

USER GUIDE



“THE SMART AI GROWTH
CONSULTANT GPT FOR
ISLE OF WIGHT BUSINESSES”

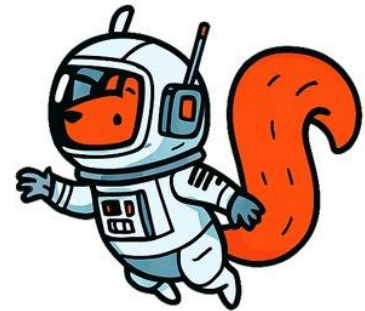
WIGHT SPARK

SPEND LESS TIME WRESTLING
MARKETING. SPEND MORE TIME
GROWING YOUR BUSINESS.

WightSpark User Guide

1 | Welcome to WightSpark

Running a bricks-and-mortar business today means wearing far too many hats: marketer, copywriter, data-analyst, partnership-builder and, somehow, actual owner-operator.



WightSpark lifts the weight from your shoulders. It plugs you directly into the practical know-how of a seasoned UK growth consultant—on-demand, 24/7, right inside ChatGPT—so you can:

- **Plan with total clarity.** Walk away with week-by-week calendars that make marketing feel as concrete as tomorrow’s opening time.
- **Write professional copy in minutes.** Flyers, social captions, poster headlines and radio scripts appear ready to paste into your design tool or printer’s order form.
- **Measure what matters.** Simple KPI trackers show whether footfall, bookings or sales are moving the needle—no pricey analytics platform needed.
- **Focus on action, not jargon.** WightSpark translates marketing buzzwords into plain English and gives you next steps you can do between serving customers.
- **Scale beyond your postcode.** Whether you’re a Ryde café, a Shanklin landscaper or a Newport adventure-park, the same frameworks propel growth anywhere in the UK.

Owners who’ve never touched AI find WightSpark especially valuable because its guided questions mimic a live consulting session—no “tech speak,” no coding, just everyday conversation.





2 | What Is a “GPT” Inside ChatGPT?

OpenAI’s **ChatGPT** is a conversational AI that can already answer thousands of questions. A **GPT** is a custom version—think of it as a pre-tuned expert persona with its own memory of best practices, preferred style, and specialist prompts. WightSpark is one such GPT: it knows local SME marketing inside out and follows strict rules that keep its advice practical, jargon-free and UK-specific. Unlike standalone software, a GPT lives entirely inside ChatGPT:

1. **Same chat window.** You interact exactly the way you would with normal ChatGPT.
2. **Specialised brain.** Behind the scenes WightSpark loads its growth-consultant persona and rules each time a session starts.
3. **Built-in tools.** Because ChatGPT grants GPTs access to safe features—web browsing, a code interpreter for spreadsheets, and image generation—WightSpark can draft copy, fetch examples, and hand you exportable CSV files.
4. **No automatic posting.** GPTs can’t log in to Facebook or print flyers for you; they create the strategic and creative assets so *you* can push the “Publish” or “Print” button.

If you already have a ChatGPT Plus or Enterprise account, activating a GPT is as easy as clicking a link.

3 | How to Activate WightSpark

1. **Log in to ChatGPT.** Use your Plus or Enterprise credentials. (Free-tier accounts can't host custom GPTs yet.)
2. **Click the activation link — [Activate WightSpark]** (placeholder: your link goes here).
3. ChatGPT will open a new chat titled **“WightSpark”**.
4. The first time you launch, you'll see the four conversation-starter buttons:  Growth Audit,  Campaign Planner,  Draft My Copy, and  Metrics Setup.
5. Choose one—or simply type a question like “How can I get more mid-week footfall in October?” and WightSpark will guide you from there.

Tip: Pin the WightSpark chat tab in your browser so you can reopen it whenever you need new campaigns, copy tweaks or KPI reviews.

4 | Growth Audit 360 — Your Marketing Health Check


4.1 What the Audit Does

Growth Audit 360 is Wight Spark’s diagnostic engine. In under ten minutes it maps out where your marketing stands, scores each key area, and hands you a short list of “quick wins” that create immediate impact. Think of it as a **mechanic’s inspection** for your business growth systems—finding the loose bolts and under-inflated tyres before you roar onto the motorway.

Benefits at a Glance

- **Clarity in plain English** — No cryptic metrics, just straightforward scores and comments.
- **Priority focus** — Cuts through overwhelm; you’ll know exactly which three tasks will pay off first.
- **Tailored to your reality** — Trades, retailers, attractions, service pros: scores adapt to sector norms.
- **Launch-pad for the Planner** — The Audit feeds seamlessly into the Campaign Planner, so next steps are never vague.

4.2 How It Works — Step-by-Step

When you click  **Growth Audit** (or type “Run a growth audit”), WightSpark starts a concise Q&A:

1. **Sector & Core Offer** — e.g., “Garden-landscaping services in Shanklin.”
2. **Primary Goal** — choose one main objective: footfall, bookings, sales revenue, etc.
3. **Current Channels** — tick-list of anything you already use: flyers, Facebook, Google Business Profile, local radio, referrals.
4. **Monthly Marketing Budget Band** — brackets such as “£0–£250”, “£250–£1k”, “£1k+”. Ballpark is fine.

5. **Biggest Challenge in One Sentence** — eg. “Too few weekday enquiries between November and February.”

If you paste your website URL, WightSpark will briefly review the homepage with its browser tool for added context (no login required).

WightSpark then scores up to seven areas (Local Visibility, Digital Presence, Brand Clarity, Offer Strength, Social Proof, Customer Nurture, and Competitor Differentiation) from **1** (critical) to **5** (strong). Each score comes with a one-sentence rationale so you know *why* it matters.

Finally, you receive **Top 3 Immediate Wins**—practical actions that move the dial fastest, complete with a “why it works” explanation and a basic “how to start” bullet. A nudge at the end suggests opening the Campaign Planner to put those wins on a timetable.

4.3 Providing Better Inputs — Tips for Owners

Detail	Why It Helps	Quick Example
Exact Location (town or postcode)	Informs local SEO and leaflet radius suggestions.	“PO37 6NL”
Average Sale Value	Allows smarter ROI commentary.	“Typical garden redesign: £6,000”
Seasonal Patterns	Highlights off-season gaps WightSpark can solve.	“50 % of sales April–August”
Competitor Names	Enables sharper differentiation advice.	“Rival: ‘Isle Landscaping Co.’”
Any Past Marketing That Flopped	Prevents repeating mistakes.	“Tried radio ads in 2023, zero return.”

You don’t *have* to supply all of these, but the richer the context, the sharper the audit insights.

4.4 Example Audit Dialogue

You:  Growth Audit

WightSpark: “Great—let’s fine-tune a few details. First, what type of business do you run?”

You: “I own a mini-golf course and café in Sandown.”

... (four further questions asked and answered) ...

WightSpark: Growth Audit Summary

Local Visibility | 2 | Google profile last updated in 2022 ...

Social Proof | 4 | 280 positive TripAdvisor reviews ...

...

Top 3 Immediate Wins

1. Update Google Business hours and photos – why & how.
2. Add a weekday “Kids Putt Free” offer on Facebook – why & how.
3. Collect café upsell data via a simple tick-box receipt – why & how.
Next recommended step: run Campaign Planner.

4.5 Powerful Follow-Up Prompts

After receiving your audit, keep momentum with these example prompts:

1. **“Show me examples of businesses that improved Local Visibility from 2 to 4.”**
Why/When: Inspires you with real-world benchmarks before committing time.
2. **“Break Win #1 into a 3-day task list.”**
Why/When: Ideal when you need micro-actions that slot between client jobs.
3. **“Estimate cost and expected payoff for each quick win.”**
Why/When: Helps allocate tight budgets intelligently.
4. **“What common mistakes should I avoid when updating my Google profile?”**
Why/When: Prevents rework and compliance issues.

5. **“Draft an email to my staff explaining these audit results and next steps.”**

Why/When: Ensures team buy-in without another meeting.

4.6 Recap & Next Step

Growth Audit 360 pinpoints where your marketing engine leaks power and hands you a spanner for the quickest fix. Once you’ve reviewed your scores and quick wins, **move straight to the Campaign Planner** to slot those actions into a realistic timeline.

5 | Campaign Planner — Turning Strategy into a Calendar

5.1 What the Planner Does


The Campaign Planner converts ideas from the Growth Audit (or any fresh concept you have) into a **dated, channel-specific schedule**. Imagine a marketing wall-planner that fills itself in, complete with copy reminders, design assets you'll need, and the budget guidelines that keep everything realistic. With a single command, WightSpark produces:

- **A clear timeline** — 4-, 8-, or 12-week tables you can paste straight into a spreadsheet or project-management board.
- **Channel mix** — Balanced use of flyers, social posts, email, Google Business updates, local PR, joint promos—tailored to your sector, budget, and audience.
- **Built-in workload pacing** — Major tasks (e.g., flyer design) land on quieter business days, while quick wins (e.g., posting a story) slot into peak weeks without overload.
- **CSV export** — One click downloads the plan so you can sort, colour-code, or share with staff and suppliers.

The result? Marketing shifts from abstract intention to **doable tasks with dates**—like having a GPS route instead of a vague sense of north.

5.2 How It Works — Step-by-Step

1. Trigger the Planner

Click the  Campaign Planner starter or type something like, “Plan an 8-week autumn campaign focused on weekday bookings.”

2. Clarifying Questions

WightSpark asks four essentials:

- **Duration** — 4, 8, or 12 weeks.

- **Core Goal** — e.g., “increase off-season footfall,” “launch new service,” “clear old stock.”
- **Target Audience** — parents, tradespeople, tourists, etc.
- **Budget Band** — £0–£250, £250–£1k, £1k+.

3. **Skeleton Selection**

Behind the scenes, WightSpark chooses a proven structure (Seasonal Push, Product Launch, Service Blitz). This decides task cadence—more PR in a launch, more loyalty incentives in a blitz, etc.

4. **Calendar Generation**

A week-by-week table appears with four columns: Date, Task, Channel, Asset Needed. Example entry:

“Week 2, Tues — Draft ‘Book Early & Save’ email, Email, Copy + 1 image.”

5. **Export & Adjust**

WightSpark offers a CSV download via the code interpreter. You can also ask, “Shift flyer distribution to Week 3” or “Add TikTok shorts every Friday,” and the plan updates instantly.

6. **Next-Step Nudges**

The output ends with reminders:

- “Need copy? Run 🖋️ Draft My Copy for any asset listed.”
- “Set up Metrics Setup to track bookings each Monday.”

5.3 Supplying Optimal Inputs

Provide This Detail	Why It Matters	Example
Realistic Budget Band	Prevents plans that call for billboards on a £100 spend.	“£0–£250”
Peak & Quiet Days	Lets WightSpark schedule heavy tasks on lighter trading days.	“Mon & Tue are quiet.”
Staff Capacity Notes	Ensures tasks fit workforce reality.	“Graphic designer available Wednesdays only.”
Local Events Calendar	Enables piggy-back promotions.	“Island Regatta Week 2.”
Preferred Channels	Cuts waste on media you dislike.	“No radio ads; yes Facebook.”

5.4 Full Dialogue Example

You: “Plan a 4-week campaign to launch my new ‘Winter Garden Care’ package.”

WightSpark: “Great! To get this right: 1) Confirm budget band, 2) Ideal customer persona, 3) Any blackout dates?”

You: “Budget £250–£1k; persona is retired homeowners; blackout 24-26 Dec.”

(Planner generates detailed 4-week table.)

WightSpark: “CSV ready for download. Need the flyer copy? Just say, ‘Draft flyer Week 1 copy.’”

5.5 High-Impact Follow-Up Prompts

1. **“Expand Week 1 tasks into daily subtasks.”**
Why: Perfect for owners who want micro-level clarity.
2. **“Suggest low-budget alternatives for tasks over £150.”**
Why: Keeps the plan affordable if cashflow tightens.
3. **“Move all design work to Wednesdays and adjust timeline.”**
Why: Fits staff availability without re-writing the plan yourself.
4. **“Add a joint promo slot with local café in Week 3.”**
Why: Integrates partnerships without missing a beat.
5. **“Highlight tasks that depend on previous task completion.”**
Why: Reveals critical path so nothing slips through.
6. **“Draft a staff briefing email summarising this 8-week plan.”**
Why: Communicates strategy quickly to your team.

5.6 Common Pitfalls & WightSpark Solutions

Pitfall	How WightSpark Helps
Overscheduling tasks during peak trading hours	Planner automatically places labour-heavy tasks on quieter days once you provide trading patterns.
Forgetting lead-time for print	‘Asset Needed’ column flags print tasks at least 10 days before distribution.
Lopsided channel mix (e.g., all Facebook)	Skeleton algorithms insert at least two media types suited to your sector and budget.
No KPIs tied to tasks	Final row reminds you to run Metrics Setup and slots KPI checks on the plan.

5.7 Recap & Next Step

The Campaign Planner transforms strategic intent into a living calendar your team can follow day by day. Once dates and tasks are clear, **fire up the Copy & Asset Generator** to populate every flyer, post, and email with magnetic words and images.

6 | Copy & Asset Generator — Words That Win Customers

6.1 Why This Matters

A great offer falls flat if it's described poorly. WightSpark's Copy & Asset Generator writes persuasive copy blocks in minutes, matched to your brand voice and the media you use—no expensive agency fee, no late-night writer's block. Flyers, social captions, email sequences, poster headlines, even radio scripts arrive neatly formatted and ready to paste into Canva, Mailchimp, or your print order.

6.2 How to Launch

Click the 🍌 Draft My Copy button or type a direct request like:

“Draft a Facebook post and flyer headline for my half-term family ticket offer.”

WightSpark will ask:

1. **Offer Details** — product/service, price (if any), limited-time elements.
2. **Tone Preference** — friendly, urgent, cheeky, professional, etc.
3. **Medium & Word Count** — flyer, Instagram, email; 30-word cap or “no limit.”

6.3 Output Anatomy

Every response contains:

- **Headline Options** (2–3 punchy choices).
- **Body Copy** (one full paragraph or short bullets, per your word count).
- **CTA Line** (“Call 01983-123-456,” “Book online today”).
- **Optional Image-Prompt** suggestion for quick AI art or photographer brief.

Example:

Flyer Headline: “Winter Garden, Summer Wow!”

Body (60 words): “Book our Winter Garden Care package before 31 Jan and

we'll prune, mulch, and frost-proof every border—so spring blooms burst brighter. From just £349, slots fill fast.”

CTA: “Call 01983-555-777 to secure your date.”

Image Prompt: “A cosy island garden being tended on a crisp winter morning, soft golden light.”

6.4 Pro Tips for Best Results

Detail to Provide	Benefit	Example
Specific Offer Expiry	Adds urgency cues automatically.	“Offer ends 30 June.”
Unique Selling Point	The generator weaves it into headline.	“Dust-free sanding tech.”
Target Persona Nuggets	Tailors language to real readers.	“Retired couples who love wildlife.”
Past Tone Successes	Mimics winning style.	“Our Christmas postcard that felt like a chat over tea.”

6.5 High-Value Follow-Up Prompts

1. “Shorten that flyer copy to 40 words but keep urgency.”
2. “Rewrite headline option 2 for TikTok overlay text (<8 words).”
3. “Translate body copy into plain French for visiting tourists.”
4. “Suggest 5 hashtags suited to Isle of Wight family attractions.”
5. “Create a matching SMS reminder (160 characters max).”

7 | Metrics Setup & Review — Measure, Learn, Improve

7.1 Purpose

You can't improve what you don't measure. This module turns knees-up guesses into objective numbers, so every campaign becomes smarter than the last. No complex dashboards—just a simple tracker you own.

7.2 Launching the Tracker

Click  Metrics Setup or ask:

“Help me track enquiries and conversion rate weekly.”

WightSpark asks for:

- Up to **three primary KPIs** (e.g., enquiries, bookings, footfall).
- **Weekly Targets** for each.
- **Tracker Period** (default 12 weeks).

7.3 Deliverables

- A neatly formatted table (Week | Metric | Target | Actual | Variance | Notes).
- Exportable CSV file via code interpreter.
- Automatic weekly reminder phrasing: “Hi! Quick KPI update time—how many enquiries did you receive last week?” (You paste numbers; WightSpark logs them on request.)

7.4 Example Dialogue

You: “Set KPIs: enquiries target 15/wk, booking rate 40 %, average sale £60.”

WightSpark: “Great. Here's your 12-week tracker and the CSV download link. I'll prompt you every Monday morning—reply with numbers and I'll update the table.”

7.5 Smart Follow-Ups

- “Graph my progress after four weeks.”
- “Suggest an action if variance exceeds -10% two weeks running.”
- “Add a note field explaining large spikes.”

8 | Ten Additional Prompts to Unlock More Value

Prompt	What It Does	When & Why to Use
“Compare my pricing to three Isle of Wight competitors.”	Scrapes public info and outlines positioning gaps.	Before raising or discounting prices.
“Draft a partnership email to a local hotel for cross-promos.”	Supplies persuasive outreach copy.	When seeking joint packages or referrals.
“Show me low-budget marketing wins for <£100.”	Generates guerrilla ideas matched to your sector.	Cash-tight months.
“List 5 blog topics that answer my customers’ top questions.”	Content calendar fuel.	Driving organic traffic or thought leadership.
“Create a press-release angle for my new attraction feature.”	PR hook + 150-word body.	Gaining local media coverage.
“Audit my Instagram bio—here’s the text.”	Line-by-line improvement suggestions.	Social profile refresh.
“Generate 3 loyalty programme ideas with cost estimates.”	Blueprint for retention schemes.	Building repeat business.
“What local events can I sponsor this quarter (Isle of Wight)?”	Lists upcoming opportunities via browser search.	Brand visibility in the community.
“Turn my 5-star review into a testimonial graphic script.”	Copy + layout guidance for Canva.	Social proof amplification.
“Advise on compliant data-capture wording for a competition.”	GDPR-friendly copy.	Running prize draws without legal headaches.


9 | Troubleshooting & FAQs (Quick-Fire)

- **GPT seems stuck or repeats itself.**
 - Ask: “Summarise in one paragraph,” then re-prompt with specifics.
- **I need more channels added to a live plan.**
 - “Add LinkedIn posts every Wednesday, adjust tasks accordingly.”
- **CSV link failed.**
 - “Regenerate the CSV for my campaign” and re-download.
- **Unsure which starter to pick next.**
 - Type “Recommend next module,” and WightSpark will suggest the logical step.

10 | Activation Reminder

WightSpark isn't another shiny tool you'll abandon next week—it's a pocket consultant engineered to lift real-world revenue for local UK businesses. Your next loyal customer could be one well-timed flyer, partnership, or Instagram caption away. Let WightSpark blueprint it, phrase it, and track it so you can focus on delivering the brilliant service only you provide.

Ready to ignite your growth?

1. Log in to your ChatGPT Plus or Enterprise account.
2. Click the activation link: **[Activate WightSpark]** (insert link).
3. Tap  Growth Audit or simply ask your first question—your personalised growth journey begins instantly.

May your bookings rise, your footfall flow, and your marketing finally feel effortless.

Discover How a Custom-Built GPT Puts a Marketing Powerhouse in Your Pocket...

If you own or manage a local business, you already know the juggling act: answering the phone while drafting social-media posts, pricing jobs while chasing invoices, training new staff while fielding “How much is it?” DMs.

Time is short, budgets are tighter, and every day you’re forced to choose between *growing* the business and simply *running* it.

Here’s the quiet revolution:

A specialised GPT—built just for you—lives inside ChatGPT and handles the grunt work in seconds.

You type plain-English prompts; it delivers polished output ready to copy-paste into your marketing, customer service, or paperwork flow.

A Few Possibilities...

- **Quote Wizard** – Pop in a customer’s details and job specs; out comes a branded, itemised quote plus a follow-up email template.
- **Post Planner** – Feed yesterday’s sales figures; get a seven-day social calendar complete with hashtags, image ideas, and calls-to-action that speak to your ideal customers.
- **Review Responder** – Paste a new Google review; receive a warm, on-brand reply, then a snippet ready for your testimonial wall.
- **Promo Math** – Enter your average order value and footfall targets; it calculates realistic discount structures and drafts a flyer headline that protects margin while driving traffic.
- **Stock Sense** – Upload last month’s till data; it highlights best-sellers, suggests reorder quantities, and writes a supplier email—all before the kettle boils.

In each case you **skip the blank page** and the “I’ll do it later” procrastination. Your tailored GPT knows your tone, your price points, your seasonal peaks. It outputs professional-grade material in the time it takes traditional software just to load.

Tangible Benefits for Every Small Business Owner

- **One-Time Investment, Unlimited Use** – Pay once for the build; every staff member with a ChatGPT login can use the same activation link—*no seat licences or surprise renewals*.
- **Total Flexibility** – Need a new feature? We tweak the prompt stack or add a knowledge file in hours, not months. *Your GPT evolves with your business*.
- **Always at Hand** – Desktop in the office, tablet on the counter, phone on the go—if you can open ChatGPT, you can command your GPT.
- **Rock-Solid Security** – Conversations stay inside OpenAI’s encrypted environment, protected by strict privacy policies. Your data never leaves the vault unless you choose to export it.
- **Agency-Level Output Without the Retainer** – Persuasive copy, data insights, staff checklists, even image prompts—delivered faster and for a fraction of the long-term cost of hired help or bespoke software.

Bottom line: A custom GPT turns your everyday questions—“What should I post today?” “How do I phrase this offer?” “How many units do I reorder?”—into immediate, confident answers.

Less time stuck in admin, more time delighting customers and growing revenue.

GPT vs. Traditional Software—A Deeper Look at Cost, Control, and Agility

Up-Front vs. Never-Ending Costs

Traditional software lives on monthly or annual subscriptions: per-user licences, hidden “pro” upgrades, storage add-ons, new-version fees. Your total cost of ownership creeps upward for as long as you stay in business. A custom GPT reverses the equation.

You invest **once** in a tailored prompt-stack and knowledge base. After that, every manager, apprentice, or summer temp with a ChatGPT login can use the tool at **zero additional seat cost**. Whether it's ten staff this year or forty next, the price never climbs because there is no per-seat meter running.

Speed of Deployment vs. Months of Development

Commissioning conventional software often starts with discovery workshops, technical specs, Gantt charts, and a build cycle that stretches three to six months—sometimes a year if mobile apps are involved. Meanwhile, market conditions shift, and your original brief goes stale.

A GPT build typically moves from scoping call to fully operational prototype in **two to four weeks**.

Because we're wiring expert prompts, not compiling code, refinements happen live in conversation rather than through formal change requests.

Flexibility vs. Feature Lock

Off-the-shelf tools give you drop-downs and tick-boxes. Anything outside their menu requires plugins or costly custom modules. A GPT is pure language—change the prompt, feed it new data, and it can pivot from drafting a press release to calculating staff rotas without waiting for a developer. Launch a new product line tomorrow? Upload the spec sheet this afternoon and your GPT is writing ads for it by teatime.

Maintenance & Upgrades—Zero Downtime

Conventional systems need patches, server migrations, and compatibility checks. Each update risks breaking something else—and usually lands on your busiest week. GPT maintenance is vastly lighter: update a knowledge-base document or refine an instruction, and the improvement is live instantly. OpenAI's platform handles infrastructure, scaling, and security updates behind the scenes, so you never block a till or shut down a booking system to “apply tonight's patch.”

Learning Curve & Staff Adoption

New software demands training sessions, manuals, forgotten passwords. Staff fallback to old habits. A GPT lives inside ChatGPT's single chat box—something many employees already use privately.

You share one activation link, pin it in the team Slack, and adoption is measured in minutes. The interface is simply a conversation: “Create a reorder email,” “Draft a risk assessment,” “Summarise this review thread.” No new dashboards or menu paths to learn.

Data Security & Peace of Mind

Small businesses worry—rightly—about customer details leaking. With a GPT you're not uploading data to a mystery server or a third-party SaaS. Your chats stay within OpenAI's encrypted environment. Granular controls let you delete any thread or export only the snippets you choose. There's no local database to back up, no forgotten laptop containing sensitive spreadsheets.

ROI That Arrives in Weeks, Not Quarters

Add the savings from licence fees, the hours reclaimed from repetitive drafting, the bookings captured by faster response times, and the cost of a GPT often pays back **before the first quarterly review**—long before traditional software even completes phase one.

Local Experts, National Reach—Our Partnership Model Explained

Our Five-Stage Engagement Roadmap

1. **Free Discovery Call** – 30–45 minutes to surface pain points, existing workflows, and biggest bottlenecks. **We speak plain English, not jargon.**
2. **Prompt Blueprint** – We map each business task into conversational flows and craft an initial prompt stack, including tone-of-voice rules, data placeholders, and safety rails.

3. **Prototype & Pilot** – Within two weeks you receive a working GPT. A selected pilot group test real scenario—quoting, posting, emailing—and we gather feedback live.
4. **Refinement & Roll-Out** – Edits, knowledge-base uploads, additional tools (browser, code interpreter) added. We then create activation links and a bite-sized staff cheat-sheet.
5. **Ongoing Evolution** – Quarterly check-ins or ad-hoc tweak sessions. Need new language support? A fresh sales calculator? Ping us. Updates can often be rolled out in hours, not months.

Training That Fits Real Life

Instead of marathon workshops and bootcamps, we can simply run a 30-minute workshop via Zoom (recorded for later). Staff ask their own questions and see prompts relevant to their daily duties. The learning curve flattens because they practise on live tasks—turning yesterday’s customer enquiry into today’s polished response.

Scalable Support Without Lock-In

Our consultancy operates on a retainer-optional basis. Some clients want quarterly tune-ups; others call only when launching new services.

You’re never locked into a maintenance contract, yet help is a phone call away. As your business expands—new branch, e-commerce site, overseas distributors—your GPT scales by adding a few prompt sets or data sources, not by rewriting code from scratch.

A Partner, Not a Vendor

Your success narrative becomes our case study; your feedback drives our next innovation. Because GPT builds are fast and iterative, we stay in continuous conversation—catching opportunities and solving hurdles in real time. It’s consultancy that moves at the speed of commerce, not committee.

[**CLICK HERE TO GET IN TOUCH**](#)

AND LEARN MORE ABOUT HOW WE CAN HELP YOUR BUSINESS TODAY