



OFFICIAL GUIDE · EDITION 1.1

PLUGIN BUILDER

From idea (or your old custom GPT) to installed plugin, in plain words. Import or fill in the plan, download your zips, install in ChatGPT or Claude. No code. No experience needed.

Step by step

Beginner friendly

Works on phone & computer

WHAT'S INSIDE

01 What you bought

02 Already have a custom GPT?
Import it

03 Filling in the builder (and the shortcuts)

04 Download your zips

05 Install in ChatGPT

06 Install in Claude

07 Install in Codex & others

08 Test it before you share it

09 Your access code

10 Help

01 WHAT YOU BOUGHT

The Plugin Builder turns your idea (or your old custom GPT) into a real plugin package that ChatGPT, Claude and Codex can install. You fill in a form; it builds the files.

PLUGIN BUILDER · \$97

(LAUNCH PRICE \$47, TAX INCLUDED)

Lifetime access. Three downloads for every plugin you build: the **Skills zip**, the **Agents zip** and the **Portable Plugin zip** (the full package).

PLATFORM PACKS · ADD-ONS

ChatGPT Pack and **Claude Pack**.

Each one adds that platform's own manifest, install files and a submission or install checklist, so it's a one-shot install there.

THE THREE ZIPS, IN PLAIN WORDS

- **Skills zip** — each skill is a folder with a `SKILL.md` inside. A skill is one job your plugin knows how to do (like "Build the Q4 plan"). This is what you upload to Claude one at a time.
- **Agents zip** — the "who". A named helper with a job, a tone and rules for when to stop. Claude Code uses these directly; anywhere else, the text works as a system prompt.
- **Portable Plugin zip** — everything together in the open *Agent Plugins* format: `plugin.json` + `skills/` + your reference files + your logo + starter prompts + a test plan. This is the one you upload to ChatGPT and Codex.

GOOD TO KNOW

Nothing you type is uploaded anywhere, and there is no AI inside the builder. The zips are built inside your own browser. If you close the tab, your plan is still there when you come back (same device, same browser).

HOW THE WORKSPACE IS LAID OUT

Steps run down the **left rail**: Import, Plan, Skills, Agents, Prompts & tests, Files & branding, then Downloads. Tap any step to jump to it; a tick means it's complete and the gold bar shows your overall progress. The middle is the step you're on. The **Live preview** on the right builds your plugin as you type: name, the one-sentence test, the folder tree and the `plugin.json` manifest. On a phone the preview folds under the page; tap **Show** to open it.

 SWEATSUIT
BILLIONAIRE

PLUGIN BUILDER

WORKSPACE

0 Import

☒ Plan NOW

☒ Skills 3

☒ Agents 1

☒ Prompts & tests 8

☒ Files & branding

☐ Downloads LOCKED

STEP 1 OF 5

PLAN YOUR PLUGIN

One clear job. If you can't say it in one sentence, simplify before you build.

Show me a worked example Load saved plan Save plan

IDENTITY

Plugin name *

Q4 Sales Engine

Category

Marketing

THE ONE-SENTENCE TEST NORTH STAR

My plugin helps

digital product sellers

achieve

a complete Q4 sales strategy

by

creating offers, campaigns, content and promotional plan

My plugin helps digital product sellers achieve a complete Q4 sales strategy by creating offers, campaigns, content and promotional plans.

WHAT IT DOES

Problem it solves *

Creators enter Q4 knowing they need to sell, but they don't have a joined-up strategy. They post randomly, discount in a panic and leave money on the table.

LIVE PREVIEW

● READY

Q

Q4 SALES ENGINE

v1.0.0 · Marketing · Phoenix Digital

My plugin helps digital product sellers achieve a complete Q4 sales strategy by creating offers, campaigns, content and promotional plans.

3 SKILLS

1 AGENTS

8 TESTS

0 FILES

PACKAGE TREE

```
q4-sales-engine/
├─ plugin.json
├─ START-HERE.pdf
├─ skills/
│  └─ build-the-q4-plan/SKILL.md
│  └─ offer-ladder/SKILL.md
│  └─ black-friday-campaign/SKILL.md
├─ agents/
│  └─ q4-sales-coach.md
├─ prompts/
│  └─ starter-prompts.md
│  └─ tests/test-plan.md
└─ references/
```

PLUGIN.JSON

```
{
  "name": "q4-sales-engine",
  "version": "1.0.0",
  "description":
```

The workspace. Left: your steps. Middle: the step you're on. Right: your plugin taking shape.

02 ALREADY HAVE A CUSTOM GPT? IMPORT IT

If you built a GPT in ChatGPT, you already did most of the thinking. Step 0 brings it across in three moves, and the plan fills itself. Starting from an

idea instead? Tap **Build from scratch** and skip to section 03.



SWEATSUIT
BILLIONAIRE

PLUGIN BUILDER
WORKSPACE

0 Import NOW

1 Plan

2 Skills

3 Agents

4 Prompts & tests 5

5 Files & branding

🔒 Downloads LOCKED

STEP 0 OF 5 · OPTIONAL

IMPORT YOUR GPT

Already built a custom GPT? Bring its files and instructions over and most of the plan fills itself. Nothing is uploaded and no AI runs on this page: it's plain pattern matching, and you can edit every field after.

No AI inside this app

No account needed

Nothing uploaded, your files stay on your device

I HAVE A CUSTOM GPT

BRING IT OVER

Drop its files and paste its Configure tab below. Most of the plan fills itself.

Start below ↓

1 · YOUR GPT'S KNOWLEDGE FILES

The PDFs, docs, text and spreadsheets you uploaded to the GPT. They become the plugin's **reference files** automatically, and their headings become skill suggestions.

Drop your GPT's files here or tap to choose

PDF, DOCX, MD, TXT, CSV, JSON ... up to 25 MB each

STARTING FROM AN IDEA

BUILD FROM SCRATCH

Five short steps. Each one has examples, and a worked example you can load to see what good looks like.

Go to the plan →

2 · YOUR GPT'S CONFIGURE TAB

In ChatGPT open your GPT → **Edit GPT** → **Configure** and copy these four boxes across.

Name	Description
Q4 Sales Engin	Helps digital pr

Instructions

Paste the whole Instructions box. Numbered sections, headings and bullet lists are read as skills and steps; lines starting with never / don't / avoid become boundaries;

LIVE PREVIEW ● BUILDING

UNTITLED PLUGIN

v1.0.0 · Marketing

Your north star sentence shows up here as you type.

0 SKILLS

0 AGENTS

5 TESTS

0 FILES

PACKAGE TREE

my-plugin/
├─ plugin.json ●
├─ START-HERE.pdf ●
├─ skills/
│ └─ (step 2)
├─ agents/
│ └─ (step 3)
├─ prompts/
│ └─ starter-prompts.md
├─ tests/test-plan.md
└─ references/
 └─ (step 5)

PLUGIN.JSON

{
 "name": "my-plugin",
 "version": "1.0.0",
 "description":
 "...",
 "author": "...",
}

Step 0. Left: drop your GPT's files. Right: paste the four boxes from its Configure tab.

MOVE 1 · DROP IN YOUR GPT'S KNOWLEDGE FILES

Open your GPT in ChatGPT, go to **Edit GPT** → **Configure** and look under **Knowledge**. Those are the files you uploaded when you built it (PDFs, Word docs, text, spreadsheets). Download any you don't still have, then drag them all onto the drop zone (or anywhere on the page). They become your plugin's **reference files** automatically, and the builder reads their headings to suggest skills.

MOVE 2 · COPY THE FOUR CONFIGURE BOXES

On that same Configure tab, copy **Name**, **Description**, **Instructions** and the **Conversation starters** into the matching boxes, then tap **Fill my plan from this**. The builder reads your instructions the way a person would: numbered sections and headings become skills, bullet lists become their steps, lines starting with "never" or "don't" become boundaries, lines about tone become your brand voice, and your conversation starters become the three example requests. A strip under the button shows what it found and what it didn't.

MOVE 3 (OPTIONAL) · THE EXACT FILL

Want it word-perfect? Tap **Copy the export prompt**, open a chat *with your own GPT*, paste the prompt and send it. Your GPT answers with a block of text in the exact shape the builder reads. Copy that whole block, paste it into **Paste your GPT's answer here**, and tap **Fill my plan from the answer**. Every field fills precisely, skills included. Your ChatGPT does the reading; the builder just files it.

WHY NOT JUST UPLOAD THE GPT?

ChatGPT doesn't offer an export of a GPT's settings, so there's no file to upload. The Configure tab is the only place those settings live, which is why Step 0 asks you to copy them. It takes about a minute.

CHECK THE RESULT

Imports are a head start, not a finished plan. Read through Plan and Skills once; the review card on the Downloads step lists anything still missing and jumps you straight to it.

03 FILLING IN THE BUILDER (AND THE SHORTCUTS)

Five short steps. Stars mark the boxes that must be filled in; everything else makes the plugin better but isn't required. **Next** never blocks you: if something's missing it flashes gold and lets you carry on; you can come back any time.

SHORTCUT A · THE WORKED EXAMPLE

On the Plan step tap **Show me a worked example**. The whole builder fills with a finished plugin (Q4 Sales Engine) so you can see what a good answer looks like in every box. Read it, then tap **Start a new plugin** and write yours.

SHORTCUT B · SCREENSHOT IT TO AN AI

Screenshot a step, hand it to any AI you already use (ChatGPT, Claude, Gemini, Copilot) with the prompt below, and paste its answers into the boxes. Two minutes a step.

COPY-AND-PASTE PROMPT

I'm building a plugin with the Sweatsuit Billionaire Plugin Builder. Here is a screenshot of one step of the form. My plugin idea is: **[describe your idea in one or two sentences]**. My audience is: **[who it's for]**. Please write an answer for every box in the screenshot, in plain words, in the same order the boxes appear. Keep each answer short and specific. For any box that asks for "one per line", give me one item per line. Don't invent facts about my business; if you need something, use a clear [placeholder].

KEYBOARD

On a computer, **Alt** + **→** and **Alt** + **←** move between steps. Everything autosaves on your device as you type (the green dot in the left rail).

STEP 1 · PLAN

Name your plugin and pass **the one-sentence test**: *My plugin helps [audience] achieve [outcome] by [method]*. If you can't say it in one sentence, the idea is too big — pick one job. Then write the problem it solves, three things people should be able to ask it, what it should *not* do, and how it should sound. Each of the three requests has a **Make it a skill** button: one tap sets up a skill with its name and trigger filled in, because each thing people ask for usually wants its own skill.

STEP 2 · SKILLS

A skill is a mini operating procedure. Every skill follows the same formula: **WHEN** (when does it kick in) → **ASK** (what does it need to know first) → **DO** (the steps, one per line) → **DELIVER** (what the finished answer looks like) → **AVOID** (boundaries). One or two skills is perfect for version one. Don't make one giant skill do everything. Left a WHEN or DELIVER box blank? **Fill blank WHEN / DELIVER boxes for me** writes a sensible default you can edit.

STEP 2 OF 5

BUILD YOUR SKILLS

A skill is a mini operating procedure: **WHEN → ASK → DO → DELIVER →**

AVOID. Don't make one giant skill do everything; break big jobs into smaller focused skills.

SKILL 1

Remove

Skill name *

Build the Q4 plan

WHEN — use this skill when...Becomes the skill's description, so make it specific.

the user asks for a Q4 strategy, laur

ASK — what must it know first?One per line. Only what's truly missing.

What products or offers do you already have?
Who is your audience?
What is your revenue goal for Q4?

DO — the steps it follows *One step per line, in order.

Map the user's offers onto Attention → Trust → Lead → Offer → Sale → Next Sale → Retention.
Find the weakest stage.

DELIVER — the finished outputFormat, sections, length.

A one-page Q4 plan: goal, offer ladder, weekly calendar, three campaign ideas, next action.

AVOID — boundariesOne per line.

Don't invent sales numbers or testimonials.
Don't suggest paid ads if the user

SKILL 2

Remove

Skill name *

Offer ladder

WHEN — use this skill when...Becomes the skill's description, so make it

The DO box is the heart of a skill. Write the steps the way you'd explain them to a smart new hire.

STEP 3 · AGENTS

Tap **Draft an agent from my plan** and the builder names a helper, writes its one-line job and tone from what you already typed, and ticks every skill. Edit it, or write your own: a name, a one-line job, which skills it runs, the tone, and when it should stop or hand off ("if asked about taxes, say it's outside scope"). One agent is plenty.

STEP 4 · PROMPTS & TESTS

Already filled in from your plan. Starter prompts are what people see as suggestions; tests are what you'll run before sharing. Edit anything. "Re-fill from my plan" resets them if you change your mind.

STEP 5 · FILES & BRANDING

Drop in the files your plugin should rely on (price lists, templates, guides, examples), add your logo, and put your name or brand as the author. Check files for old prices, broken links or

private customer info first — keep version one lean.

STEP 5 OF 5

FILES & BRANDING

Reference files your plugin should rely on (guides, templates, price lists, examples) and your logo. Check files for outdated pricing, broken links or private customer information first. Keep version one lean.

REFERENCE FILES

Drop reference files here or tap to choose

PDF, DOCX, MD, TXT, CSV, JSON, images... up to 25 MB each

BRANDING

Choose logo

PNG, JPG or SVG. Square works best.

Your name or brand * — shown as the plugin author

Phoenix Digital

Support email

hello@yourbrand.com

Website

https://yourbrand.com

Privacy policy URL — required by ChatGPT if you publish publicly

https://yourbrand.com/privacy

Terms URL

https://yourbrand.com/terms

Version

1.0.0

Brand colour

#d9a93f

Keywords — comma separated

q4, sales, offers, black friday

Drag files in or tap to choose. They go into your plugin's references folder exactly as they are.

04 DOWNLOAD YOUR ZIPS

Tap **Downloads** in the left rail. A review card at the top lists anything still missing and jumps you to it. If the step says **Locked**, tap the access link from your receipt page or type in your access code (see [section 09](#)). Then tap a zip; it builds instantly and lands in your Downloads. **Download everything I've unlocked** grabs every zip in one go.

YOUR PACKAGE

Q4 SALES ENGINE IS READY

Three zips, built on your device the moment you tap them, from exactly what you typed. Download as many plugins as you like on this device, forever.

New here? [Read the step-by-step guide](#) (it's also inside every zip as START-HERE.pdf).

• Unlocked · base

Everything's in. Your plugin is complete; download below.

ZIP 1 · BUILDER

SKILLS

Every skill as its own folder with a SKILL.md, ready to upload to Claude or drop into any plugin.

Download
Skills

ZIP 2 · BUILDER

AGENTS

Your agents as portable agent files with a setup guide for Claude Code, Codex and ChatGPT.

Download
Agents

ZIP 3 · BUILDER

PORTABLE PLUGIN

The complete universal package: manifest, skills, agents, reference files, logo, prompts and test plan. Works across clients.

Download
Plugin

Download everything I've unlocked

One tap, every zip. Your browser may ask once to allow multiple downloads.

PLATFORM PACKS

Add-on. Want it tuned for one platform? The **ChatGPT Pack** adds the OpenAI listing manifest, submission checklist and Plugin Creator prompt so it's ready for the

Review card, then the three included zips; the ChatGPT and Claude packs underneath.

Each zip is named after your plugin, for example `q4-sales-engine-plugin.zip`. Inside the Portable Plugin zip you'll find:

```
q4-sales-engine/
├─ plugin.json      the manifest (name, version, author)
├─ README.md        what it is + how to install it
├─ skills/           one folder per skill, each with SKILL.md
├─ agents/           your agents
├─ references/        the files you dropped in
├─ assets/logo.png  your logo
├─ prompts/          starter prompts + build prompts
├─ tests/test-plan.md your 5 + 3 tests
├─ PLAN.md           your filled-in worksheet
└─ START-HERE.pdf    this guide
```

SAVE YOUR PLAN

Tap **Save plan to file** to keep a copy of your answers. Load it later on any device to rebuild or update the plugin. Files and logo aren't included in the plan file, so re-add those.

05 INSTALL IN CHATGPT

You need a ChatGPT Work (or Business/Enterprise) account with Plugin Creator access. Start private, test it, then publish if you want.

THE EASY WAY · PLUGIN CREATOR

- 1 **Unzip** the Portable Plugin zip (or the ChatGPT Pack) on your computer. You'll get a folder named after your plugin.
- 2 In ChatGPT, start a new chat and type **@Plugin Creator**, then describe what you want. If you have the ChatGPT Pack, open `CHATGPT-SUBMISSION.md` and copy the ready-made prompt from section 1.
- 3 **Attach your zip** (or the folder's files) when it asks, or use "Upload plugin" if your account shows it. Plugin Creator reads `plugin.json` and your `skills/`.
- 4 Say **"keep it private while I test it."** Review what it created: the skill instructions and the included files should match what you typed.
- 5 Open a fresh chat, select your plugin, and run the tests in `tests/test-plan.md`.

PUBLISHING TO THE DIRECTORY (OPTIONAL)

When it passes your tests: open the plugin submission portal, choose **Create plugin** → type **Skills only** → upload the complete zip → fill in the listing (the ChatGPT Pack's `CHATGPT-SUBMISSION.md` has every field written for you: name, short and long description, category, links, three starter prompts, five positive and three negative tests, release notes) → **Submit for review**. A new public submission needs the full zip, not just changed files.

HEADS UP

Screens change often. If a button has moved, follow what your account shows; the files in your zip don't change. A public directory plugin is discoverable, so its link isn't a paywall — sell your training, templates or service around it.

06 INSTALL IN CLAUDE

Two ways: the Claude app (web, desktop, phone) takes skills one at a time; Claude Code takes the whole plugin.

CLAUDE APP (CLAUDE.AI) · SKILLS

- 1 **Unzip** the Skills zip. Each folder inside is one skill.
- 2 **Zip one folder** on its own (right-click → Compress on Mac; right-click → Send to → Compressed folder on Windows). The zip must contain the folder with `SKILL.md` inside. *Claude Pack owners: skip this — the `skills-for-claude-ai/` folder already has each skill zipped.*
- 3 In Claude go to **Settings → Capabilities → Skills → Upload skill** and pick the zip. Repeat for each skill.
- 4 Start a chat and ask for the thing your plugin does. Claude picks up the skill automatically when the request matches its description. You'll see the skill's name light up.

CLAUDE CODE (TERMINAL) · THE WHOLE PLUGIN

Unzip the Claude Pack (or the Portable Plugin zip) and copy the pieces into your Claude folder:

```
mkdir -p ~/.claude/skills ~/.claude/agents ~/.claude/commands
cp -r skills/*      ~/.claude/skills/
cp  agents/*.md    ~/.claude/agents/
cp  commands/*.md  ~/.claude/commands/  # Claude Pack only
```

Then in Claude Code type `/` — your plugin's commands show up, one per skill. The proper installable-plugin route (a Git repo with `.claude-plugin/plugin.json` and a marketplace file) is explained in the Claude Pack's `CLAUDE-INSTALL.md`.

07 INSTALL IN CODEX & OTHERS

The Portable Plugin zip follows the open **Agent Plugins 1.0** standard, which OpenAI, Codex and a growing list of tools read directly. For Codex: unzip it into `~/.codex/plugins/` (the

ChatGPT Pack also includes a `.codex-plugin/plugin.json` fallback). For anything else: point it at the folder, or paste a skill's `SKILL.md` text as instructions. It's just clear, well-structured text.

08 TEST IT BEFORE YOU SHARE IT

Don't publish after one test. Open a fresh chat, pick your plugin, and run every line of `tests/test-plan.md`. Fix the wording in your SKILL.md (or in the builder, then re-download), and run the same prompts again.

- ☐ A simple request works
- ☐ A detailed request works
- ☐ With details missing, it asks once and then delivers with clear placeholders
- ☐ Each skill kicks in when it should
- ☐ It uses your reference files instead of making things up
- ☐ The output looks the way you described in DELIVER
- ☐ It sounds like your brand
- ☐ Off-topic requests get a polite "that's outside what I do"

The final human test: was it useful? Was anything confusing? Did it ask unnecessary questions? Would a beginner understand the output? Would you use it again? Build → Test → Improve → Repeat. Version one doesn't need to be perfect; it needs to be useful.

09 YOUR ACCESS CODE

Right after checkout you land on a thank-you page showing your code, something like `SBAPP-7KQ2-M9XR`. Tap **Open the Plugin Builder** there and this device unlocks on its own. Save the code: it works on up to **5 devices**, and you can type it into the builder on your phone, laptop or anywhere else. Platform packs have their own code; entering it also unlocks the builder.

Lost your code? Email hello@sweatsuitbillionaire.com from the address you used at checkout and we'll find it.

10 HELP

Stuck? Email hello@sweatsuitbillionaire.com and we'll get you sorted.



THE SWEATSUIT BILLIONAIRE™

© 2026 Abara Marketing LLC. All rights reserved. *The Sweatsuit Billionaire™*, the seated-figure logo and the crown \$B monogram are trademarks of Abara Marketing LLC. The Plugin Builder and this guide are licensed to the purchaser for personal or business use; redistribution, resale or sharing of access codes is not permitted.

ChatGPT, Codex and Plugin Creator are trademarks of OpenAI. Claude and Claude Code are trademarks of Anthropic, PBC. Agent Plugins and Agent Skills are open specifications. This product is independent and is not affiliated with, endorsed by or sponsored by OpenAI or Anthropic. Platform screens and policies change; always follow what your account shows.

Plugin Builder Guide · Edition 1.1 · October 2026 · builder.sweatsuitbillionaire.com · hello@sweatsuitbillionaire.com