

ECOM CAPITAL®

Progress you can measure, transformation you can trust.

S O P 0 2 — A I M A S T E R Y

If This, Then That: Rules for AI Integration

From Chaos to Clarity — The Complete Tactical Playbook for Shopify Founders

Authored by Sasha Karabut | eCom Capital | April 2026

CONFIDENTIAL — FOR ECOM CAPITAL MEMBERS ONLY

If This, Then That: Rules for AI Integration

Department: Founder / Growth Operator | **Estimated Time:** Ongoing reference document | **Presented By:** eCom Capital

Goal & Intention

This document is a precise, tactical, and operational framework for Shopify-based ecommerce founders who want to systematically integrate AI into their business operations. It is not a collection of generic ChatGPT prompts or theoretical ideas about the future of work. It is a set of battle-tested operational rules and diagnostic systems built to turn AI from a novelty into a reliable, profit-generating team member.

The core methodology is **"If This, Then That."** When a specific problem presents itself in your AI outputs or workflows, this playbook gives you the exact corresponding action to take. The goal is to eliminate guesswork, emotional frustration with "dumb AI," and reactive troubleshooting so you can operate your AI tools with the precision of a manager, not the impulsiveness of a casual user.

The founders who win with AI in 2026 are not the ones who use it most. They are the ones who use it most precisely. A surgeon does not wave a scalpel around and hope for the best. They make deliberate, informed incisions. This playbook teaches you how to operate like a surgeon.

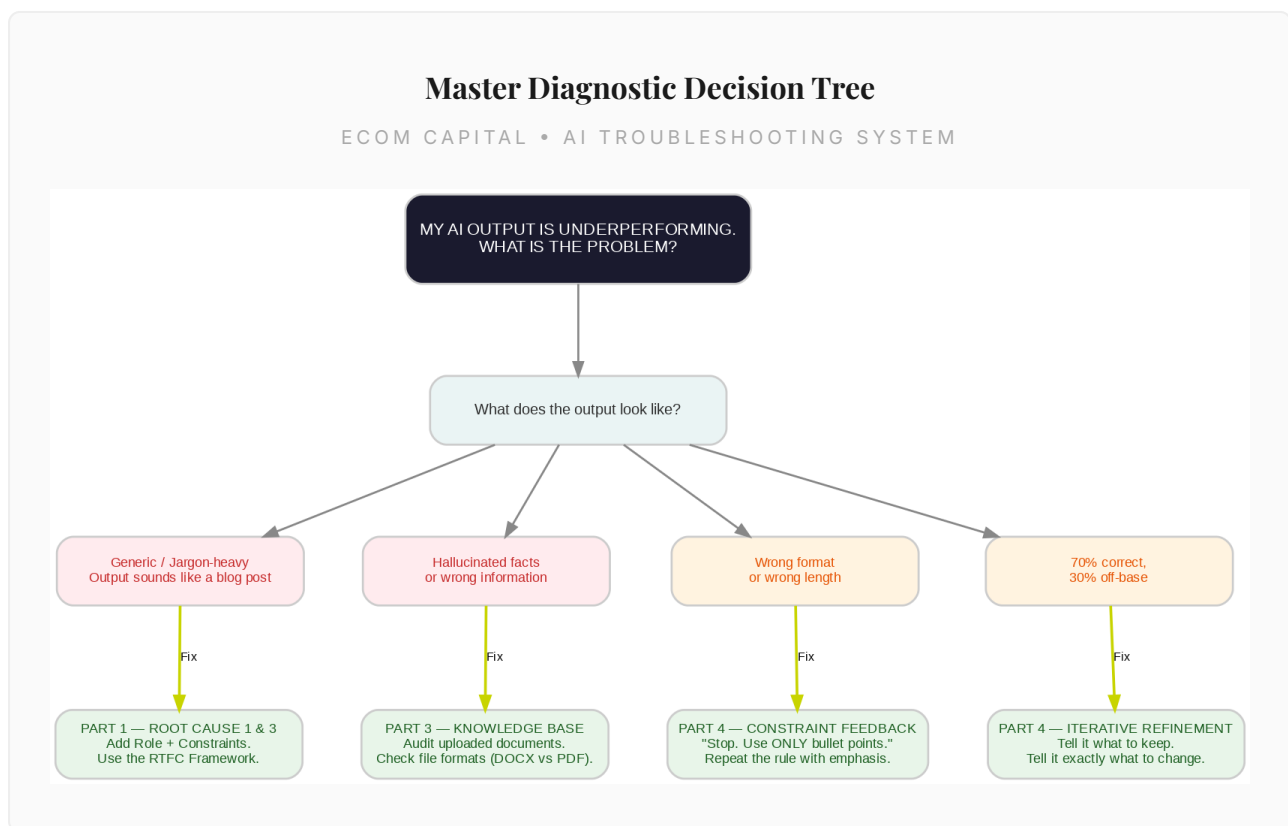
Tools You Will Need

TOOL	PURPOSE
ChatGPT Plus / Enterprise	The core AI engine. Paid plan required to access Custom GPTs, Projects, and advanced reasoning models.
Claude (Anthropic)	Excellent alternative for long-form writing, document analysis, and nuanced reasoning tasks.
Scribd	The world's largest digital library. Used to source high-quality training documents, SOPs, and frameworks to build your AI's knowledge base.
Google Docs / Word (DOCX)	For structuring your company's internal knowledge before uploading. DOCX is the gold-standard format for AI training.
Notion or Google Sheets	Tracking prompt libraries, AI iterations, feedback logs, and approved output templates.

How to Use This Document

This playbook is divided into four critical parts. **Part 1** addresses the fundamental principle of AI: Garbage In, Garbage Out — and what to do about it. **Part 2** explains the structural difference between Projects/Agents and broad, unfocused usage, and why the latter is costing you hours every week. **Part 3** covers the tactical onboarding and training of your AI, including how to source world-class training documents via Scribd and how to upload them correctly. **Part 4** details the feedback and iteration loops required to refine AI outputs over time, including exactly what to say, what not to say, and how to capture your best prompts permanently.

Start by reviewing the **Master Diagnostic Decision Tree** below. When you encounter a problem with your AI output, use this tree to identify which section of the playbook to reference immediately.



PART 1

Garbage In, Garbage Out

Diagnosis

The single most common reason founders fail with AI is a fundamental misunderstanding of how these models work. They treat ChatGPT like a search engine, typing in a vague 5-word sentence and expecting a comprehensive, tailored business strategy in return. When the AI returns a generic, watered-down response, the founder blames the tool. They say "AI is overhyped." They go back to doing things manually.

This is the principle of **Garbage In, Garbage Out (GIGO)**. It is not new — it has been the foundational law of computing since the 1960s. The quality of an AI's output is directly, mathematically tied to the quality, specificity, and context of your input prompt. If you are vague, the AI will be vague. If you lack context, the AI will fill the gaps with generic assumptions. If you provide no constraints, the AI will produce the most average, middle-of-the-road response it can generate — because that is statistically the "safest" answer.

Consider the following comparison, which illustrates the dramatic difference between a weak prompt and a strong one:

	WEAK PROMPT	STRONG PROMPT
The Input	"Write me a Facebook ad for my skincare product."	"You are a senior D2C copywriter specialising in skincare for women aged 28–45. I sell a Vitamin C serum at \$49. Pain point: uneven skin tone and early signs of ageing. Write 3 Facebook ad hooks (first 3 lines only) that lead with the problem, not the product. Max 15 words each. Numbered list."
The Output	A generic ad that could apply to any skincare brand on the planet.	Three sharp, targeted hooks that speak directly to your customer's exact pain point.
Time Wasted	20 minutes re-prompting to fix the garbage output.	0 minutes. Done on the first try.

The difference is not the AI. The difference is the operator.

The Three Root Causes of Garbage Output

Root Cause 1: No Role Definition. When you do not tell the AI who to be, it defaults to being a generic assistant. A generic assistant gives generic answers. You must assign a specific, expert role at the start of every prompt. "Act as a senior Meta Ads strategist" produces a fundamentally different response than "help me with my ads."

Root Cause 2: No Context. The AI has no idea what your business looks like, what you have already tried, what your revenue is, or what your constraints are — unless you tell it. Every high-quality prompt must include your current state. Think of it like briefing a new consultant on their first day. You would not ask them to build your growth strategy without first explaining the business.

Root Cause 3: No Constraints. Without constraints, the AI will produce the longest, most comprehensive, most hedge-everything answer it can. This is not useful. You need specific outputs in specific formats. Tell the AI exactly what format you want, how long the output should be, what tone to use, and what to avoid.

"If This, Then That" Rules

IF your AI output sounds like a generic blog post filled with corporate jargon ("unlocking potential," "synergising paradigms," "leveraging best practices"), **THEN** your prompt lacked specific constraints. Add a negative constraint layer to every prompt: "Do not use corporate jargon. Write in a direct, punchy, conversational tone — like a founder talking to another founder."

IF the AI gives you a strategy that does not fit your specific business size or model, **THEN** you failed to provide adequate context. You must define your current state at the top of every prompt. Always include: your monthly revenue, your AOV, your target audience, your primary sales channel, and your specific goal for this task.

IF the AI gives you a response that is technically correct but completely unusable in practice, **THEN** you did not specify the output format. Add a format instruction to every prompt. Examples: "Format this as a table with three columns," or "Write this as a 5-step numbered checklist," or "Give me only the final output — no explanations, no preamble."

IF you want a high-quality output on the first try, **THEN** use the **Role-Task-Format-Constraint (RTFC) Framework** for every prompt you write:

ELEMENT	WHAT IT DOES	EXAMPLE
Role	Assigns expertise to the AI	"Act as a senior 8-figure D2C copywriter."
Task	Defines the specific deliverable	"Write 3 Facebook ad hooks for a Vitamin C serum."
Format	Specifies the output structure	"Numbered list. Max 15 words per hook."
Constraint	Tells the AI what to avoid	"Do not mention the product name. Lead with the problem."

IF you are consistently getting outputs that are 70% correct but 30% off, **THEN** the issue is that you are not providing examples. The single most powerful upgrade to any prompt is to include a real example of what "good" looks like. Add: "Here is an example of the style and quality I am looking for: [INSERT EXAMPLE]." The AI will reverse-engineer the pattern and replicate it.

COPY & PASTE PROMPT

The Context-Heavy Master Prompt (RTFC Framework)

You are a senior [INSERT ROLE — e.g., D2C copywriter / Meta Ads strategist / email marketer] for a Shopify ecommerce brand.

Here is my current business context:

- Monthly revenue: \${INSERT}
- Product category: [INSERT]
- Target audience: [INSERT — age, gender, pain point]
- Average Order Value: \${INSERT}
- Primary sales channel: [INSERT — e.g., Meta Ads, organic TikTok]
- What I have already tried: [INSERT]

Your task is to [INSERT SPECIFIC, SINGLE TASK].

Format: [INSERT — e.g., numbered list / markdown table / 3 short paragraphs]

Constraints: Do not use generic marketing language. Do not pad the response with explanations I did not ask for. Be brutally specific and tactical. If you are unsure about something, say so rather than guessing.

PART 2

Projects & Agents vs. Broad Usage

Diagnosis

Most founders use a single, continuous ChatGPT thread for everything. They write emails in it, brainstorm product ideas in it, ask for recipe suggestions in it, and then wonder why the AI seems to "forget" what they told it three days ago. This is a massive operational error that compounds over time.

A single, unstructured chat thread has three critical failure modes. First, it loses context — as the conversation grows longer, the AI's ability to reference earlier parts of the conversation degrades. Second, it gets confused — when you use one chat for both personal and professional tasks, the AI cannot calibrate its tone or expertise appropriately. Third, it is not scalable — you cannot hand a single chat thread to a team member or replicate it across multiple projects.

To scale AI in your business, you must shift from **Broad Usage** to a structured system of **Projects** and **Custom GPTs (Agents)**. These are not the same thing, and understanding the difference is critical.

FEATURE	BROAD USAGE (WRONG)	CHATGPT PROJECTS	CUSTOM GPTS / AGENTS
Primary Purpose	Everything, all at once	Organised workspace for a specific initiative	Specialised AI for a repeatable task
Context Retention	Degrades over time	Persistent within the Project	Defined by the system prompt
File Uploads	Lost after the chat	Stored within the Project	Uploaded permanently to knowledge base
Shareable	No	No (private workspace)	Yes — share with team or clients
Best For	Nothing, really	Multi-day campaigns, research	Repeatable tasks: ad copy, emails, SOPs

Understanding ChatGPT Projects

Think of a **ChatGPT Project** as a dedicated office for a specific initiative. When you create a Project for your Q3 product launch, everything related to that launch lives inside it: your brand guidelines, your competitor research, your creative briefs, and every conversation you have had with the AI about it. When you open the Project tomorrow, the AI remembers everything from the last session. You are no longer starting from zero every session.

Understanding Custom GPTs (Agents)

Think of a **Custom GPT** as a specialist employee you have hired, trained, and given a specific job description. A Custom GPT is not a general assistant — it is a purpose-built AI with a defined role, a specific knowledge base, and strict instructions about how to behave. For example, you might build:

- An **Ad Copy Agent** trained on your 50 best-performing ads, your brand voice guidelines, and your customer avatar. Every time you need new ad copy, you brief this Agent — not the general ChatGPT.
- A **Customer Service Email Agent** trained on your return policy, your FAQ document, and your brand's tone of voice. Your team uses this Agent to draft every customer reply in under 30 seconds.
- A **Product Description Agent** trained on your top-converting product pages. You feed it a list of product features and it outputs a ready-to-publish description every time.

The compounding effect of building these Agents is enormous. Every hour you invest in building and training an Agent pays dividends every single day it is used.

"If This, Then That" Rules

IF you are starting a new multi-day initiative (a product launch, a Black Friday campaign, a website rewrite), **THEN** create a dedicated **ChatGPT Project** before you write a single prompt. Upload your brand guidelines, your customer avatar, and any relevant past campaigns to the Project's knowledge base. Every conversation related to this initiative must happen only inside this Project.

IF you or your team performs the same AI-assisted task more than twice a week (writing product descriptions, drafting customer emails, generating ad hooks), **THEN** you must build a **Custom GPT** for that task. The time investment to build it is 2-3 hours. The time saved is 30-60 minutes per week, every week, indefinitely.

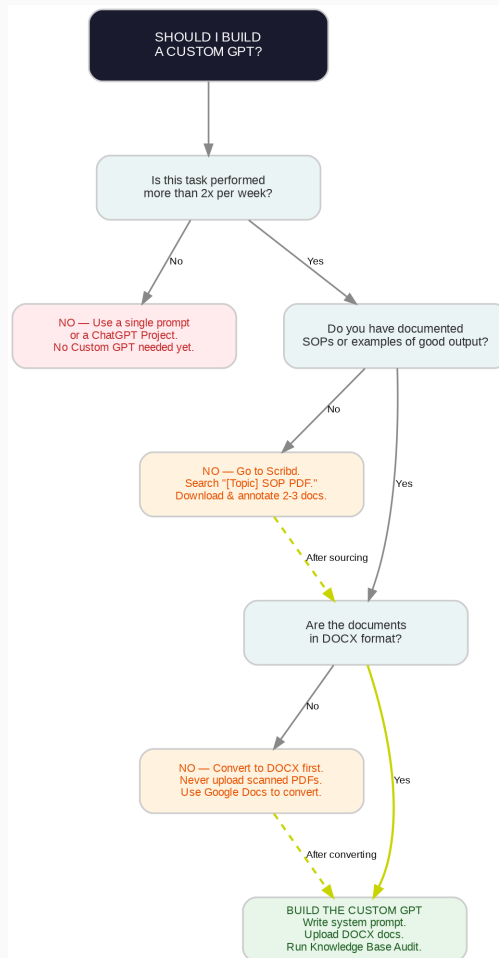
IF your AI starts giving answers that contradict previous decisions or seem to "forget" your brand voice, **THEN** your chat has become too long and the context window is degrading. Do not continue in the same chat. Summarise the key decisions made so far in a short document, upload it to your Project, and start a fresh conversation.

IF you are unsure whether to use a Project or a Custom GPT for a task, **THEN** use this decision rule: if the task is ongoing and evolving (like managing a campaign), use a Project. If the task is

repeatable and standardised (like writing a specific type of email), build a Custom GPT. Use the decision tree below to guide your decision.

Agent Creation Decision Tree

ECOM CAPITAL • SHOULD I BUILD A CUSTOM GPT?



COPY & PASTE PROMPT**The Custom GPT System Prompt Builder**

I need to build a Custom GPT for the following task: [INSERT TASK — e.g., writing Facebook ad hooks for my skincare brand].

Here is the context for this Agent:

- Brand name: [INSERT]
- Target audience: [INSERT]
- Brand voice: [INSERT — e.g., direct, conversational, no corporate jargon]
- What this Agent should always do: [INSERT]
- What this Agent should never do: [INSERT]
- Example of a perfect output: [INSERT]

Write me a complete system prompt for this Custom GPT. The system prompt should define the Agent's role, its knowledge, its tone, its output format, and its hard constraints. Make it specific enough that the Agent would produce a consistent, high-quality output every single time.

PART 3

Training & Onboarding Your AI

Diagnosis

An AI agent is only as smart as the documents it is trained on. You cannot expect a Custom GPT to write like you, understand your operational standards, or give advice aligned with your business philosophy if you have not given it the right training materials. Onboarding an AI agent should be treated with the same rigour as onboarding a human employee on their first day.

The problem most founders face is a lack of internal documentation. They have not written their SOPs. They have not documented their brand voice. They have not formalised their operational processes. As a result, they have nothing to upload. This is where **Scribd** becomes your secret weapon.

Scribd is the world's largest digital library, hosting over 300 million documents including business SOPs, training manuals, marketing frameworks, academic papers, and industry-specific guides. It is the fastest way to source world-class training materials for your AI when you do not yet have your own internal documentation.

The Scribd Download Workflow

Step 1: Identify the knowledge gap. Before you go to Scribd, be specific about what your AI does not know. Do not search broadly. Search for the exact function you need the AI to perform. Examples: "Ecommerce customer retention SOP," "D2C brand voice guidelines template," "Facebook ad copywriting framework."

Step 2: Search Scribd with precision. Go to Scribd.com and search for your topic. Add the word "PDF," "SOP," "framework," or "training manual" to your search query to surface structured, high-quality documents rather than informal articles.

Step 3: Evaluate the document quality. Before downloading, scan the document. Look for: clear headings and sections, text-based content (not image-heavy), specific and tactical information (not vague theory), and relevance to your specific business model. A 40-page SOP from a D2C brand is worth more than a 200-page academic textbook.

Step 4: Download and clean the document. Download the document as a PDF. Before uploading it to your AI, clean it: remove irrelevant pages, strip out images and decorative elements, and save it as a clean DOCX file. This step is critical and is covered in detail in the file format section below.

Step 5: Upload to your Custom GPT or Project. Upload the cleaned DOCX to your Custom GPT's Knowledge Base or your ChatGPT Project. Test the Agent immediately by asking it a question that should be answered by the document. If the answer is accurate, the training worked.

File Formats: What to Upload and What to Avoid

The format of the documents you upload to your AI is not a minor technical detail. It is one of the most important factors determining whether your AI gives accurate, reliable answers or hallucinates and makes things up. The research is clear: **structure beats volume when training business AI agents.**

FORMAT	BEST FOR	STRENGTHS	LIMITATIONS
DOCX	SOPs, brand guidelines, training manuals	Preserves headings, structure, and intent	Requires version control
CSV / XLSX	Pricing lists, product catalogues, inventory	Clean, structured, precise data	Lacks narrative context
PDF (text-based)	Contracts, reports, downloaded frameworks	Widely used, stable	Layout issues, weaker structure
PDF (scanned)	Nothing — avoid entirely	—	AI cannot read it. Will hallucinate.
TXT	Simple reference lists, glossaries	Lightweight, clean	No formatting or hierarchy

Critical Rule: Never upload a scanned PDF. A scanned PDF is an image of text, not actual text. The AI cannot read it. If you download a scanned PDF from Scribd, run it through Google Docs (which automatically converts PDFs to editable text when you open them) before uploading.

What to Upload: The Five Core Document Categories

Do not try to upload everything at once. Start with the five document categories that cover 80% of the questions your AI will need to answer. Test the Agent after each upload. Add more documents only when the Agent demonstrates mastery of the existing knowledge base.

CATEGORY	WHAT TO UPLOAD	SOURCE
Brand Voice	Brand guidelines, tone of voice document, examples of your best copy	Internal (write it) or Scribd template
Customer Avatar	Detailed customer persona, pain points, objections, language they use	Internal (from your customer research)
Operational SOPs	Step-by-step processes for the tasks you want the AI to perform	Internal or Scribd
Competitor Intelligence	Top competitor ad copy, landing pages, positioning frameworks	Scraped and compiled internally
Performance Benchmarks	Your historical data: best-performing ads, emails, product pages	Internal (from your analytics)

"If This, Then That" Rules

IF you need to train a Custom GPT on a specific business function but you do not have your own SOPs, **THEN** go to Scribd and search for "[Topic] SOP PDF" or "[Topic] Training Manual." Download 2-3 high-quality documents that match your business philosophy. Use these as a starting point, then annotate them with your own specific rules and preferences before uploading.

IF you are uploading files to your Custom GPT's Knowledge Base, **THEN** prioritise DOCX format over PDF. DOCX files preserve headings and document structure, which allows the AI to chunk and retrieve information far more accurately. A well-structured DOCX consistently outperforms a PDF with the same content.

IF you upload a document and the AI still gives inaccurate or generic answers, **THEN** the problem is almost always one of three things: the document was a scanned PDF (unreadable), the document was too long and the AI is only retrieving partial sections, or the document was poorly structured with no clear headings. Fix the document first before adding more documents.

IF you are building a knowledge base for the first time, **THEN** follow this upload sequence: start with your brand voice guidelines, then your customer avatar, then your top 10 best-performing examples of the output type you want. This three-document foundation will produce dramatically better outputs than uploading 50 random documents with no structure.

IF you want to test whether your AI has actually learned from your uploaded documents, **THEN** ask it a specific question that can only be answered correctly if it read the document. For example: "Based on the brand guidelines I uploaded, what is our brand's primary tone of voice and what are the three words we never use in our copy?" If it answers correctly, the training worked. If it guesses or gives a generic answer, the document was not ingested properly.

COPY & PASTE PROMPT**The Knowledge Base Audit Prompt**

I have uploaded the following documents to your knowledge base: [LIST THE DOCUMENTS].

I want to test whether you have correctly absorbed this information. Please answer the following questions using only the information in the uploaded documents — do not use your general training data:

1. What is our brand's primary tone of voice?
2. Who is our ideal customer and what is their primary pain point?
3. What is the one thing we never say in our marketing copy?
4. What is our standard process for [INSERT KEY TASK]?

After answering, tell me: which questions were you confident about (the answer was clearly in the documents) and which required assumptions? This will tell me where my knowledge base has gaps.

PART 4

Feedback & Iteration

Diagnosis

AI is not magic. It is an iterative tool. The first output is almost never the final product — it is a rough draft that requires refinement. Founders who succeed with AI understand that prompting is a conversation, not a one-shot command. You must actively coach the AI to refine its outputs, telling it exactly what worked, what failed, and what to change.

The critical mistake most founders make is binary thinking: either the AI output is perfect (rare) or it is useless (their conclusion). The reality is that most AI outputs sit at 60-80% quality on the first attempt. The gap between 70% and 100% is closed through structured, specific feedback — not by starting over from scratch.

The analogy is a creative director reviewing work from a junior designer. A bad creative director says "this is wrong, redo it." A great creative director says "the layout is strong, the colour palette works, but the headline font is too heavy and the CTA button needs to be 20% larger and moved above the fold." The second approach produces a great result in one revision. The first approach produces three rounds of wasted work.

The Four Types of Feedback

Not all feedback is equal. There are four distinct types of feedback you can give an AI, and each serves a different purpose:

FEEDBACK TYPE	WHEN TO USE IT	EXAMPLE PHRASE
Structural Feedback	When the format or organisation is wrong	"Reorganise this as a table instead of bullet points."
Tonal Feedback	When the voice or style is off	"This is too formal. Rewrite in a conversational, direct tone."
Content Feedback	When specific information is wrong or missing	"Add a section on shipping timelines. Remove the paragraph about warranties."
Constraint Feedback	When the AI is ignoring your rules	"I told you to keep each point under 20 words. You are writing paragraphs. Rewrite strictly following the 20-word rule."

"If This, Then That" Rules

IF the AI generates an output that is 70% correct but 30% off-base, **THEN** do not start over. Use the **Iterative Refinement Technique**. Reply to the AI with specific, targeted feedback using the four feedback types above. Be surgical: identify exactly what is wrong, where it is wrong, and what the correct version should look like.

IF the AI repeatedly fails to follow a specific instruction (e.g., it keeps writing long paragraphs when you asked for bullet points), **THEN** you must provide **Constraint Feedback** with emphasis. Say: "Stop. I have now asked you three times to use bullet points. You keep writing paragraphs. This is the only instruction I care about right now. Rewrite the last response using **ONLY** bullet points. Nothing else."

IF the AI produces an output that is genuinely excellent, **THEN** do not just use it and move on. Tell the AI explicitly: "This is exactly what I was looking for. What specifically did you do differently in this response compared to your earlier attempts?" The AI's self-analysis will reveal the pattern that produced the good output, which you can then codify into a reusable prompt.

IF you finally get the perfect output after multiple rounds of feedback, **THEN** you must capture that learning permanently. Ask the AI: "Analyse the final output we just created and the feedback I gave you throughout this conversation. Write a single master prompt that would have generated this exact final output on the very first attempt." Save that master prompt in your Notion or Google Sheets prompt library.

IF you are giving feedback on a piece of creative work (ad copy, email, product description), **THEN** always tell the AI what to keep, not just what to change. Saying "rewrite this" without specifying what was good will cause the AI to throw out the parts that were working. Say: "Keep the headline and the first paragraph exactly as they are. Rewrite only the CTA section to be more urgent."

IF you want to dramatically accelerate the quality of your AI outputs over time, **THEN** build a **Prompt Library**. Every time you get a great output, save the prompt that produced it. Organise your prompt library by function (Ad Copy, Email, Product Descriptions, SOPs) and by quality tier (Tested and Proven vs. Work in Progress). This library becomes a compounding asset — the longer you maintain it, the faster and better your AI outputs become.

What Not to Tell the AI

Knowing what not to say is as important as knowing what to say. The following instructions consistently produce poor results and should be avoided:

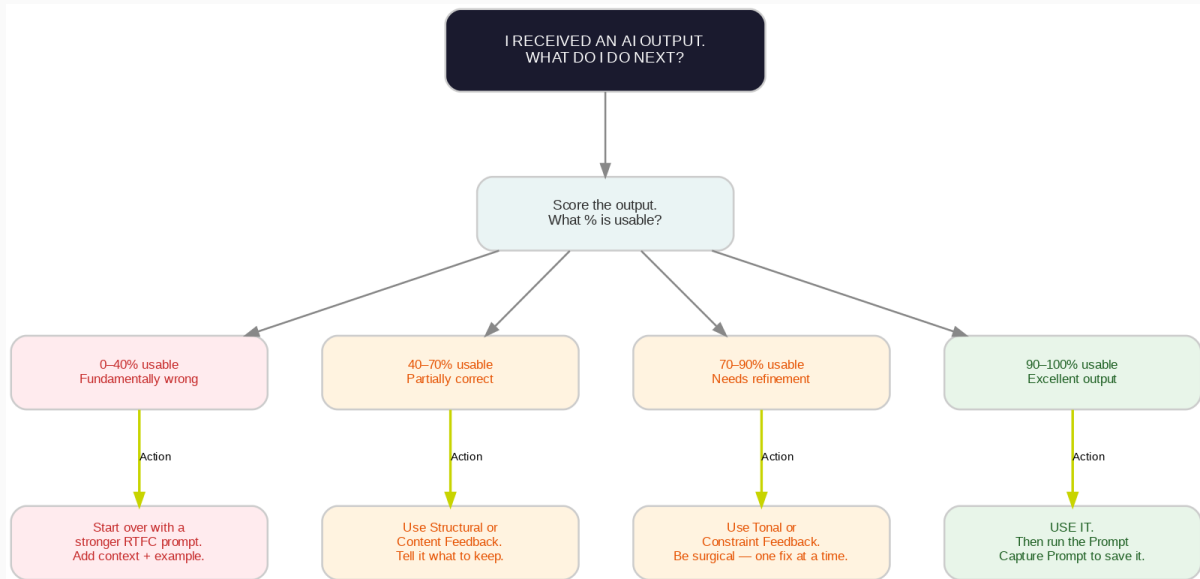
- **Do not say "make it better."** This is meaningless. Better how? Better in what direction? Always specify the dimension of improvement you want.
- **Do not say "be more creative."** Creativity without constraints produces chaos. Give the AI a creative constraint instead: "Write 5 completely different versions, each using a different emotional trigger."
- **Do not say "try again."** Without feedback, the AI will simply regenerate a slightly different version of the same mediocre output. You must tell it what was wrong before asking it to try again.
- **Do not ask multiple unrelated questions in one prompt.** The AI will attempt to answer all of them and will do a poor job on each. One prompt, one task.

The Feedback Loop: A Practical System

The most productive way to work with AI is to treat every session as a structured loop with four stages. **Stage 1 — Brief:** Write your initial prompt using the RTFC Framework. Include your context, your goal, and your constraints. **Stage 2 — Evaluate:** Read the output critically. Score it mentally — what percentage of this is usable? Do not react emotionally to a bad output. Diagnose it. **Stage 3 — Refine:** Provide specific, typed feedback using the four feedback types. Be precise. Be direct. The AI responds to clarity, not politeness. **Stage 4 — Capture:** When the output reaches the quality you need, save the final prompt and the final output to your prompt library. This is the step most founders skip, and it is the step that separates the operators who compound their AI advantage from those who start from zero every session.

Output Quality Feedback Decision Tree

ECOM CAPITAL • WHAT TO DO WHEN YOU RECEIVE AN AI OUTPUT



COPY & PASTE PROMPT

The Iteration Engine Prompt

Review the response you just generated. I want to refine it based on the following feedback:

1. What to keep (do not change these): [INSERT — e.g., the headline, the structure, the opening paragraph]
2. What to change (specific issues): [INSERT — e.g., the tone in paragraph 2 is too formal; the CTA is too weak]
3. What to avoid (hard constraints): [INSERT — e.g., no bullet points; no sentences longer than 20 words; do not mention the price]

Before you write the revised version, briefly explain in 2-3 sentences how you are applying my feedback. Then write the revised version in full.

COPY & PASTE PROMPT**The Prompt Capture Prompt**

We have now gone through [X] rounds of feedback to get to the final version of this output. I want to capture this learning.

Please do the following:

1. Analyse the feedback I gave you throughout this conversation.
2. Identify the 3 most important instructions that shaped the final output.
3. Write a single, complete master prompt that would have generated this exact final output on the very first attempt — with no additional feedback required.

Format the master prompt so I can copy it directly into a new chat and get the same result immediately.

REFERENCE

Checklists & Quick Reference

The AI Prompt Quality Checklist

Use this checklist before submitting any important prompt to your AI. If you cannot tick every box, revise your prompt before sending it.

CHECKLIST ITEM	DONE?
I have assigned a specific expert role to the AI	<input type="checkbox"/>
I have provided my current business context (revenue, audience, goal)	<input type="checkbox"/>
I have defined exactly one specific task for this prompt	<input type="checkbox"/>
I have specified the output format (table, list, paragraph, etc.)	<input type="checkbox"/>
I have included at least one constraint (what to avoid)	<input type="checkbox"/>
I have included an example of what "good" looks like (where possible)	<input type="checkbox"/>
I am asking for one thing, not three things in one prompt	<input type="checkbox"/>

The AI Onboarding Checklist (For a New Custom GPT)

Use this checklist when building or auditing a Custom GPT to ensure it is properly trained and ready for use.

CHECKLIST ITEM	DONE?
System prompt defines the Agent's role, tone, and constraints clearly	<input type="checkbox"/>
Brand voice guidelines uploaded in DOCX format	<input type="checkbox"/>
Customer avatar document uploaded	<input type="checkbox"/>
5-10 examples of ideal outputs uploaded	<input type="checkbox"/>
All uploaded PDFs are text-based (not scanned)	<input type="checkbox"/>
Agent has been tested with 5 real-world prompts	<input type="checkbox"/>
Agent has been tested with the Knowledge Base Audit Prompt	<input type="checkbox"/>
Prompt library entry created for this Agent's best prompts	<input type="checkbox"/>

Feedback Type Quick Reference

When you receive an AI output that needs refinement, use this table to identify the correct type of feedback to give before responding.

PROBLEM WITH THE OUTPUT	FEEDBACK TYPE	EXAMPLE PHRASE
Wrong format or layout	Structural	"Reformat this as a table with 3 columns."
Wrong tone or voice	Tonal	"This is too formal. Rewrite in a conversational tone."
Missing or incorrect information	Content	"Add X. Remove Y. Change Z to [correct information]."
Ignoring a previous instruction	Constraint	"You are still [doing X]. Stop. Strictly follow [rule]."
Output is 70% right	Mixed	Combine the above: keep what works, fix what does not.
Output is genuinely excellent	Capture	"Run the Prompt Capture Prompt. Save this to your library."

The "Do Not Say" Reference

The following phrases consistently produce poor results and should be removed from your AI vocabulary entirely:

WHAT NOT TO SAY	WHY IT FAILS	SAY THIS INSTEAD
"Make it better."	Meaningless — better in what direction?	"Make the CTA more urgent. Keep everything else."
"Be more creative."	Creativity without constraints produces chaos.	"Write 5 versions, each using a different emotional trigger."
"Try again."	AI regenerates the same mediocre output.	"The problem is [X]. Fix only that. Keep everything else."
"What do you think?"	AI will produce a hedge-everything non-answer.	"Give me your top recommendation. One answer only."
"Write me a strategy."	Too vague. AI produces a generic framework.	Use the full RTFC Framework with specific context.

The Golden Rule of AI Feedback: Be the creative director, not the frustrated client. Tell the AI exactly what to keep, exactly what to change, and exactly what to avoid. The more specific your feedback, the fewer rounds of revision you will need.