



How to Create a Custom GPT (Without Writing a Single Line of Code)

A Step-by-Step Guide for Leadership Coaches & Consultants

As leadership coaches and consultants, your greatest asset is your **unique voice, framework, and expertise**. Now imagine being able to clone that wisdom into a personalized AI that can coach, support, or educate—24/7. That’s the power of creating a **Custom GPT**.

Whether you want to create an AI assistant for your clients, an interactive version of your book, or a GPT that speaks your leadership philosophy, this guide will walk you through exactly how to build it—**no technical background needed**.

What Is a Custom GPT?

A **Custom GPT** is a personalized version of ChatGPT that’s fine-tuned with your instructions, content, and tone. Think of it like training an assistant to think, speak, and solve problems like you would. You can feed it frameworks, documents, FAQs, and even set boundaries for what it can and can’t do.

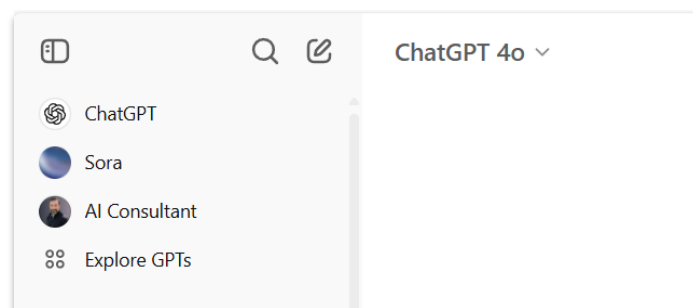
What You’ll Need:

- A **ChatGPT Plus account** (\$20/month)
- An idea of **who your GPT is for** and **what it should do**
- Some key content (like documents, processes, or phrases you always use)

Step-by-Step: How to Create Your Own Custom GPT

Step 1: Go to ChatGPT and Click "Explore GPTs"

1. Log into chat.openai.com with your Plus account.
2. On the left-hand menu, click “**Explore GPTs**.”
3. Then click “**Create**” in the top-right corner. This launches the **GPT Builder**.



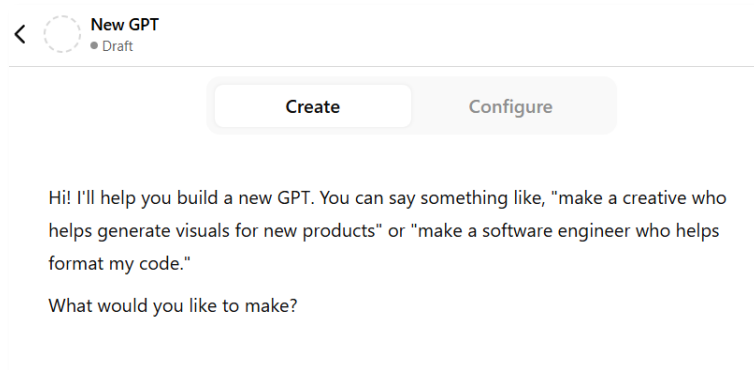


Step 2: Start a Conversation with the GPT Builder

This is the fun part. OpenAI walks you through the build process using a chat interface. You'll answer questions like:

- What do you want your GPT to do?
- Who is it for?
- What tone or personality should it have?
- What special knowledge should it include?

Tip: Think of this like onboarding a new coach or assistant. Be clear, specific, and human.



Step 3: Set Your GPT's Identity & Behavior

You'll define:

- **Name & Description** (e.g., "Clarity Coach GPT" – helps leaders gain clarity through Socratic questioning.)
- **Instructions** – These are behind-the-scenes guidelines that tell your GPT how to behave, such as:
 - "Speak in a calm, supportive tone."
 - "Use the GROW coaching model."
 - "Avoid giving medical or legal advice."

Pro tip: If you have your own coaching methodology, include it here!



Step 4: Upload Content (Optional but Powerful)

You can upload:

- PDFs of your book or workbook
- Coaching frameworks or worksheets
- Client FAQs or sample questions
- Your bio, mission statement, or even brand language

This lets your GPT **reference your materials** when generating responses. It's like giving it access to your playbook.

A screenshot of the 'New GPT' configuration page in OpenAI's interface. The page has a light gray background. At the top left, there is a back arrow and a circular icon with a plus sign, followed by the text 'New GPT' and '• Draft'. Below this, there are two buttons: 'Create' (disabled, light gray) and 'Configure' (active, white with a gray border). In the center of the page is a large dashed circle with a plus sign inside. Below this, there are four sections: 'Name' with a text input field containing 'Name your GPT'; 'Description' with a text input field containing 'Add a short description about what this GPT does'; 'Instructions' with a text area containing 'What does this GPT do? How does it behave? What should it avoid doing?'; and 'Conversation starters' with a text input field. At the bottom, there is a section titled 'Knowledge' with a paragraph of text: 'If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled'. Below this text is a button labeled 'Upload files'.



Step 5: Add Capabilities (Optional)

Want it to browse the web? Generate images? Analyze code? You can toggle advanced features like:

- **Web browsing**
- **Image generation**
- **File uploads (from the user)**

For most coaches and consultants, you can skip these unless you're building a research or content GPT.

Step 6: Test It & Refine

Once created, try it out:

- Ask it client questions.
- See if it sounds like you.
- Check whether it follows your methodology.

You can always go back and tweak its behavior, add more content, or rephrase your instructions.

Step 7: Publish or Keep It Private

You can:

- **Keep it private** (just for you)
- **Share it via a link** (with clients or your team)
- **Publish it publicly** (to promote your work)

For client-facing tools, we recommend the **shareable link**. It's a brilliant value-add to your services.

Examples of GPTs for Coaches

- **Clarity Catalyst GPT** – guides users through reflective questions before a coaching session
 - **Leadership Archetype GPT** – helps users identify their style and blind spots
 - **Team Health Analyzer GPT** – asks diagnostic questions and summarizes strengths/gaps
 - **Book Companion GPT** – helps readers of your book apply the concepts in real time
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Why This Matters for Coaches

Creating a Custom GPT allows you to **scale your wisdom, stay present with clients even when you're not, and turn your IP into an experience.**

It's not about replacing the human connection—it's about amplifying it.

Want Help Creating Yours?

This is exactly what we do at **WanderMind.ai**—we help coaches, consultants, and business leaders turn their frameworks and brilliance into powerful AI tools. We offer custom training workshops to help you get the most from AI.

[Connect with me on LinkedIn](#) or reach out via WanderMind.ai if you'd like a hand building yours.

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