

## **Brand Voice Discovery Prompt**

Use this prompt before you ask AI to write anything for your brand. This helps set the tone and ensures your voice stays consistent across all content.

Step 1: Copy & Paste This Prompt into ChatGPT (or any AI tool):

*"Before we start creating content, I'd like you to learn and reflect my brand voice. Please ask me 5-7 questions to help you understand how I want to sound across all communications. These questions should help define my tone, personality, language preferences, formality, key messages, and how I want my audience to feel. After I respond, please summarize my brand voice back to me in a short paragraph and confirm you understand it before generating any content."*

Step 2: Be Ready to Answer Questions Like:

- How would you describe your brand in 3-5 words?
- Who is your target audience, and how do you want them to feel when they interact with you?
- Do you prefer a casual or professional tone—or something in between?
- Are there words, phrases, or styles you love—or avoid?
- What brands or voices inspire you or align with yours?
- What are your brand values or mission?

Step 3: Once the AI summarizes your voice, review it:

- ✓ Does it reflect your tone accurately?
- ✓ Does it feel like how you speak to your audience?
- ✓ Are your values and personality coming through?

If not, ask for a revision. If yes—you're ready to create!

### Social Media

*"Write a [tone] social media caption for a post announcing [product/service/event]. Include a call-to-action encouraging people to [engage, buy, sign up, share, etc]."*

Example: *"Write a friendly social media caption for a post announcing our new workshop series. Include a call-to-action encouraging people to sign up."*



### Blog Post

“Write an introduction for a blog post about [topic] that is [tone]. The goal is to [educate/inspire/entertain/sell] and lead the reader into the main content.”

### Email Marketing

“Write a [tone] email to [audience type: customers/clients/team] announcing [news/update/promotion]. Keep it under [X] words and include a friendly sign-off.”

### Newsletter Blurb

“Write a short newsletter blurb about [topic, event, feature]. Keep it [tone] and under [word count]. End with a soft prompt to learn more or get involved.”

### Website Copy

“Write a homepage welcome message for a business that provides [products/services]. Use a [tone] and highlight the core value of [key value or differentiator].”

### Testimonial Rewrite

“Rewrite this customer testimonial in a more [tone] voice, while keeping it concise and persuasive. Here’s the original: [paste text]”

### About Us Section

“Draft an ‘About Us’ paragraph for a company that [mission or industry]. The tone should be [tone] and touch on [years in business, what they’re known for, etc.]”

### Content Brainstorm

“List 5 content ideas for a [type of business] looking to increase engagement on [Instagram/LinkedIn/blog]. Include a brief explanation and suggested visuals for each.”

### Thank You Message

“Write a warm thank-you message to [audience: customers, team, donors, etc.] for [support/action taken]. Keep it under [word count] and authentic in tone.”

### Event Promo

“Create a promotional caption for an upcoming [type of event] happening on [date]. Use a [tone] and include a call-to-action to [register, attend, donate, etc.]”

