

# Writing Style Guide Setup

Teach AI how you write so it sharpens your voice instead of replacing it.

© 2026 John Keller. All rights reserved. The prompts and templates in this document are provided for your use: you may copy, adapt, and use them freely in your own professional work. Redistribution or republication of this document itself requires permission.

From *Selling in the Age of AI* by John Keller · companion resources at [sellingwith.ai/resources](https://sellingwith.ai/resources)

One of the biggest risks with AI is that it flattens your voice.

Use this prompt after uploading or providing allowed writing samples. If your company does not allow you to upload real messages, create a sanitized sample set with client names, pricing, deal terms, proprietary information, regulated information, and sensitive details removed.

Review my uploaded outbound emails, follow-up notes, proposals, posts, and business messages. Build a short writing-style guide for me.

Identify:

1. My normal tone and level of formality.
2. My typical sentence length and rhythm.
3. Words, phrases, and transitions I use naturally.
4. How direct I am when asking for action.
5. How I explain technical or complex ideas.
6. Where my writing is strongest.
7. Where my writing gets too long, vague, generic, or overly corporate.

When helping me write, preserve my voice. Improve clarity, structure, brevity, and impact, but do not sand off the parts that make the message sound like me.

If a draft sounds like generic AI, say so and revise it.