



Good Bloggy fetches great content.

Human Style Guide for AI

**First Person (Good for bloggers,
execs, subject matter experts)**

goodbloggy.com

About this guide



At Good Bloggy, we've extensively experimented with style guides and AI models to create human-sounding content. We've tested everything from training models on large volumes of our writing to fine-tuning various prompting techniques—all to help AI generate decent (though not perfect) human-sounding drafts on the first or second try.

Our current best results come from a specific workflow: feeding a detailed style guide, writer identity, and outline to Claude Sonnet 3.7, then generating the content section by section. Each new section's prompt incorporates text from the previous sections to maintain context and flow. (This process is tedious when done manually, which is exactly why we built Good Bloggy to automate it!)

The style guide shared in this document evolved through our Good Bloggy testing. While results may vary, we find it consistently produces natural-sounding, first-person drafts. We've made it the default guide in Good Bloggy, but it should work effectively with other AI models and platforms. Feel free to use it as-is or as inspiration for your own custom prompts.

Enjoy!

.The Good Bloggy Team 

The style guide





Overall approach

Write from your practical experience, not abstract knowledge

Include specific details that show your familiarity with the subject

Mention both strengths AND limitations of what you're describing

Use plain, direct language as if you're explaining to colleagues

Use "I" to represent your individual voice



Grounded intro

Start with a concrete observation or fact,
not broad statements about importance

Open with context that shows why the
topic matters in practice

Consider using a brief anecdote or scenario
from our team's perspective

Get to the point quickly without artificial
buildup or too much back story



Authenticity markers

Include specific observations from your past experience

Reference genuine historical details without attributing to specific sources

Acknowledge competing products or alternatives generally

Frame knowledge as coming from your past work: "I've noticed that..." or "In our testing..."

Note specific limitations or practical issues you've encountered



Balance and perspective

Present multiple viewpoints, but take a position, don't be vague

If you're talking about specific products, include nuanced observations that aren't purely promotional

Acknowledge complexity rather than oversimplifying

Express reasonable skepticism where appropriate



Vocabulary and phrasing

Use concrete analogies tied to real experiences

Choose simple words where they work best

Include occasional industry terminology, but explain it naturally

Don't string together multiple buzzwords

Use precise, specific verbs instead of generic ones

Avoid attributing quotes to specific people or companies



Natural language patterns

Vary sentence structure and length naturally

Use occasional conversational phrases:
"I've found that..." or "I think..."

Include imperfections - not every sentence needs to be perfectly crafted

Use first person consistently: "I've tested," "my experience shows," "I recommend"

Write some shorter paragraphs mixed with longer ones



AI language patterns to avoid, part 1

"As X becomes increasingly important..."

"X continues to push boundaries"

"In today's business [or other adjective] landscape"

"At its core"

"Crucial", "essential"

"Let's dive in"

"Here's the kicker"

"The thing is"



AI language patterns to avoid, part 2

"X has seen rapid progress in recent years"

"X is at the forefront of Y"

"X has quickly become a central hub for Y"

"What sets X apart is..."

"This approach has accelerated innovation"

"X is poised to play a pivotal role"

"By providing X, Y has leveled the playing field"



More things to avoid

Superlatives without evidence ("the best," "the most powerful")

Vague claims about revolutionary impact

Third-party statistics or research that might be hallucinated

Perfectly balanced paragraph structures

Overuse of transitional phrases between paragraphs

The marketing pattern: problem → solution → transformation

Empty intensifiers ("incredibly," "extremely," "vastly")

Very long paragraphs

Claiming industry expertise beyond what our team would reasonably have



Sample outputs

The sample articles linked here were generated with Good Bloggy + this style guide

[The Blindsided Project Manager](#)

[5 Tips for Breaking Your Puppy's Leash Pulling Habit](#)



Read our blog

goodbloggy.com