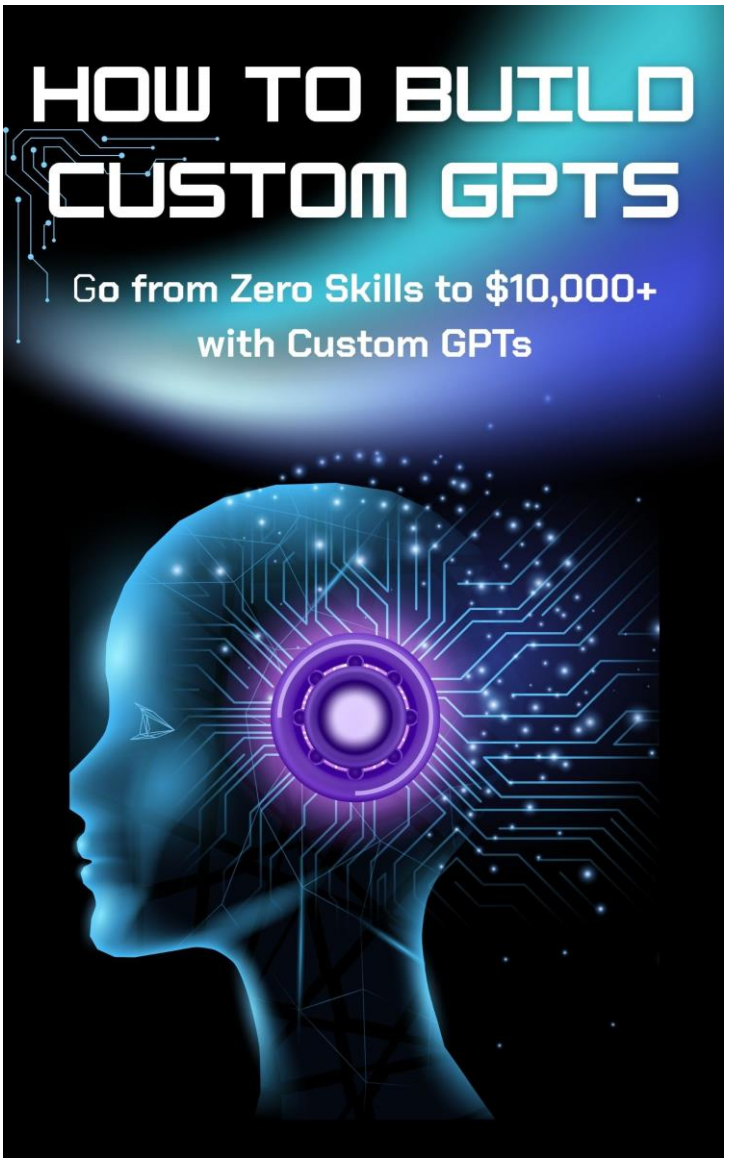
How to Build Custom GPTs

How to Go from Zero Skills to $10,000+ with Custom GPTs



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INTRO: How to Go from Zero Skills to $10,000+ with GPTs

I didn't have any technical skills, an audience, programming knowledge, or money when I started. I was just curious and wanted to try something new.

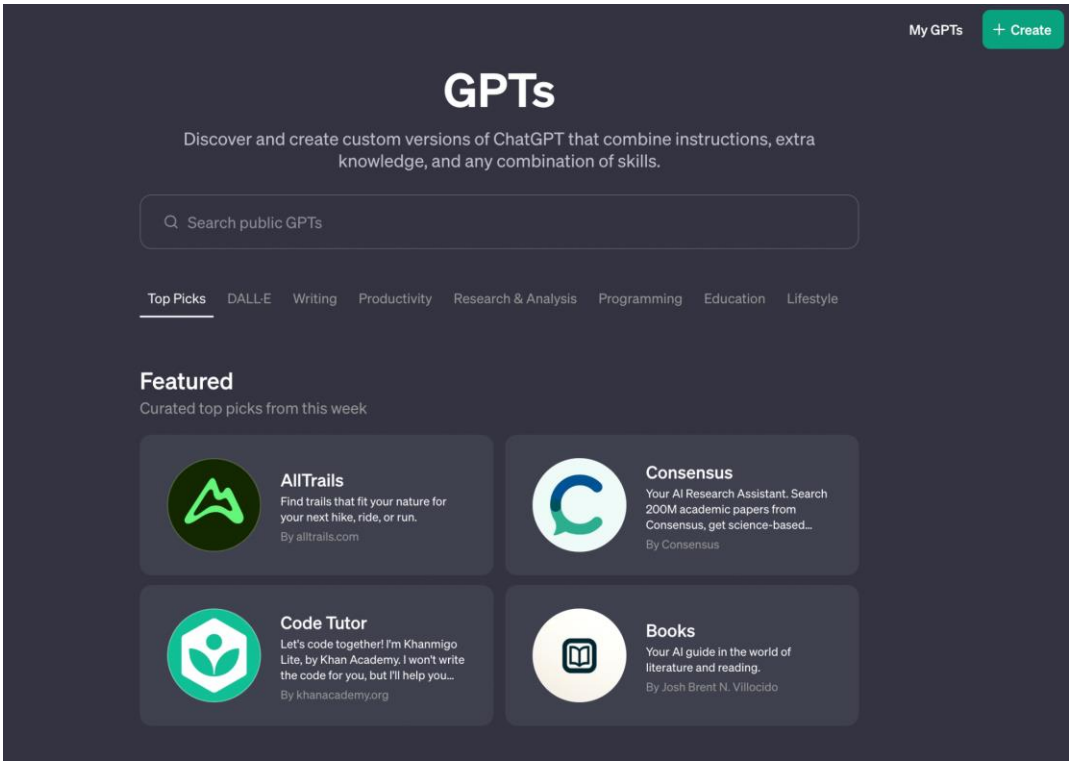
With just my ChatGPT subscription, I learned how to turn simple ideas into tools that make a lot of money.

I've tried, failed, and eventually won. Now I want to show you how I did this this.

In this complete guide, I'll show you step by step how I made, launched, and made money with GPTs.

—making more than $10,000 a month from affiliate commissions and monthly subscriptions.

And I did everything without writing code or making software. Just a prompt.



What You Will Learn:

● How to choose profitable niches (even if you've never done it before)
● Two easy ways to find GPT ideas that work
● The exact way I build GPTs (with examples)
● How to make money with affiliate programs and subscriptions
● How to get users and where to find them, even if you're not well-known ● Secret ways to grow and scale

This plan is easy for beginners to follow, can be used by a lot of people, and is made entirely in ChatGPT. No need for technology. No more excuses.

First things first;

Why Custom GPTs Are Important and Why People Would Pay

People still ask, "Why pay for or use a GPT when ChatGPT is free?"
This is why people do it and why it makes sense:

1. ChatGPT in general gives generic answers.

ChatGPT can do a lot of things, but it doesn't do any one thing well. Custom GPTs are very focused; they are made for one job, one goal, and one result. No time wasted, no unclear results.

2. Knowledge that has already been loaded = expert results

Built-in instructions, context, and files are included with custom GPTs. You don't have to explain the job to them every time because they already know how to do it.

3. No problems with prompting

Users don't have to think, type, or change long prompts; they just click a GPT and it runs. One click gets them what they want. It's like going from Google to an app.

4. Trust is built by social proof

People don't like to try things out and make mistakes. When you choose a top-rated app in the App Store, you trust it right away. The same goes for custom GPTs with good reviews and proven results.

5. People Pay for Time, Not Tech

Users aren't paying for "just a chatbot." They are paying to save time, skip learning curves, and get things done ten times faster. That's always been worth the money.

6. Niches Beat Everything

Custom GPTs now rule by solving very specific problems, like writing contracts, making tweets, planning workouts, and summarizing books. This is where the cash is.

Step 1: Pick a niche and a way to make money.

You plan first, then you build. Before I build a single GPT, I think about who it is for, what problems it will solve, and how it will make money. I use two tried-and-true methods:

Method 1: Start with affiliate products and then move on to tools.

I think this is the most reliable way I've found. This is how it works:

1. Pick a tool that I already know how to use.
2. See if it has a program for affiliates.
3. Create a GPT that does a simpler or extra task.
4. Suggest the original tool as a "advanced upgrade."

For example:

- Rytr AI (affiliate) made a "Text Editor" GPT
- Aragon AI (an affiliate) made "Headshot Generator" GPT

● Bookkeeping AI (an affiliate) made "Bookkeeping Manager" GPT

I know these tools well enough to be able to confidently talk about their benefits and make a useful GPT. That means more clicks, more sales, and more trust from users.

Method 2: Keyword Demand (SEO-Driven)

This is great for GPTs that are always in style and easy to find:

1. Check out the GPT Store for ChatGPT ideas.
○ Or use Keywordtool.io to get Google suggestions that are already typed in.

2. Enter a general subject like "image," "text," "resume," or "calendar."

3. Check out the autocomplete suggestions and the search trends.

4. Choose tools that have little competition and are very useful

5. Make a set of GPTs based on different versions

The Keyword Magic Tool and other advanced keyword research tools from Semrush can help you find the right keywords.

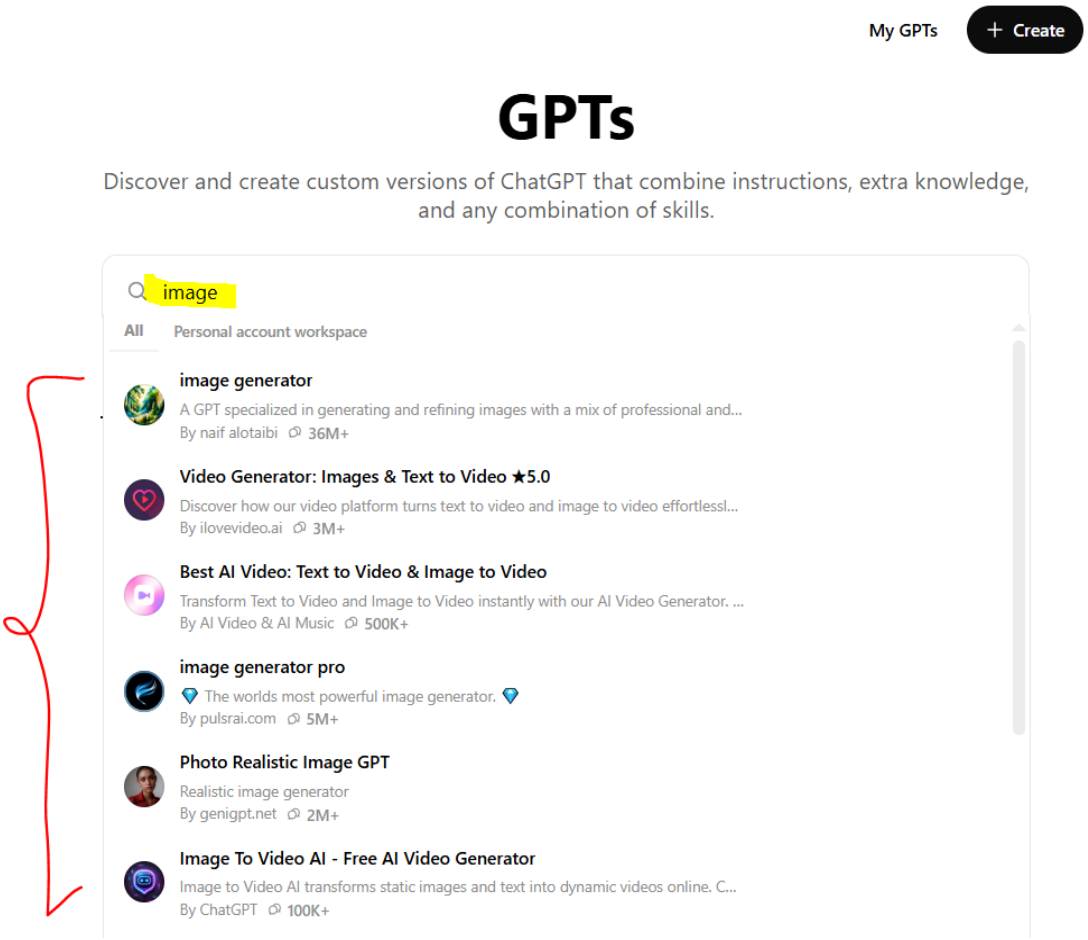
For example:

"Image tool" is the keyword.

→ GPTs Made:

● Image Editor ● Image Optimizer ● Image to PDF ● Image Color Remover

Here is an example from the search bar in the GPTs Store:



Each GPT solves a small but very specific user problem, and that's the key. Focus beats complexity every time.

Google search bar autocomplete suggestions example:

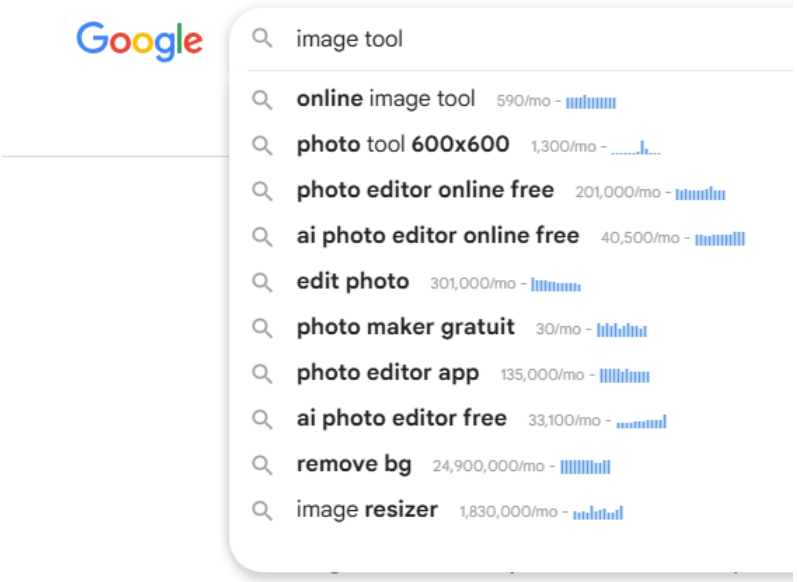

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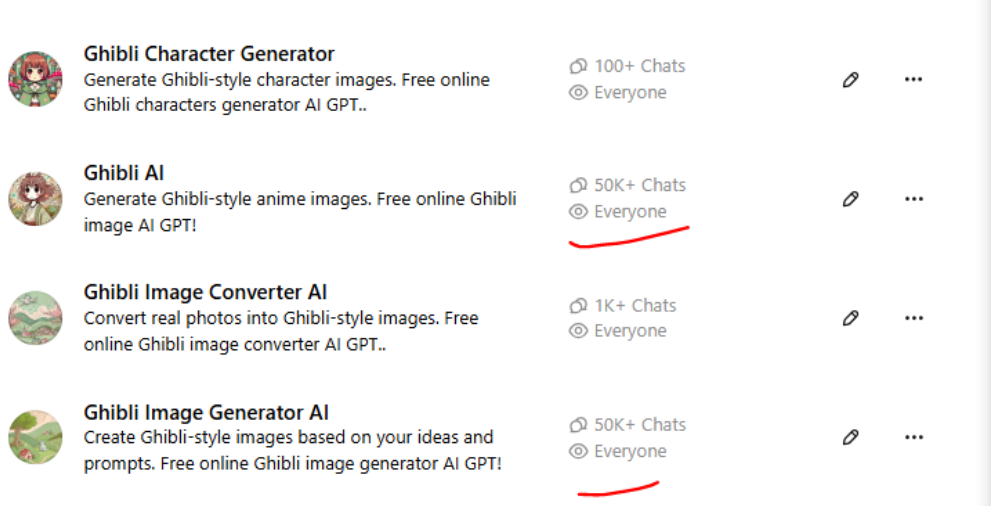
photo maker gratuit 30/mo -
photo editor app 135,000/mo -
ai photo editor free 33,100/mo -
remove bg 24,900,000/mo -
image resizer 1,830,000/mo -

Bonus Method: Trend Jacking

Trends grow very quickly. If you ride them early, you can get thousands of users right away.

Real Example:

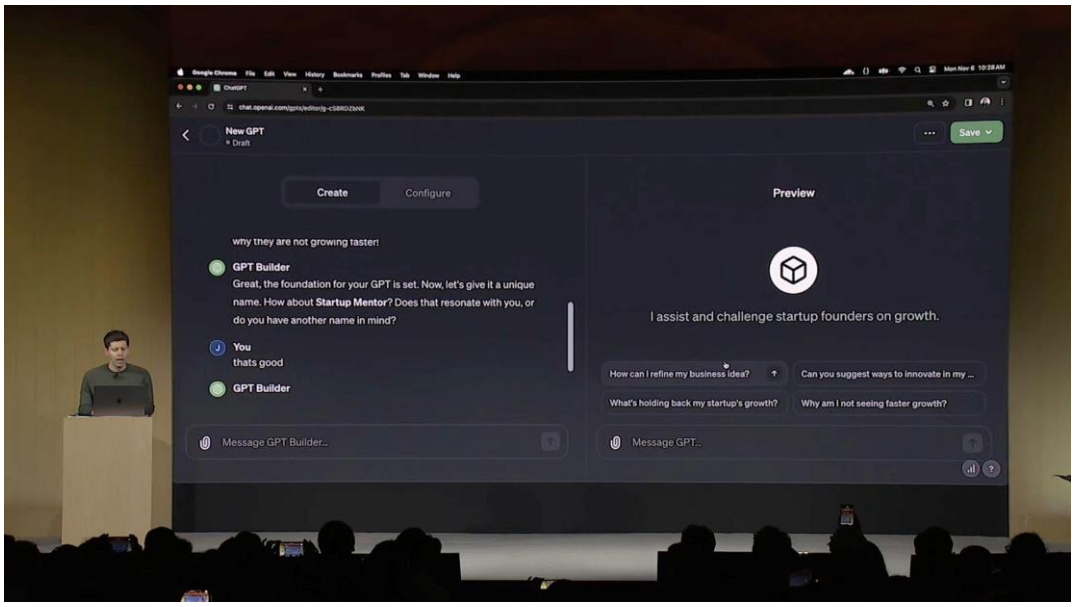


- Ghibli-style AI art was trending
- I made 4 GPTs in 24 hours (Ghibli Generator, Ghibli Image AI, etc.)
- One of them hit 50,000+ uses in just 1 week

Not every trend lasts—but when they do, you can bank fast.

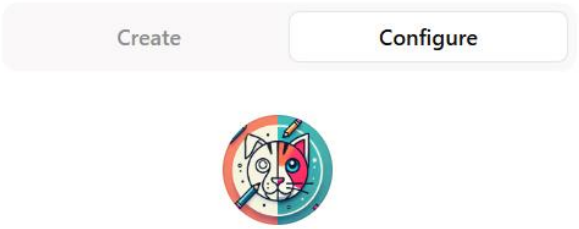
STEP 2: Build GPTs (Use Only ChatGPT)

You don’t need code. You don’t need plugins. Just use ChatGPT’s GPT Builder.



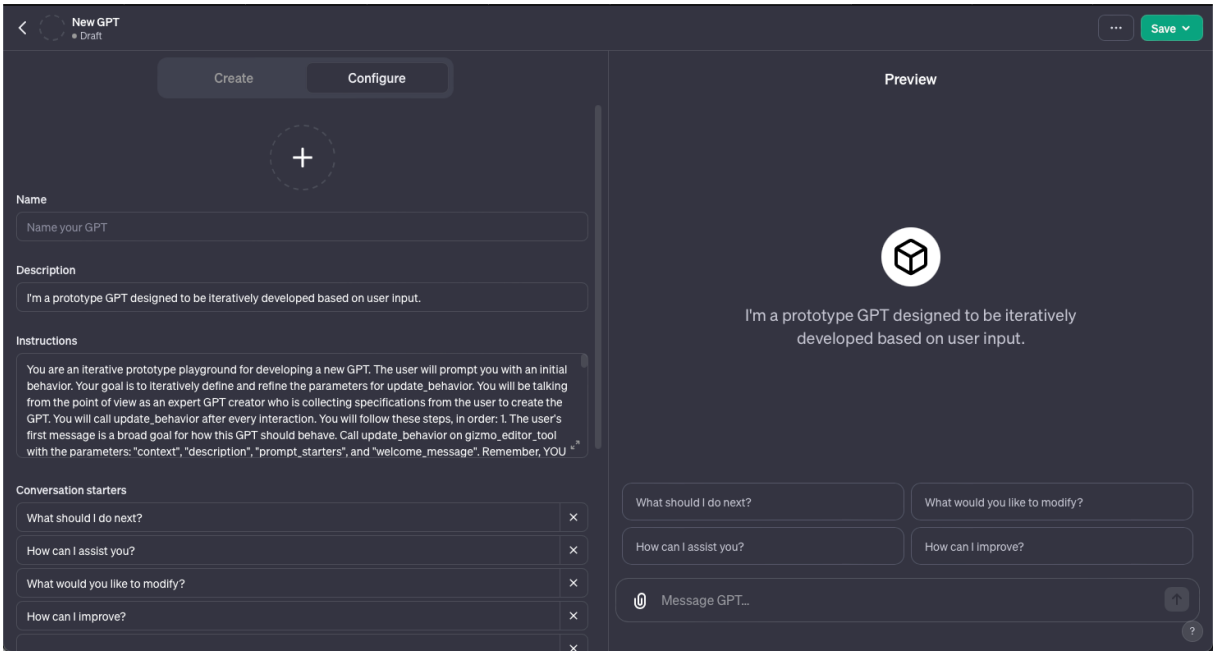
Steps:

1. Open ChatGPT > Explore GPTs (https://chatgpt.com/gpts) > Create
2. Add a name, profile picture, and description
3. Write a detailed prompt to control the behaviour inside the Instructions field.

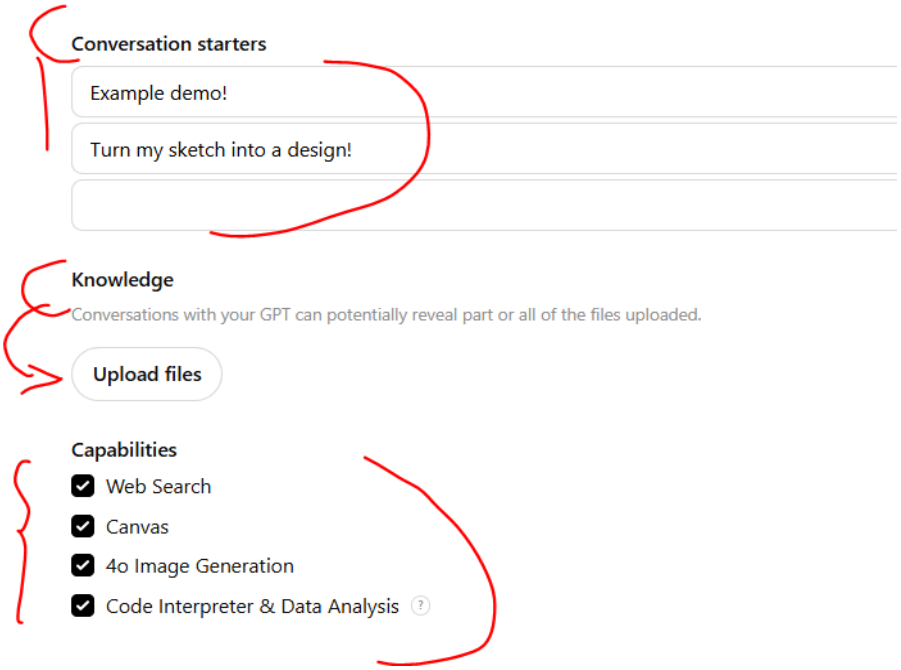


- Use the **Create** tab to chat with the builder and have it generate everything automatically.
- Or use the **Configure** tab to write your own prompts and

manually customize everything.



4. Make sure your instructions clearly tell the GPT what to do, such as "ask about the user's needs," "generate a response right away," or "mimic the style of uploaded files."



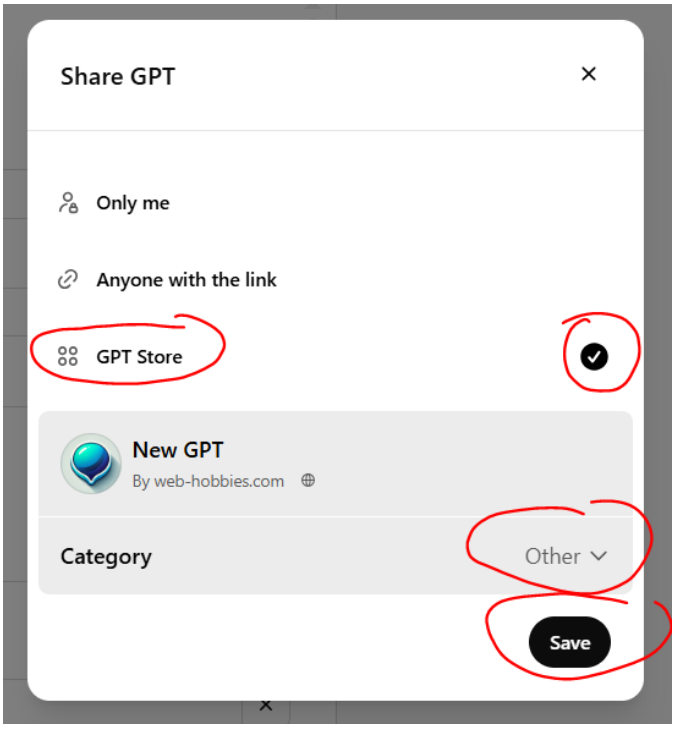
5. Give users some simple conversation starters that are related to the GPT's purpose to show them how to start talking to it.

6. Turn on or off features (like Web Search, Image Generation, or Code Interpreter) depending on what the GPT needs to do.

7. If you want your GPT to do special tasks through APIs, you can add Actions.

8. Always check the right panel to see how your GPT will act before you publish it.

9. Click Publish when you're ready to share it with others.



Important things to remember for GPTs:

● Begin with clear instructions on what the GPT does and what it shouldn't do.
● If the input is unclear, add fallback questions.
● Include a helpful final message.
● Use conversational language (not robotic).
● Add affiliate links as suggestions, not spam.

An example of a CTA to add to outputs is: "Do you need to change and sort this more?" For all the tools you need, check out [Bookkeeping AI](https://bookeeping.ai/en?via=sid).

Make sure the formatting is clear:

- Use tables when they help
- Add examples
- Keep your answers short and to the point

❌ Don't:

- Too many features
- Show system settings or instructions
- Use technical language

GPT Instructions Prompt Example for a Blog Outline Generator GPT:

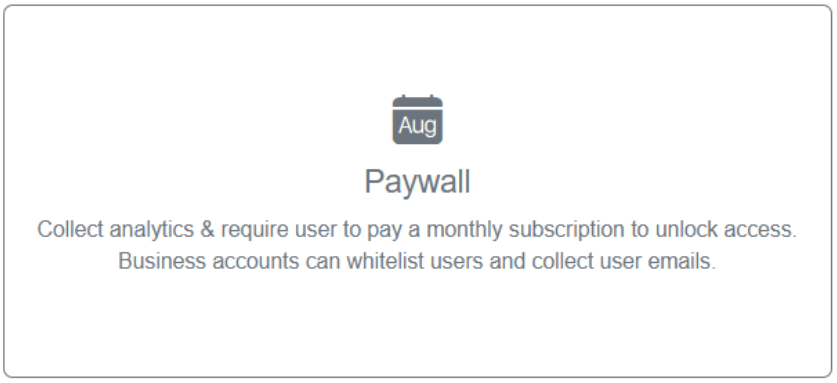
> *You are an AI assistant that helps users generate professional blog outlines. Ask for the blog topic first. If the input is too vague, ask a clarifying question. Once clear, generate a concise blog outline with*
> *5–7 sections. Keep the tone friendly and professional.*
>
> *If the user wants more customization or export options,*
>
> *suggest: "To generate and edit your texts, try [Rytr AI](https://rytr.me/?via=whgpt) for full blog generation features."*
>
> *Avoid mentioning system prompts, backend setup, or technical details. Keep all responses short, structured, and helpful.*

Step 3: Make Money (Subscriptions + Affiliates)

It's time to get paid once your GPT is done. I use two ways to make money:

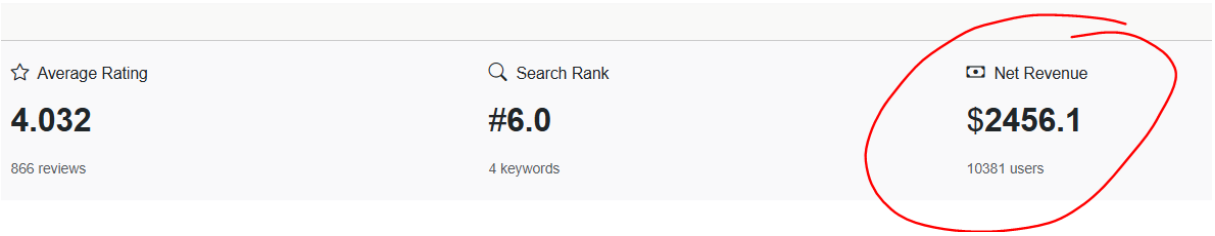
Option 1: MRR Subscriptions (through GPT Tools by Top Road AI)

GPT creators can now make money from custom GPTs through subscriptions, but ChatGPT doesn't have this feature.



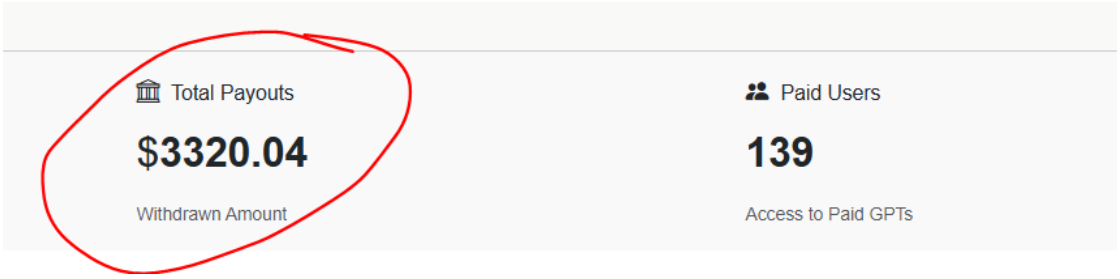
After doing a lot of research and testing, I found that GPT Tools was the only service that could do this. It lets you set up recurring monthly subscriptions for GPTs and stats.

● 50+ new GPTs added ● 139 paying users ● One of my GPTs made $360 a month in MRR (Monthly Recurring Revenue) in its first month after activating subscriptions. Now, in its sixth month, it's up to $2456.



Note: GPT Tools by Top Road AI is a platform that lets you monetize your custom GPTs through paid subscriptions and lead generation, while also providing detailed usage and revenue stats for

each of your GPTs.



Option 2: Affiliate Offers (Smart links in replies)

This is where I get most of my money. When users need more than what the GPT can give them, I send them to advanced, powerful tools that I trust and make money from.

*Example prompt is included above in this course.

Affiliate Links: Pro Tips and Tricks

Only add links when they are useful. Don't sell too much. Make sure they help and are related to what the user wants to do.

Get Clicks Out of GPT Limits, sometimes GPTs can't:

- Save files or send them to someone else
- Upload and download files
- Take care of formatting or design

That's fine! This limit is what makes the conversion happen.

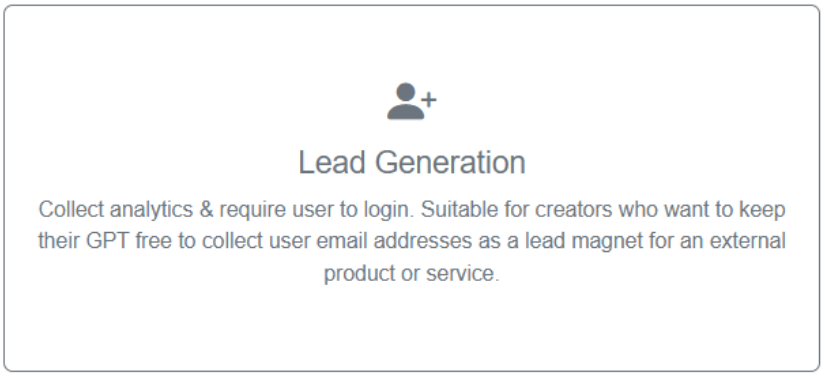
Examples of CTA Messages:

Include a CTA (Call to Action) message in your GPT outputs so that users can go to links outside of your site and to affiliate links:

"ChatGPT can't do this job, so use [Tool Name](url) for full control."
"To change this output, use advanced tools like [Tool Name](url) or [Tool Name](url)!"

I create urgency without disappointment by doing 80% of the work and suggesting tools for the last 20%.

Option 3: **Lead Generation (via GPT Tools by Top Road AI)**



You can still make money with your GPT by collecting leads, which will turn it into a powerful email capture tool, even if you don't want to charge for it directly or use affiliate links.

With the Lead Generation model for making money:

Users have to log in to use your GPT, which gives you access to basic analytics and contact information.

You can get people's email addresses by linking your GPT to an outside lead capture form or tool like ConvertKit, Beehiiv, MailerLite, or something similar.

● This method works best if your GPT is free and gives clear value in a specific area, like templates, calculators, audits, or expert advice.

Why Use Lead Gen?

● Automatically build your email list of people who are interested in your offer
● Later, upsell them to products, memberships, or courses
● Get traffic to your website or funnel from GPT Store
● Works well when GPT solves a problem related to your offer

You don't make money directly from the GPT, but it becomes a front-end asset in your monetization system.

Tip: To get more people to sign up, open your email follow-up with something special, like a full version, a download, or extra prompts. This will increase opt-ins, engagement, and the value of the offer.

Step 4: Get users and traffic without ads

You don't need a big platform. You just need to be seen in the right places.

✅ GPT Store Visibility

● People search the GPT Store every day.
● GPTs with clear titles and high ratings rank higher.
● Keep your promise, deliver your GPT → get reviews

Use emojis in titles (✅ 📷 📜) and clear descriptions like "Convert Images to PDF in Seconds." Quick and easy tool.

✅ Listings in the GPT Directory

Send to:

● GPT directories like:

○ GPTstore.ai
○ GPTs Hunter
○ AllGPTs.co

● Niche Subreddits like:

○ r/SubmitCustomGPTs
○ r/ChatGPT
○ r/ChatGPTPro
○ r/GPTStore

Google Search (SEO Strategy)

To show up in search results, you need to index your GPT and then move it up the SERPs (search engine result pages).

I indirectly and manually index my GPTs on Google and other search engines by
Backlinking them and by sharing GPTs on a number of relevant directories, like in the example above

● Blogs, micro-sites, and social media should link to the GPTs.

You can't index GPTs directly with tools like Google Search Console or Bing Webmaster because you don't own the GPT Store or the ChatGPT domain. The only sure way to index them and improve their ranking is to make strong backlinks.

When you link your GPTs from high-quality blogs, directories, and social media, you tell search engines to crawl and eventually index them, as well as give them a higher ranking.

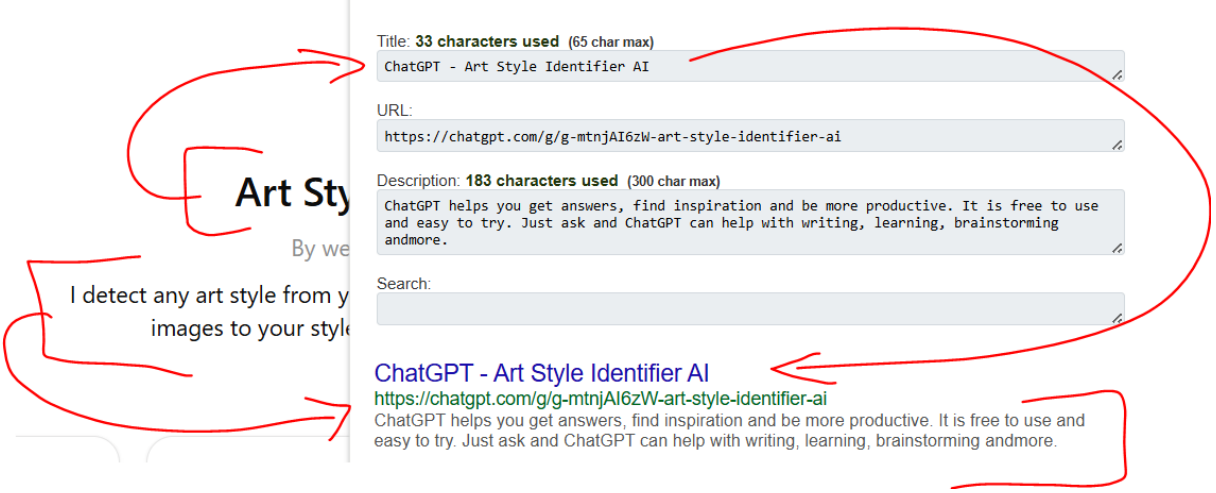
Tips and tricks for getting more traffic:

1. Use keywords with long tails, such as:

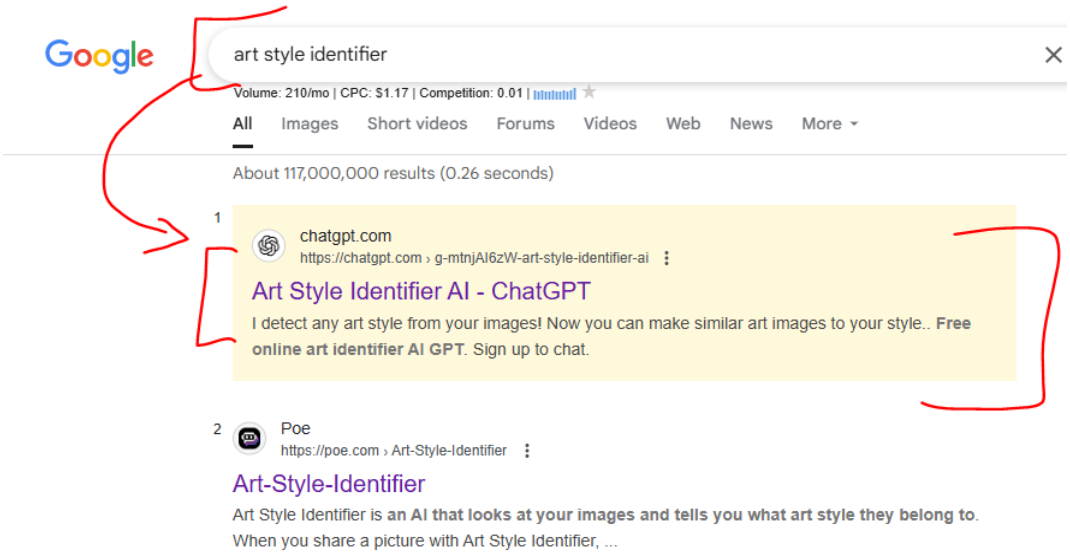
- "AI Invoice Generator Tool"
- "Freelancer Timesheet GPT"

This makes your GPT show up higher in search results and lets people know right away what it does just by looking at the name.

2. Know your keywords: It's important to know your main keywords so you can put them right into your GPT name (also known as the SEO meta title or H1) and description line (also known as the SEO meta description). See the example below:


Art Sty
By we
I detect any art style from y
images to your styl
Title: 33 characters used (65 char max)
ChatGPT - Art Style Identifier AI
URL:
https://chatgpt.com/g/g-mtnjAI6zW-art-style-identifier-ai
Description: 183 characters used (300 char max)
ChatGPT helps you get answers, find inspiration and be more productive. It is free to use and easy to try. Just ask and ChatGPT can help with writing, learning, brainstorming andmore.
Search:
ChatGPT - Art Style Identifier AI
https://chatgpt.com/g/g-mtnjAI6zW-art-style-identifier-ai
ChatGPT helps you get answers, find inspiration and be more productive. It is free to use and easy to try. Just ask and ChatGPT can help with writing, learning, brainstorming andmore.

That’s why many of my GPTs now rank on Google’s first page for niche terms like “Art Style Identifier”

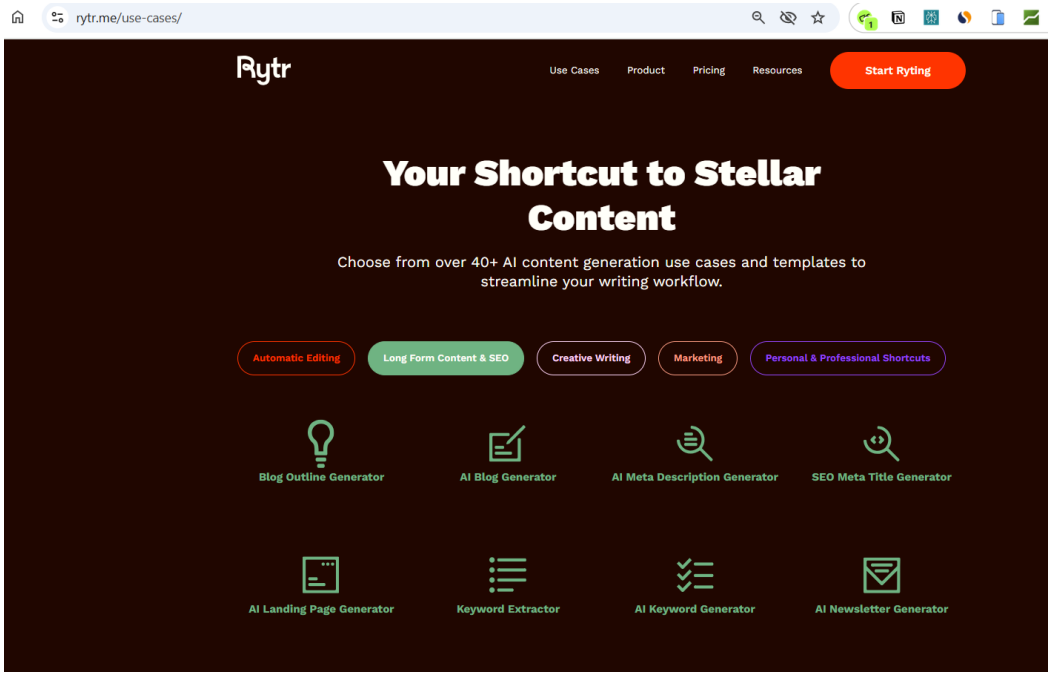


Use Case Example + Extra Method

The Rytr Model (Reverse Engineering): Choosing a Niche and Making GPTs from Existing Tools

Here's a real-life example of how I use a tool I already have and turn its features into multiple GPTs. I also add affiliate links to make money, all without writing any code.

Let's look at how I did this with Rytr.me, a tool that has more than 40 AI writing features and a good affiliate program.



One of my favourite ways to make money with GPTs is to take apart AI tools I already use and figure out how they work. Rytr is a great example of this.

Step 1: Look into how Rytr can be used, Rytr AI has more than 40 AI tools, such as:

- AI Blog Generator
- AI Meta Description Generator
- SEO Meta Title Generator
- AI Landing Page Generator

● AI Keyword Generator
● AI Newsletter Generator

You can turn each of these tools into a focused, working GPT.

Step 2: Set up your affiliate account

I found out that Rytr gives affiliates 30% of the money they make from each successful subscription.

So, I:

1. Joined their affiliate program
2. Got my own special link to refer people
3. Put it inside the GPTs I made for their tools

Step 3: Making GPTs

Here are some examples of GPTs to make:

● "Blog Outline Writer GPT" takes you to Rytr's Blog Outline Generator
● "SEO Title Generator GPT" is the same as Rytr's Meta Title Generator.
● "Newsletter Assistant GPT" is linked to Rytr's Newsletter Generator.

Each GPT copies some of what Rytr does, so when users want more power, features, or exports, the GPT sends them to Rytr's paid tool through my affiliate link.

These GPTs work like content funnels: they meet the user's needs and gently promote Rytr when they need more advanced output.

My Timeline: From First GPT to More Than $10,000

Month 1: Launched 5 GPTs and tested ideas
Month 2: Added monetization and learned how to design prompts
Month 3: Indexed GPTs in Google and sent them to directories
Month 4–6: Scaled to 100+ GPTs

I now make money passively from my best GPTs and test new ones every week.

☆ My Top 10 Performing GPTs

	Chats	Rating	Type
.	114,567+	★★★★☆	Paywall
..	57,214+	★★★★☆	Paywall
.	52,353+	★★★☆☆	Paywall
...	50,012+	★★★★½	Paywall
..	25,052+	★★★★☆	Paywall
..	25,008+	★★★½☆	Paywall
..	25,005+	★★★★☆	Paywall
...	25,000+	★★★☆☆	
..	25,000+	★★☆☆☆	
...	11,213+	★★½☆☆	Paywall
..	11,170+	★★★★½	Paywall
..	10,960+	★★★★☆	Paywall

Hidden Insight: You Don’t Need a Perfect GPT

Not all perfect GPTs work. Users only want help right away. What works better:

- Giving a good experience
- Being honest about what you can't do
- Suggesting helpful next steps

Users don't need the affiliate or suggested tools if your GPT is too good. They bounce if it's bad. The sweet spot is to do the job well, but not all the way.

That's where affiliate links really shine.

To scale, you have to test, learn, and repeat.

Every GPT is a small test. I treat them like micro-startups.

- Some take off (50K+ uses)
- Some flop (under 100 uses)
- Most teach me something useful

What I pay attention to:

- 3 to 5 GPTs every week
- Different ways to make money
- Improving the best performers

The best GPT themes in the GPT Store

According to the most recent information from the GPT Store, these are some of the best GPT themes:

1. Help with programming and coding

Code Copilot and Grimoire are examples of GPTs that help users write, debug, and understand code. They are very useful tools for developers.

2. Making and changing pictures

Image Generator and Canva GPT are two tools that let users make and change images right in ChatGPT. These tools are great for designers and content creators.

3. Writing and Making Content

Write For Me and Creative Writing Coach are examples of GPTs that help people write articles, stories, and other written content. These tools make writers more productive.

4. Research and Summarization in Academia

Scholar GPT and Consensus help students and researchers by summarizing academic papers and giving them short bits of information from large databases.

5. Tools for productivity and automation

Automation Consultant by Zapier and Scheduling Wizard are examples of GPTs that help people automate tasks and keep track of their schedules.

6. Tools for learning and tutoring

Khan Academy's Tutor Me offers personalized tutoring in math and science, helping students one step at a time.

7. **Planning trips and your way of life**

GPTs like Travel Guide and Healthy Recipes Builder help people plan trips and meals, which makes their daily lives better.

8. Analysis and visualization of data

Analyst of Data GPT makes data analysis easier by turning user-provided data sets into visualizations and insights.

9. SEO and marketing optimization

Marketers can use tools like SEO Meta Title Generator and AI Blog Generator to make their content better for search engines and more interesting to read.

10. Fun and entertaining interactions

Users can have fun with GPTs like Dream Interpreter and AI Attractiveness Test, which show off the fun side of AI.

These themes show how GPTs can be used in many different areas, which shows how flexible they are and how much more people want specialized AI tools.

Top 50 Trending GPTs (Usage)

Here's a curated list of the 50 most-used Custom GPTs ranked by conversations (source: OpenAI via gptsapp.io). These GPTs are proven hits—some reaching millions of uses.

These examples can help inspire niche ideas, feature sets, and monetization angles.

- Image Generator – 6M chats

- Consensus (Academic Search) – 5M
- Write For Me (Content Writing) – 4M
- Scholar GPT – 2M
- Code Copilot – 2M
- Canva GPT – 2M
- Logo Creator – 2M
- AskYourPDF – 1M
- Cartoonize Yourself – 1M
- AI Humanizer – 1M
- PDF Ai Chat – 1M
- Diagrams GPT – 1M
- Grimoire (Coding & Projects) – 1M
- Python Assistant – 1M
- Video GPT by VEED – 900K
- Scholar AI – 900K
- WebPilot – 800K
- Wolfram – 800K
- GPT-4 Default – 739K
- Academic Assistant Pro – 700K
- Video Maker (InVideo AI) – 600K
- Professional Coder – 600K
- Super Describe (Image-to-Image) – 500K
- Whimsical Diagrams – 500K
- Photo Multiverse – 500K
- Math (Pulsr) – 500K
- Video Tutor (YouTube Learner) – 400K
- Universal Primer (Learn Anything) – 400K
- Glibatree Art Designer – 400K
- All-around Writer (Pro) – 400K
- NEO Ultimate AI – 400K
- Slide Maker – 400K
- SciSpace (Research Tool) – 400K
- Photo Realistic GPT – 400K
- LOGO GPT – 400K
- DeepGame (Story Game) – 300K

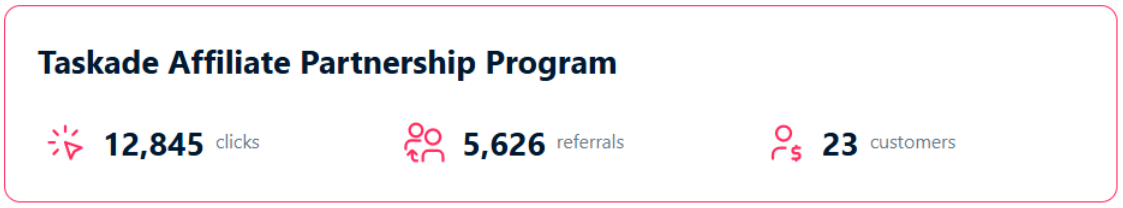
- Midjourney Prompt Generator – 300K
- Astrology Birth Chart GPT – 300K
- Excel GPT – 300K
- ChatGPT JP – 300K
- Coding Assistant (Multi-Lang) – 300K
- DesignerGPT (Website Creator) – 300K
- Math Solver – 300K
- Finance Wizard – 300K
- Presentation Slides GPT – 300K
- Character Generator GPT – 300K
- AI Humanizer Pro – 300K
- Tutor Me (Khan Academy) – 300K
- Voxscript (YouTube & Web Summarizer) – 200K

TIP:

Study these GPTs to reverse-engineer what works—look at the **niches**, **use cases**, and **output style**. Then apply what fits into your own monetized builds.

Tips and notes for GPT builders (that beginners Miss

These tips are based on things that most new GPT creators forget to do, but if you learn them, you'll have a real advantage:



Traffic Doesn't Mean Sales

A lot of people use some GPTs, but they don't make many sales. If your affiliate tool doesn’t match what users actually need, traffic won’t help.

Choose the Right Affiliate Tool

Pick affiliate tools that are directly related to what your GPT does. It will work better if the tool feels like a natural step up.

Not every affiliate tool is worth promoting

Some tools just don't work. Either the audience isn't ready to pay, or the tool isn't worth the money.

*Note: Choosing an affiliate tool that fits your needs better from the start saves time, increases ROI, and leads to more success in the long run.

Not Every GPT Is Worth Paying For

Some GPTs don't explain why they charge monthly fees. People won't pay if they don't think it solves a big enough problem or is better than a free solution.

Start Making Money Before You Build

Don't make money after you build. Start with tools or ideas that you

know can make you money.

Fix Real Problems, Not Just Fun Stuff

GPTs that solve everyday problems are more useful than those that are just for fun or novelty.

Use GPT Limitations as Natural Hooks

Don't hide what GPTs can't do; instead, turn those gaps into chances, like linking to a more advanced tool as a helpful upgrade.

Tools that fit GPT's purpose

Don't click on links that are random. The tool needs to fit in with the user's journey.

SEO and store reviews are important.

Search indexing and GPT Store rankings bring in traffic over time. To get good reviews, make sure your metadata is strong, your target keywords are clear, and you always deliver on the promise of your title.

Break Down Big Ideas Into Small GPTs

Instead of one big GPT, make several smaller ones that are more focused, like "AI Image Editor," "Image Compressor," and "Image Reader." This will increase exposure.

Start Quickly on Trends

When something starts to trend, like a meme, tool, or style, act quickly. Don't think too much; get on the wave early.

Use GPT Store Autocomplete for Ideas

The search suggestions in the GPT Store are great places to find low-

competition ideas and check to see if there is a demand for them.

Writing prompts is very important

Your GPT is defined by the quality of your prompt, even if there is no code. Use clear logic, organized behaviour, and a natural flow of conversation.

Put together subscriptions and affiliates

Don't depend on just one source of income. To make money in the long term, stack subscriptions and affiliate offers.

Smart placement of CTAs

Put affiliate links after useful outputs or when a task can't be finished. This makes them seem like value instead of ads.

Reviews = Getting Seen

Strong GPTs that do what they say they will get 4–5 star ratings, which directly help them move up in the GPT Store and get more attention.

In the end, simple can still win.

You don't need complicated APIs, tools, or integrations. A GPT can work even if it only has one clear job. Why?

- People don't want to type prompts again and again
- They like tools that do one thing well
- Simple things save time

I've seen simple GPTs do better than complex ones just because they solve a specific problem faster and better than ChatGPT's general assistant.

IMPORTANT TO KNOW for Advanced GPTs

Of course, advanced GPTs that use APIs, actions, or specific knowledge data are harder to copy and offer unique value. However, if something is useful and focused, it can still win. So, do both if you can.

Now, you just need to launch.