



— WEBINAR —

AI SUPERPOWERS FOR WOMEN ENTREPRENEURS



WORK
SMARTER



GROW
FASTER



CONNECT
BEYOND BORDERS



23RD JULY
2026



AI EMPOWERS WOMEN ENTREPRENEURS

Work **smarter**. Grow **faster**. Go **further**.



SAVE TIME

Automate repetitive tasks and focus on what matters most.



REDUCE COSTS

Access powerful tools without hiring expensive services.



INCREASE PRODUCTIVITY

Get more done in less time and make better decisions.



COMPETE & GROW

Do more with fewer resources and level the playing field.



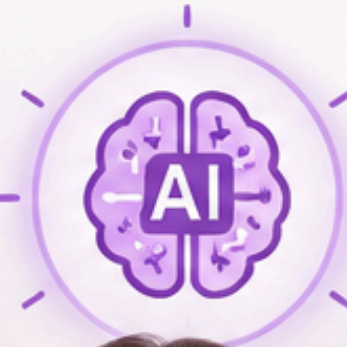
CREATE
CONTENT



DESIGN
VISUALS



ORGANISE &
PLAN



GO
GLOBAL



GROW YOUR
BUSINESS



AUTOMATE
TASKS



REACH THE WORLD

Translate, adapt and connect with customers beyond borders.



BOOST CONFIDENCE

Get ideas, feedback and support whenever you need it.



UNLOCK CREATIVITY

Explore new ideas and innovate with an always-available partner.

*Small business.
Big impact.
Limitless potential.*



AI does not replace entrepreneurs.
It empowers them to do what humans do best:
creativity, relationships, empathy and strategic thinking.



— AI ASSISTANTS —

MORE PRODUCTIVE. BETTER ORGANIZED. ALL WITH YOUR OWN AI ASSISTANT.

Create your own AI assistant – or use ready-made ones.
Automate tasks, organize your work, and focus
on what truly matters: growing your business.



SAVE TIME

Automate repetitive
tasks in seconds



STAY ORGANIZED

Plan, prioritize and
manage with ease



GET SMARTER ANSWERS

From your data,
your context



MAKE BETTER DECISIONS

Clear insights,
less overwhelm



WORK ANYWHERE

Your assistant is
always with you

How can
I help you?



Summarize
this document

Plan my
week



Write a post
for Instagram



Find new
business ideas



Analyze this
spreadsheet

YOUR AI ASSISTANT

- ✓ Knows your goals
- ✓ Understands your business
- ✓ Works 24/7
- ✓ Learns with you

AI

CHOOSE OR CREATE YOUR ASSISTANT

CREATE YOUR OWN

On platforms like:



ChatGPT



Claude



Gemini



Copilot

USE READY-MADE ASSISTANTS

Examples:



SINTRA



Zapier AI



Notion AI



Cactus AI



Work smarter, not harder.
Your AI assistant is your **superpower**.

AI CHATGPT AI ASSISTANTS

Your Personal Team
of AI Experts



What are ChatGPT AI Assistants?

ChatGPT AI Assistants (also known as Custom GPTs) are personalised AI assistants designed to perform specific tasks or solve particular problems.

Each assistant can be given its own:



Purpose and
expertise



Communication
style



Knowledge base
(documents)



Instructions and
workflows



Tools and
capabilities



Who can create them?

Anyone with a ChatGPT account can create a simple assistant. For more advanced assistants (with custom knowledge, actions and automations), a **Plus, Team or Enterprise** subscription is recommended. No programming skills are required for most business use cases.



Examples for women entrepreneurs



Customer
Support
Assistant



Content &
Social Media
Assistant



Email
Writing
Assistant



Marketing &
Sales
Coach



Course
Creator



Legal Document
Assistant



Translation &
International
Business Assistant



Why use AI Assistants?

- ✓ Available 24/7
- ✓ Save hours every week
- ✓ Consistent, high-quality work
- ✓ Learn your business over time
- ✓ Handle repetitive tasks so you can focus on strategy and creativity

PLATFORMS WHERE YOU CAN FIND OR CREATE ASSISTANTS



ChatGPT
(Custom GPTs)



Gemini
(Gems)



Microsoft Copilot
(Agents)



Claude
(Projects)



Sintra
(Ready-made
Assistants)

and many
more...



**DON'T USE ONE AI FOR EVERYTHING.
BUILD A TEAM OF SPECIALISED AI ASSISTANTS THAT WORK TOGETHER.**



AI

CREATE YOUR OWN AI ASSISTANT

Step-by-Step in ChatGPT



WHO IS THIS FOR?

For anyone who already has a ChatGPT account.



YOUR AI ASSISTANT

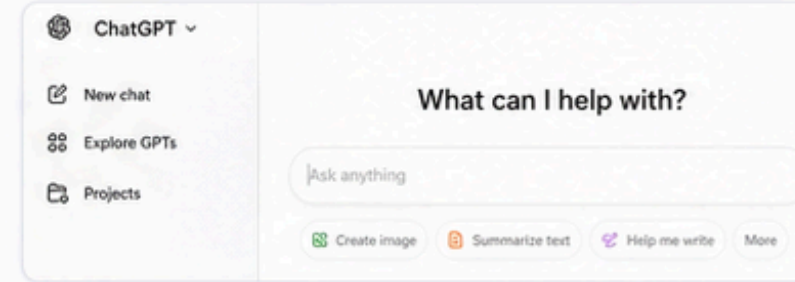
Built by you.
Powered by AI.
Always by your side.

★ HOW TO CREATE A NEW GPT IN CHATGPT

1

Go to ChatGPT

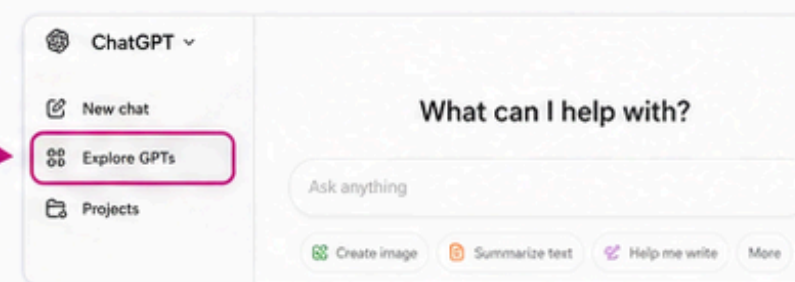
Open chat.openai.com and log in to your account.



2

Go to Explore GPTs

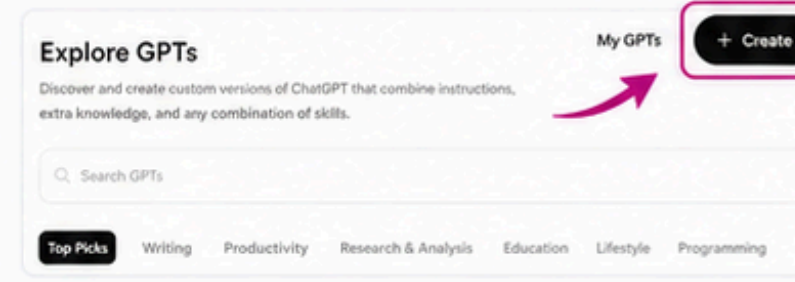
In the left menu, click on "Explore GPTs".



3

Click Create

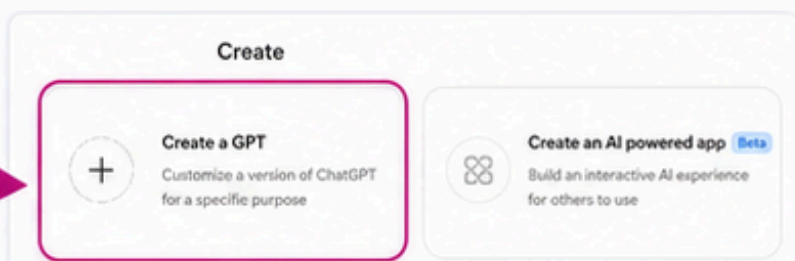
In the top right corner of the page, click on "Create".



4

Choose "Create a GPT"

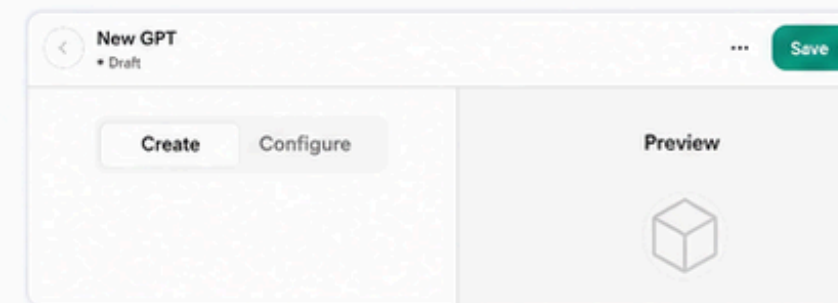
Select the option "Create a GPT".



5

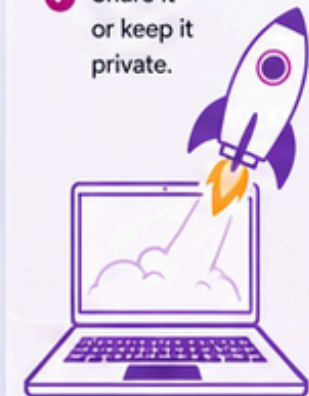
You are ready!

You have now reached the GPT Builder. Let's start creating!



QUICK TIPS

- ✓ Give your GPT a clear name.
- ✓ Write clear instructions.
- ✓ Add knowledge (documents, links, files).
- ✓ Test and refine your assistant.
- ✓ Share it or keep it private.



BUILD YOUR AI ASSISTANT ONCE,
AND IT WILL HELP YOU EVERY DAY!



SAVE TIME



FOCUS ON WHAT
MATTERS



GROW YOUR
BUSINESS



WORK SMARTER,
NOT HARDER



Co-funded by
the European Union

USING GPT MAKER

Your tool to build powerful AI assistants

GPT Maker (Custom GPTs) lets you create personalised AI assistants without coding – tailored to your goals and your audience.



Easy to use
No coding required



Highly customisable
Instructions, knowledge, tools & actions



Private & secure
You control what it knows and does



Scalable & profitable
Build once, monetize forever



HOW TO USE GPT MAKER – STEP BY STEP

1



ACCESS

Go to chat.openai.com and choose "Explore GPTs" > "Create"

2



DESCRIBE

Describe your GPT in plain language. What should it do? Who is it for?

3



ADD KNOWLEDGE

Upload documents, add links or connect knowledge sources to make it smarter.

4



CONFIGURE

Set instructions, tone, tools and actions. Test and refine.

5



PUBLISH

Publish your GPT privately, with a link, or to the public GPT Store.

6



USE & IMPROVE

Use your assistant, gather feedback and keep improving its performance.

WHAT CAN YOU BUILD WITH GPT MAKER?



EDUCATORS

Tutors, lesson planners, feedback assistants



BUSINESSES

Customer support, sales assistants, content creators



COMMUNITIES

Onboarding guides, resources, event assistants



NGOS & PROJECTS

Impact trackers, volunteer support, knowledge hubs



MARKETERS

Campaign planners, brand voice, social media tools



AND MORE...

Any use case you can imagine!

BEST PRACTICES



- ✓ Be specific with instructions and examples.
- ✓ Provide high-quality, relevant knowledge.
- ✓ Test, get feedback and iterate.
- ✓ Keep it simple for your users.



PRO TIP

A great GPT solves a real problem, delivers unique value and creates an amazing experience.



“

Your expertise + GPT Maker = Impact, Freedom & Income

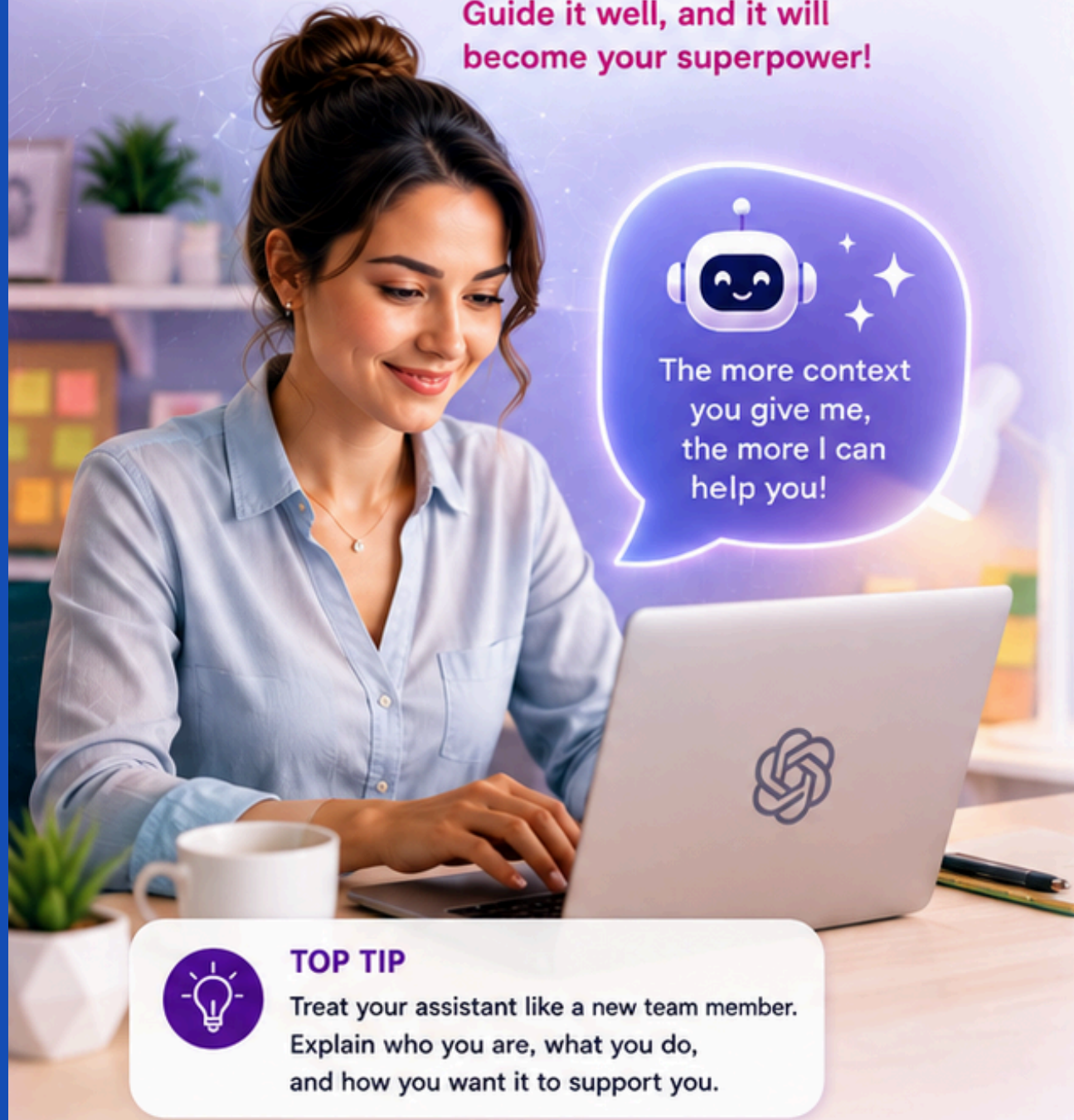


AI

WRITE GREAT INSTRUCTIONS for Your AI Assistant

Clear instructions = Better answers

Guide it well, and it will become your superpower!



TOP TIP

Treat your assistant like a new team member. Explain who you are, what you do, and how you want it to support you.

★ KEY ELEMENTS TO INCLUDE IN YOUR INSTRUCTIONS



ROLE

What is the assistant's role?



ABOUT YOU

Who are you and what do you do?



AUDIENCE

Who are you talking to?



TONE & STYLE

How should it communicate?



TASKS

What should it help you with?



RULES

Any do's, don'ts or preferences?

EXAMPLE: CONTENT CREATOR ASSISTANT

- Role:** You are my Content Creator Assistant.
- About me:** I am a women entrepreneur. I run a small business that helps women entrepreneurs grow their online presence.
- Audience:** My audience is women entrepreneurs, mainly in Portugal and North Macedonia.
- Tone & style:** Be friendly, encouraging and professional. Use simple language and short sentences.
- Tasks:** Help me create social media posts, newsletters, blog ideas and captions.
- Rules:** Always be positive, include emojis when relevant, and ask me questions if you need more information.



★ BEST PRACTICES

- ✓ Be specific and provide context.
- ✓ Break down complex tasks.
- ✓ Give examples of what you like.
- ✓ Tell it what to avoid.
- ✓ Review and update instructions as your needs evolve.
- ✓ Start simple and improve over time.



EXAMPLE PROMPT FOR YOU

Act as my _____ (role).
I am _____ (who you are and what you do).
My audience is _____ (who you help).
Use a _____ (tone) tone.
Help me with _____ (tasks).
Follow these rules: _____ (preferences/rules).
Ask me any questions you need to give the best answer.



GREAT INSTRUCTIONS CREATE AMAZING RESULTS.
YOU GUIDE IT. IT EMPOWERS YOU.



CLEAR
CONTEXT



BETTER
ANSWERS



MORE
PRODUCTIVE



LESS STRESS,
MORE IMPACT

CREATE AN AI ASSISTANT THAT SELLS

Turn your knowledge into a scalable digital product.



WHAT MAKES A SELLABLE AI ASSISTANT?



SOLVES A REAL PROBLEM



SAVES TIME & EFFORT



DELIVERS MEASURABLE RESULTS



EASY TO USE & TRUSTWORTHY



BUILT ON YOUR EXPERTISE



STEP 1 – BUILD YOUR AI ASSISTANT

1



CHOOSE A PROFITABLE NICHE

Identify a specific problem with a willing-to-pay audience.

2



DEFINE YOUR VALUE PROPOSITION

What makes your assistant unique?
What results does it deliver?

3



DESIGN THE EXPERIENCE

- Define personality
- Set tone & style
- Create clear tasks
- Add guardrails (what not to do)

4



ADD KNOWLEDGE & RESOURCES

- Upload documents
- Add FAQs, guides, templates
- Use your expertise

5



TEST & REFINE

- Test with real users
- Gather feedback
- Improve responses and accuracy

6



CREATE A STRONG LISTING

- Name, logo & image
- Compelling description
- Use cases & benefits

STEP 2 – LAUNCH YOUR AI ASSISTANT



Business Coach AI

Your strategic partner for business growth.

Start Chat

- ✓ **Publish your GPT**
Make it public in the GPT Store so anyone can discover it.
- ✓ **Promote your assistant**
Share on your website, social media, email list and communities.
- ✓ **Show real value**
Provide free tips, demos and testimonials to build trust and credibility.
- ✓ **Build a community**
Engage users, ask for feedback and continually improve your assistant.

STEP 3 – MONETIZE YOUR AI ASSISTANT



GPT STORE REVENUE SHARE

Earn a portion of subscription revenue when users subscribe to your assistant.



PREMIUM FEATURES

Offer advanced features, deeper analysis or exclusive content behind a paywall.



PAID ACCESS / SUBSCRIPTION

Charge a monthly or annual fee for full access to your assistant.



BUSINESS LICENSING

Sell licenses to businesses or teams for their organisations.



BUNDLES & COURSES

Combine your assistant with training, templates or guides.



AFFILIATE & PARTNERSHIPS

Recommend tools and earn affiliate commissions.



Remember

Focus on the transformation you deliver.
The more your assistant helps, the more people will pay.



TOP TIPS



Start with one clear audience.



Speak the language of your users.



Overdeliver value in every answer.



Use data & feedback to improve.



Protect your knowledge and set boundaries.



Build trust, credibility and relationships.



You're not just creating a GPT.
You're building a digital asset.

YOUR EXPERTISE.
YOUR ASSISTANT.
YOUR INCOME.

1



IDENTIFY OPPORTUNITY

2



BUILD SOLUTION

3



LAUNCH & PROMOTE

4



HELP PEOPLE

5



GET PAID & GROW

Start small.
Improve constantly.
Build something that creates impact – and income.



ADDITIONAL RESOURCES



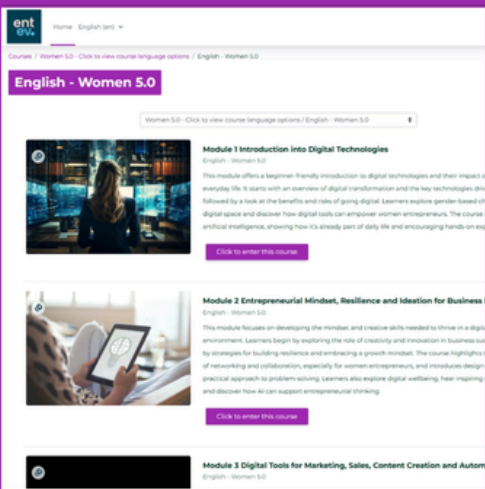
Women 5.0 is closing the digital gender gap by empowering women entrepreneurs with the digital skills and confidence to thrive so businesses can grow and scale.



Digital Toolkit

Comprehensive workshops and content training women entrepreneurs on practical digital strategies.

[Read more](#)



E-learning Platform

Interactive micro-learning modules accessible on any device in English, Spanish, Portuguese, and Macedonian – designed for quick, on-the-go learning with reflection prompts and practical exercises.

[Read more](#)



Awareness Campaign

Personal stories from women in the entrepreneurship space on leveraging digital tools, covering themes like breaking stereotypes, role models in digitalization, and empowerment through digital skills.

[Read more](#)



WOMEN5.EU



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the European Union

WEBINAR COMPLETE!

Thank you for joining!

You've taken an important step towards creating AI assistants that deliver real value and can generate income.



YOU'RE NOW READY TO:



SOLVE REAL PROBLEMS

Design an assistant that addresses a specific need.



CREATE VALUE

Deliver expertise, save time and improve outcomes.



LAUNCH WITH CONFIDENCE

Build, test and refine your assistant.



MONETIZE YOUR SOLUTION

Choose the right model and start earning.



GROW & IMPACT MORE PEOPLE

Scale your assistant and expand your reach.



WHAT YOU ACHIEVED TODAY ✨

- ✓ Explored the power of ChatGPT Assistants
- ✓ Understood how to build and customize your own assistant
- ✓ Discovered strategies to monetize and scale your AI solution
- ✓ Left with practical ideas to apply immediately



RESOURCES & NEXT STEPS ✨



Replay & Materials

Access the recording and slides when available.



Community

Join our WhatsApp group to connect and share.



Take Action

Start building your assistant and make an impact!

JOIN OUR COMMUNITY!

Connect, ask questions and grow together.



The future belongs to those who create it.

Keep learning. Keep building. Keep inspiring.

See you in the next session!

