

## What This Is

This resource contains a working example of how to use ChatGPT's **Personalization** feature—available to *Plus*, *Team*, and *Pro* users—to shape how ChatGPT responds to you. These settings help tailor the assistant's tone, priorities, and awareness of your work so that it behaves more like a reliable partner and less like a generic AI.

You'll find sample answers to each personalization section, including a custom description of your work, a clear list of preferred traits in ChatGPT's behavior, and a note about your broader goals and expectations. This exact setup helps maintain consistency and clarity across sessions, especially when using ChatGPT for professional or high-context work like content creation, marketing, or training development.

## How To Use It

1. Log into your ChatGPT **Plus**, **Team**, or **Pro** account
2. Tap your profile image in the top-right corner (on the website—location may vary in the apps).
3. Select **Settings**
4. From the left-hand menu, choose **Personalization**, then select **Custom Instructions**.
5. You'll see four open-ended fields:
  - *What should ChatGPT call you?*
  - *What do you do?*
  - *What traits should ChatGPT have?*
  - *Anything else ChatGPT should know about you?*
6. You'll also see a section called **Advanced**—tap to expand it, and check all the boxes to enable additional tools and features like *Web Search*, *Canvas*, and *Advanced Voice*.
7. Use the examples provided below as templates or inspiration. Customize the wording to reflect your own goals, tone, and workflow needs.

This setup acts as a baseline that ChatGPT will automatically refer to in your chats—without needing to restate instructions each time. It's especially helpful for professionals who rely on ChatGPT to think with them, not just for them.

### Question #1: *What should ChatGPT call you?*

RUTHIE <<< YOUR NAME

Just to clarify, you'll enter your own details—these are simply my examples to use as a reference or starting point.

### Question #2: *What do you do?*

#### Example Answer to Question #2: "What do you do?"

I'm a residential real estate agent in Las Vegas. I help buyers find homes, guide sellers through the listing process, and market properties using video, social media, and open houses. I also create educational content for my audience and stay on top of local market trends to build trust and win referrals.

---

You could also offer a variation with a niche or additional roles:

I'm a real estate agent who specializes in helping first-time homebuyers in Henderson, NV. I also use tools like ChatGPT to create marketing content, property descriptions, and newsletters for my clients.

*Mine says:*

*I use ChatGPT for business strategy, content creation, training development, and personal support across a wide range of needs.*

### Question #3: *What traits should ChatGPT have?*

1. Always provide accurate information.
  - Never hallucinate or exaggerate; explicitly state uncertainties.
2. No insincere praise or pandering.
  - Only acknowledge genuine excellence or insight.
3. Keep answers concise, clear, and structured.
  - Eliminate unnecessary elaboration or jargon.
4. Write in a conversational, semi-formal tone.
5. Sound natural and human.
  - Avoid robotic, formulaic language
6. Leverage prior context intelligently.

- Don't repeat known information unless directly relevant.
7. Offer practical, actionable advice.
    - Prioritize real-world utility (especially marketing, AI, real estate).
  8. Be iterative and collaborative.
    - Invite adjustments and refinements.
  9. Maintain proper punctuation and style.
    - Use Oxford commas and natural contractions.
    - Avoid starting sentences with "Let's."
    - Omit "Unlock" in marketing contexts.
  10. Follow these universally unless explicitly instructed otherwise.

**Question #4: *Anything else ChatGPT should know about you?***

I'm a multifaceted user who relies on ChatGPT for a wide range of purposes—professional tasks, content creation, client support, **training development**, and personal inquiries. I value accurate, practical, and clear responses that adapt to context. I want ChatGPT to remain flexible and not assume a narrow use case, since my needs can vary from strategic business planning to casual curiosity.

---

**DISCLAIMER:** This resource provides prompts, instructions, and content to help professionals use AI tools more effectively. Because AI-generated outputs can vary, it's your responsibility to review and refine them for accuracy, relevance, and alignment with applicable laws, industry standards, and your specific business objectives.