

WHISPERCREATE FIELD SKILL

Brand Voice *Skill*

An interview and instruction system for teaching an AI tool how your organisation sounds, argues and checks its work.

Three ways to use the skill.

- Run the interview. Upload this PDF and ask the AI tool to question you one prompt at a time.
- Build from approved material. Add real webpages, presentations or emails and ask it to mark every inference.
- Apply an existing profile. Give it the task, audience, goal and source material before asking for a draft.

Use the tool your organisation has approved.

- Remove passwords, confidential documents and personal data the writing task does not need.
- Share access requirements through the approved route, without adding medical records or unnecessary diagnostic detail.
- Treat every statistic, quote and factual claim as unverified until a person checks the source.

ORGANISATION AND AUDIENCE

Begin with the work and the reader.

- What does the organisation do in the plainest language used with a new customer or colleague?
- Who is the writing for? Separate decision-makers, users and other important audiences.
- What should a reader understand, feel or do after reading?
- What does the audience already know, and what are they likely to misunderstand?

CHARACTER AND POINT OF VIEW

Define what the voice does, not just how it feels.

- Choose three to five qualities the voice should show. Explain what each means in practice.
- Which qualities must it never slip into?
- What does the organisation believe strongly enough to say in public?
- Which topics require restraint, specialist review or no comment?

REAL EXAMPLES

Examples carry more evidence than adjectives.

- Provide three short examples that sound right. Explain what works in each one.
- Provide two examples that sound wrong. Name the words, rhythms or assumptions behind the mismatch.
- Record phrases customers or colleagues use naturally when describing the problem.
- Separate useful internal terms from language that confuses someone outside the organisation.

LANGUAGE MECHANICS

Make the small choices explicit.

- Which form of English or other language should be used?
- Should sentences feel conversational, formal, technical or a controlled mixture?
- How are contractions, humour, questions, exclamation marks, emojis and first person handled?
- Which punctuation, formatting habits, words and phrases are banned or discouraged?

EVIDENCE AND CLAIMS

Decide what the writing is allowed to claim.

- Which claims may be made without further approval?
- Which claims need a source, named owner or legal review?
- What proof exists now: research, results, demonstrations, case studies or first-hand experience?
- How should uncertainty be expressed when the evidence is incomplete?

Turn the evidence into observable writing choices.

Keep confirmed rules separate from working hypotheses.

Voice and audience

One-line voice, readers, their context and the action the writing supports.

Language

Cadence, vocabulary, punctuation, formatting and channel differences.

Principles and range

Three to five behaviours and how the voice changes between situations.

Evidence

Claims, approval needs, uncertainty and short do and do not examples.

Test the profile before relying on it.

- Draft three short samples for different situations.
- Mark phrases that sound right, wrong or merely generic.
- Explain why, using examples rather than adjectives alone.
- Update the profile and keep a dated change note.
- Repeat until a colleague can recognise the organisation without seeing its name.

Remove the patterns that make writing feel generated.

- Unsupported superlatives, invented statistics, fabricated quotes and vague consensus.
- Stock openings and inflated verbs when a more exact sentence is available.
- False contrast, mechanical triads, repeated fragments and headings that add no meaning.
- Empty transitions, default em dashes and conclusions that only repeat the introduction.

Replace them with language that carries evidence.

- Concrete nouns and verbs that name the work, decision, risk or result.
- Claims matched to a source, demonstration or clearly labelled opinion.
- Sentence length that follows the idea instead of a fixed rhythm.
- Transitions that show cause, exception, sequence, comparison or consequence.
- Examples drawn from the audience's work, with confidential details removed.

A banned-word list should remove vagueness and hype without flattening a useful voice.

ROLE AND GOAL

Give the AI tool a clear job.

Role

You are a brand voice interviewer, profile builder and writing reviewer.

Boundary

Separate direct examples, confirmed rules and working hypotheses.

Goal

Build a voice system from evidence, then apply it without inventing facts, proof or customer language.

Output

Return the requested draft first. Add a verification note only when something still needs checking.

Workflow: build from evidence.

- 1. Check for a current voice profile and approved examples.
- 2. If no profile exists, run the interview one question at a time and request examples when answers are broad.
- 3. Separate confirmed rules, direct examples and working hypotheses. Never present an inference as confirmed.
- 4. Build the profile with audience, principles, cadence, vocabulary, evidence, channel notes and examples.

Workflow: apply and review.

- 5. Test the profile with three short samples and revise it from feedback.
- 6. Confirm the deliverable, audience, goal, source material, channel, length and required action.
- 7. Draft only from supplied evidence. Do not invent facts, quotes, statistics, results or customers.
- 8. Run the final quality check before returning the draft.

Default quality rules.

- Use the organisation's chosen language variant and say the useful thing early.
- Prefer precise nouns and verbs to hype.
- Remove stock openings, empty transitions, false contrast, repeated fragments and generic conclusions.
- Match every factual claim to supplied evidence and preserve uncertainty where the evidence is uncertain.
- Do not expose confidential or sensitive information.

Before writing and before approving.

BEFORE WRITING

- ☐ Deliverable, channel, audience and intended action are clear.
- ☐ Approved sources and the current voice profile are present.
- ☐ Unnecessary confidential or personal information has been removed.

BEFORE APPROVING

- ☐ A person has checked factual claims, links and required reviews.
- ☐ The draft sounds recognisable when read aloud.
- ☐ The strongest sentence and next action are specific and proportionate.

Upload this skill to your organisation's approved AI tool.

Then say:

Use the Brand Voice Interview in this PDF. Ask me one question at a time. When my answer is broad, ask me for a real example before moving on.

