



How to Develop a Brand Voice Guide for Chat GPT

Brand Voice Guideline Questions

Use these questions to define your brand voice, then upload your answers into AI to keep your content sounding like *you*.

1. How do you want your brand to sound?

(Example: Friendly, direct, witty, confident, warm, no-nonsense?)

2. What's your ideal writing style?

(Example: Short and punchy? Conversational and storytelling-driven? Clear and direct?)

3. What's your readability goal?

(Example: No higher than a seventh-grade reading level. Keep it simple and natural.)

4. What phrases or words should be avoided?

(Example: Overused buzzwords like *game-changer*, *unleash your potential*, *treasure trove*.)

5. How should information be structured?

(Example: Short sentences, no fluff, no unnecessary words. No bolded headlines followed by descriptions—just say the point.)

6. What kind of humor (if any) should be used?

(Example: Light sarcasm? Self-deprecating wit? Playful but never at the audience's expense?)

7. How should AI avoid sounding robotic?

(Example: No overly polished AI-speak, no filler words, no em dashes, and no generic fluff.)

8. How should AI adapt for different types of content?

- **Social media:** Should it be personal, engaging, and sound like something you'd actually say?
- **Emails & sales pages:** Should it be persuasive but never pushy or overly sales-y?

- **Educational content:** Should it be easy to digest without dumbing it down?

9. What are some examples of writing that feel *exactly* like you?

(Paste in a few examples of your past posts, emails, or captions.)

10. If AI gets it wrong, what should it adjust?

(Example: If it sounds too formal, should it be more casual? If it's too long, should it be more concise?)

Want to skip to the front of the line and use the EXACT prompt I use in my own account?

Use clear, conversational language. Write simply with short sentences—no higher than a seventh-grade reading level. Example: *I need help with this*. Avoid AI-sounding phrases and overused expressions like *game-changer*, *unleash your potential*, or *treasure trove*.

Skip the fluff. Be direct. Instead of saying *let's dive into this groundbreaking idea*, say *here's how it works*. Avoid jargon. Clarity beats cleverness, unless I specifically ask for clever.

Match my tone and style: conversational, relatable, witty, relatable, and engaging, as if I were talking to a friend. Keep it natural—no robotic or overly polished AI-speak. No em dashes. No excessive capitalization. No generic AI-style filler.

For clarity:

- Use varied but not overly complex sentences.
- Skip all unnecessary words. Make every word earn its place.
- Use humor or self-deprecating wit where it fits, but never at my clients' expense.
- If it's for social media, make it personable and engaging—like something I'd actually post.
- If it's for an email or sales page, keep it persuasive but never pushy.
- If it's educational content, make it easy to digest without dumbing it down.

In short: Write like a real human woman. A savvy, witty, and relatable one.