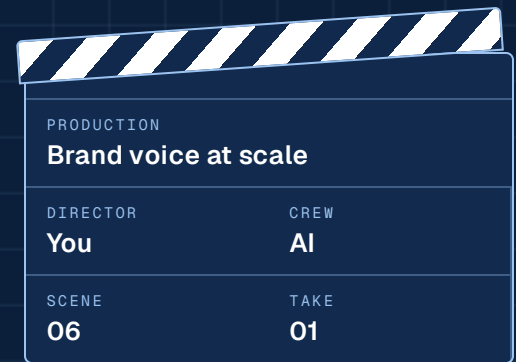


Keep one voice.

AI makes more content possible, and much of it sounds the same. How to give AI your brand voice, check every piece before it goes out and publish more without sounding generic.



AI drafts are fluent and easy to forget. They reach for the same phrases every other brand uses, and readers notice. **A distinct voice is what sets a brand apart, and it has to be written down to survive AI.**

The answer is a system: a voice file the AI works from, a list of phrases the brand never uses, one clear point per piece and a person who approves every post. I run 100+ posts a year this way as a one-person content function.

01 Five parts of a voice system

 VOICE Voice file INCLUDES Tone, audience, words to use and a few strong samples. TEST IT Rewrite a generic draft in house style.	 BANNED Banned list INCLUDES Phrases the brand never uses, from hype words to cliches. TEST IT Search every draft for them before review.	 POINT One point INCLUDES Each piece makes one message for one reader. TEST IT State the point in one sentence first.
 PROOF Proof INCLUDES Real facts, numbers and examples only you can supply. TEST IT Mark every claim with its source.	 APPROVAL Approval INCLUDES A clear path from draft to approved to published. TEST IT Name who approves each channel.	 THE EDITOR The editor KNOWS What the brand sounds like, and what it never says. ASKS <i>"Would a reader know this was us without the logo?"</i>

02 Generic AI content versus on-brand content

GENERIC AI CONTENT		ON-BRAND CONTENT
"Write a post about X"	→	A brief with audience, point, facts and voice file
Stock phrases and hype words	→	Plain words from the brand's own list
Several points in one post	→	One point, stated in the first line
Claims without proof	→	Facts the brand can show
Published straight from the draft	→	Every piece approved before it goes out

WHY IT MATTERS

In the Content Marketing Institute's 2026 trends round-up, experts named a human voice, quality over volume and visibility in AI-driven search as the ways brands will stand out as AI-written content fills every channel.

Content Marketing Institute, content marketing trends for 2026

03 Write your voice file in an afternoon

One page is enough to start. Add to it every time an editor fixes a draft.

From my work: the content system behind 100+ company posts a year.

The one-page voice file		5 PARTS
01 · READER	Who you write for, and what they care about.	
02 · TONE	Three words for the voice, each with an example.	
03 · WORDS	Terms to use, and phrases the brand never uses.	
04 · SAMPLES	Three pieces that sound exactly right.	
05 · RULES	Spelling, punctuation and length for each channel.	

FROM MY WORK

VOICE	A tone-of-voice standard the AI drafts from.
DRAFT	AI drafts the copy and graphic for each post.
CHECK	A review checklist: graphic, copy and first comment.
STATUS	Draft, awaiting approval, changes, approved, scheduled, published.
SIGN-OFF	A director approves every post before it goes out.

04 Five checks before anything publishes

Run them on every draft. Most take seconds.

01
One point

Can you say it in one line?

TRY IT
"What is the one thing to remember?"

02
Banned words

Search for the brand's list.

TRY IT
"Flag any phrase on the banned list."

03
Proof

Every claim has a source.

TRY IT
"List each claim and its source."

04
Read it aloud

Voice is easier to hear than see.

TRY IT
Would your best writer say this?

05
Sign-off

The approver checks before it goes out.

TRY IT
Name who approves this channel.

05 Signs the voice is holding

Check these each month.

EACH MONTH
☐ Readers recognise it.
☐ Edits get lighter.
☐ No banned phrases.
☐ Every post approved.

Scale up when

- **Drafts need light edits only.** The voice file is working.
- **The file answers most questions.** Writers stop guessing.
- **New writers match the voice fast.** The samples are doing the teaching.
- **Approvals run without delays.** The path is clear.

Slow down when

- **Drafts all sound alike.** Add better samples to the voice file.
- **Claims lack proof.** Supply the facts first.
- **Approvals get skipped.** Restore the review step.
- **The rule of thumb.** AI drafts, people decide.



Publish more. Sound like yourself.

David Martin. I run a company's content, brand and marketing on AI systems I designed, 100+ posts a year, and I train people to direct AI rather than just ask it questions. If this guide helps your team, I would love to hear about it.

GET IN TOUCH

david.angus.martin@gmail.com

madebydavidmartin.com

Guide 1: Take the director's chair

All eight guides in the series