



*The Firearm Industry
Trade Association*

2TON

PROMPT LIKE A PRO

Getting Started with ChatGPT & Pre-Built GPTs

Ryan Boylston of 2TON, A Creative Agency

Additional Educational Resources



Industry Compliance Courses & More!

- Firearm E-Commerce Blueprint
- Unlocking Success in the NFA Space
- Winning at ATF Inspections
- Completing the Form 4473
- Multiple Sales Report

NSSF.org/Education

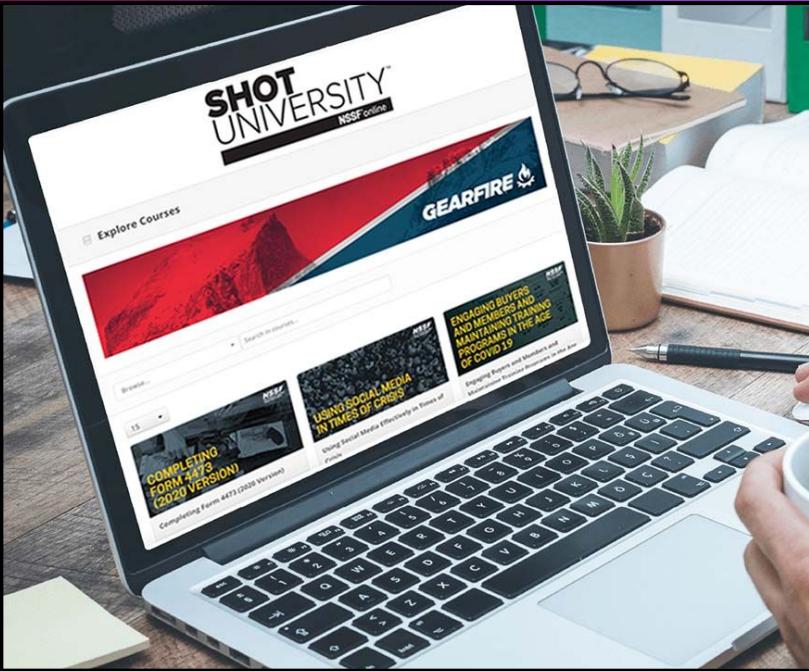


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RELOAD THIS SUMMER

JULY 16-17, 2025

WEST PALM BEACH, FL

REGISTRATION IS OPEN!

NSSF® RANGE-RETAILER BUSINESS EXPO™

NSSF's Range-Retailer Business Expo (RRBE) is designed to load retailers and range operators with the equipment, strategies and inspiration essential for success.

Use Code: **BUYER25** for **\$75 OFF REGISTRATION**

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AGENDA

- 01 Welcome & What to Expect
- 02 What is ChatGPT and Why It Matters
- 03 Prompt Crafting 101
- 04 Real-World Use Cases
- 05 Exploring the “Explore GPTs” Section
- 06 Custom GPT Teaser
- 07 Tips, Takeaways & What’s Next
- 08 Q&A + Live Prompting



Ryan Boylston

Founder, 2TON

- 20+ Years Experience in Marketing
- 12+ Years Leading Marketing Agency
- National Speaker
 - “A World Without Bosses”
- 6 Years Public Servant

SESSION GOAL

Understand ChatGPT (AI) and feel empowered to start using it.

MY GOAL

Introduce you to a new work tool.



ChatGPT

What is ChatGPT?

“Basically OpenAI fed the internet to a supercomputer to create ChatGPT right?”

That's a solid metaphor—and pretty close to the truth. Here's a clear, relatable way to explain it in your voice:

How ChatGPT Was Created

OpenAI trained ChatGPT by feeding a massive amount of publicly available text from the internet into a supercomputer. That included books, websites, articles, and conversations—basically, how people write and speak across thousands of topics.

The result? A powerful language model that can understand context, follow instructions, and generate human-like responses in real time. It doesn't “know” facts like a database—it predicts the best next words based on patterns it's learned.

So while it's not thinking, it's really good at sounding like it does—and even better at helping you work smarter.

WHY IT MATTERS

01

AI is reshaping how we approach routine and creative tasks.

02

Small businesses, including gun shops & ranges, can benefit immediately.

03

It's not about replacing people—it's about enhancing your capabilities.

PROMPTS



“

The best prompt creators for images will be photographers and the best creators for copy, will be copywriters.

The tractor didn't replace Farmers, it empowered them.

2TON

THE PROMPT

1974 Mustang GT500

2TON





THE PROMPT

low-angle cinematic photo of a silver 1974 Ford Mustang GT500 fastback parked on a cracked asphalt road, warm golden hour sunlight casting dramatic long shadows, metallic paint reflecting amber hues, deep lens distortion from a 24mm dynamic wide-angle lens, lens flare across the windshield, subtle dust particles in the backlight, distant mountains in soft focus, rich depth of field with crisp foreground detail, photo taken with a Canon EOS R5 and EF 24mm f/1.4L II USM lens, realistic film grain, vintage car texture, authentic chrome reflections, background bokeh from sunlit desert brush –ar 16:9 –s 50 –v 6.0 –style raw

PROMPTS

CUSTOMER RESPONSE EMAIL

Basic: "Write a response to a customer asking about handgun availability."

Better: "Write a professional and friendly email to a customer asking if we have 9mm handguns in stock. Include store hours and invite them to call us for real-time inventory."

Best: Include email.

PRODUCT DESCRIPTION

Basic: "Describe this rifle."

Better: "Write a compelling product description for a new AR-15 rifle. Highlight its lightweight design, custom barrel, and optic compatibility. Include a call to action for in-store pickup."

Best: Include link

SOCIAL MEDIA CAPTION

Basic: "Post about a class."

Better: "Write a casual and engaging Instagram caption to promote our weekend range safety course. Mention it's beginner-friendly, spots are limited, and registration is open."

Best: Provide examples

EVENT IDEATION

Basic: "Give me some event ideas."

Better: "Suggest five creative event ideas to drive foot traffic to our indoor shooting range during summer. Include family-friendly options and promotions that don't require discounts."

Best: Provide market

PROMPTS

FAQ ANSWERING

Basic: "Explain background checks."

Better: "Explain the background check process for first-time gun buyers in Florida. Use clear, simple language and keep it under 100 words."

Best: Include link

BLOG POSTS

Basic: "Write a blog post about safety."

Better: "Outline a blog post titled 'Top 5 Safety Tips for New Gun Owners'. Include an intro, five concise tips with headlines, and a closing paragraph that encourages training."

Best: Include all posting data for SEO

CUSTOMER REVIEW REPLY

Basic: "Respond to a good review."

Better: "Write a warm and personal reply to a 5-star Google review. Thank the customer by name, mention what they complimented, and invite them back for our next event."

Best: Include review

STAFF TRAINING AID

Basic: "Write an opening checklist."

Better: "Create a clear and concise opening checklist for new range employees. Include safety checks, range readiness, and front desk setup."

Best: Upload PDF/Word Doc

PROMPT:

"Explain background checks."



Background checks are used to verify a person's criminal history, mental health status, and other factors before allowing them to purchase a firearm. They are typically conducted through a national database and are required by federal law for purchases from licensed dealers.

PROMPT:

"Explain the background check process for first-time gun buyers in Florida. Use clear, simple language and use this link for reference:

<https://www.fdle.state.fl.us/FPP/FAQs2.aspx>"



In Florida, when you buy a gun from a licensed dealer, the store must run a background check through the Florida Department of Law Enforcement (FDLE). This check looks for things like criminal records, restraining orders, or mental health issues that would prevent someone from legally owning a firearm.

The process is quick—usually completed while you're still at the store. You'll need to show valid photo ID, and the dealer will submit your information to FDLE. If everything checks out, the sale can move forward. For handguns, there may also be a waiting period depending on your county.

For more details, you can visit the official FDLE page here: [FDLE Firearm Purchase Program FAQ](https://www.fdle.state.fl.us/FPP/FAQs2.aspx) Call us at:

PROMPT:

"Write it again - but make it feel like it's not a long process and how easy we make it."



Buying your first gun in Florida? The background check process is quick, straightforward, and we'll guide you through every step.

When you purchase a firearm from our shop, we handle the background check through the Florida Department of Law Enforcement (FDLE). All you need is a valid photo ID. We submit your info right from the register, and in most cases, get a response within minutes.

It's designed to make sure everything is safe and legal—nothing more. And we're here to answer questions and make it as smooth as possible. You might hear about waiting periods for handguns, but that depends on your local county and whether you have a concealed carry permit.

CUSTOM GPTs



By Roumesh Beepur

Retail & ecommerce expert for viral marketing—local and international strategies that convert.

Productivity 100+
Category Conversations

PROMPT:

Local social media ideas for local gun shop and range.

1. Education & Safety (High Trust Content)

“Gun Myths Busted” series (e.g., “You DON’T need a license to visit the range – MYTH or FACT?”)

Safety Tip of the Week with visuals (trigger discipline, ear protection, storage laws)

Mauritian Gun Laws Explained – simplified carousel posts (what’s legal, what’s not)

Beginner’s Guide to Shooting – “Never held a gun? Here’s how your first visit will go...”

2. Lifestyle & Hobby Appeal (Broaden Audience)

“Why Shooting is Like Meditation” – a reel showing the calm, focus, and control of shooting

“Meet the Range Regulars” – mini-profiles of everyday people who come to shoot (office workers, moms, retirees)

Ladies’ Day Highlights – spotlight female shooters to bust the “only for men” stereotype

Before & After Series – first-time visitor reactions

3. Community & Challenges

“Headshot Challenge” – leaderboard of top scorers this week, callout for best groups

“Bring a Friend, Shoot Free” – referral-based campaign with UGC encouragement

“Range Reaction Cam” – shoot first time reactions as short, fun reels

4. Promotions & Events

“Gun of the Month” – featured firearm with specs, legal info, and booking promo

Themed Shooting Events – “Wild West Day,” “Tactical Tuesday,” “Zombie Target Night”

Giveaways – e.g., “Win a free shooting session for two! Tag a buddy and share.”



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Productivity

100+

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5. Behind-the-Scenes (Build Trust & Interest)

“A Day at the Range” Vlog – from opening till close (trainers, safety checks, customers)

Staff Spotlight – intro to your instructors, their backgrounds, certifications

Maintenance Monday – showing care, ethics, and precision in maintaining guns

6. Engagement & Interactive Posts

Polls: “What would you try first? Glock 🔫 or Pump Action Shotgun 💥?”

Quizzes: “Which gun fits your personality?” (quiz with links in bio or story)

Reactions & Duets: react to international shooting fails/wins with expert commentary

🧠 Bonus Strategy Tips for Mauritius

Position the gun range as a professional sport or focused hobby, not violence.

Use Creole expressions subtly to localize humor and make content relatable.

Showcase strict adherence to laws and safety, building legitimacy and comfort.

Collaborate with influencers into fitness, discipline, military, or extreme sports to shift perceptions.

Highlight couples, corporate teams, and ladies' groups to diversify audience appeal.



By genigpt.net

Generate realistic images with text

★ 3.7

Ratings (5K+)

#2

in Productivity >

500K+

Conversations

PROMPT:

Two people speaking
at a gun range.

2TON



Target Designer >



By Edmond D Hook

Helps design custom gun range targets

Lifestyle

20+

Category

Conversations

PROMPT:

Can you design a palm beach florida themed range target? Make them super florida and tropical.

2TON





By Hustle Playground

Aids in employee recruitment, retention strategies, and performance management for organizations of all sizes.

★ 4.5

Productivity

25K+

Ratings (600+)

Category

Conversations

PROMPT:

Please assist with a new procedure for annual evaluations of employees at my gun retail business.

Key Focus Areas for Gun Retail Store Employees:

1. Compliance & Safety Adherence

Knowledge and application of ATF regulations. Safe handling and storage of firearms.

Completion of required documentation (e.g., 4473 forms).

2. Customer Service

Product knowledge (firearms, ammo, accessories).

Professionalism and communication.

Handling sensitive or difficult customer interactions.

3. Sales Performance

Meeting individual or store sales targets. Upselling and cross-selling capabilities.

Contribution to customer retention.

4. Team Collaboration & Dependability

Punctuality and attendance.

Team communication and support.

Flexibility with scheduling and store needs.

5. Continuous Improvement

Participation in training.

Adaptability to new products or policy changes.

Initiative and problem-solving.

Suggested Evaluation Structure:

1. Self-Evaluation Form

Have employees rate themselves on key competencies.

2. Manager Evaluation

Use the same metrics and compare with self-evaluation.

3. Face-to-Face Meeting

Discuss differences, recognize achievements, and set goals.

4. Development Plan

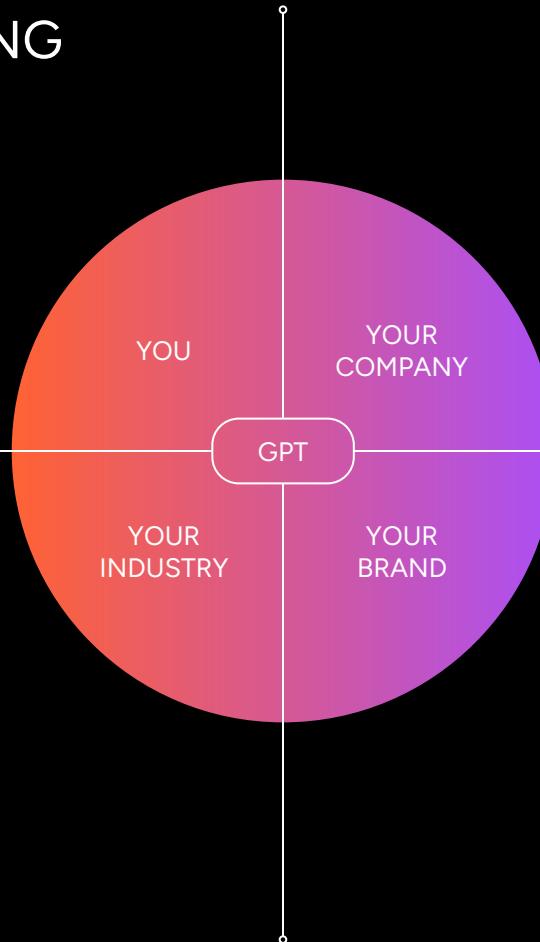
Outline areas of improvement and required training.

Would you like me to help you create a customized evaluation template you can use (in Google Docs or Excel format)? Also, how many employees are you evaluating, and do you have different roles (e.g., sales staff, compliance officers, managers)? This will help fine-tune the tools for you.

CUSTOM GPT - MARKETING

- Name
- Information
- Bio
- History
- Local affiliations

- Your Industry
- Industry news
- Big players
- Vendors
- Competitors
- Challenges



- Website
- History
- Differentiators
- Key points
- Key team members
- Uploadable content
- Voice and tone
- Like companies
- Brand guidelines and/or logo
- Aspirations
- Positioning

CUSTOM GPT TEAM



JANICE
Marketing Specialist



JIMI
Finance Consultant



JOAN
Human Resources

RYAN BOYLSTON



NSSF Range-Retailer Business Expo | 7/17/25 | WEST PALM BEACH

Craft a Smarter AI Assistance That Speaks Your Brand's Language

- How to build a custom GPT from the ground up - no coding required
- **The best use cases for AI in retail, customer service, and marketing**
- How to automate tasks and increase productivity with AI
- **Strategies for seamless AI adoption in your business**
- Live demonstrations and real-world applications of AI-powered tools



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DEMO

Questions welcome.

STOP

THE VISION

Write a bold statement
about what the company
wants to achieve

THE TEAM



FULL NAME

Title



FULL NAME

Title



FULL NAME

Title



FULL NAME

Title



FULL NAME

Title



FULL NAME

Title

THE VISION



Full Name - Title

“

Add an inspirational quote from company leadership that supports the vision and offers clear guidance on long-term business objectives.



THE VISION

Full Name - Title

“

Add an inspirational quote from company leadership that supports the vision and offers clear guidance on long-term business objectives.

THE VISION

Write a bold, compelling statement about what the company wants to achieve

Use this space to expand on what you wrote above. Explain how your strategic plan is relevant to your business.



HOW WE'RE DOING

STRENGTHS

- Make a list of what your organization or team excels at
- This is what sets you apart from the competition
- Add as many items as you need

WEAKNESSES

- Identify areas for improvement within your organization or team
- Think about what you could be doing internally to achieve better results
- Add as many items as you need

OPPORTUNITIES

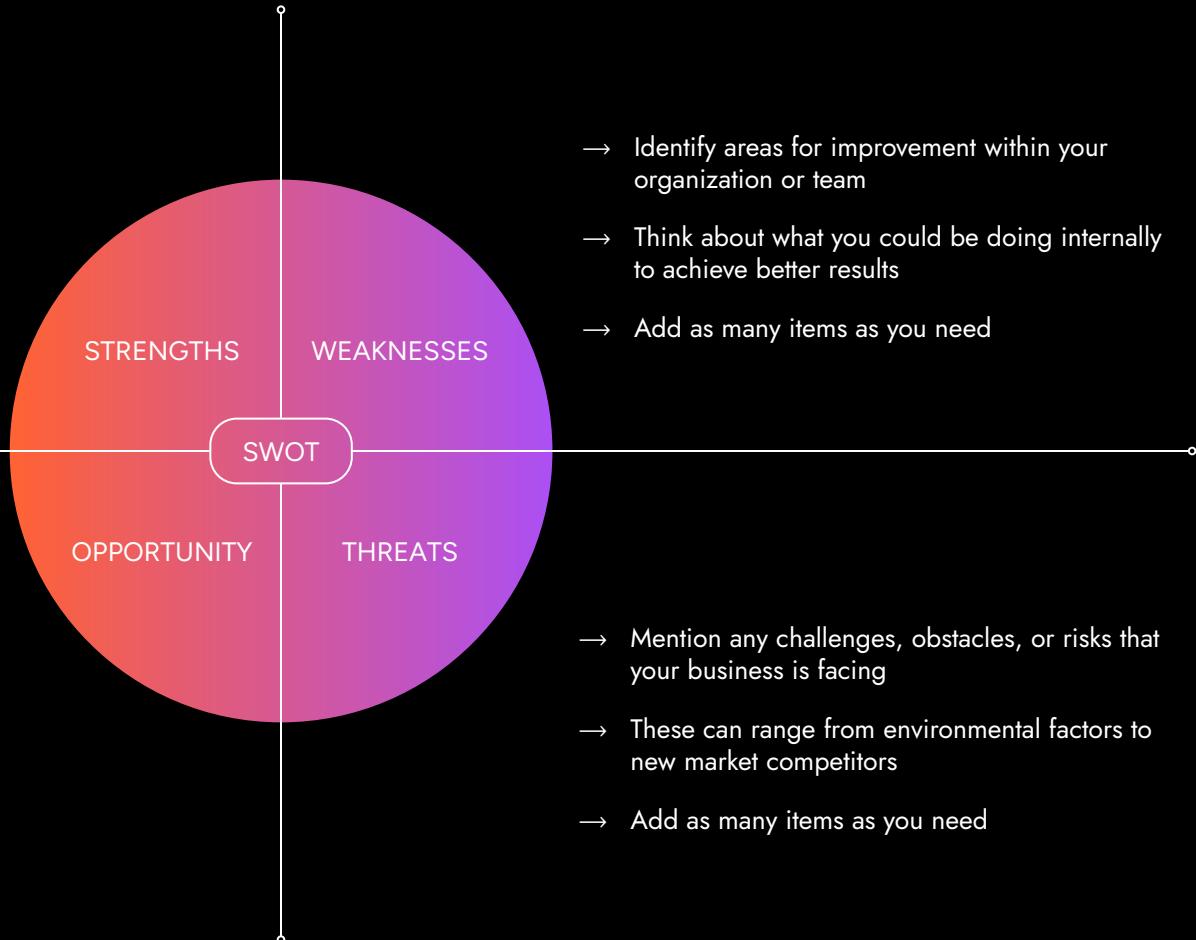
- Call out any opportunities for growth
- These are external factors, such as market trends or platforms, that your business can leverage
- Add as many items as you need

THREATS

- Mention any challenges, obstacles, or risks that your business is facing
- These can range from environmental factors to new market competitors
- Add as many items as you need

SWOT ANALYSIS

- Make a list of what your organization or team excels at
- This is what sets you apart from the competition
- Add as many items as you need



COMPETITOR ANALYSIS

	Competitor	Competitor	Competitor	Competitor	Competitor
Feature	✓		✓	✓	✓
Feature		✓			
Feature	✓	✓	✓		
Feature	✓	✓		✓	
Feature		✓	✓		✓

GROWTH AREAS

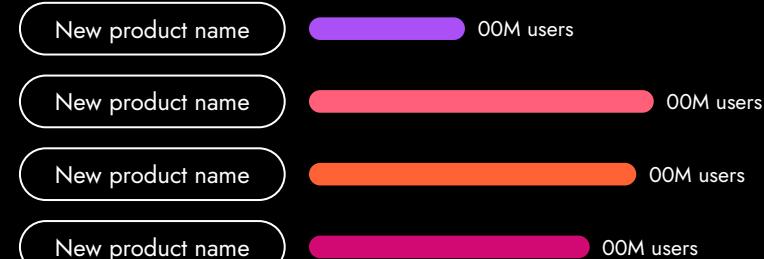
Based on the analysis from the previous slide,
identify areas of growth in your market.
Compare your current performance to a
potential business target.

Potential growth for
current business



Add link to full study

Projected audience for
new product or service



Add link to full study

OBJECTIVES

01

Objective title

Define your business, marketing, and communication objectives. For example, you might set goals around growing revenue, generating leads, or shifting perceptions around your brand.

02

Objective title

Each objective can be standalone or contribute to the next one in the list. This will depend on your strategic plan and internal company structure.

03

Objective title

Make sure your goals are specific, measurable, achievable, relevant, and time-bound (SMART). Explain what you want to achieve, for whom, during which time frame, and how you'll define success.

04

Objective title

For example, if you want to increase market share, aim for a specific percentage increase within the next year by launching a new product or capturing a new market segment.

Marketing objectives

Your marketing goals should be aimed at reaching, engaging, and capturing your target audience at every touchpoint, whether online or in-store.

- List 3 or 4 marketing objectives
- Make sure your goals are specific, measurable, achievable, relevant, and time-bound (SMART)
- For example, you might want to generate a specific number of leads next month through a targeted email campaign

Communication objectives

Your communication goals should be both internal and external. Think about brand awareness in the market, but also about employee engagement in the office.

- List 3 or 4 communication objectives
- Make sure your goals are specific, measurable, achievable, relevant, and time-bound (SMART)
- For example, you might want to increase web traffic a specific amount during the next quarter through SEO optimization

Business objectives

Your business goals are your overarching objectives. From annual revenue to market share and customer satisfaction, this is what everything contributes to.

- List 3 or 4 business objectives
- Make sure your goals are specific, measurable, achievable, relevant, and time-bound (SMART)
- For example, you might want to increase customer retention next year by automating and speeding up customer service



Persona name

Introduce your persona, who they are, and where they come from.

Your customer persona is a hypothetical person who represents an audience segment. Although the individual might be fictional, this information should be derived from your market research.

Needs and motivations

Describe what your persona wants to achieve. List their goals and outline their motivations to pursue those goals.

Pain points

Describe an obstacle your persona struggles with. Think about what interferes with their needs, goals, and motivations.

Opportunities

This is where your offering comes in. Think about how you can help this persona with their daily struggles and blockers.

- Call out specific opportunities as bullet points
- Each opportunity should reflect a feature, product, or service that you can provide
- Think about what you're not already offering: opportunities for growth, expansion, new launches, etc.



Persona name



What does your persona want, and what motivates them to pursue it?

Age: 00

Occupation: Job title or industry

Status: Marital status

Education: Degree

Location: Place name

Audience: Segment name

"Quote the persona on their needs and wants. This can be a fictional line or an excerpt from a real user interview."

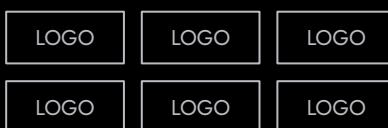
Pain points

- What prevents your persona from achieving their goals?
- Add 2 or 3 frustrations or blockers that are relevant to your products or services

Opportunities

- What opportunities does this persona represent for your business?
- Add 2 or 3 opportunities that reflect a feature, product, or service that you can provide

Favorite brands



Personality

Extrovert

Introvert

Spontaneous

Planner

Collaborative

Independent

Technical skills

Specific skill



Specific skill



Specific skill



Specific skill



Current feelings

Frustrated

Hopeful

Anxious

Enthusiastic

BUSINESS ROADMAP

What steps must we take to reach our strategic goals?

Step 01

This is a high-level summary. Focus on key milestones.

Step 02

For example, mention campaign or project kickoffs, product launches, etc.

Step 03

Add relevant dates, industry events, deliverables, etc.

Step 04

Add any goals or metrics you want to achieve within a certain time frame.

Step 05

Duplicate this slide if you want to include additional steps.

Step 06

BUSINESS ROADMAP

Step 01

What steps must we take to reach our strategic goals?

- Add more info about this step. For example, deliverables, activities, marketing assets
- You can also call out the teams or stakeholders involved
- Mention any performance targets that should be reached during this step

Step 02

What steps must we take to reach our strategic goals?

- Add more info about this step. For example, deliverables, activities, marketing assets
- You can also call out the teams or stakeholders involved
- Mention any performance targets that should be reached during this step

Step 03

What steps must we take to reach our strategic goals?

- Add more info about this step. For example, deliverables, activities, marketing assets
- You can also call out the teams or stakeholders involved
- Mention any performance targets that should be reached during this step

PROJECTED RESULTS

Make a claim about your growth outlook.

Business metrics

00%

Return on investment

\$00

Gross revenue

\$00

Net revenue

Customer metrics

00%

Customer retention

00%

Conversion rate

00

Site visits

PROJECTED RESULTS

Sales growth

A brief note on the results

00%

Return on
investment

A brief note on the results

\$00

Revenue

A brief note on the results

00K

TIMELINE

Show a timeline with the current status of the strategic plan and upcoming deadlines

We are here

Milestone 1

Quarter, Year

Outline how you'll achieve the strategic plan, step by step.

Milestone 2

Quarter, Year

Outline how you'll achieve the strategic plan, step by step.

Milestone 3

Quarter, Year

Outline how you'll achieve the strategic plan, step by step.

Milestone 4

Quarter, Year

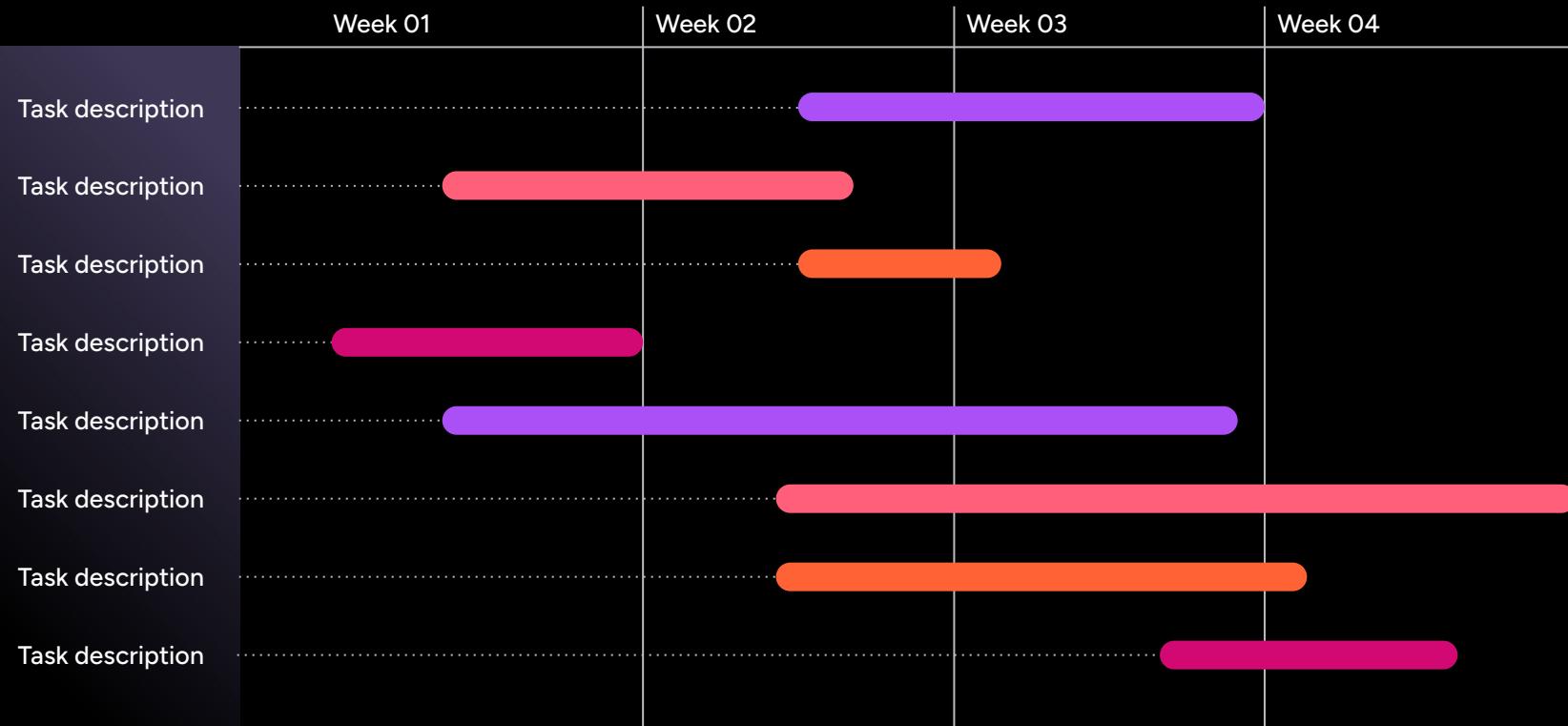
Add as many milestones as you need. Duplicate this slide if necessary.

TIMELINE

Show a timeline with the current status of the strategic plan and upcoming deadlines



GANTT CHART



LIVE DEMO

Questions welcome!