fynl.io

FREE GUIDE

# ChatGPT Business Hub claim checklist

Tick each box in order. Every item comes from OpenAI's help article and announcement of November 10, 2026.

WHAT THIS ADDS

Most owners will stop after the claim. The real work is the second approval: without Persona identity verification you cannot publish changes, see insights, connect a feed or build an agent, and you get no blue check.

## Before you start

- ☐ Decide which ChatGPT account will be the admin. Use one the business controls, not a personal one.
- ☐ Pick your fastest verification method: business phone, business email, website domain (DNS TXT) or Shopify.
- ☐ Have a government-issued ID, business registration details and proof you are authorized ready for Persona.
- ☐ Check that your business name, address and any registration or tax number match your official records exactly.

## Claim

- ☐ Sign in to ChatGPT and open Business Hub from the sidebar (chatgpt.com/business-hub).
- ☐ Search for your business and pick the listing that matches.
- ☐ Confirm the account that will manage it.
- ☐ Verify: enter the phone or email code, add the TXT record and select Verify domain, or connect Shopify.
- ☐ Wait for OpenAI's email with a decision or a request for more information.

## Verify with Persona

- ☐ Complete Persona identity verification. It unlocks publishing changes, insights, product feeds and business agents.
- ☐ Look for the blue check. It appears only after Persona is approved.
- ☐ If Persona fails, fix any mismatch with your official records and try again if the option is there.

## Set up your profile

- ☐ Update website, description, category, logo, delivery policy and return policy.
- ☐ Add a cover photo.
- ☐ Remember OpenAI reviews changes before they publish.
- ☐ Keep your website and other listings accurate, since ChatGPT may still use other sources.
- ☐ Sellers: connect a product feed by CSV or hosted URL, or connect from the Shopify admin.

## Business agent (eligible U.S. ecommerce and online services)

- ☐ Review the product details and policies the agent will use.
- ☐ Write clear instructions for how it should answer.
- ☐ Preview it with a real customer question and fix any wrong answer.
- ☐ Publish only when it answers correctly.
- ☐ Make sure the pages it links to can take the order or booking. The agent cannot.

## Every month

- ☐ Open Insights: mentions, website clicks and discovery topics for the past 28 days.
- ☐ A blank number may mean the reporting threshold has not been reached yet.
- ☐ Add teammates or an agency with their own ChatGPT accounts. Never forward a personal claim invitation.
- ☐ Someone else claimed you? Use the three-dot menu, then Dispute ownership.

DO THIS

Open Business Hub, claim your business with the verification method you can prove fastest, then finish Persona the same week so you can edit your profile, see insights and earn the blue check.


## 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 launch like this in plain words: you say what you want, and the AI drafts your descriptions, policies and follow-ups 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