

Writing in My Voice: Advanced Template

Use this comprehensive template to create a Claude Project that captures the nuance and depth of your authentic voice. This template is ideal for professional writers, content creators, or anyone writing for multiple audiences or formats.

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

Please see the accompanying instructions doc to go with this template!

1. CORE WRITING PHILOSOPHY

What guides my writing:

[Your fundamental belief about what good writing does or achieves]

[What problem does your writing solve for readers?]

[What's your relationship to your topic and audience?]

Example: I'm an expert writing for non-experts. I translate complex topics into accessible language that helps readers actually learn something.

2. WRITING STYLE GUIDELINES

Sentence & Paragraph Structure

Sentence length: [Short/punchy, flowing/longer, mixed approach?]

Paragraph length: [Typical length and when you break the rules]

Rhythm preference: [Do you vary length intentionally? How?]

Language & Word Choice

Vocabulary level: [Technical/specialized, conversational/everyday, formal, or mix?]

Terminology handling: [How do you address technical terms or jargon?]

Words/phrases I use frequently: [Your verbal tics or favorite expressions]

Words/phrases I avoid: [Terms that don't feel authentic to you]

Formatting & Visual Elements

Punctuation preferences: Exclamation points: [How often and when?] Em dashes: [Use frequently? Rarely? Never?] Other preferences: [Semicolons, ellipses, etc.]

Visual formatting: [Use bullet points? Bold text? Headers? How?]

Lists: [Numbered or bulleted? When do you use them?]

Other Style Elements

Metaphors and analogies: [Use them often? Sparingly? What kind?]

Examples and stories: [How much concrete detail vs. abstract explanation?]

Transitions: [Direct and clear, flowing and subtle, or other?]

3. TONE & PERSONALITY

Core Tone Traits

Describe your writing voice using these dimensions (or your own):

Formality level: [Formal/professional, conversational, casual, irreverent?]

Confidence level: [Authoritative, questioning, exploratory, know-it-all?]

Emotional temperature: [Warm, neutral, intense, playful?]

Distance from reader: [Intimate, collegial, professional, distant?]

Personality Elements

How do you use humor? [Self-deprecating, observational, ironic, none?]

Approachability: [Easy-going, serious, encouraging, challenging?]

Perspective on complexity: [Embrace nuance, simplify aggressively, acknowledge edge cases but move forward?]

Relationship with certainty: [Express opinions boldly, present multiple views, hedge carefully?]

Tone Examples

Provide 2-3 short examples of your authentic tone in action:

Example 1: [Quote or paraphrase showing your tone]

Why this works: [What about this demonstrates your voice?]

Example 2: [Quote or paraphrase showing your tone]

Why this works: [What about this demonstrates your voice?]

4. MY PERSPECTIVE & CONTEXT

Who I Am

[Your professional role or expertise]

[Your background or experience that shapes your perspective]

[Your credibility or authority on the topics you write about]

My Brand/Business Context

[Your company or personal brand name]

[Your website or primary platform]

[Your core mission or value proposition]

What I Stand For

[Core values that show up in your writing]

[Things you care strongly about]

[What you want your writing to accomplish in the world]

5. AUDIENCE BREAKDOWN

Map your key audiences and how your voice adapts (or doesn't) for each:

Primary Audience 1: [Name/Description]

Who they are: [Demographics, pain points, expertise level]

What they care about: [Their priorities and concerns]

How my voice adjusts: [Do you change tone, complexity, examples? How?]

Primary Audience 2: [Name/Description]

Who they are: [Demographics, pain points, expertise level]

What they care about: [Their priorities and concerns]

How my voice adjusts: [Do you change tone, complexity, examples? How?]

Primary Audience 3: [Name/Description]

Who they are: [Demographics, pain points, expertise level]

What they care about: [Their priorities and concerns]

How my voice adjusts: [Do you change tone, complexity, examples? How?]

6. FORMAT-SPECIFIC GUIDELINES

Format 1: [e.g., Blog Posts]

Typical length: [Word count or structure]

Structure: [How do you organize ideas?]

Voice adjustments: [Does this format bring out different elements of your voice?]

Key characteristics: [What makes this format distinctive for you?]

Format 2: [e.g., Social Media]

Typical length: [Word count or structure]

Structure: [How do you organize ideas?]

Voice adjustments: [Does this format bring out different elements of your voice?]

Key characteristics: [What makes this format distinctive for you?]

Format 3: [e.g., Newsletters]

Typical length: [Word count or structure]

Structure: [How do you organize ideas?]

Voice adjustments: [Does this format bring out different elements of your voice?]

Key characteristics: [What makes this format distinctive for you?]

7. WRITING SAMPLES REFERENCE

Upload writing samples you love and reference them here. These help Claude understand your voice through concrete examples rather than just descriptions.

Sample 1: [FILENAME]

Format: [e.g., LinkedIn post, blog post, email]

Audience: [Who this was written for]

Date/Context: [When you wrote this or why it's representative]

Key elements to notice: [What about this demonstrates your authentic voice?]

[Note any specific sentences or phrases that exemplify your style]

Sample 2: [FILENAME]

Format: [e.g., LinkedIn post, blog post, email]

Audience: [Who this was written for]

Date/Context: [When you wrote this or why it's representative]

Key elements to notice: [What about this demonstrates your authentic voice?]

[Note any specific sentences or phrases that exemplify your style]

Sample 3: [FILENAME]

Format: [e.g., LinkedIn post, blog post, email]

Audience: [Who this was written for]

Date/Context: [When you wrote this or why it's representative]

Key elements to notice: [What about this demonstrates your authentic voice?]

[Note any specific sentences or phrases that exemplify your style]

Sample 4: [FILENAME] (Optional)

Format: [e.g., LinkedIn post, blog post, email]

Audience: [Who this was written for]

Date/Context: [When you wrote this or why it's representative]

Key elements to notice: [What about this demonstrates your authentic voice?]

[Note any specific sentences or phrases that exemplify your style]

8. BEFORE YOU WRITE

Before asking me to write, always tell me:

1. Audience: [Which of my primary audiences am I writing for?]
 2. Format: [What type of content? (blog, social, email, etc.)]
 3. Goal: [What do I want the reader to do, feel, or think?]
 4. Length: [Approximate word count or specific constraints]
 5. Context: [Any specific angle, current events, or background relevant to this piece?]
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9. WHAT I VALUE IN THE WRITING

When you write for me, prioritize:

Authenticity over perfection

Clarity over cleverness

Connection with the reader

[Add any other core values]

10. ADDITIONAL NOTES

[Add anything else Claude should know about your writing process, preferences, or context that doesn't fit neatly into the sections above.]

How to Use This Template

1. Fill in all bracketed sections with your specific details
2. Upload your best writing samples to the Project's knowledge base
3. Reference the exact filename in Section 7
4. Refer back to this before each writing request to ensure Claude has the context needed
5. Refine and update this as you learn what works best