



Joy of PM AI Solutions

Automate the Admin, Amplify the Human

The Voice System

Teach AI to write with you, not for you

Most AI writing sounds like a competent stranger doing an impression of a thought leader. It is clean, correct, and forgettable. It has no fingerprints.

This guide fixes that. It is the system I use to keep every post, email, and deck sounding unmistakably like me, and it works by teaching the machine to write **with** you instead of **for** you. You supply the voice and the judgment. The AI supplies the speed. You stay the author.

Work through it once. You will walk away with a reusable voice profile you can paste into any AI tool, and a way of working that scales your writing without flattening it.

1 The core idea: the 70/30 split

When you work with AI, it gets you about seventy percent of the way. The structure, the first-pass phrasing, the tidy format. That seventy percent is real, and handing it to the machine is the admin you automate.

The last thirty percent is yours, and it is the part that matters. It does not spread evenly across the draft. It concentrates in four places.

- **The judgment call.** Whether a claim is true, fair, and yours to make.
- **The specific example.** The real number, the real client story, the real lesson. Only you have these.
- **The taste edit.** The line that is technically fine but slightly off. Cutting it is taste, and the standard is you.
- **The strategic frame.** What the piece is for and who it truly speaks to.

The one rule that keeps you honest: never publish a draft you have not changed.

2 Your voice, in three layers

Adjectives like warm or professional are too soft to guide a machine. Your voice is a set of concrete, checkable behaviors across three layers.

Mechanical rules (the non-negotiables).

These are binary. Either followed or violated. Mine, as an example: no contractions, no em dashes, no hashtags. Yours will differ, but keep them just as checkable.

Rhythm (how the sentences move).

Short sentences. Generous white space so it is scannable on a phone. A teaching cadence: state a claim, then immediately ground it with an example. Rarely leave an abstraction standing alone.

Substance (what you choose to say).

Proof of work beats credentials. Teach, do not sell. No hype words. Honesty about hard numbers, even when saying less. This layer is what keeps drafts from drifting into generic AI boosterism.

The test: a line is yours if a reader who knows your work would not be surprised you wrote it, and would be mildly surprised a competitor did.

3 Build your profile in four steps

Collect.

Pull ten to fifteen of your strongest pieces: posts, emails, notes to customers, anything that sounded like you. Favor recent and favor finished.

Mark the patterns.

Read for what repeats. Recurring sentence shapes, how you open, how you close, the words you reach for, the words you never use. A one-off is style. A pattern is signature.

Separate rules from examples.

A pattern that holds every time becomes a hard rule. A pattern that holds often becomes a sample line, shown rather than mandated. Rules constrain the machine. Examples calibrate it.

Compress.

State each rule in one checkable sentence. Keep the three to five sharpest examples per category and cut the rest. A profile too long stops being read, by you and by the model.

The shortcut. You do not have to start from a blank page. Open your AI tool and say: "Interview me until you are confident you could write in my voice. Ask one question at a time." Answer honestly, then have it write your rules back to you. Edit, and you have a first profile in twenty minutes.

4 A capture trick that works

Talking produces more natural voice than typing. When you type, you self-edit toward a flatter, more formal register. When you talk, your real rhythm comes through.

Pick a question your audience actually asks. Set a two-minute timer. Answer out loud as if a client were across the table, using phone or laptop dictation. Do not clean up the transcript. Feed the raw text to your AI as fresh voice material. The roughness is the point. It is where your authentic phrasing lives.

Catch the drafts where the machine took over

A voice system fails quietly. Run this quick pass before anything goes out.

- **Slop tells.** Em dashes, the word delve, hollow openers like "in today's fast-paced world." Scan for these first.
- **Credential creep.** Does the first proof point name an outcome or a credential? It should name an outcome.
- **Fabrication.** Every number and name must trace to something you provided. If you did not supply it, cut it.
- **Register drift.** Read one paragraph aloud. If it does not sound like you talking, it is drifting.
- **Genericness.** Could a competitor have published it? If yes, add more of your specific, lived material.

If a draft ever pressures you to relax a core rule, just this once, that pressure is the signal to hold the line, not bend it. The rules are what make the voice legible as yours.

Start here

You do not need all of this at once. Do three things this week.

- Write down your five voice rules and your list of words you never use.
- Paste them, plus three real writing samples, into a Project or custom-instructions field in your AI tool.
- On your next draft, protect the thirty percent. Add one specific example, make one judgment call, cut one off-voice line.

That is the whole system in motion. The machine drafts. You stay the author.

Built this into your own voice? Reply to the Intelligence Brief and tell me your five rules. I would like to see them.