

# Ep 12 Resource: Brand voice training

Leanne Shelton from Human Edge AI Training recommends the following process:



- 1 Source 3-4 examples of your company's content that nail your brand voice in regards to wording and energy. They could be pieces that have attracted a lot of online engagement or your colleagues feel aligned with. These could be articles, long form social media posts, or webpages.
- 2 Open up your LLM and paste the words or insert links to them in the message bar.
- 3 Insert the following prompt -  
'Here are samples of content from my company <insert company name>. Could you please review the company's brand voice, structure, and writing style? Then create a Writing Style Guide with the core headings.' <Insert samples here>.
- 4 Review the output and see if you agree. If it's not quite right, challenge it. Your follow up prompt could be something like -  
'This is sounding good, but I think it needs to be more <approachable/sophisticated/casual etc>. Could you please try again?'

# Prompt Guide

Here are the core elements to be featured in a high-quality prompt:



## **Task**

You want to kick things off with a clear action and specific goal. This one should be fairly obvious.

Example: 'Please create a list of 5 x social media posts, approximately 150-200 words each, to promote an AI training program targeting business executives.'



## **Context**

Provide background information to improve the response including purpose, audience, and platform. You'd typically find this information in a human-to-human project briefing.

Example: 'The training program is aimed at business executives who want to stay ahead of the curve by integrating AI into their leadership and decision-making. The focus is on positioning AI as a tool for smarter, faster decisions and streamlining operations. We'll be focusing on the LinkedIn platform, with the goal of driving registrations and building thought leadership around AI training.'



## **Sample content**

To steer AI in the right direction, it's a good idea to include examples of what a 'good' output looks like. You can provide past examples written by your team or something you've discovered externally for 'inspiration'. (I'm not going to promote plagiarism here!)

Example: 'Please use a style similar to these:

- Feeling swamped by AI hype? Discover how to cut through the noise and use AI to make smarter business decisions.
- AI isn't just for techies - it's for leaders like you. Learn how to guide your team into the future with confidence in our upcoming AI training.'

# Prompt Guide

Here are the core elements to be featured in a high-quality prompt:



## Persona

You don't always have to do this, but I've found telling the AI who it's supposed to be while working on the task often improves the quality of the response.

Example: 'Pretend you're a savvy social media marketer who knows how to connect with busy professionals, using a mix of wit, warmth, and expertise to engage.'



## Format

Consider what your ideal output/results will look like. Without clear instructions about the structure and format, your tool will just do whatever it 'feels' like!

Example: 'Please deliver the posts in full draft form, ready for review. Each post should be 2-3 sentences long and include:

- A compelling hook or question to grab attention.
- Clear messaging that highlights the benefits of the AI training program for business executives.
- A strong call-to-action (e.g. 'Sign up now,' or 'Learn more').

Include relevant hashtags (e.g. #FutureReadyLeadership, #AIForBusiness) and use emojis sparingly to add visual interest and energy.'



## Tone

You mightn't need to feature this aspect in every prompt if you've already trained your AI tool to recognise your writing style. For now, let's just say you may wish to specify the tone within your prompt to ensure it aligns with the vibe you're going for.

Example: 'As per the HumanEdge AI Training brand voice, please keep it friendly, relatable, and a little cheeky - something that sparks curiosity and makes the audience feel seen.'

# Prompt Guide

Here's the example prompt in its entirety

'Please create a list of 5 x social media posts, approximately 150-200 words each, to promote an AI training program targeting business executives.

The training program is aimed at business executives who want to stay ahead of the curve by integrating AI into their leadership and decision-making. The focus is on positioning AI as a tool for smarter, faster decisions and streamlining operations. We'll be focusing on the LinkedIn platform, with the goal of driving registrations and building thought leadership around AI training.

Please use a style similar to these:

- Feeling swamped by AI hype? Discover how to cut through the noise and use AI to make smarter business decisions.
- AI isn't just for techies - it's for leaders like you. Learn how to guide your team into the future with confidence in our upcoming AI training.

Pretend you're a savvy social media marketer who knows how to connect with busy professionals, using a mix of wit, warmth, and expertise to engage.

Please deliver the posts in full draft form, ready for review. Each post should be 2-3 sentences long and include:

- A compelling hook or question to grab attention.
- Clear messaging that highlights the benefits of the AI training program for business executives.
- A strong call-to-action (e.g., 'Sign up now,' or 'Learn more').
- Include relevant hashtags (e.g., #FutureReadyLeadership, #AIForBusiness) and use emojis sparingly to add visual interest and energy.

As per the HumanEdge AI Training brand voice, please keep it friendly, relatable, and a little cheeky - something that sparks curiosity and makes the audience feel seen.'

**Yes, it's long.**

But can you see how thorough it was? By including all these details, you have a much greater chance of quality output. With regular usage, you can train the tool to get to know you and your business inside and out. These days, I only need to make minor tweaks when I use AI. And it's almost undetectable that I've used my little sidekick!

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