

AI POWERED CEO WORKSHOP

Your Brand *Voice Guide*

A simple fill-in workbook that captures how you sound. Do it once, and every word AI writes will sound like you, not a robot.

Celeste Angelic London

AI Powered CEO · The Gen X Sister Who Figured It Out

FREE FOR PAID MEMBERS

Why this matters.

The number one reason AI content sounds "off" is that it doesn't sound like you. This fixes that, for good.

Fill in the prompts on the next few pages. Then copy your finished Voice Profile at the end and paste it into Claude. From that moment on, it writes in your voice.

How to use this guide

1. Work through each prompt. Be honest, not fancy. Write how you actually talk.
2. There are no wrong answers. A few words is plenty.
3. When you're done, fill in the Voice Profile on the last page.
4. Copy that profile and paste it into Claude at the start of any chat.
5. Say: "Use this voice for everything you write for me."

Pro tip: Print this out and scribble on it, or type into it on your computer. However you'll actually finish it is the right way.

Who You Are

1. Who do you help, and with what?

One plain sentence. "I help [who] with [what]."

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2. In three words, how do you want to come across?

Circle or jot the ones that feel like you. Add your own.

Warm	Bold	Calm	Funny	Direct	Encouraging
Honest	Playful	Down-to-earth	Wise	Cheeky	Soft

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3. How do you want people to feel when they read you?

For example: seen, hopeful, calm, ready to act.

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How You Sound

4. Words and phrases you say a lot.

Your natural sayings. "Okay, lovely." "Here's the thing." "Real talk."

5. Words you never want AI to use for you.

The ones that make you cringe. For example: synergy, unlock, hustle, dive in.

6. Formal or casual? Short or flowing?

Describe your style. "Short sentences, casual, a little funny."

7. Emojis, slang, punctuation. Any rules?

For example: "Light emojis only." "No exclamation marks." "I love a good full stop."

Your Story & Your Stand

8. Your story in three lines.

Where you started, the turn, where you are now.

9. What you believe that others in your space don't.

Your hot take. The thing you'd stand on a stage and say.

10. Paste a few lines you've written that feel like you.

A caption, a text, an email. Real examples teach Claude your voice fast.

Your Voice Profile

Fill this in from your answers, then copy it into Claude. This is the magic part.

I help

My tone is (3 words)

I want people to feel

Phrases I use

Words to avoid

My style

My belief / stand

Then paste this into Claude:

"Here is my brand voice. Use it for everything you write for me, until I say otherwise.
I help [who]. My tone is [3 words]. I want people to feel [feeling].
Phrases I use: [phrases]. Words to avoid: [words].
My style is [style]. What I stand for: [belief].
Write in short, real sentences. Sound like a person, not a robot."

Now you sound like you.

Keep this profile somewhere easy to find. Paste it into Claude at the start of any chat and watch the difference.

This one small doc makes every other tool, prompt, and email sound unmistakably yours.

That's your edge.

Celeste

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