fynl.io

FREE GUIDE

ChatGPT Business Agent: the launch checklist

Tick each box to get your business ready for a ChatGPT Business Agent, from claiming your profile to testing before you publish.

WHAT THIS ADDS

The first live agent people saw answered that it had no product catalog connected. That is the lesson: the agent is only as good as the information behind it. So the useful work this week is not waiting for the builder, it is claiming your business, starting verification, and fixing your website so prices, shipping and returns are correct in plain text.

Check you are eligible

- ☐ Ecommerce or online service business in the United States (OpenAI's current eligibility).
- ☐ You have a website.
- ☐ You have read the Business Agents Policy.

Claim and verify

- ☐ Business Hub in ChatGPT: select Add business and pick your profile.
- ☐ Verify by phone, business email, a record on your domain, or your Shopify store.
- ☐ Finish identity verification with Persona (government ID, business registration, proof you are authorized).

Fix your website first (our take)

- ☐ Prices are current and written in plain text.
- ☐ Shipping details are current.
- ☐ Return policy is current.
- ☐ Contact details and support page are current.
- ☐ Stores: Shopify feed or CSV product feed is ready.

Write your instructions

- ☐ Business info: what you offer, who it is for, where it is available.
- ☐ Links to product pages, privacy policy and support page.

- □ Guidelines: tone, when to ask questions, what to do when it can't answer.
- □ No private business information, customer data, passwords or payment details in either box.

Test before you publish

- □ Write down the ten questions customers ask most, with the correct answers.
- □ Ask: "Can I return an item I bought on sale?"
- □ Ask about your best-selling product.
- □ Ask about something you have not announced. It should not make up a date.
- □ Wrong answer? Update the information or instructions and test again.
- □ Select Publish.

Policy check

- □ The agent is clear that it is AI representing your business.
- □ No invented offerings, prices, availability, reviews, guarantees or results.
- □ No hidden fees, conditions or limits.
- □ No pressure, no false urgency.
- □ No requests for health details, government IDs or financial details. No advice that needs a professional license.

Keep it current

- □ When a price or policy changes, update your website and your agent on the same day.
- □ Check Business Hub insights (past 28 days): mentions, website clicks, discovery topics.

Sources

OpenAI: Introducing Businesses in ChatGPT (November 10, 2026). OpenAI Help Center: Setting up your business on ChatGPT; Setting up a Sponsored Business Agent in Ads Manager. OpenAI: Business Agents Policy (updated November 10, 2026).

DO THIS

This week, claim your business in ChatGPT and start identity verification, even if you don't see the agent builder yet. Then write down the ten questions your customers ask most, with the correct answers. That list is your test on the day the builder shows up.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped

- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io does the busywork around a change like this in plain words: you say what you want, and the AI drafts your return policy, your top ten customer answers and your product page copy using your own Claude or ChatGPT API key, with no markup on top.

Sources

- OpenAI: Introducing Businesses in ChatGPT (November 10, 2026) — https://openai.com/index/introducing-businesses-chatgpt/
- OpenAI Help Center: Setting up your business on ChatGPT — https://help.openai.com/en/articles/20001635-setting-up-your-business-on-chatgpt
- OpenAI: Business Agents Policy (updated November 10, 2026) — https://openai.com/policies/business-agents-policy/
- OpenAI Help Center: Setting up a Sponsored Business Agent in Ads Manager — https://help.openai.com/en/articles/20001651-setting-up-a-sponsored-business-agent-in-ads-manager
- Search Engine Roundtable: first look at ChatGPT Business Agents (November 16, 2026) — https://www.seroundtable.com/openai-chatgpt-business-agent-42536.html