

JIMMY REILLY

**CUSTOM GPT
IDEAS YOU CAN
SELL TO LOCAL
BUSINESSES**

AI APPOINTMENT SETTER GPT

TARGET BUSINESS NICHES

This GPT works best for service-based businesses where a booked appointment directly leads to revenue.

Strong niches include:

- Dentists & Orthodontists
- Realtors & Mortgage Brokers
- Marketing Agencies
- Med Spas & Aesthetic Clinics
- Coaches & Consultants
- Chiropractors
- Home Service Providers (roofing, HVAC, plumbing)

These businesses all share one thing: If they miss a lead, they lose money.

That's why this is such an easy sell.

WHAT THE GPT DOES

The AI Appointment Setter GPT acts like a front-line sales rep inside chat.

It can:

- Qualify inbound leads (budget, timeline, urgency)
- Answer common FAQs
- Handle simple objections
- Route hot leads differently than cold leads
- Book appointments directly via Calendly or another scheduler
- Send follow-up reminders
- Notify the sales team when a high-value lead comes in

Instead of just collecting a name and email, it intelligently moves the conversation toward a scheduled appointment.

This turns random inquiries into structured, bookable opportunities.

HOW TO POSITION IT WHEN SELLING

Do not sell this as:..... **Sell it as:**

“A custom GPT.”..... “A 24/7 AI Sales Assistant that books appointments automatically.”

Business owners don't care about the technology. They care about booked calls.

Your positioning angle:

- “How many leads do you miss after hours?”
- “How long does it take you to respond?”
- “What if every inquiry was qualified and booked automatically?”

Frame it around:

- Speed
- Automation
- Revenue protection
- Increased close rates

For example:

“This AI assistant qualifies your leads instantly, answers common questions, and books them straight onto your calendar — even while you sleep.”

That's a strong sell.

You're not replacing staff.

You're increasing booked appointments without increasing payroll.

And for service businesses, more booked calls = more revenue.

PRICING

👤 **Setup:** \$750 – \$2,500

💬 **Monthly:** \$97 – \$297

Why: This directly books revenue-generating appointments. If one new client is worth \$1,000+, this pays for itself quickly.

High-value niches (med spas, law firms, agencies) can justify the upper range.

LEAD QUALIFICATION GPT

TARGET BUSINESS NICHES

This GPT is ideal for businesses that receive a high volume of inquiries but waste time on unqualified prospects.

Strong niches include:

- Law Firms
- Financial Advisors
- Real Estate Teams
- Marketing & Web Design Agencies
- Consultants & Coaches
- High-Ticket Service Providers
- Home Improvement & Remodeling Companies

These businesses don't just need more leads.

They need better leads.

Time is their most expensive resource, and chasing unqualified prospects drains it fast.

WHAT THE GPT DOES

The Lead Qualification GPT acts like a smart intake filter.

It can:

- Ask structured pre-qualification questions
- Identify budget, timeline, and readiness
- Score leads (hot / warm / cold)
- Route high-value prospects to booking
- Send low-quality leads to nurture sequences
- Log data into a CRM or Google Sheet
- Notify the sales team when a high-intent lead appears

Instead of every inquiry going straight to a sales rep, the GPT pre-screens prospects and prioritizes the best opportunities.

It turns messy inboxes into organized pipelines.

HOW TO POSITION IT WHEN SELLING

Do not position this as a chatbot.

Position it as:

“An AI Intake & Screening System.”

The angle is simple:

- “How many calls are you taking that never close?”
- “How much time is your team wasting on low-budget prospects?”
- “What if only serious buyers reached your calendar?”

Frame it around:

- Saving time
- Increasing close rates
- Protecting team bandwidth
- Prioritizing high-value clients

Example positioning:

“This AI system screens every inquiry before it reaches you, filters out tire-kickers, and sends only qualified prospects to your sales team.”

You're not just automating replies.

You're improving sales efficiency.

For high-ticket businesses, better qualification means:

- Fewer wasted calls.
- Higher close rates.
- More revenue per hour worked.

That's an easy ROI conversation.

PRICING

👤 **Setup:** \$500 – \$1,500

💬 **Monthly:** \$97 – \$197

Why: It saves time and increases close rate. Not as visible as appointment booking, but improves sales efficiency.

Best for agencies, law firms, financial advisors.

PROPOSAL & ESTIMATE GENERATOR GPT

TARGET BUSINESS NICHES

This GPT is perfect for businesses that regularly send custom quotes, proposals, or service estimates.

Strong niches include:

- Marketing & Web Design Agencies
- Freelancers (designers, copywriters, developers)
- Contractors (roofing, remodeling, HVAC, landscaping)
- Consultants & Coaches
- Video Production & Creative Studios
- IT Service Providers
- Event Planners

Any business that builds custom offers for each client can benefit from this.

If they're writing proposals manually, this is a clear opportunity.

WHAT THE GPT DOES

The Proposal & Estimate Generator GPT acts like an AI proposal assistant.

It can:

- Collect project details (scope, timeline, budget)
- Generate structured, professional proposals
- Break down pricing tiers or packages
- Add upsell options automatically
- Create branded estimates
- Include terms and conditions
- Personalize messaging based on the client's needs

Instead of starting from scratch every time, the GPT turns a few inputs into a polished proposal ready to send.

It reduces friction between inquiry and close.

And faster proposals often mean faster deals.

HOW TO POSITION IT WHEN SELLING

Do not position this as:

“A writing tool”.

Position it as:

“A Proposal Automation System.”

The pain point is simple:

- “How long does it take you to send a quote?”
- “How many deals stall because proposals are delayed?”
- “Are your proposals consistent and optimized for upsells?”

Frame it around:

- Speed
- Professionalism
- Increased close rates
- Higher average deal size

Example positioning:

“This AI system builds structured, upsell-optimized proposals in minutes, so you can respond faster and close more deals.”

You’re not just saving them time.

You’re helping them:

- Respond instantly
- Increase perceived professionalism
- Standardize pricing
- Add upsells automatically

For service-based businesses, speed + clarity often wins the deal.

And that makes this one of the easiest GPT solutions to justify.

PRICING

👤 **Setup:** \$500 – \$1,500

💬 **Monthly:** \$47 – \$147

Why: Speeds up sales cycle and increases professionalism. Strong ROI for contractors and agencies.

Recurring fee can include updates or optimization.

LOCAL NICHE SEO & BLOG WRITER GPT

TARGET BUSINESS NICHES

This GPT works best for local businesses that rely on Google search traffic but don't consistently create content.

Strong niches include:

- Dentists & Orthodontists
- Chiropractors & Physical Therapists
- Roofing & Home Service Companies
- Realtors & Mortgage Brokers
- Med Spas & Aesthetic Clinics
- Personal Injury & Family Law Firms
- Landscaping & Construction Companies

Most of these businesses know they “should” be doing SEO.

Few of them actually publish optimized content consistently.

That gap is your opportunity.

WHAT THE GPT DOES

The Local Niche SEO & Blog Writer GPT acts like a specialized content assistant trained specifically for that business type and location.

It can:

- Generate locally optimized blog topics
- Target city + service-based keywords
- Write SEO-structured blog posts
- Create service page drafts
- Add meta descriptions and title tags
- Include FAQs optimized for Google snippets
- Suggest internal linking strategies
- Repurpose blog posts into social media captions

Instead of generic content, it produces location-specific, niche-specific material that aligns with search intent.

For example:

Instead of *“Benefits of Chiropractic Care”*

It writes: *“Top 5 Causes of Back Pain in Austin, TX (And When to See a Chiropractor)”*

Specificity drives visibility.

HOW TO POSITION IT WHEN SELLING

Do not sell this as: *“A blog writing GPT.”*

Sell it as: *“A Local SEO Content Engine.”*

Business owners care about one thing:

More calls from Google.

Your positioning angle:

- “Are you consistently publishing content targeting your city?”
- “How often are you updating your website?”
- “Are your competitors outranking you because they publish more content?”

Frame it around:

- Increased local visibility
- More organic traffic
- More inbound leads
- Reduced dependency on paid ads

Example positioning:

“This AI system generates locally optimized content designed to help you rank for the exact services people in your city are searching for.”

You’re not selling blog posts.

You’re selling discoverability.

For local businesses, ranking even one or two high-intent keywords can generate thousands in recurring revenue.

That makes this an easy ROI conversation when positioned correctly.

PRICING GUIDE

👤 **Setup:** \$750 – \$2,000

💬 **Monthly:** \$147 – \$397

Why: This supports lead generation. Position it as a content engine, not a blog writer.

You can bundle:

- Monthly blog drafts
- Keyword updates
- Content refreshes

Recurring is strong here.

LOCAL NICHE YOUTUBE SCRIPT GENERATOR GPT

TARGET BUSINESS NICHE

This GPT is ideal for local businesses that want to build authority, generate inbound leads, and stand out in competitive markets.

Strong niches include:

- Realtors & Real Estate Teams
- Mortgage Brokers
- Personal Injury & Family Law Attorneys
- Med Spas & Cosmetic Clinics
- Chiropractors & Physical Therapists
- Financial Advisors
- High-End Home Service Companies (remodeling, roofing, luxury landscaping)

These businesses rely heavily on trust. Video builds trust faster than any other medium.

Most of them know they “should” be creating video content — but they don’t know what to say.

That’s where this GPT becomes valuable.

WHAT THE GPT DOES

The Local Niche YouTube Script Generator GPT creates structured, authority-building video scripts tailored to a specific business and location.

It can:

- Generate video ideas based on local search demand
- Write attention-grabbing hooks
- Structure scripts for retention
- Answer common customer questions
- Break down complex topics into simple explanations
- Include local references (city, neighborhoods, regulations)
- Add strong calls to action (book a consultation, schedule a showing, request a quote)

Instead of generic video scripts, it produces: Location-specific, expertise-driven content designed to attract real prospects.

For example:

Instead of *“How to Sell Your Home”*

It writes: *“How to Sell Your Home in Miami in 2025 (Without Leaving Money on the Table)”*

That specificity builds authority and attracts local buyers.

HOW TO POSITION IT WHEN SELLING

Do not position this as: *“A YouTube script tool.”*

Position it as: *“A Local Authority Content System.”*

The angle is simple:

- “How many potential clients are researching on YouTube before hiring someone?”
- “Are you showing up when people search your service in your city?”
- “How many deals are going to competitors who publish video consistently?”

Frame it around:

- Building trust at scale
- Becoming the local expert
- Generating inbound leads
- Standing out from competitors

Example positioning:

“This AI system generates locally targeted video scripts that position you as the go-to expert in your city — without you having to figure out what to say.”

You’re not selling scripts.

You’re selling visibility, authority, and long-term lead generation.

For many service-based businesses, one client gained from YouTube can cover the cost of this system many times over.

That makes it an easy conversation when positioned around ROI instead of content creation.

PRICING

👤 **Setup:** \$500 – \$1,500

💬 **Monthly:** \$97 – \$297

Why: Authority-building tool. Great for realtors and financial advisors.

Recurring can include:

- Monthly script packs
- Content ideation updates

CLIENT ONBOARDING GPT

TARGET BUSINESS NICHES

This GPT is ideal for service-based businesses that bring on new clients regularly and need a smoother onboarding process.

Strong niches include:

- Marketing & Advertising Agencies
- Web Designers & Developers
- Freelancers (copywriters, designers, consultants)
- Coaches & Mentors
- Video Production Companies
- IT & Managed Service Providers
- Accounting & Bookkeeping Firms

Any business that delivers ongoing services can benefit from structured onboarding.

If their onboarding process is handled manually through scattered emails and documents, this GPT becomes extremely valuable.

WHAT THE GPT DOES

The Client Onboarding GPT acts as an automated onboarding assistant.

It can:

- Collect required client information (logins, brand assets, goals, budget)
- Ask structured intake questions
- Generate onboarding summaries
- Create project scopes
- Outline timelines and deliverables
- Send welcome messages
- Trigger task creation in project management tools
- Provide clients with next steps

Instead of sending long email threads or juggling forms, the GPT walks new clients through a structured onboarding flow.

It ensures consistency and reduces mistakes.

It turns chaos into process.

HOW TO POSITION IT WHEN SELLING

Do not sell this as: *“An AI chatbot for onboarding.”*

Sell it as: *“A Client Onboarding System.”*

The conversation is simple:

- “How much time do you spend onboarding each client?”
- “Do clients ever forget to send required information?”
- “Is your onboarding process consistent every time?”

Frame it around:

- Saving time
- Reducing friction
- Improving professionalism
- Standardizing delivery
- Reducing errors

Example positioning:

“This AI onboarding system collects everything you need from new clients automatically, organizes it, and prepares your team for delivery — without back-and-forth emails.”

You’re not just automating questions.

You’re helping them:

- Start projects faster
- Look more professional
- Reduce onboarding delays
- Improve client experience

For service-based businesses, smoother onboarding means happier clients and fewer headaches.

That’s a clear operational upgrade — and an easy ROI pitch.

PRICING

👤 **Setup:** \$750 – \$2,000

💰 **Monthly:** \$97 – \$197

Why: Improves operations and client experience. Strong value for agencies and consultants.

Operational tools justify mid-tier pricing.

INTERNAL KNOWLEDGE BASE GPT

TARGET BUSINESS NICHES

This GPT is ideal for businesses that have growing teams, documented processes, or a lot of internal information scattered across files.

Strong niches include:

- Marketing & Creative Agencies
- IT & Managed Service Providers
- Ecommerce Brands
- Accounting & Bookkeeping Firms
- Law Firms
- Medical & Dental Practices
- Coaching Companies with Team Members
- Startups & Small SaaS Companies

Any business with SOPs, training docs, FAQs, pricing sheets, or internal policies can benefit.

If employees constantly ask, “Where’s that document?” or “How do we handle this?” — this GPT solves that problem.

WHAT THE GPT DOES

The Internal Knowledge Base GPT acts like an AI-powered company assistant trained on the business’s internal documents.

It can:

- Answer team questions instantly
- Pull information from SOPs
- Explain company processes
- Provide pricing guidelines
- Clarify internal policies
- Summarize documents
- Help onboard new team members
- Reduce repetitive internal questions

Instead of digging through Google Drive, Slack, or email threads, team members can simply ask the GPT.

It turns static documents into an interactive support system.

HOW TO POSITION IT WHEN SELLING

Do not position this as: *“A chatbot trained on your documents.”*

Position it as: *“An AI Internal Operations Assistant.”*

The pain points are easy to surface:

- “How often do employees ask repetitive questions?”
- “How long does it take to onboard new team members?”
- “How much time is wasted searching for information?”

Frame it around:

- Time savings
- Faster onboarding
- Increased team productivity
- Reduced internal friction
- Standardized processes

Example positioning:

“This AI assistant gives your team instant access to your company’s knowledge base — so they can get answers immediately instead of interrupting you or searching through documents.”

You’re not selling AI.

You’re selling operational efficiency.

For growing teams, even small time savings across multiple employees quickly turn into measurable cost savings.

That makes this one of the easiest internal automation upgrades to justify.

PRICING

👤 **Setup:** \$1,000 – \$3,000

💬 **Monthly:** \$97 – \$297

Why: High internal efficiency value. Especially for teams.

Larger teams = higher pricing potential.

SALES TRAINING GPT

TARGET BUSINESS NICHES

This GPT is ideal for businesses that rely on sales conversations to generate revenue.

Strong niches include:

- Real Estate Teams
- Marketing & Advertising Agencies
- High-Ticket Coaches & Consultants
- Home Service Companies (roofing, remodeling, HVAC)
- Med Spas & Aesthetic Clinics
- Financial Advisors
- B2B Service Providers

Any business with sales reps, appointment setters, or team members handling inquiries can benefit.

If revenue depends on conversations, this GPT has clear value.

WHAT THE GPT DOES

The Sales Training GPT acts as an AI-powered sales coach.

It can:

- Train reps on scripts and frameworks
- Simulate objection scenarios
- Provide suggested responses
- Analyze sales calls (if transcripts are provided)
- Reinforce messaging and positioning
- Create role-play exercises
- Offer feedback on pitch structure
- Help new hires ramp up faster

Instead of relying solely on manual training sessions, the GPT becomes an always-available practice partner and knowledge resource.

It supports skill development without requiring constant management oversight.

HOW TO POSITION IT WHEN SELLING

Do not sell this as: *“A chatbot for sales scripts.”*

Sell it as: *“An AI Sales Coach & Training System.”*

The positioning angle is straightforward:

- “How consistent is your sales messaging?”
- “How long does it take new reps to become productive?”
- “Are objections being handled effectively?”

Frame it around:

- Increased close rates
- Faster onboarding of sales staff
- Consistent messaging
- Improved confidence in conversations
- Revenue growth

Example positioning:

“This AI system trains your sales team on your exact messaging, helps them practice handling objections, and reinforces best practices — 24/7.”

You’re not replacing a sales manager.

You’re giving the team a tool that improves performance and consistency.

For businesses where even a small lift in close rate can significantly impact revenue, this becomes an easy ROI conversation.

Better training → better conversations → more closed deals.

PRICING

👤 **Setup:** \$1,000 – \$3,500

💬 **Monthly:** \$147 – \$397

Why: Even a small lift in close rate can be worth thousands monthly.

High-ticket businesses can support premium pricing.

AI CLIENT SUPPORT GPT

TARGET BUSINESS NICHEs

This GPT is ideal for businesses that receive frequent customer questions, support requests, or repetitive inquiries.

Strong niches include:

- Ecommerce Brands
- Subscription-Based Businesses
- Online Course Creators
- Coaching Programs
- SaaS Companies
- Med Spas & Clinics
- Local Service Businesses with High Inquiry Volume

Any business answering the same questions repeatedly is a strong candidate.

If they have a support inbox, this GPT has value.

WHAT THE GPT DOES

The AI Client Support GPT acts as a 24/7 virtual support assistant trained on the company's policies, FAQs, and service information.

It can:

- Answer common customer questions
- Provide order or service guidance
- Explain policies (refunds, cancellations, scheduling)
- Troubleshoot basic issues
- Route complex cases to human support
- Collect structured support tickets
- Reduce response time significantly

Instead of relying entirely on manual responses, the GPT handles repetitive questions instantly and consistently.

This reduces workload while improving response speed.

HOW TO POSITION IT WHEN SELLING

Do not sell this as: *"A chatbot."*

Sell it as: *"A 24/7 AI Support Assistant."*

The positioning angle is simple:

- "How long does it take you to respond to support inquiries?"
- "How many repetitive questions are you answering daily?"
- "What would faster response times do for customer satisfaction?"

Frame it around:

- Faster response times
- Reduced support workload
- Improved customer experience
- Lower operational costs
- Increased retention

Example positioning:

“This AI assistant handles your most common customer questions instantly, reduces your team’s workload, and ensures no inquiry goes unanswered — even after hours.”

You’re not replacing human support.

You’re automating the repetitive layer.

For businesses with growing customer bases, this becomes an operational upgrade that improves both efficiency and client satisfaction.

Less manual support.

Faster answers.

Better experience.

That’s a clear value proposition.

PRICING

👤 **Setup:** \$750 – \$2,500

💬 **Monthly:** \$147 – \$397

Why: Reduces support workload. Ecommerce and SaaS can justify strong recurring fees.

Bundle:

- Updates
- Knowledge base refreshes
- Monitoring

LEAD NURTURE GPT

TARGET BUSINESS NICHE

This GPT is ideal for businesses that generate leads but don’t consistently follow up.

Strong niches include:

- Realtors & Real Estate Teams
- Mortgage Brokers
- Marketing & Web Design Agencies
- High-Ticket Coaches & Consultants
- Med Spas & Aesthetic Clinics
- Home Service Companies (roofing, remodeling, HVAC)
- Financial Advisors

Any business with a pipeline of inquiries that don't convert immediately is a strong fit.

Most leads don't buy on the first interaction.
That's where nurture becomes powerful.

WHAT THE GPT DOES

The Lead Nurture GPT acts as an automated follow-up assistant.

It can:

- Generate structured follow-up messages
- Write email sequences
- Create SMS follow-up scripts
- Personalize outreach based on previous conversations
- Handle light objections
- Send reminders about offers or appointments
- Re-engage cold leads
- Segment leads based on interest level

Instead of letting leads go cold, the GPT keeps the conversation alive.

It turns missed opportunities into second chances.

HOW TO POSITION IT WHEN SELLING

Do not sell this as: *"An email writing GPT."*

Sell it as: *"A Lead Reactivation & Follow-Up System."*

The positioning conversation is simple:

- “How many leads never respond after the first inquiry?”
- “How often do you follow up more than once?”
- “How much revenue is sitting in your old lead list?”

Frame it around:

- Recovering lost revenue
- Increasing close rates
- Staying top-of-mind
- Maximizing existing lead spend
- Improving pipeline consistency

Example positioning:

“This AI system automatically follows up with your leads, handles common objections, and keeps prospects engaged until they’re ready to move forward.”

You’re not just sending reminders.

You’re increasing the likelihood that inquiries turn into clients.

For most businesses, even a small lift in conversion rate can generate significant additional revenue without increasing ad spend.

More follow-up.

More conversations.

More closed deals.

That’s a powerful ROI story.

PRICING

👤 **Setup:** \$500 – \$1,500

💬 **Monthly:** \$97 – \$297

Why: Increases conversion without increasing ad spend.

Position as revenue recovery system.

Recurring can include:

- Sequence optimization
- Monthly campaign updates

BUNDLING STRATEGY (VERY IMPORTANT)

Instead of selling one GPT at a time, you can package:

BASIC AUTOMATION PACKAGE

- Lead Capture
- Appointment Setter

👤 **Setup:** \$1,500 +

💬 **Monthly:** \$197

SALES OPTIMIZATION PACKAGE

- Qualification
- Proposal Generator
- Lead Nurture

👤 **Setup:** \$2,500 +

💬 **Monthly:** \$297

FULL AI REVENUE SYSTEM

- Appointment
- Qualification
- Nurture
- Support

👤 **Setup:** \$3,500 – \$7,500 +

💬 **Monthly:** \$397 – \$997

Bundles dramatically increase deal size.

KEY PRICING RULE

Do not price based on:

“How long it took to build.”

Price based on:

“What one new client is worth to them.”

If a dentist makes \$3,000 per implant case, a \$2,000 GPT is cheap.

Always anchor to revenue impact.



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