ChatGPT Business Hub Setup Guide

A practical guide for coaches entrepreneurs and service businesses

By Rami Raidan | AI Impact Method
Updated November 23 2026

Use this guide to prepare your business information, claim your profile, complete verification, and set up a Business Agent if your business qualifies. The aim is simple: help prospective customers understand what you offer and find the right next step.

OpenAI introduced Businesses in ChatGPT in beta on November 10, 2026. Business Hub is where eligible businesses manage their information and view discovery insights. Business Agents add an optional customer conversation inside ChatGPT. [1]

Start with accurate information and one clear customer journey. Choose the offer you most want people to understand, make its details easy to find, and decide where an interested person should go next.

What you can do

Capability	What it helps you do
Claim your business	Verify that you own or are authorized to represent it.
Manage business information	Keep your description, website, branding, and relevant policies current.
Share product information	Provide product details, prices, and availability where supported.
Review discovery insights	See available aggregated mentions, website clicks, and discovery topics.
Publish a Business Agent if eligible	Help prospective customers explore your offerings through a clearly identified business conversation.

Customers can encounter a business in a ChatGPT answer, open its profile, and choose to talk to its available Business Agent. That conversation is separate from ChatGPT's independent answer. [1]

Claiming your business does not guarantee higher placement, recommendations, or sales. A business can appear in ChatGPT without having an agent. [2]

Check availability before you begin

Business claims are available to eligible businesses in supported locations. Business Agents currently have narrower availability: eligible U.S. ecommerce and online service businesses with a website. Business type, intended use, verification, and applicable policies affect eligibility. [1, 2, 5]

If you run a coaching, consulting, training, or education business, check the options offered for your actual business. Having a website and selling online does not automatically qualify you for an agent.

Recommended order: prepare your information, claim the business, complete verification, improve the profile, then check agent availability.

Step 1 Gather your business information

Create one working document before opening the setup flow. Keep public business information separate from documents needed to prove ownership or identity.

Prepare these items:

- Your public business name and the legal name used on registration records.
- Your main website, business contact email, and business phone number.
- Your logo and any business images you have permission to use.
- A plain-language description of whom you help and what you offer.
- A current page for each program, product, or service.
- Published prices, payment options, and enrollment requirements.
- Delivery, cancellation, refund, privacy, and other relevant policies.
- Answers to common questions people ask before buying.
- A contact page for questions that require your team.
- Access to the business email, phone, domain settings, or Shopify store you may use for verification.

For coaches and consultants: check that your website explains the audience, format, duration, inclusions, and next step for each offer. Replace expired dates and promotions before using that information elsewhere.

Step 2 Open Business Hub and find your business

1. Visit ChatGPT Business Hub and sign in, or open **Business Hub** from the ChatGPT sidebar on the web.
2. Search for your business by name.
3. Select the correct listing and confirm the account that will manage it. [3]

Use an account the business can maintain over time. Compare the website and other identifying details before choosing a listing, especially if another company has a similar name.

If your business is missing: an eligible online business may be offered an add-business option. Local stores and restaurants currently can claim only an existing U.S. listing. If the route you need is unavailable, use OpenAI Support. [3]

Manage only a business you own or represent. Avoid creating a second profile to work around a claim problem. [4]

Step 3 Verify your connection to the business

Choose one of the verification methods offered for your listing. The available choices can differ. [3]

Method	What to have ready
Business email	Access to the business email shown so you can receive a code.
Business phone	Access to the listed number for the offered code-delivery option.
Website domain	Access to the domain's DNS settings, or help from the person who manages them.
Shopify	Permission to connect the correct Shopify store.

Follow the on-screen instructions. For domain verification, add the TXT record supplied by ChatGPT and copy its host and value accurately. Return to the claim flow to verify it. [3]

Practical tip: record the account used, the selected business, the verification method, and the submission date. This makes it easier to resume setup or explain a problem to support.

Step 4 Complete Persona identity verification

Claim verification confirms your connection to the business. Persona verification confirms your identity. You need approval for both to unlock the relevant management features, insights, product feeds, and an eligible agent. Follow the Persona prompt in your business overview. [3]

Use the legal business details from official records, with a trade name only where requested. You may be asked for identification and evidence of your authority. Submit those materials through the official verification flow. [3]

Before submitting a new profile: when you create it through Persona, OpenAI approval automatically publishes the profile. Publishing an agent remains a separate, optional action. Continue only when the profile is ready to be public: OpenAI Support cannot delete, hide, or unpublish a published profile through a setup or ownership request. [3]

Your next action while waiting: prepare your offer information and customer questions. Submission is not approval; use the decision email and status in Business Hub to determine what is available. [3]

Step 5 Make your business information clear

Once approved, review the fields available in your profile. Keep your business name, category, website, description, branding, and relevant customer policies accurate. OpenAI requires truthful information and relevant links. [3, 4]

OpenAI reviews profile changes, so updates can take time to appear. ChatGPT may also draw on other sources when answering questions about your business. [3]

For each field, ask: **Would a new customer understand this without speaking to me first?**

Business description template

Replace the bracketed text with confirmed details. This is a writing aid, not a required platform format.

> [Business name] helps [specific audience] with [specific problem or goal] through [services, programs, or products]. We specialize in [main area of expertise]. Our offerings include [main offer types]. Learn about current options at [website].

Illustrative example

> Clear Path Coaching helps independent consultants organize their marketing and client follow-up through workshops and implementation coaching. Our work focuses on clarifying offers, planning content, and building practical follow-up processes. Explore our current programs on our website.

Use concrete details people can evaluate. Replace claims such as "the best program for everyone" with the audience you serve, the support you provide, and the work participants will do.

Choose a clear destination for each offer

Prepare an offer-to-page map. This is your own planning worksheet; it does not imply an automatic integration.

Customer wants to	Page to prepare
Understand your main program	A current program page with inclusions and requirements.
Compare two offers	A comparison or FAQ page explaining the differences.
Enroll or buy	The appropriate enrollment or purchase page.
Ask a question	A contact or support page.
Request a consultation	A booking page, if your business offers consultations.

If you sell products

Product feeds can share structured product information, including prices and availability. Shopify merchants can use the connected catalog. If you prepare a separate feed, follow OpenAI's current product feed specification rather than creating your own column names or format. [2, 6]

For a service business, start with clear offer pages and policies. Check which catalog options apply to your business before preparing a feed.

Step 6 Prepare your Business Agent if available

A Business Agent can explain your offerings and help a prospective customer find a relevant website page. The current experience does not complete purchases, make bookings, or check a customer's order directly. Direct customers to the relevant website page or your support team for those steps. [3]

Check the agent option in the approved business profile. If an agent is unavailable, continue maintaining the profile and your offer information. A verified profile alone does not establish agent eligibility. [5]

Create an information sheet for each offer

Use these fields in your own preparation document, then adapt the content to the information and instruction fields supported in Business Hub.

- **Offer name and purpose:** What is it, and what problem does it address?
- **Who it serves:** Who is it suitable for? Who needs a different option?
- **Requirements:** What experience, tools, or preparation are needed?
- **Inclusions:** Which sessions, resources, services, and deliverables are included?
- **Delivery:** Is it live, recorded, individual, group-based, or a combination?
- **Timing:** What are the duration, access period, and current enrollment dates?
- **Price:** What is the published price, and what payment options apply?
- **Policies:** Which terms, refund rules, or cancellation conditions apply?
- **Next step:** What exact page should an interested person visit?
- **Human contact:** Where should unresolved questions go?
- **Last reviewed:** When was the information checked, and who maintains it?

If a detail is not confirmed, mark it for review. Do not ask the agent to fill gaps with a plausible answer.

Starter agent instructions

Adapt this wording to your business and the instruction controls available. These are recommended starting instructions, not a guarantee of how an agent will answer.

> You are the AI assistant representing [business name]. Help prospective customers understand our offers using the approved business information.
>
> Explain who each offer serves, what it includes, and the next step. Ask a brief clarifying question when it will help someone choose a relevant option.
>
> Use only confirmed prices, dates, inclusions, and policies. If information is missing or unclear, say so and direct the person to [contact page].
>
> Use a warm, clear tone. Do not invent credentials, testimonials, discounts, availability, or guaranteed results. Do not pressure someone who declines.
>
> Do not request passwords, payment details, government IDs, or private client information. Stay within the business's approved role and capabilities.

Provide the relevant approved website link. Do not claim that a purchase, booking, or other action has been completed when it has not.

OpenAI's agent policy requires accurate representation, honest claims, appropriate handling of personal information, and staying within approved capabilities. Review the policy for your business and intended use before publication. [5]

Step 7 Test the agent before you publish

Preview the agent, check its answers against your approved information, correct problems, and test again. Publish when it is ready for customers. [2, 3]

Use these questions to test the customer experience:

1. What does your business help people with?
2. Who is your main program designed for?
3. I am a beginner. Is it suitable for me?
4. What should I have in place before starting?
5. What exactly is included?
6. Is the program live, recorded, or both?
7. How much time should I set aside each week?
8. What does it cost, and are payment options available?
9. How are your two main offers different?
10. Can you guarantee a specific result?
11. What is your refund or cancellation policy?
12. I found an old discount online. Is it still valid?
13. Where can I enroll or request a consultation?
14. How can I speak with someone on your team?
15. What happens if you do not know the answer?

What a passing answer looks like

Check four things: it matches the approved facts, acknowledges missing information, uses a working relevant link, and explains the next step clearly.

Record each failure in a simple log: **question, incorrect response, source to correct, retest result**. Retest questions about prices, policies, and offer fit after making changes.

A fluent answer is not enough. If the details are wrong, correct the underlying information before making the agent available to customers.

Step 8 Review discovery and business results

Business Hub offers aggregated discovery insights, including mentions, website clicks, and discovery topics. Insights are subject to privacy thresholds; individual customer conversations and agent chats are not shared with the business. [1]

Available insights cover the past 28 days. For an online business, a mention counts a website reference, not just the brand name. A blank metric can reflect reporting thresholds or unavailable data rather than zero activity. [3]

Use this distinction when reviewing results:

Signal	How to use it
Mentions	Look for changes in how often your business is referenced.
Website clicks	Compare interest in your website over time.
Discovery topics	Identify themes worth explaining more clearly on your website.
Website inquiries	Measure contact forms, consultation requests, or signups in your own systems.
Sales	Measure completed purchases or enrollments in your own systems.

A click is not proof of a completed visit, inquiry, or sale. Compare Hub signals with your website analytics and actual business records. Record the reporting date because consecutive 28-day windows can overlap; do not add overlapping windows together as though they were separate months.

A practical monthly review

1. Record the available metrics and reporting period.
2. Review the discovery topics for useful questions to address.
3. Check your offer pages for changed prices, dates, or policies.
4. Retest the questions most likely to affect a buying decision.
5. Review actual inquiries and sales in your own systems.
6. Choose one specific improvement for the next month.

Update material changes when they happen rather than waiting for the monthly review.

When you need help

Business Hub or the agent option is unavailable
Use the direct Business Hub link, check the account and business you selected, and review the current eligibility and verification requirements. If you still cannot proceed, consult the official setup page or contact OpenAI Support.

Verification is pending or unsuccessful
Follow the status and email instructions before trying again. Keep a note of the exact step and any error. If you contact support, remove sensitive details from screenshots. [3]

Someone already manages the listing
Use the ownership-dispute route in the business profile when appropriate. Do not create a duplicate profile to bypass the issue. [3, 4]

A teammate or agency will help
The claiming admin can add teammates or grant agency access through Business Hub. Each person should use their own account. Workspace membership requirements may apply; contact support if an agency invitation is blocked. [3]

You are considering paid services or advertising
Check the current terms and any pricing displayed before agreeing to a paid service. Claiming, publishing an agent, and advertising are separate decisions; an Ads account or Enterprise agreement is not required to claim an eligible business. [3]

Your setup checklist

☐ I have the correct website and public business information ready.

☐ I have checked the eligibility requirements for my actual business.

☐ I have selected the correct listing and management account.

☐ My claim verification is approved.

☐ My Persona verification is approved.

☐ My profile accurately explains what I do and whom I help.

☐ My offer pages, prices, dates, and policies agree with each other.

☐ I have checked whether my business can create an agent.

☐ If available, my agent has been tested before publication.

☐ Customers have a clear website destination and human contact route.

☐ I have assigned an owner to keep the information current.

☐ I have scheduled a review of discovery signals and actual business results.

Your first action today: open Business Hub, check whether you can claim your business, and prepare the information for one core offer. Complete each approval step before moving on to features that depend on it.

Official resources

The product is in beta. Availability, verification requirements, and interface labels may change. Check the current official instructions if your screen differs from this guide.

- **Business Hub:** chatgpt.com/business-hub
- **[1] Launch announcement:** Introducing Businesses in ChatGPT
- **[2] Product overview:** Businesses in ChatGPT
- **[3] Setup and troubleshooting:** Setting up your business on ChatGPT
- **[4] Profile policy:** Businesses in ChatGPT policy
- **[5] Agent policy:** Business Agents Policy
- **[6] Product feeds:** Product feed specification

Prepared by Rami Raidan for AI Impact Method.
aiimpactmethod.io