

ASSEMBLY INSTRUCTIONS

ADD YOUR VOICE

7 LEVELS · LEVEL 2-3

3 steps

Write it once

Nothing to buy

PARTS

Your sent folder

Three emails you already wrote

Five minutes

WHAT CAME BACK

Good. Better than what you had.

It just does not sound anything like you.

WRONG FINISH

1 Give it three things you wrote

SAMPLES

Open your sent folder. Find three emails that sound like you. Not your best writing. Your normal writing. Paste all three in.

2 Tell it what you do and do not do

RULES

Read those three back. You will hear yourself in them. Write down what you notice.

Short sentences

No exclamation points

Never say circle back

Three to five rules is plenty to get started.

3 Keep it where the tool can see it

KEEP

Most of these tools have a place to save instructions. If you know where that is, put it there. If not, paste it at the top when you start. Then it begins every job knowing how you sound.

HERE IS MINE · THE SAVED INSTRUCTION

Write this in my voice. Here are three samples. Keep the sentences short, no exclamation points, no hashtags, no em dashes, and use did not instead of didn't. Wrote it once. It runs on every job after.

SAMPLES Three things I already wrote

RULES What I do and do not do

KEEP Where I saved it

It cannot sound like you
until you show it what you sound like.

NEXT · GUIDE 05
CHECK THE ANSWER