



Writing Authentically In Your Own Voice

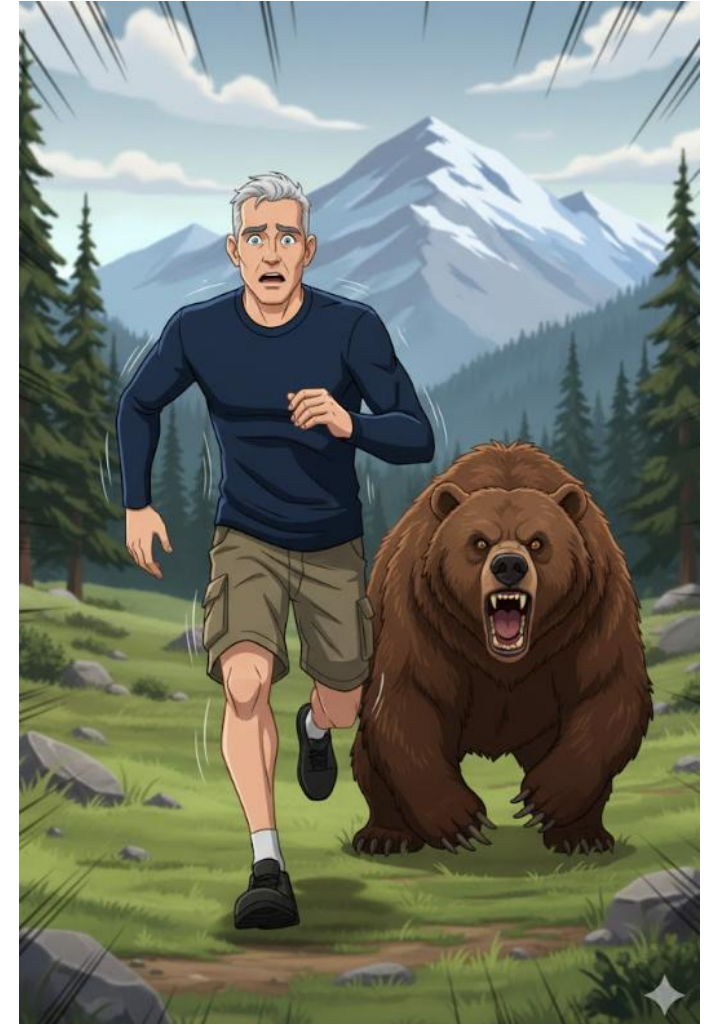
Background

- Full time digital marketer since January 2001
- Launched PlusROI Online Marketing in 2007
- Google Premier Partner (top 3% of Google Agencies) 9/10 years
- Passionate about Thought Leadership (which will become critically important in an AI age)
- AI Enthusiast & have spoken across the country about AI in Marketing.



My Writing & AI Journey

- Starting point: crusty cynic
- Outlines > Drafts > Breakthroughs (inverse of the outline)
- Breakthrough: 75% time reduction, written better
- Outside of writing, now accomplishing “human-impossible” tasks.
- Empowerment!



Why Authentic, Unique Writing Matters

- When everyone is using the same tools and writing “good” content, what’s going to set you apart?
- Writing mediocre content more quickly, at scale, does not help anyone.
- Personal and authentic communication fosters:
 - Differentiation and thought leadership
 - Trust
 - Discovery (SEO, AEO)



The Misconception

- AI means losing your “voice”
- Once you’ve trained AI properly on your voice and style, AI keeps your voice and simply accelerates your writing.



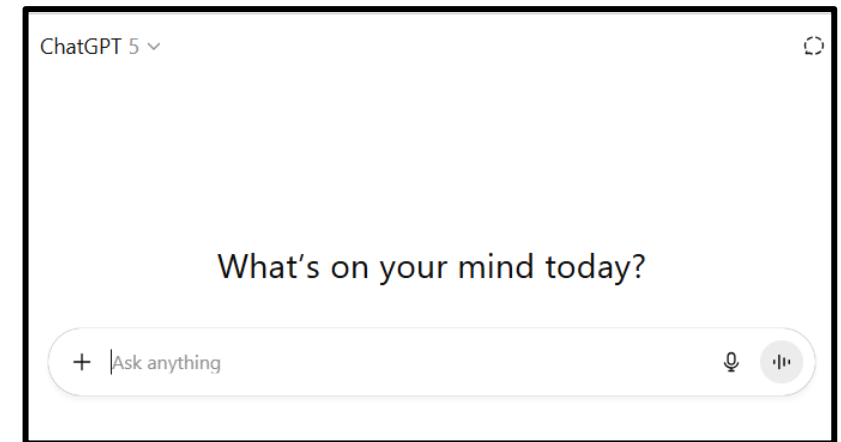
Multiple Levels of Content

- Basic prompting
- Prompting with context
- Trained environments
- Don't worry about the tool – focus on the principles as the tools are all changing weekly.



Basic Prompting

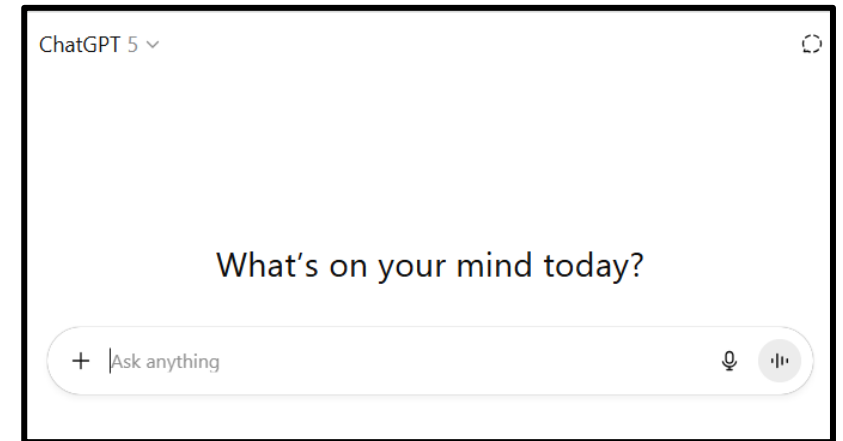
- Zero shot prompting
- “Please write a post on a landscaping for my Facebook Page”
(no training)



Prompting with Context

- “ I run a small landscaping company in Victoria BC. I’m writing for an audience of retired homeowners who need landscaping help but do some work themselves.

Please write a Facebook post for me that discusses the need for deep watering to develop healthy, deeply rooted lawns, especially in shady areas, referencing the Uplands and Broadmead neighbourhoods”



Trained environments

(with AI training, proper prompting & original thought)

- “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 Post?”
- All other context like target audience & business background is in the instructions (training)
- To make your content truly “yours” make sure to add your own original thought or perspective
- Also, followed by clarifying questions (as per instructions).

← All projects

Rob the Writer

How can I help you today



Article condensation s

Last message 2 days ago

Navigating work in the

Last message 7 days ago

AI productivity for business

Last message 11 days ago

Generative AI: Buzzword or Marketing

Last message 18 days ago

Essentials for Service Businesses Post

Last message 1 month ago

Set project instructions

Provide Claude with relevant instructions and information for chats within Rob the Writer. This will work alongside [user preferences](#) and the selected style in a chat.

Voice & Writing Guidelines

Core Writing Philosophy: I'm an expert writing for non-experts. I translate complex marketing and tech topics into accessible language that helps readers learn something valuable.

Writing Style:

- Use short sentences and short paragraphs for online readability
- Write in accessible, casual language
- When technical terms are necessary, include explanations in brackets
- Use simple metaphors when they clarify a concept
- Never use em dashes
- Limit exclamation points to preserve their impact
- No emojis
- don't be repetitive or belabor a point too much - make the point strongly and be succinct.

+ Add Tools

Cancel

Save Instructions

Instructions

Voice & Writing Guidelines Core Writing Philosophy: I'm an expert writing for non-experts. I translate complex marketing and tech topi...

Files

1% of project capacity used

Tracking the
Sources of your
Zoom Webinar...

59 lines

DOCX

Service business
post.docx

48 lines

DOCX

Service business
post 2.docx

85 lines

DOCX

Linkedin AI Post -
general.docx

21 lines

DOCX

Free
Webinar.docx

45 lines

DOCX

blog post - all
audiences.docx

109 lines

DOCX

Thought
leadership article
I...

lines

DOCX

AI Meetup
Wrapup-Linkedin
Post.docx

12 lines

DOCX

AI Meetup
Wrapup-Linkedin
Post 2.docx

23 lines

DOCX

Claude Projects

Gemini Gems



 New Gem Save

Name

Give your Gem a name

Description

Describe your Gem and explain what it does

Instructions 

Example: You are a horticulturist with a background in natural lawns and native plants, and you help people plan low water gardens. Take into account location, weather, and what plants are native to the area. You are knowledgeable, casual, and friendly.

Knowledge 

Add files for your Gem to reference +



To preview your Gem start by giving it a name

Ask Gemini

+ 

ChatGPT: Custom GPTs



New GPT
• Draft

CreateConfigure

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

PreviewModel 5

+ Start by defining your GPT.

Building Your Trained Environment

- Sample for download
- Ask your AI for help!:

“I want to build a Gem/GPT/Project that will _____. Please help me through the process of writing the instructions.”



Considerations

- Personal Preference
- Team Workflow
- Other integrations
- Gemini works great with Workspace
- ChatGPT's custom GPTs are eminently "shareable"
- Claude has some areas where it really shines (although workflow not as refined)



Tools – Platform Solutions

- Tools like [Jasper](#) and [Copy.ai](#) have great ease of use and workflow automation.
- Think of them as UI wrappers over top of the LLMs, offering enhanced workflows.
- If workflow, brand consistency and ease of use are top priorities, these tools may be great for you.
- If customization, cost and/or mastery are priorities, the native LLMs (Claude, etc) are a great choice.



QRs & Questions

Download Presentation &
Prompt/Instruction Templates



Connect on LinkedIn



Appendix – Submitted Questions

- **Doesn't AI Make Errors?**
- **"Won't this make my content sound like everyone else's AI writing?"**
- **"How much of my own writing do I need to feed it before it 'gets me'?"**
- **"Isn't this unethical? Should I disclose AI use?"**
- **"How long does it actually take to set up a Custom GPT/Project vs. just writing it myself?"**
- **"What if I write for multiple completely different niches or clients?"**
- **"Can I use this in privacy-sensitive environments?"**