

Build and Test Your Reusable AI Voice Setup

Use ChatGPT or Claude to turn real writing samples into a practical voice reference, test it on an actual message, and correct the result without changing your meaning. By the end, you will have a repeatable process for producing drafts that sound more like you while keeping your judgment in charge.

WHAT'S INSIDE

- Get a first result in minutes
- Choose and clean your real samples
- Build an evidence-based voice profile
- Separate facts from style, then draft
- Judge the draft before it becomes yours
- Run two practice variations
- Save a reusable voice kit
- Know when you are finished

01 Get a first result in minutes

Start with a complete test so you can see the method work before building your own setup. You will give AI samples, protect the facts, inspect the result, and request one specific correction.

1

GO HERE

Open ChatGPT or Claude

Use whichever tool you already prefer. Start a new conversation.

2

PASTE THIS

Run the sample-based test

Paste the complete prompt below into the message area and send it.

PROMPT

I want to test voice matching. First identify the recurring patterns in the samples below. Then rewrite the draft using those patterns.

VOICE SAMPLES

Quick heads-up: I'm hosting a short session next Thursday.

I won't try to cover everything. We'll focus on the few decisions that make the biggest difference.

If this is useful for where you are right now, I'd be glad to have you there.

DRAFT TO REVISE

We are thrilled to announce an exciting upcoming webinar packed with valuable insights and actionable strategies. Reserve your spot today and prepare to transform your approach!

FACTS THAT MUST REMAIN UNCHANGED

- The session is Thursday at 1:00 p.m.
- It lasts 30 minutes.
- It covers three ways to improve follow-up emails.

Do not add benefits, urgency, promises, or claims that I did not provide. Return a brief list of the voice patterns you found, followed by one revised draft.

1

LOOK FOR THIS

Inspect the result

Confirm that the three facts remain exact. Look for a direct opening, restrained language, relatively concise sentences, and an invitation rather than manufactured urgency.

Name one false note

If the result still feels promotional or overexplained, paste the correction prompt below. Do not settle for the first plausible imitation.

PROMPT

Revise again. Keep every stated fact unchanged. Remove promotional language, vague benefits, and any sentence that explains more than the samples do. Use a direct opening and a restrained invitation. Return only the revised message.

A strong result may look like this: Quick heads-up: I'm hosting a 30-minute session Thursday at 1:00 p.m. We'll work through three ways to make your follow-up emails clearer and easier to send. If that is useful for where you are right now, I'd be glad to have you there.

Your result does not need to use those exact words. The test is whether the facts survived, the generic promotion disappeared, and the draft moved toward the observable choices in the samples.

02 Choose and clean your real samples

Now move from the demonstration to a message you may actually use. Pick one lane from this menu:

- An invitation or announcement with a date, time, topic, and requested action
- A follow-up email with a known next step and timing
- An explanation of a decision and what the reader needs to do next
- A short social post based on a longer article or explanation

Choose two or three short pieces of your previous writing from the same lane. Use material that genuinely sounds like you and that you would be comfortable sending again today. Similar purpose, audience, and level of formality matter more than collecting a large pile.

CHECKLIST

- Keep samples that show how you normally open and close.
- Include enough writing to reveal sentence length, pacing, context, and directness.
- Exclude rushed writing, awkward one-offs, and messages you no longer stand behind.
- Do not mix formal reports, casual texts, and sales emails without explaining the context.
- Remove private names, internal details, customer data, and other confidential information.
- When sanitizing, preserve the sentence shape and punctuation that carry your style.

If you only have one strong sample, you can still run a small test. Treat any pattern the AI identifies as tentative until you see it recur in more of your writing.

03 Build an evidence-based voice profile

Start another new conversation. Ask for analysis before asking for a draft. This makes it easier to catch a bad interpretation before it spreads into the writing.

PROMPT

The passages below represent my natural writing for this context: [CHOOSE ONE: invitation, follow-up, explanation, request, or social post].

Identify recurring, observable patterns in:

- How I open and close
- Sentence length and rhythm
- How much context I provide
- Words and phrases I naturally use or avoid
- How I explain difficult ideas
- How directly I make recommendations or requests

For each category, describe the specific pattern and point to brief evidence in the samples. Separate recurring patterns from one-off choices. Do not infer my personality, values, biography, or intentions. Do not draft anything yet.

SAMPLES

[PASTE TWO OR THREE SANITIZED SAMPLES]

Approve the profile instead of accepting it automatically

CHECKLIST

- Each claimed pattern is visible in the samples rather than merely plausible.
- Vague labels such as warm, professional, or conversational have been translated into observable behavior.
- A single unusual phrase has not been mistaken for a permanent habit.
- The profile describes choices such as direct openings or mixed sentence lengths instead of inventing personality traits.
- The description fits this particular context rather than every message you might write.

If the profile is wrong, correct it before drafting. Choose the relevant correction from this menu: remove a one-off phrase, narrow the context, change an inaccurate description of your directness, or identify a pattern the analysis missed.

SCRIPT

Revise the voice profile using these corrections:

[PASTE THE SPECIFIC CORRECTIONS]

Keep only patterns supported by the samples. Return the revised profile without drafting the message.

04 Separate facts from style, then draft

Before requesting the draft, create a compact fact packet. Voice controls how the message is expressed. The fact packet controls what the message is allowed to say.

TASK	FACTS TO LOCK	USEFUL BOUNDARIES
Invitation	Date, time, duration, topic, and requested action	No invented urgency, benefits, or promises
Follow-up	What happened, the agreed next step, and relevant timing	No assumptions about the other person's interest or intent
Article to social post	Central point, essential facts, and claims that must retain their meaning	No stronger conclusion merely to make the post punchier
Decision explanation	The decision, the reasons the reader needs, and what happens next	No new motives, guarantees, or tidy conclusions you do not believe

TEMPLATE

TASK: [MESSAGE TYPE AND PURPOSE]

READER: [WHO WILL RECEIVE IT]

FACTS THAT MAY NOT CHANGE:

- [FACT 1]
- [FACT 2]
- [FACT 3]

ACTION THE READER SHOULD TAKE: [ACTION OR NONE]

CLAIMS, BENEFITS, OR URGENCY NOT AUTHORIZED: [LIST THEM OR STATE NONE]

LENGTH OR FORMAT BOUNDARY: [RELEVANT LIMIT]

Paste your approved voice profile, samples, and completed fact packet into this drafting prompt:

PROMPT

You are drafting this message, not deciding what I mean.

Use the approved voice profile and samples as style references. Apply recurring choices in structure, rhythm, context, vocabulary, and directness. Do not repeat favorite phrases merely to create an imitation.

Keep every fact in the fact packet unchanged. Do not add claims, benefits, urgency, promises, or details that are not provided. If essential information is missing, identify it instead of guessing.

APPROVED VOICE PROFILE

[PASTE PROFILE]

VOICE SAMPLES

[PASTE SAMPLES]

FACT PACKET

[PASTE FACT PACKET]

Return one draft.

05 Judge the draft before it becomes yours

Do not begin by polishing individual words. Review in four passes so a smooth sentence does not distract you from a changed fact or an implied promise.

1

PASS 1

Lock the facts

Check every date, time, duration, number, topic, decision, and requested action against the fact packet.

2

PASS 2

Protect the meaning

Look for stronger claims, invented benefits, false urgency, assumptions about the reader, or conclusions you do not believe.

3

PASS 3

Listen for false notes

Read the draft aloud. Check the opening, pacing, amount of context, directness, and closing. Notice phrases that sound like a costume rather than a choice you would make.

4

PASS 4

Make the human edit

Correct the wording yourself or request one focused revision. Keep your final intent attached to every sentence that will carry your name.

When something feels wrong, name the problem precisely. Useful diagnoses include: the opening takes too long, the enthusiasm is too high, the request is too forceful, the draft explains too much, a phrase is not one you use, or the ending adds a promise.

PROMPT

Revise only the issues listed below. Keep all verified facts and the central meaning unchanged.

FALSE NOTES TO CORRECT

[PASTE THE SPECIFIC ISSUES]

Do not strengthen the claim, add urgency, invent a benefit, or create a new conclusion. Return only the revised draft.

What good looks like

- The factual content matches the source material.
- The message still says what you believe and intend.
- The voice patterns are recognizable without becoming exaggerated.
- No unauthorized claim, benefit, urgency, or promise has appeared.
- You can explain and stand behind every sentence.

AI can reproduce visible patterns without understanding the experience, values, or responsibility behind them. Your review is not optional polish. It is the step that keeps the message yours.

06 Run two practice variations

Variation one: compare adjectives with evidence

Use the same fact packet and starting draft in two new conversations. This lets you observe what changes when the instruction becomes more specific.

PROMPT A

Rewrite this draft to sound warm, professional, and conversational. Keep the facts unchanged.

[PASTE FACT PACKET AND DRAFT]

PROMPT B

Rewrite this draft using the observable patterns in the voice samples and approved profile below. Keep the facts unchanged. Do not add benefits, claims, urgency, promises, or details.

[PASTE FACT PACKET, VOICE PROFILE, SAMPLES, AND DRAFT]

Compare the versions for fact preservation, opening style, sentence rhythm, amount of context, directness, invented claims, and phrases you would actually use. The point is not to assume that one draft is finished. It is to see which instructions create useful differences and where your judgment is still required.

Variation two: compress without drifting

Choose a detailed article or explanation and two or three short social posts that represent how you normally compress an idea. Then run this prompt:

PROMPT

Turn the source text into a short social post. Preserve its central point, essential facts, and level of certainty.

Use the social post samples to match my usual opening style, paragraph length, sentence rhythm, and degree of directness. Do not add a stronger claim or a conclusion that is not in the source.

SOURCE TEXT

[PASTE SOURCE]

SOCIAL POST SAMPLES

[PASTE TWO OR THREE RELEVANT SAMPLES]

Read the shorter version aloud and compare it with the source. A familiar cadence is not a success if the meaning has drifted.

07 Save a reusable voice kit

Create one voice kit for each writing context you use regularly. Keeping contexts separate prevents formal, casual, explanatory, and promotional material from being blended into a voice you never use anywhere.

CHECKLIST

- A clear context label, such as client follow-up or short social post
- Two or three representative, sanitized samples
- The approved list of observable voice patterns
- Your standard boundaries for claims, urgency, promises, and invented details
- The reusable drafting prompt
- The four-pass review checklist

REUSABLE PROMPT

Draft the message described in the fact packet.

Apply the approved voice patterns and use the samples as evidence. Preserve every fact and the intended level of certainty. Do not add claims, benefits, urgency, promises, conclusions, or details that are not provided. Do not overuse distinctive phrases.

VOICE KIT

[PASTE THE RELEVANT KIT]

FACT PACKET

[PASTE THE CURRENT FACT PACKET]

Return one draft for human review.

1

SAMPLE

Use the right evidence

Select the kit that matches the current purpose, audience, and level of formality.

2

PATTERN

Generate from recurring choices

Paste the kit and current fact packet into a new conversation, then request the draft.

3

JUDGMENT

Verify before sending

Run the four review passes, request focused corrections, and make the final human edit.

If drafts begin to drift, do not keep piling on adjectives. Replace an unrepresentative sample, narrow the context, correct the pattern profile, or strengthen the factual boundaries. Then test again.

08 Know when you are finished

You have completed the guide when you have:

CHECKLIST

- Run the quick-start test in ChatGPT or Claude
- Selected and sanitized samples from one real writing context
- Created and corrected an evidence-based voice profile
- Produced a draft from a locked fact packet
- Named and corrected at least one specific false note
- Verified the facts, meaning, implied promises, and voice
- Run a second variation to test the skill rather than one isolated prompt
- Saved a reusable voice kit for the next message

Your repeatable process is now simple: choose relevant samples, identify the pattern, protect the facts, generate a draft, and apply your judgment before the writing leaves your hands.

Optional deeper context

Browse the AI Insights library for more practical guidance on working with AI: <https://chuckgoetschel.com/ai-insights>

INSTAGRAM · FACEBOOK · TIKTOK · YOUTUBE · CHUCKGOETSCHEL.COM

The goal is not to make AI become you. It is to produce a better draft while keeping your judgment attached.