

How to Use Your Writing Voice Templates

Overview

These templates help you create a Claude Project that writes in your authentic voice. A Claude Project is a workspace where you can set custom instructions that persist across all your conversations, so Claude always writes in the way you want.

This guide walks you through the process, step by step.

Note that these instructions can easily be applied to a Custom GPT or a Gemini Gem.

Step 1: Choose Your Template

You have two options:

SIMPLE TEMPLATE - Choose this if:

- You're new to working with AI writing
- You want to set this up quickly
- You prefer clarity and simplicity
- You write for one main audience or format

ADVANCED TEMPLATE - Choose this if:

- You write for multiple audiences
 - You write in different formats regularly
 - You want to capture nuances in your voice across contexts
 - You have multiple writing samples to reference
 - You want detailed guidance for complex writing projects
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Step 2: Fill in Your Template

Open your chosen template in Word or Google Docs.

For every bracketed section [like this], write in your answer. These aren't yes/no questions - they're prompts to help you think deeply about your writing voice.

Start by thinking about:

- How do you actually write when you're being most yourself?

- What would a friend say about your writing style?
- What patterns do you notice in your own work?

Don't overthink it. Your authentic answers matter more than perfect answers.

Step 3: Gather Your Writing Samples

The most powerful templates include real examples of your writing.

For the SIMPLE TEMPLATE: This is optional but helpful.

For the ADVANCED TEMPLATE: You should include 3-4 samples (see Section 7 of the template).

What to include:

- Writing you're proud of
- Content that feels like "you" - where your voice comes through clearly
- Mix of formats if possible (e.g., one blog post, one social post, one email)
- Your own writing (not other people's)

What NOT to include:

- Writing you dislike or that doesn't feel authentic
- Heavily edited pieces where your voice got lost
- Writing for audiences very different from your usual ones

Keep these files handy - you'll upload them to your Claude Project next.

Step 4: Create a Claude Project

Go to Claude.ai and create a new Project:

1. Click "New Project" or "Projects" in the menu
 2. Name your project something clear like "My Writing Voice" or "[Your Name] Writer"
 3. You now have a blank project
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Step 5: Add Your Instructions

Your filled-in template IS your project instructions.

1. In your project, find "Settings" or the settings icon
2. Look for "Custom Instructions" or "Instructions"

3. Copy and paste your entire filled-in template into the instructions field
4. Save your changes

Your instructions are now active. Claude will reference them in every conversation within this project.

Step 6: Upload Your Writing Samples

In your project:

1. Look for "Upload" or "Files" or "Knowledge Base"
2. Upload your writing samples (typically as PDFs, Word docs, or text files)
3. Note the exact filename for each upload
4. Add these filenames to Section 7 of your template (the "Writing Samples Reference" section) so Claude knows to reference them

Optional: Some projects also let you add other documents - brand guidelines, past client feedback, or research materials that should inform your writing.

Step 7: Start Writing

Now you're ready to use your project!

When you start a new conversation:

1. Make sure you're in your voice project (check the project name at the top)
2. Depending on your template, tell Claude:
 - Your audience
 - Your format
 - Your goal
 - Any other context

Example prompt: "I'm writing a LinkedIn post for tech company business owners about AI integration. The goal is to get them thinking about realistic implementation, not hype. Can you draft this in my voice?"

Claude will reference your instructions and your uploaded samples to write in your authentic voice.

Step 8: Refine and Iterate

After your first few uses, you'll learn what's working and what needs adjustment.

Refining your template:

- If Claude nails your voice, note what in your instructions made that possible
- If something feels off, adjust the relevant section
- If you discover new aspects of your voice, add them to the template
- If you find better writing samples, upload them and reference them in Section 7

This is an active document. Your template gets better as you use it.

Tips for Success

Write from experience, not theory. Instead of "I like to be professional," write "I explain technical concepts using simple examples from client work and occasionally make self-deprecating jokes."

Be specific about what you DON'T do. "I never use em dashes" is more helpful than "I avoid certain punctuation."

Show, don't just tell. Upload actual writing samples. Claude learns better from examples than descriptions.

Iterate quickly. Use your project for a week, then review and adjust your instructions based on what's working.

Test across formats. If you use your project for blog posts, emails, and social media, tell Claude which format so it can adjust accordingly.

Remember your context. Always tell Claude your audience and goal before asking for a draft. Your instructions set the baseline, but context matters for each specific piece.

Troubleshooting

Claude isn't quite capturing my voice.

- Add more writing samples
- Be more specific in your descriptions (show examples, not just traits)
- Try using a tone example from Section 3 as a model for what you want

I'm not sure what to write in certain sections.

- Look at examples in the template (like the writing philosophy example)
- Think about a piece of writing you're proud of - why does it feel authentically like you?
- Describe what you'd tell another writer who was trying to write like you

My voice is different for different audiences.

- That's normal and the Advanced Template is designed for this
- Use Section 5 (Audience Breakdown) to note how your voice shifts
- In your conversations with Claude, always specify your audience

I uploaded samples but Claude isn't referencing them.

- Make sure the filenames are in Section 7
- Double-check that the filenames match exactly what you uploaded
- Try mentioning one of the samples directly in your prompt (e.g., "Write like my sample LinkedIn post about AI adoption")

Ready to Create Authentically

You now have everything you need to set up a Claude Project that writes in your voice. The investment upfront in filling out your template pays off every time you use it - Claude gets better at capturing your authentic voice with each conversation.

Adding Even More Authenticity and Becoming a Legitimate Thought Leader (Rob's Secret Sauce)

As I'm sure you can guess, I teamed up with Claude to create the above instruction set. I've edited the doc but there's one area that I didn't edit that can use some more examination.

Claude suggested the following as an example prompt: "I'm writing a LinkedIn post for tech company business owners about AI integration. The goal is to get them thinking about realistic implementation, not hype. Can you draft this in my voice?"

While the above prompt would generate a strong post, bear in mind that AI only regurgitates and repackages information that's already out there.

If you truly want original writing, you want to think about providing your "thesis" and supporting points in an outline for Claude.

Here was my actual initial prompt for the post that Claude is paraphrasing in it's example:

"I'd like to look at writing a post about Generative AI and whether it's just an industry buzzword (used by opportunistic marketers) or whether it is an actual game changer for marketers.

I'd like to share the parallels between AI and SEO, Social Media and Content Marketing (all of which were legitimate channels, but also channels that had unstrategic, opportunistic marketers involved who offered the services with almost no value).

I'd like to come to the conclusion that AI can be a game changer, but only if it's paired with an overall strategy that makes sense (and one that is also embraced and supported by the company using it - they can't just "put on the costume" and play the role without actually buying into it and living and breathing it).

What are your thoughts on this as a LinkedIn article?"

First off, don't worry about my poor sentence structure and typos in this prompt (Claude doesn't care).

In looking at this, I hope you'll notice:

- I actually am sharing my opinion on a topic I'm familiar with.
- I have some original ideas.
- I provide enough information to write a substantial post (that will truly be "mine").
- Rather than simply ask it to write, I asked Claude's thoughts on it (leading to a back and forth that helped me refine my approach).

The result was a post that I was proud to share that generated some nice engagement. If you're curious, you can see it at:

https://www.linkedin.com/posts/robertecooper_in-two-years-most-of-the-companies-investing-activity-7384360803493167104-IRhn

While you're there, don't hesitate to connect on LinkedIn.

I hope this has helped you with your own writing journey.

Happy Writing!