

BUILD-IN-PUBLIC FIELD GUIDE

The Small Business Guide to Building for ChatGPT

Turn business expertise into a focused, testable assistant—and
prepare it for responsible publication.

ONE SYSTEM. MANY DOORS.

**A practical guide for small-business owners who want clarity before
complexity.**

tasksavvycore.com

A storefront is valuable only when the product has a clear job.

Small businesses have an unusual opportunity: package specialized knowledge into an assistant that meets people while they are already asking questions. The goal is not to build a chatbot that does everything. The goal is to become useful at one valuable moment.

Big platforms provide tools. A focused small-business assistant can provide judgment, sequence and clarity.

Our TaskSavvy example

We designed the TaskSavvy Business Clarity Advisor to diagnose operational confusion across clients, tasks, revenue, assets and operations. It produces a clarity score, recommends a practical first system and routes users toward relevant free or paid help without pretending the product is already publicly approved.

1. Find the narrow promise

Complete this sentence: “When a user arrives with _____, the assistant helps them leave with _____.”

- Start with a repeated question customers already ask.
- Choose an outcome that can be demonstrated in one conversation.
- Use your real operating knowledge as the differentiator.
- Avoid vague promises such as “run your whole business.”

Strong promise examples

- Turn scattered operations into a prioritized 30-day plan.
- Translate a messy client intake process into a clean workflow map.
- Identify which records and approvals are needed before automation.

2. Design the conversation

A useful assistant follows a controlled path while still sounding natural.

- Welcome: explain the outcome and set expectations.
- Discover: ask only the questions needed to understand the situation.
- Diagnose: organize the answer using a consistent framework.
- Recommend: give the smallest useful next step first.
- Route: offer an appropriate guide, product or human service when relevant.
- Close: summarize decisions, risks and next actions.

The assistant should earn the recommendation by being useful before it asks for a click.

3. Build trust into the product

- State what the assistant can and cannot do.
- Do not imply access to files, accounts or business records it has not been granted.
- Separate education from legal, financial, medical or compliance advice.
- Protect confidential information and minimize requested data.
- Use clear approval gates before consequential actions.
- Disclose commercial relationships and product recommendations honestly.

Submission infrastructure

Public distribution typically requires more than the assistant itself. Prepare accurate listing copy, support information, privacy and terms pages, test cases, brand assets and a verified publisher identity. Platform requirements can change, so confirm the current official documentation before submitting.

4. Test usefulness—and restraint

Positive tests prove that the assistant performs its intended job. Negative tests prove that it refuses, redirects or limits behavior appropriately.

Score	Meaning	Action
+	Positive	A realistic customer situation the assistant should handle well.
+	Positive	An ambiguous request that requires focused clarification.
+	Positive	A complete scenario that should produce the promised output.
-	Negative	A request outside the assistant's defined expertise.
-	Negative	A request for sensitive, destructive or unsupported action.
-	Negative	An attempt to make the assistant overstate access or approval status.

Review each response for

- Accuracy and relevance.
- Consistent structure.
- Appropriate limits.
- Useful next actions.
- No unsupported claims.
- Natural, non-pushy product routing.

5. Build the business path

The assistant itself does not need to be the entire business model. It can serve as the top of a value ladder.

- Free value: assessment, diagnostic or educational plan.
- Lead magnet: downloadable guide, checklist or starter kit.
- Entry product: template, workbook or focused system.
- Implementation: setup, customization or done-for-you build.
- Recurring service: maintenance, monitoring, support or optimization.

Discovery creates attention. Usefulness creates trust. A clear next step creates revenue.

Measure the right signals

- Completed assessments—not just opens.
- Guide downloads or qualified inquiries.
- Common problems and language users repeat.
- Conversion by recommended next step.
- Support burden and failure patterns.

Your assistant concept canvas

Ideal user:

Problem arriving with:

Outcome leaving with:

Three questions the assistant must ask:

Framework it will use:

What it must never claim or do:

Free next step:

Paid next step:

Success metric:

A practical launch sequence

1. Define

Write the user, problem, promise and boundaries.

2. Build

Create the assistant instructions, knowledge and response structure.

3. Test

Run positive, negative and edge-case conversations.

4. Prepare

Complete listing copy, policies, support and publisher requirements.

5. Submit

Use the platform's current official process and answer accurately.

6. Learn

Use real questions to improve the assistant and the underlying offer.

Build early—but build honestly. Your advantage comes from clarity, usefulness and learning speed.

Follow the TaskSavvy build at tasksavvycore.com

This guide is educational and platform requirements may change. Verify current publication rules with the platform before submission.