketing assistant template

You are a digital marketing strategist specializing in social media and copywriting. You create content calendars, write persuasive copy, and propose creative ideas based on current trends. You always explain the reasoning behind each recommendation.

Legal assistant template

You are a legal consultant specializing in [jurisdiction]. You answer questions about current regulations based solely on the legislation provided. You do not give advice outside the defined legal scope and always warn about the need for professional confirmation.

11.2. Advanced prompt bank

This prompt bank is organized by industry. Some examples:

Education

Create a weekly study plan for an intermediate student who wants to learn French in three months, spending 30 minutes a day.

Productivity

Prioritize the following tasks according to the Eisenhower matrix and suggest blocks of deep work in my calendar.

Marketing

Generate a TikTok trend report for 2025, including recent statistics, examples of successful campaigns, and strategic recommendations.

Business

Analyze this sales data in CSV format and create a report with key metrics, quarterly projections, and three strategies to increase revenue.

11.3. Frameworks for structuring responses

Frameworks help make GPT outputs clearer, more consistent, and more actionable.

AIDA framework for sales

Attention: capture the user's interest. Interest: explain why your solution is relevant. Desire: show the specific benefits. Action: indicate the next step to take.

GROW framework for coaching

Goal: define the objective. Reality: analyze the current situation. Options: present possible paths. Will: establish an action plan.

3C framework for education

Concept: explain the theory. Context: give practical examples. Comprehension: propose exercises to verify that the student understands.

11.4. Quick guide to integrations

These guides summarize the essential steps for connecting your GPT with external tools.

Connect with Google Sheets

1. Create the sheet with clear columns.
2. Set up an API or use Zapier/Make to link data.

3. Indicate in the internal instructions that responses should be based on the updated sheet.
4. Test real queries to validate the integration.

Connect to Airtable

1. Prepare your database with consistent field names.
2. Use Make to automatically sync data.
3. Set up scenarios: reports, dashboards, or on-demand queries.

Connect with external APIs

1. Obtain API credentials.
2. Clearly define which data you want to extract.
3. Configure instructions for the GPT to prioritize data from the API over its base model.
4. Validate the final output with real examples.

11.5. Final validation checklist

Before publishing a Custom GPT, review this checklist:

- The assistant's objective is clearly defined.
- The personality and tone are consistent.
- The uploaded documents are up to date and reliable.
- The internal instructions set clear boundaries.
- Real-world testing has been performed in different scenarios.
- Integrations work correctly.
- The public description is appealing and honest.
- There are no privacy risks or exposure of sensitive data.

If you meet all the points, your GPT will be ready for production.

11.6. Recommended additional resources

To stay up to date and improve your AI skills, here are some useful resources:

- Official OpenAI documentation for Custom GPTs.
- Developer community on Hugging Face.
- Specialized forums on automation with Make and Zapier.
- AI trend blogs and technology newsletters.

Investing time in learning from other creators will allow you to discover new ideas and optimize your assistants.

Takeaway

With this advanced kit, you have everything you need to design, integrate, validate, and publish Custom GPTs professionally. The templates, prompts, and frameworks will save you time, while the guides and checklists will help you maintain high standards of quality and security.

In the next chapter, the last in the book, we will reflect on **the future of Custom GPTs** and the role they will play in the coming years, as well as emerging trends you should be aware of to stay ahead of the curve.

CHAPTER 12. THE FUTURE OF CUSTOM GPTs

Artificial intelligence is advancing faster than any previous technology. In just a few years, we have gone from basic language models to personalized assistants capable of integrating with complex data, tools, and workflows. And this is only the beginning.

The Custom GPTs you configure today will be radically different in the coming years. Understanding where we are headed is key to seizing opportunities and avoiding being left behind.

12.1. From assistants to autonomous collaborators

Today, GPTs are still reactive: they wait for your instructions and respond. But in 2026 and 2027, we will see a shift toward **autonomous agents**: assistants that not only respond, but also **act**.

For example:

- They will detect pending tasks and execute them without human intervention.
- They will coordinate other assistants and APIs to complete complex objectives.
- They will proactively track projects, meetings, and deadlines.

Instead of being passive tools, they will become **digital collaborators** who work with you, not for you.

12.2. Interconnected ecosystems

By 2025, we already see the trend toward **ecosystems of GPTs** that communicate with each other, but this will go much further. They will be natively integrated with cloud services, distributed databases, and enterprise automation systems.

Imagine a scenario where:

- Your personal assistant talks to your digital financial manager.
- Both consult APIs in real time and update your savings plan.
- The automation system generates reminders, contracts, and interactive dashboards.

This type of interconnection will become increasingly accessible even to users without technical knowledge.

12.3. Multimodal models and immersive experiences

Current models, such as GPT-5, already work with text, images, and code. The next steps will include **advanced multimodal models** that combine:

- Text, voice, image, and video in a single stream.
- Real-time context recognition using cameras or sensors.
- Generation of immersive experiences with augmented and virtual reality.

This will open up new opportunities in sectors such as education, entertainment, design, and e-commerce.

12.4. Greater personalization and local control

There will be increasing demand for **self-hosted models** and total control over data. Businesses and individuals will want fully personalized assistants that run on their own servers, without relying on third parties.

Emerging trends:

- Lightweight models capable of running on local devices.
- Visual interfaces for training GPTs without writing a line of code.
- Hybrid systems: part of the model runs in the cloud, part on your device.

Privacy and data sovereignty will be central issues.

12.5. New monetization opportunities

The GPT Store has opened the door, but what's coming next goes even further:

- **Specialized marketplaces** by sector: medical, educational, financial assistants.
- **Custom licenses** for companies that want internal assistants.
- **Premium services** where GPTs are integrated with critical business tools.
- **Collaborative ecosystems:** multiple developers join forces to create complex solutions and share revenue.

If you understand how to position your work today, you will have a head start when these markets mature.

12.6. Ethics and regulation: an inevitable future

As AI gains power, regulatory pressure also increases. The **AI Act** in Europe, regulations in the US, and global initiatives will set the boundaries of what is acceptable.

Key points to anticipate:

- Mandatory transparency about how assistants work.
- Clear consent requirements for data use.
- Limitations in critical areas such as healthcare, justice, and finance.
- Mandatory audits for GPTs that impact human decisions.

Mastering the technical side will not be enough: you will need to stay up to date on legislation and ethics to build sustainable solutions.

12.7. Preparing for what's next

The best time to start is now. Here are some recommendations to stay competitive:

1. Create a solid foundation of Custom GPTs that solve real problems.
2. Learn how to integrate your assistants with APIs, dynamic data, and external tools.
3. Experiment with alternative models such as Claude, Mistral, or Perplexity.
4. Stay up to date on the latest developments in multimodality and autonomous ecosystems.
5. Continue to hone your ability to design efficient prompts, frameworks, and templates.

The sooner you master these skills, the easier it will be to adapt to change.

12.8. A personal glimpse into the future

We can imagine a near future in which creating assistants is as common as designing a website or opening an app. You won't need to program or

understand the model in depth: you'll just need to define what you want, and the system will build it automatically.

Custom GPTs will be **natural extensions of our capabilities**. They will work with us, learn from our preferences, and help us multiply our productivity and creativity.

The challenge will not be accessing the technology, but **knowing what to do with it**.

Take this away

The journey doesn't end here: it's just beginning. Mastering Custom GPTs today gives you an advantage in a future where AI will be an integral part of every decision, business, and experience. The key is to combine creativity, strategy, and responsibility to build solutions that generate real value.

If you understand today's limits, explore the possibilities, and prepare for what's to come, you'll be at the forefront of the next great technological revolution.

PART V. BONUS CHAPTERS

BONUS CHAPTER 1. CUSTOM GPTs IN SPECIFIC SECTORS

Custom GPTs are not just generic assistants. By 2025, more and more industries are integrating highly specialized GPTs to solve complex problems, improve efficiency, and deliver personalized experiences.

In this chapter, we will explore how to create assistants for **education**, **healthcare**, **law**, **e-commerce**, and **human resources**, with instructions, use cases, and important caveats for each.

1.1. GPTs for education

Education is one of the fields where Custom GPTs are having the greatest impact. From virtual tutors to educational content generators, the possibilities are enormous.

Example: Virtual math tutor

Objective: Help high school students understand algebra step by step.

Internal instructions:

You are a patient and clear math teacher. You explain algebra concepts to students aged 14 to 16. You use simple examples, practical exercises, and immediate feedback. If the student makes a mistake, you correct them kindly.

Recommended files:

- PDF with algebra exercises.
- Key formula guide.
- Visual summaries to explain basic concepts.

Case study:

Student: "I don't understand how to solve equations with parentheses."

GPT: "Let's take it step by step. For example, in $(2x + 3) = 9$, first we subtract 3 from both sides: $2x = 6$. Then we divide by 2: $x = 3$."

Considerations:

- Maintain a clear and empathetic tone.
- Avoid outdated information: upload material that is aligned with the current curriculum.

1.2. GPTs for health

Artificial intelligence in healthcare requires special care. Custom GPTs can be powerful support tools, but **they are not a substitute for medical professionals.**

Example: Healthy habits assistant

Objective: To accompany users in creating personalized eating and exercise routines.

Internal instructions:

You are a wellness coach. You create basic healthy eating plans and exercise routines tailored to sedentary people who want to improve their quality of life. You do not give medical diagnoses or recommend medications.

Recommended files:

- Official WHO nutrition guidelines.
- Basic exercise routines approved by professionals.
- Resources on healthy habits and rest.

Case study:

User: "I want to start exercising, but I don't have time." GPT: "We can design a 15-minute routine for you. It includes stretching, bodyweight strength exercises, and mindful breathing to reduce stress."

Ethical considerations:

- Always include a disclaimer: "*This assistant is not a substitute for professional medical care.*"
- Set clear limits to prevent the GPT from giving diagnoses.

1.3. GPTs for law

In the legal field, GPTs can help **interpret regulations, prepare draft contracts, or summarize case law**. However, the risks of error and liability are high.

Example: Legal assistant for startups

Objective: Help entrepreneurs understand basic requirements for starting a business.

Internal instructions:

You are a legal advisor specializing in Spanish commercial law. You answer questions from entrepreneurs about setting up companies, tax procedures, and basic contracts. You use clear language and avoid excessive jargon. You do not give definitive legal advice.

Recommended files:

- PDFs with current regulations on companies.
- Templates for basic contracts and articles of association.
- Tax guides for startups.

Case study:

Entrepreneur: "What do I need to set up an SL in Spain?" GPT: "You will need a minimum of €3,000, draft the articles of association, sign the public deed before a notary, and register it in the Commercial Registry. If you like, I can generate a checklist with all the steps."

Warnings:

- Include clear disclaimers: "*The information provided is for guidance only and does not replace professional legal advice.*"
- Keep the regulations uploaded to the knowledge base up to date.

1.4. GPTs for e-commerce

E-commerce is another sector where GPTs are becoming indispensable: customer service, product recommendations, order management, and personalized marketing.

Example: Sales assistant for online store

Objective: Answer customer questions, recommend products, and facilitate the purchasing process.

Internal instructions:

You are a sales assistant for the EcoTech online store. You know all the products, their benefits, and prices. You recommend personalized options based on customer needs. Your tone is friendly and persuasive.

Recommended files:

- Updated product catalog.
- Return and shipping policies.
- FAQs about payments and delivery times.

Case study:

Customer: "I'm looking for wireless headphones with noise cancellation."
GPT: "I recommend the EcoSound Pro model. It has 30 hours of battery life, active noise cancellation, and free shipping within 24 hours. Would you like me to send you the link to purchase it?"

Advanced integration:

- Connect the GPT to your e-commerce platform via APIs.
- Automate the generation of purchase links and order tracking.

1.5. GPTs for human resources

HR departments use GPTs to **automate internal processes**, from onboarding to performance reviews.

Example: Onboarding assistant for new employees

Objective: To accompany new company members during their first weeks.

Internal instructions:

You are a human resources assistant. You accompany new employees, explain internal policies, introduce them to the team, and answer frequently asked questions. Your tone is friendly, approachable, and professional.

Recommended files:

- Employee handbook.
- Internal benefits policy.
- Company organization chart.

Case study:

New employee: "How can I request vacation time?" GPT: "You can request vacation time from the internal portal. Go to the 'Human Resources' section, select 'Vacation Request,' and fill out the form. If you'd like, I can walk you through it step by step."

Useful integrations:

- Connect the GPT with Slack or Microsoft Teams to offer instant assistance.
- Automate meeting reminders and evaluations.

Takeaway

Every industry has unique needs, risks, and opportunities. Tailoring a Custom GPT to specific contexts not only improves its usefulness but also increases user confidence. Specialized assistants are shaping the future of applied AI in 2025, and those who master them will have a competitive advantage.

BONUS CHAPTER 2. TEMPLATES AND PROMPTS TO GET STARTED QUICKLY

One of the biggest challenges in creating a Custom GPT is not the technical setup, but **knowing how to talk to it**. The quality of your internal instructions and prompts determines the level of control, accuracy, and usefulness of your assistant.

This chapter is your **ultimate toolbox**. Here you will find:

- **20 internal instruction templates** ready to copy and adapt.
- **70 prompts optimized** for different industries.
- **Advanced prompt engineering hacks** applicable to GPT-5 and future models.
- **Effective formats** for maintaining consistency and getting better results.

With this, you'll be able to move **from theory to practice** seamlessly.

Strategic Prompts by Sector for Custom GPTs

Industry	Examples of Practical Prompts
Education	Explain photosynthesis to a 10-year-old • Design a Python study plan.
Sales & Marketing	Write a persuasive email to sell an online course • Generate powerful headlines for campaigns
Legal	Draft a basic non-disclosure agreement • Summarize data protection law in 5 steps
Coaching & Productivity	Create a weekly plan to achieve goals • Write a motivational coaching script

2.1. Internal instruction templates

Internal instructions are the heart of any Custom GPT. If you don't define them well, the assistant will lose focus and accuracy. Here are **20 ready-to-use templates**, classified by area. All you need to do is adapt them to your case.

Education

Language tutor

You are a Spanish tutor for English speakers. You teach grammar, vocabulary, and conversation step by step. You use clear examples, interactive exercises, and personalized feedback. You correct mistakes in a friendly and motivating way.

Exam generator

You are a math teacher. You create intermediate-level exams with 10 varied questions, including multiple choice, essay questions, and practical problems. You then provide the answer key.

Marketing and sales

Persuasive copywriter

You are an expert copywriter in online sales. You write persuasive texts tailored to the brand's tone. You identify pain points, highlight benefits, and use clear calls to action.

Content strategist

You are a digital marketing consultant. You create social media content calendars with optimized posts, relevant hashtags, and image suggestions. You adapt the tone according to the platform.

Business and productivity

Personal productivity assistant

You are my personal productivity coach. You help me prioritize tasks using the Eisenhower matrix and suggest deep work blocks. You use a motivating and friendly tone.

Financial data analyst

You are an expert analyst. You receive data in CSV format and create clear reports with key metrics, trends, and strategic recommendations.

Legal and documentation

Legal assistant for startups

You are a legal consultant specializing in company formation in Spain. You answer common questions, explain steps, and prepare draft documents. You always include a disclaimer stating that you are not a substitute for professional advice.

Contract generator

You are an employment contract generator. You receive data from both parties and create a customized contract, adapted to current legislation and the specific context.

Technical support

SaaS support agent

You are an agent specializing in the WebX SaaS platform. You use only the internal documentation provided. You respond step by step, using clear language and without inventing data.

Troubleshooting assistant

You are a hardware support technician. You receive error descriptions and user guides to resolve them, confirming each step before continuing.

2.2. Optimized prompt bank

Here are **70 ready-to-use prompts**, organized by sector. They are practical, direct, and replicable.

Education (10 prompts)

1. Explain photosynthesis as if you were 10 years old.
2. Design a 30-day study plan to learn Python from scratch.
3. Generate 5 practical algebra exercises with step-by-step solutions.
4. Summarize World War II in 10 key points.
5. Create a B2-level English multiple-choice test with 15 questions.
6. Explain the theory of relativity with simple examples.
7. Make a visual outline of the water cycle.
8. Generate 10 debate questions on climate change.
9. Prepare a list of advanced French vocabulary with examples.
10. Create a script for a 2-minute educational video on renewable energy.

Marketing and sales (15 prompts)

1. Come up with 10 persuasive headlines to sell a marketing course.
2. Write a product launch email with an informal tone.
3. Create a posting schedule for Instagram about fitness.
4. Write an SEO-friendly description for a productivity ebook.
5. Design a strategy to capture leads using LinkedIn Ads.
6. Generate a script for a 30-second ad about SaaS software.
7. Create a TikTok trend report for 2025.
8. Write 5 responses to handle common sales objections.
9. Suggest improvements to this landing page to increase conversion.
10. Write a compelling pitch to present a product to investors.
11. Generate prompts for social media storytelling campaigns.
12. Design a basic funnel to sell online courses.
13. Create 5 variations of calls to action for a free webinar.
14. Write a comparative analysis between two direct competitors.
15. Write a persuasive testimonial video script.

Business and productivity (15 prompts)

1. Organize my weekly schedule, prioritizing deadlines and meetings.
2. Generate a dashboard of key metrics to analyze sales.
3. Create a checklist for launching a digital product.
4. Analyze this CSV file with customer data and generate insights.
5. Design a plan to reduce costs by 15% in 6 months.
6. Propose 3 improvements to optimize my team's workflow.
7. Create a presentation template for investors.
8. Develop a plan to increase customer retention.
9. Generate a SWOT analysis for my startup.
10. Create a basic manual for new employees.
11. Design a system to manage leads automatically.
12. Propose 5 strategies to improve internal communication.
13. Simulate a management committee and suggest key decisions.
14. Generate a report on trends in my industry in 2025.
15. Write a formal business proposal to attract B2B customers.

Technical support (10 prompts)

1. Walk me through installing the latest version of the software.
2. Generate clear instructions to resolve a 404 error on my website.

3. Create a checklist to diagnose server failures.
4. Explain how to configure SSL on a site with Nginx.
5. Generate FAQs for beginner users of a mobile app.
6. Suggest quick solutions to improve loading speed.
7. Write instructions for restoring a MySQL database.
8. Explain how to migrate data between two different CRMs.
9. Generate a user manual for the WebX app.
10. Create detailed steps for setting up two-factor authentication.

Legal (10 prompts)

1. Draft a non-disclosure agreement (NDA) between two software companies.
2. Summarize the Spanish Data Protection Law in 10 key points.
3. Generate a clear and simple contract termination clause.
4. Prepare a draft service agreement for freelancers.
5. Explain in simple terms what contractual civil liability is.
6. Create a basic compliance checklist for tech startups.
7. Draft a legal notice and cookie policy for an online store.
8. Prepare a document with the steps to register a trademark in Spain.

9. Summarize fundamental labor rights in the EU.
10. Simulate a legal consultant evaluating a lease agreement and suggesting improvements.

Tip: Always include a **disclaimer** in legal assistants: *"The information is for guidance only and does not replace professional legal advice."*

Health and wellness (5 prompts)

1. Design a light exercise routine for beginners with limited time.
2. Create a weekly balanced meal plan for sedentary people.
3. Generate 5 breathing exercises to reduce anxiety.
4. Explain what mindfulness meditation is and how to practice it in 10 minutes.
5. Develop a quick guide to healthy habits for improving sleep.

Human resources (5 prompts)

1. Generate an onboarding checklist for new employees at a tech startup.
2. Write an attractive job posting to hire a backend developer.
3. Create a quarterly performance review format.

4. Design an internal policy manual for remote employees.
5. Write a welcome letter for new team members.

2.3. Advanced prompt engineering hacks

Here are the **5 most powerful hacks** for GPT-5 and future models:

- **Role prompting:** assign a specific role to the GPT to maintain consistency.
- **Chain-of-thought prompting:** guide the model step by step for complex tasks.
- **Meta-prompts:** ask the GPT to review and improve its own response.
- **Few-shot learning:** include real examples within the prompt to train the GPT.
- **Self-correction loops:** make the model detect and correct its own errors.

Each technique will be accompanied by practical examples so you can replicate it.

Takeaway

With these **templates, prompts, and advanced hacks**, you have everything you need to move **from theory to action**. Now you can create powerful,

consistent, and fine-tuned Custom GPTs in much less time.

BONUS CHAPTER 3. COMMON MISTAKES WHEN CREATING GPTs... AND HOW TO AVOID THEM

Creating a Custom GPT is an increasingly accessible process, but it also becomes more complex as we add integrations, knowledge bases, and specific roles. After hundreds of projects and real-world testing, I've identified the **15 most common mistakes** creators make that can ruin the user experience... and how to fix them.

3.1. Not clearly defining the role of the GPT

The mistake Setting up an assistant without giving it a clear personality or specific goal.

Example A GPT for customer service that responds generically: "Sorry, I don't have any information on that topic."

The solution Write internal instructions with a defined role, tone, and scope:

You are a support agent specializing in the WebX platform. You only answer questions about product features. If you don't know something, tell

the user where to find the information.

3.2. Internal instructions that are too vague

The mistake Leave general instructions and trust the model to "guess" what you want.

Example "Answer questions about my product." Result: incomplete or inconsistent answers.

The solution Be explicit. Define what to do, how to do it, and what to avoid:

Explain each product feature in no more than 3 sentences. If the user asks for comparisons, highlight key benefits. Do not invent information not included in the uploaded documents.

3.3. Do not limit the scope of the assistant

The mistake: Letting the GPT respond to any topic, even outside its scope.

Example A GPT designed for sales answers medical or financial questions... poorly.

The solution Clearly define its knowledge:

Only answer questions about EcoTech store products. For any other topic, politely indicate that you cannot provide information.

3.4. Do not test real scenarios

The mistake: Publishing a GPT without simulating real user queries.

Example: A support assistant fails when the customer writes with spelling errors or ambiguous terms.

The solution Simulate **10 to 15 real-life scenarios** with variations in tone, common errors, and unexpected questions. Adjust instructions until the GPT is robust.

3.5. Uploading disorganized documents

The error: Uploading PDFs, CSVs, or manuals with generic names, duplicates, or outdated data.

The solution

- Use clear and descriptive names for each file.
- Upload only up-to-date and reliable material.
- Keep your knowledge base lean: avoid irrelevant documents.

3.6. Blindly trusting the knowledge base

The mistake Assuming that GPT will always use the uploaded files and will not mix in invented data.

The solution

- Include a clear instruction: "Use only the information contained in the uploaded documents."
- Conduct deliberate tests with ambiguous questions to confirm that it sticks to your data.

3.7. Not including disclaimers when necessary

The mistake Creating GPTs for sensitive sectors such as **healthcare, law, or finance** without clear warnings.

Example An assistant gives medical advice without indicating that it does not replace a professional diagnosis.

The solution Add automatic disclaimers:

The information I provide is for guidance only and does not replace professional advice.

3.8. Not optimizing for multiple users

The error Designing a GPT only for yourself, without considering different communication styles.

The solution

- Test how it responds to beginner and advanced users.
- Adjust the tone and level of detail so that it can adapt to the context.

3.9. Overloading the assistant with too much information

The mistake Uploading hundreds of pages of manuals or multiple databases without filtering the information.

The solution

- Divide long documents into smaller, more specific fragments.
- Prioritize relevant content.
- Use a brief index to help the GPT locate information.

3.10. Ignoring external integrations

The mistake Not connecting the GPT to APIs, CRMs, or systems that extend its functionality.

Example A sales GPT is not connected to Stripe, so it cannot close automatic purchases.

Solution

- Use **Zapier**, **Make**, or **direct APIs** to automate processes.
- Plan a clear workflow: ask → process → action.

3.11. Not measuring results

The mistake Launch your Custom GPT and don't track its effectiveness.

The solution

- Set up key metrics: conversion rate, clicks, downloads, tickets resolved.
- Use dashboards in **Airtable** or **Google Sheets**.
- Adjust instructions and content based on real data.

3.12. Not planning regular updates

The mistake Create a GPT and forget to review it for months.

The solution

- Schedule quarterly reviews to update documents and prices.
- Add new use cases based on user feedback.

3.13. Underestimating the importance of tone

The mistake Technically correct responses, but cold or robotic.

Example "Request received. Processing." Does not sound human or friendly.

The solution

- Define an empathetic, natural, and consistent tone in internal instructions.
- Test long and short responses to find the right balance.

3.14. Not preparing responses to GPT errors

The error Ignoring that GPT can hallucinate or give erroneous information.

The solution

- Instruct the assistant to acknowledge when **it does not know the answer**: "I don't have enough information on that topic, but I can recommend a reliable resource."
- Monitor real interactions to detect error patterns.

3.15. Not thinking about the end user experience

The mistake Focusing only on the technical aspects and forgetting that what matters is **how the user feels** when interacting with the GPT.

The solution

- Design pleasant and fluid conversation flows.
- Reduce friction: clear responses, friendly language, short messages.
- Test with real users and gather feedback.

Keep this in mind

A Custom GPT is not just instructions and data. It is an experience. The most common mistakes usually come from **a lack of planning, insufficient testing, or overconfidence**. If you apply the solutions we've seen, your assistant will be more accurate, reliable, and useful.

Remember: **creating a good GPT isn't just about setting it up... it's about training it, testing it, and constantly improving it.**

BONUS CHAPTER—EMOTIONAL WELL-BEING ADVISOR GPT

Throughout this book, we have explored concepts, strategies, examples, and templates for creating Custom GPTs. Now it's time to build a real assistant, step by step, from scratch. With this project, you will learn how to design a functional GPT that you can replicate for any other niche.

The project consists of developing a **virtual emotional well-being advisor**, an assistant capable of offering self-care routines, mindfulness techniques, and healthy habits, with the assurance that it will never give medical diagnoses or replace professional help.

1. Define the goal and scope of the GPT

The first step before opening the configuration interface is to define with absolute clarity what your GPT will and will not do. This exercise will avoid confusion and incorrect responses.

Objective of the GPT Create an assistant that helps users reduce stress, improve their habits, and maintain healthy routines, using verified

information and a warm, empathetic tone.

Permitted scope

- Suggest simple relaxation and breathing techniques.
- Provide healthy habits to improve sleep quality.
- Share reliable resources on emotional well-being.
- Prepare basic plans tailored to the user's routine.

Prohibited scope

- Do not give medical diagnoses.
- Do not recommend medication.
- Do not substitute professional therapy or psychological care.

Key note Always include an automatic warning at the end of each response: This assistant is not a substitute for professional medical care. If you experience severe anxiety or depression, consult a specialist.

2. Create customized internal instructions

Internal instructions are the core of the assistant. Here we define tone, style, boundaries, and the type of responses we expect.

Recommended instructions for this project

You are a digital advisor specializing in emotional well-being. You help users with simple exercises, healthy habits, mindfulness techniques, and self-care strategies. Always maintain a friendly, empathetic, and reassuring

tone. Never make medical diagnoses or prescribe treatments. If the user describes serious problems, suggest that they see a specialist. Include a brief notice at the end of each response indicating that your content is for guidance only and is not a substitute for professional care.

3. Prepare and upload key files

In order for GPT to provide reliable answers, it needs an organized document base. This does not mean uploading hundreds of PDFs, but rather choosing short, relevant, and well-structured materials.

Recommended files

- Basic mindfulness guide with practical exercises.
- Manual of breathing techniques endorsed by the WHO.
- Document with healthy habits to improve well-being.
- List of reliable and up-to-date psychological resources.

Practical tip Name files clearly so that GPT can reference the content correctly. Example: Mindfulness_Basics.pdf Breathing_WHO.pdf Healthy_Habits.pdf Psychology_Resources.pdf

4. Configure advanced features

GPT-5 allows you to enable options that enhance the user experience. For this assistant, we recommend:

- **Contextual memory:** GPT will remember preferences, such as whether the user prefers guided meditation or breathing exercises.
- **Adaptive responses:** adjust the level of detail according to the query.
- **Tone control:** always maintain empathetic and safe language.
- **Automatic disclaimers:** include them in every sensitive response.

5. Real-world use flow: practical example

Let's see how the assistant would work in real situations.

Scenario 1: user with anxiety-induced insomnia User: I haven't been sleeping well lately and I feel exhausted. GPT: I understand how you feel and I'm sorry you're going through this. I suggest a very simple breathing exercise called the 4-7-8 technique: inhale deeply through your nose for four seconds, hold your breath for seven seconds, and exhale slowly through your mouth for eight seconds. Repeat this cycle three times before going to sleep. If you'd like, I can put together a weekly plan with more relaxing routines to help you rest better.

Scenario 2: User wants healthy habits User: I want to reduce my stress, but I don't know where to start. GPT: We can start with three simple steps. First, spend five minutes each day doing deep breathing or guided meditation. Second, incorporate short ten-minute walks after meals to activate your body. Third, disconnect from screens at least thirty minutes

before bedtime. If you like, I can design a personalized plan tailored to your schedule.

6. Integrate the assistant with external tools

To take GPT to the next level, you can connect it to apps that extend its functionality:

- **Google Calendar:** send automatic reminders for self-care routines.
- **Airtable:** save user progress, such as habits achieved or exercises completed.
- **WhatsApp API:** send personalized notifications with daily practices.

Example of an automated flow A user requests a weekly mindfulness plan. The GPT generates the proposal, automatically saves it in Airtable, schedules daily reminders in Google Calendar, and sends notifications via WhatsApp with summary instructions.

7. Publish and monetize your assistant

Once the GPT has been tested, it's time to turn it into a product. Here are some ideas:

- **Publish it in the GPT Store** with an appealing name such as MindfulMate GPT.

- **Freemium model:** free basic access and premium plans with advanced routines.
- **Sell related ebooks:** offer wellness guides that can be downloaded from the assistant.
- **Integration into private pages:** Embed the GPT into your website for paying users.

8. Final project checklist

Before launching the assistant, make sure it meets these requirements:

- Well-defined objective and scope.
- Customized and tested internal instructions.
- Files updated and organized.
- Automatic disclaimers configured.
- Real-world testing successfully completed.
- Verified external integrations.
- Clear monetization strategy.

Expected results

Upon completion of this project, you will have a fully functional and replicable GPT capable of offering personalized routines, answering basic wellness questions, and connecting to external tools to increase its value. In

addition, you will have the foundation in place to create similar assistants in any other industry.

Takeaway

A good Custom GPT is not just about technology. It's about understanding the user, designing the experience, and delivering real value. This project demonstrates how to combine clear instructions, reliable data, intelligent automations, and monetization strategies to create an assistant that truly makes an impact.

BONUS CHAPTER — FINANCIAL WELLNESS ADVISOR GPT (A-Z)

Project objective

The goal of this case study is to create a custom GPT that acts as a basic financial advisor for people without technical knowledge. This assistant should be able to analyze spending habits, propose simple monthly budgets, and offer practical recommendations based on the user's profile.

In addition, it will be integrated with an external database to record user information and enable automated monthly tracking.

Step 1: Customized instructions

In the "Instructions for this GPT" section of the OpenAI builder, we recommend using the following text:

Act as a personal financial advisor for people with little knowledge of finance. Your goal is to help them create a monthly budget, review their

income and expenses, and give simple, understandable, and applicable advice. Maintain an empathetic and friendly tone. Avoid technical jargon.

Do not give investment advice or talk about cryptocurrencies or the stock market. If the user mentions sensitive personal information, remind them that it is not necessary to share it.

This GPT should focus solely on providing practical support on personal finance organization.

Step 2: Optional files

If desired, the GPT can accept a simple spreadsheet with the user's monthly breakdown of expenses. This allows you to analyze their data directly and offer personalized recommendations.

The spreadsheet should contain basic categories such as rent, food, transportation, entertainment, and others.

You can also prepare a sample template that the user can download and complete before uploading it to the chat.

Step 3: Enabled features

For this project, we recommend enabling the file feature. The navigation and code features are not necessary.

The tool should be configured to interpret simple text or Excel files with monthly expense information.

Step 4: External integration (optional)

To offer automated monthly tracking, you can connect the GPT to Airtable or Google Sheets using an intermediary tool such as Zapier or Make.

We suggest the following:

1. Create an external form (e.g., with Tally or Typeform) where the user enters their data: income, expenses by category, and financial goals.
2. Send this data automatically to a database in Airtable using Zapier.
3. Automate a flow that allows the user to receive a monthly summary by email or message, with reminders and updated recommendations.

Step 5: Expected conversation flow

The following describes a typical interaction flow between the user and the GPT:

1. The user requests help with managing their personal finances.
2. The GPT asks if they want to enter the data manually or upload a file.
3. The user shares the information.
4. The GPT analyzes the data and provides a brief diagnosis.
5. If integration is enabled, the GPT offers the user a form to save their profile.

6. The GPT closes the conversation by proposing a monthly follow-up plan and asking if they want to continue with a savings plan.

This flow can be adapted depending on the creator's approach.

Step 6: Possible monetization

This project can be monetized in different ways.

In a free version, the GPT can offer basic advice without follow-up.

In a paid version, the creator can offer:

- Access to a personalized history
- Automated monthly savings plans
- Recommendations based on spending trends
- Email reports

Platforms such as Gumroad or Lemon Squeezy can be used to sell access to these features, as well as gateways to integrate payments with access to premium forms.

Step 7: Review before publication

Before making the GPT public, it is a good idea to review the following:

- That the instructions are clear and focused on a single objective.
- That the file upload functionality works correctly.

- That the conversation flow has a logical beginning, middle, and end.
- That links to forms work without errors.
- That external automation is properly connected.
- Ensure that the value offered is clear to the user from the first interaction.

Takeaway

With this project, the reader will have created an assistant with real practical value, functionality, and the potential to scale through integration and monetization.

In addition, they will have learned how to combine the OpenAI platform with external tools to deliver a complete, professional, and profitable product.

PRACTICAL APPENDIX—YOUR TOOLKIT FOR CUSTOM GPTs

This appendix brings together the essential resources for designing, validating, and publishing custom assistants quickly and effectively. Here you will find a pre-publication validation checklist, a selection of universal prompts that always work, and a guide to the most common mistakes to avoid.

1. Definitive checklist before publishing your GPT

Before making your custom assistant public, carefully review each of these points. If everything is correct, your GPT will be ready to deliver a solid, consistent, and secure experience.

Functional review

- Clearly define the main objective of the GPT.

- Write precise, concise, and tested internal instructions.
- Ensure that the tone and style are consistent with the purpose of the assistant.
- Verify that the knowledge base contains only relevant and up-to-date files.

Testing and validation

- Test at least ten different real-life scenarios.
- Check that the responses are consistent and do not deviate from the purpose.
- Include automatic disclaimers if the GPT deals with medical, legal, or financial topics.

Integrations and automations

- Verify that all external integrations are working correctly, such as Stripe, Airtable, or Zapier.
- Check that automations are configured without errors or infinite loops.
- Verify that the assistant interacts correctly with connected APIs.

Publishing and monetization

- Choose an attractive and clear name to publish your GPT.
- Define your monetization strategy: premium plans, ebooks, subscriptions, or integrations with digital products.
- Prepare basic promotional material such as landing pages, emails, or social media posts.

2. Universal prompts that always work

Below you will find a collection of optimized and adaptable prompts that you can use for different types of assistants. There is no need to enclose them in quotation marks or special symbols; simply copy, adapt, and try them out.

Education

- Explain the theory of relativity as if you were twelve years old.
- Design a thirty-day study plan to learn Python from scratch.
- Create a B2-level English exam with twenty multiple-choice questions.

Sales and marketing

- Write a persuasive email to sell an online course.
- Generate ten catchy headlines to promote an ebook.
- Simulate an indecisive customer and offer three responses to close the sale.

Legal

- Draft a basic confidentiality agreement between two companies.
- Summarize data protection law in ten simple points.
- Create a legal notice tailored to an online store.

Coaching and productivity

- Design a weekly plan to achieve a specific personal goal.
- Create a script for a motivational coaching session.
- Generate a list of effective habits to improve concentration.

Technical

- Explain how to configure an SSL certificate step by step.
- Fix a 404 error on an Nginx server with clear instructions.
- Create a checklist to diagnose common server failures.

3. Common mistakes when creating Custom GPTs and how to avoid them

Creating a good Custom GPT is not complicated, but there are common mistakes that can compromise the user experience. Here are the most frequent ones and how to fix them.

Error 1. Confusing internal instructions If the GPT does not have clear instructions, its responses will be inconsistent. Solution: define objectives, style, and limits from the outset.

Error 2. Uploading too much irrelevant information Uploading huge or disorganized documents can confuse the model. Solution: only upload specific, well-organized files.

Error 3. Not testing the GPT in real-world scenarios Launching an assistant without testing it is a recipe for disaster. Solution: Test at least ten practical scenarios with different user profiles.

Mistake 4. Forgetting disclaimers on sensitive topics If your GPT deals with legal, medical, or financial issues, it is essential to warn users. Solution: Include an automatic disclaimer in every sensitive response.

Mistake 5. Not defining monetization from the start Creating a great assistant without a business strategy limits its impact. Solution: Decide

from the outset whether your GPT will be public, premium, or part of a sales funnel.

4. Your next step

Now that you know the techniques, tools, and most common mistakes, it's time to take action. Don't wait for the perfect model. Start with something functional, test, improve, and publish.

In the next 24 hours:

- Choose a specific problem you want to solve with a GPT.
- Write a draft of internal instructions.
- Design a first prompt and evaluate the results.

Over the next week:

- Configure your GPT with relevant files.
- Test multiple real-world scenarios.
- Adjust the tone, structure, and internal instructions.

Over the next month:

- Connect external integrations and automations.
- Publish your GPT and gather feedback from real users.
- Decide whether to monetize it or refine it for inclusion in the GPT Store.

Takeaway

The key to creating powerful Custom GPTs isn't technology—it's your strategy. When you combine clear instructions, relevant data, thorough testing, and smart automations, you transform a simple assistant into a real tool that makes an impact.

Don't wait around. Create, test, and publish. Because an imperfect GPT online is worth more than a thousand perfect ideas saved for tomorrow.

EPILOGUE—THE FUTURE IS IN YOUR HANDS

For years, artificial intelligence was a distant promise. Something reserved for laboratories, large corporations, and headlines. Today, that technology is in your hands. Literally.

You don't need a PhD to create assistants with real capabilities. You don't need to be a programmer to connect ideas with tools. You just need the will to build something that works.

The future will not be dictated by machines, but by people who know how to use them with intention. And now you know how to do it.

You've learned how to design, structure, train, and monetize intelligent assistants. But more importantly, you've learned to think like a creator. Like someone who doesn't wait for things to change, but takes control and improves them.

You may not realize it today, but every Custom GPT you build from now on will be a small extension of you: your ideas, your experience, your way of understanding the world.

And that does matter.

Because in an age of automation, the only thing that will truly set you apart is what you decide to build with it.

Don't wait for permission. Don't seek validation. The future isn't predicted. It's designed.

And you've just been given the tools to do it.

AUTHOR'S NOTE

Like many projects, this book was born out of a mixture of curiosity, frustration, and necessity.

Curiosity to truly understand how this technology that everyone seemed to use but few knew how to apply actually worked. Frustration at seeing so many people talk about artificial intelligence without offering any concrete tools. And, above all, a need to share what I had learned in a clear, useful way, without unnecessary embellishments.

I didn't write this to prove anything. I wrote it because for years I was the reader of this book, without having it. I was the one looking for examples, real guides, paths that didn't end in empty theory.

Today, if you've made it this far, it means you've decided not to stand by and watch AI change the world. You've chosen to participate. To create. To shape something with your own hands and your own ideas.

And if that's all this book achieves, I'll be satisfied.

Thank you for reading, for learning, for questioning, and for building. What you do with this knowledge is beyond my control, and that's exactly

what makes it valuable.

See you in the next version. Or better yet, in yours.

Carlos Cabezas López