

# Resources —

## Create GPTs to Automate Go-To-Market Research

Thanks for watching the session! Here are a few resources that are particularly relevant to what we covered:

### Session Files:

- [Slides \(PDF\)](#)
- [Pre-Session Setup Guide \(PDF\)](#)
- [Workshop Materials \(Google Drive folder\)](#)

### Before the Session — Setup Steps:

- **ChatGPT Access:**  
You'll need ChatGPT with the ability to create custom GPTs — ChatGPT Plus, Team, or Pro. Make sure you can access "Explore GPTs" and "Create a GPT".
- **Open the Shared Google Drive Folder:**  
The Workshop Materials folder linked above contains everything for the session — Company Overview Research, ICP + Competitor Intelligence, Market + AI Trends Analysis, GPT Instructions, and Test Prompts.
- **Download the Workshop Files:**  
Download every file from the shared folder before the session and keep them easily accessible on your desktop.
- **Open ChatGPT Before the Session:**  
Have ChatGPT open in a separate browser tab — we'll build the GPT together live during the workshop.
- **Recommended Setup:**  
Chrome browser, a stable internet connection, a second monitor if available, and the shared Google Drive folder open throughout.
- **What You'll Build:**  
A functioning custom GPT, uploaded GTM research files, strategic market intelligence, example prompts, and a reusable GPT workflow.

### More Resources:

- [\[TUTORIAL\] How to Make Custom ChatGPT Models: 5 Easy Steps to Personalized GPTs](#)
- [\[COURSE\] Intermediate ChatGPT](#)
- [\[TUTORIAL\] How to Use ChatGPT Custom Instructions: A Guide With Examples](#)
- [\[BLOG\] The 10 Best Custom GPTs on the GPT Store](#)
- [\[COURSE\] Understanding Prompt Engineering](#)
- [\[TUTORIAL\] A Beginner's Guide to ChatGPT Prompt Engineering](#)
- [\[CODE ALONG\] Advanced ChatGPT Prompt Engineering](#)
- [\[BLOG\] What is Prompt Engineering? A Detailed Guide for 2026](#)
- [\[BLOG\] AI in Marketing: A Complete Guide With Examples](#)
- [\[BLOG\] ChatGPT Prompts: Real Examples for Every Use Case](#)
- [\[BLOG\] ChatGPT Projects: A Guide With Examples](#)
- [\[COURSE\] Generative AI for Business](#)
- [\[COURSE\] Implementing AI Solutions in Business](#)
- [\[SKILL TRACK\] AI Business Fundamentals](#)
- [\[WEBINAR\] Using Data and AI For GTM](#)
- [\[WEBINAR\] A Beginner's Guide to Prompt Engineering with ChatGPT](#)

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