

Project Kit — Custom GPT + Outreach Log

The moment strangers start caring is the moment you have a business.

Theme: First Users • Time: 3 hours

THE GOAL

A public Custom GPT with 10+ real uses, and a documented outreach sprint of 25+ messages.

MATERIALS

ChatGPT Plus (or Claude Projects)	Notion or Google Sheet	Loom for demo videos
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STEPS

01 Sharpen the system prompt

Iterate 5 times. Test with 10 edge cases.

02 Add knowledge files

3-5 PDFs / docs that give it real edge over generic ChatGPT.

03 Ship + Loom demo

30-sec Loom of it in action, embedded on a Notion landing page.

04 Outreach log

25 messages. Log: name • channel • message • replied? • used?

DELIVERABLE

GPT link + Loom video + outreach spreadsheet.

RUBRIC — HOW WE JUDGE

✓ **Uniqueness**

Would ChatGPT alone do this as well? If yes, iterate.

✓ **System prompt craft**

Is it thoughtful, opinionated, and specific?

✓ **Outreach rate**

Reply rate above 20% = pro-level personalization.

✓ **Storytelling**

Does the Loom make me want to try it?