

Which ChatGPT do I use?

And how do I make it know my business?

The one-pager we give every client, ChatGPT edition. The picker in plain English, the thinking dial, and three ways to load your business in. Save it, share it, argue with it. Updated 22 Jul 2026.

01 · THE PICKER

Auto

"the router"

DEFAULT · FREE + PAID

- Reads each message and routes it to Instant or Thinking for you.
- Auto-switches to Thinking do not count against your weekly Thinking quota; manual picks do.
- Leave it here for 80% of real work.

GPT-5.5 Instant

"the sprinter"

SPEED ●●●● · DEPTH ●○○○

- Everyday chat, drafts, rewrites, quick lookups and summaries.
- Near-instant answers; the everyday default when you pick manually.

GPT-5.4 Thinking

"the reasoner"

SPEED ●○○○ · DEPTH ●●●●

- Multi-step problems: debugging, analysis, planning, tricky spreadsheets.
- It reasons before answering, so give it whole problems, not fragments.

GPT-5.6 family + Pro

"the frontier"

SOL · TERRA · LUNA

- The newest frontier line (GPT-5.6 Sol, Terra, Luna); Pro mode runs on Sol.
- Reserve Pro for when being wrong is expensive: contracts, pricing, hard code.

02 · THE THINKING DIAL (MOST PEOPLE NEVER TOUCH IT)

House rule: start on **Auto**. Escalate to **Thinking** the moment the task is a puzzle rather than a sentence. Save **Pro** for the moments a wrong answer costs real money: a lost client, a broken deploy, a mispriced deal. And remember the quota trick: when Auto decides a question needs Thinking, that upgrade is free; only manual Thinking picks draw down the weekly allowance.

03 · LOAD YOUR BUSINESS IN (THREE WAYS)

STEP 1

Custom instructions

Who you are, what you sell, where your customers are, the tone you write in. Two minutes in Settings, applies to every new chat.

STEP 2

Memory

Let it accumulate facts about the business as you work, and review what it holds once a month: Settings → Personalisation → Memory. Delete anything stale.

STEP 3

Projects

One project per client or product line. Files, instructions and chats live together, so every conversation starts already briefed. The closest thing to a second brain.

All of this tunes what ChatGPT does **for** you. A different question decides whether it sends you customers: when a buyer asks "who should I use?", does it say **your** name? That is measurable. [Run a free AI-visibility scan →](#)

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by Tech Horizon Labs