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.

PRODUCTION
Brand voice at scale

DIRECTOR
You

CREW
AI

SCENE
06

TAKE
01

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
"Would a reader know this was us without the logo?"

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.

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

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