

— THE VOICE SYSTEM PLAYBOOK

Make ChatGPT sound like **you**. Not like ChatGPT.

Fourteen chapters. The complete 3-layer method plus the six-chapter toolkit. Every prompt, every workflow, a real case study. Everything we run on paid DFY builds.

14 chapters

Core method + full toolkit

6 prompts

Copy-paste ready

Real build

20k-follower case study

How to build an AI voice system from your own writing so ChatGPT stops sounding like ChatGPT and starts sounding like you.

The complete 14-chapter toolkit. The 3-layer core method. Six bonus systems that turn a voice prompt into a content engine. Every prompt, every workflow, a real build teardown.

Published by Syxo. Prepared for solopreneurs, founders, consultants, and coaches who post on LinkedIn and want their AI output to sound like something they would have written.

Who this is for

- You post on LinkedIn 3+ times a week.
- You have tried using ChatGPT or Claude for content and felt the output sounded generic.
- You have noticed AI content getting less reach on LinkedIn recently.
- You want a repeatable system you can build yourself and keep forever.

If that is you, this playbook is the whole toolkit. Fourteen chapters. Every prompt we use. Every workflow we run. You can build it yourself over a weekend, operate it for years, and never need us.

If you would rather skip the weekend and have us run the full build for you in 3 days, there is a soft pointer at the end. The content of what you get is identical to what this playbook teaches. What you save is the weekend, the learning curve, and the calibration iterations. No pressure either way.

What is in this playbook

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- Do it yourself, or have us do it
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01

Why your AI content stopped working

Three things broke for solopreneurs using ChatGPT on LinkedIn between 2024 and 2026.

1. The algorithm got better at detecting AI patterns

LinkedIn has quietly gotten sharp at spotting AI-generated text. The signals are mechanical: em dashes in unusual positions, formulaic "it's not just X, it's Y" constructions, hedging language like "let's dive into" and "at the end of the day", paragraph structures that follow a predictable rhythm.

Posts that trip these signals appear to get less reach. Some founders report going from 100,000 impressions a month to 5,000 once their posts started triggering detection. Switching back to manual writing, or to AI output trained on their own voice, restores reach.

This is anecdotal, not confirmed by LinkedIn. But the pattern has been reported enough times across different niches that it is worth treating seriously.

2. Your audience can smell generic

Even if the algorithm does not penalise you, your readers do. The people who follow you know how you write. Every post they see that does not sound like you erodes trust a little. Your reputation online is the sum of the sentences you publish under your name. If those sentences read like they came from a tool, the reputation shifts with them.

This is the more expensive problem. Algorithm penalties are recoverable. Audience trust degrades slowly and shows up as fewer DMs, fewer leads, fewer warm inbound conversations. You do not notice it until someone tells you.

3. Writing from scratch is 90 to 120 minutes

If you have given up on AI and gone back to manual writing, you have solved the voice problem by absorbing the time cost. A good LinkedIn post takes a solopreneur 90 to 120 minutes from idea to published. Five posts a week means 8 to 10 hours of deep creative work on content alone.

Most people cannot sustain that while running a business. They either ship less, ship worse, or ship AI content and hope the algorithm did not notice.

There is a better answer.

The real problem: AI defaults to its voice, not yours

ChatGPT and Claude and every other language model produce text that sounds like a blend of everything they were trained on. That blend has a voice. It is polished, slightly formal, rhythm-balanced, and absolutely uniform across users. Two different solopreneurs using the same AI tool will get strikingly similar outputs.

Your voice is different. You have sentence lengths you favour, phrases you reuse, words you avoid, tone shifts between your educational content and your personal content. Those patterns are real, captureable, and transferable to any AI tool through a prompt.

The Voice System is the method for doing that capture and transfer, once, so the AI can write like you forever.

02

The 3-layer method

A voice system has three layers. Each layer solves a specific problem.

Layer 1, Voice Capture. Take your existing posts and extract the mechanical patterns that make your writing yours. Sentence length, signature phrases, opening moves, closing moves, tone shifts, banned words.

Layer 2, Voice Prompt Assembly. Turn the analysis into a 500 to 800 word prompt you paste into ChatGPT, Claude, or Gemini before any writing task. The prompt tells the model exactly how to write like you.

Layer 3, Production. Use the prompt daily. Generate content. Compare to your own writing. Refine the prompt if output drifts. Iterate until the AI output is indistinguishable from what you would have written.

Each layer takes about an hour. Total build time: 2 to 3 hours for the first pass. Refinement over the following two weeks adds another hour or two. After that, you use the prompt for years.

03

Layer 1: Voice Capture

What you are trying to extract

Your voice has six measurable dimensions. The analysis captures each one.

1. **Sentence length distribution.** Are you a short-sentence writer? Long? Variable? What is the average?
2. **Paragraph structure.** One-sentence paragraphs like Jacob? Three-sentence thought blocks? Mixed?
3. **Opening patterns.** How do you start posts? Personal "I" statement? Contrarian take? Question? Story?
4. **Closing patterns.** How do you end? Declarative line? Soft question? CTA? Hashtag drop?
5. **Signature vocabulary.** Words and phrases you use repeatedly. Words you never use.
6. **Tone shifts by context.** How does your voice change across thought leadership vs. personal stories vs. product announcements?

Once you have those six dimensions captured, the voice is 80% replicable.

Step 1: Gather the source material

Pull your last 30 to 50 LinkedIn posts. More is better. Less works if your posts are consistent.

Easy ways to gather them:

- Manually copy-paste from your LinkedIn profile into a single document
- Use LinkedIn's data export (Settings > Data Privacy > Get a copy of your data, request "Posts" specifically)
- For a faster automated pull, use a Firecrawl-style scraper if you are technical

Save as plain text. One post per section, separated by `---`. Include any comments you made on your own posts if they extend your thinking.

Step 2: Run the analysis

This is the prompt we use for the mechanical voice analysis. Paste it into Claude or ChatGPT (Claude handles long context better), then paste your posts after the prompt.

Voice Analysis Prompt

You are a voice and positioning analyst. You will receive a set of LinkedIn posts written by a single author. Your job is to produce a mechanical voice profile that captures how this person writes.

Do not summarise the content. Do not infer meaning. Focus entirely on the mechanical patterns of their writing.

Produce your output in 9 sections:

1. Positioning (reverse-engineered).

What does this person stand for? What are they against? Include direct quotes with post numbers as evidence. Synthesise an onliness statement in one sentence.

2. Mechanical patterns.

Sentence length: sample 20 to 30 sentences across their posts, give the word count for each, then compute the average. Flag outliers.

Paragraph structure: what percentage are 1-sentence, 2-sentence, 3+ sentence paragraphs? Give the dominant pattern.

Line break usage: how often and for what purpose (pacing, emphasis, list setup, emotional beats)?

Punctuation habits: usage of periods, ellipsis, exclamation marks, question marks, parentheses. Frequency and purpose.

List formatting: dashes, bullets, numbered, emoji? What is the dominant format?

Post length distribution: categorise posts by word count (short/medium/long/very long) and find their sweet spot.

3. Opening patterns.

Categorise all post openings into 5 to 7 patterns (e.g. personal action, contrarian take, announcement, direct advice, personal story, question). Give the percentage split. Note which patterns correlate with highest engagement.

4. Closing patterns.

Same approach for closings. Hashtag-only, soft question, declarative mic-drop, link CTA, etc. Percentage split. Engagement correlation.

5. Vocabulary mapping.

Words and phrases they use repeatedly: list with post references.

Words and phrases they never use: list the absent terms organised by category (corporate speak, AI hype, engagement bait, sales language, formal/academic, motivational clichés, AI writing patterns).

Technical vocabulary used naturally: what do they drop without defining that signals insider knowledge?

6. Tone by context matrix.

Break their posts into 4 to 6 content types (thought leadership, build-in-public, community, personal, career advice, etc.). For each type, describe:

- Tone qualities
- Example opening
- Typical engagement level
- Structural tells

****7. Signature moves.****

Identify 4 to 6 recurring rhetorical or structural moves this person uses. Name each one ("The Reframe", "The Time Contrast", "The Identity Claim", etc.). Give 2 to 4 direct quote examples per move.

****8. Engagement analysis.****

Rank the top 10 posts by reactions. Identify which content types perform best, which opening styles perform best, optimal post length. Find 5 things the top-performing posts have in common.

****9. Anti-patterns (what they never do).****

Structural anti-patterns: formats, structures, devices they avoid.

Tonal anti-patterns: voices, moods, registers they never adopt.

Content anti-patterns: topics or framings they never touch.

End with a summary paragraph describing their voice in one line, followed by core voice attributes (bulleted) and the mechanical formula (numbered steps) a reader could follow to write a post in their voice.

Reference posts by number throughout. Use direct quotes as evidence. Do not editorialise.

Here are the posts:

[PASTE YOUR POSTS HERE]

Step 3: Review the output

The analysis will run 3,000 to 5,000 words. Read it carefully. The parts that matter most for the next layer are:

- Average sentence length (with the actual number)
- Paragraph structure dominant pattern
- 3 to 5 opening patterns with percentages
- 3 to 5 closing patterns with percentages
- Banned vocabulary list (what you never say)
- Signature moves with examples
- Anti-patterns summary

Save the analysis as `voice-analysis.md`. You will reference it in Layer 2.

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Layer 2: Voice Prompt Assembly

The voice analysis is information. The voice prompt is a tool. Layer 2 converts one into the other.

What a voice prompt does

A voice prompt is 500 to 800 words of instructions you paste into a chat window before any writing task. It tells the AI exactly what your voice looks like mechanically. The AI then writes in that voice for the rest of that session.

It is not fine-tuning. It is not RAG. It is just a long, mechanically specific instruction set that the model can follow immediately.

Step 1: Generate the prompt from the analysis

Use this prompt. Paste it into Claude or ChatGPT, then paste your Voice Analysis from Layer 1.

Voice Prompt Assembly

You have a mechanical voice analysis of a writer. Your job is to convert that analysis into a reusable voice prompt.

The voice prompt will be pasted at the top of a new ChatGPT or Claude conversation before the writer asks the AI to produce content. The AI will read the prompt, then write in that voice for the rest of the session.

Produce a prompt of 500 to 800 words that includes:

1. One-sentence voice summary.

In one sentence, describe how this person writes. Example: "A designer talking to other designers the way he'd talk to a friend at a coffee shop, zero pretension, short sentences, heavy line breaks."

2. Mechanical rules.

Numbered, specific, mechanical. Examples:

- Sentences average X words
- Paragraphs are mostly 1 sentence
- Open posts with a personal 'I' statement or a contrarian take in the first 7 to 15 words
- Use line breaks between almost every sentence
- Never use em dashes
- Never use [list of banned words from the analysis]
- Close with either a declarative mic-drop line or a soft "Curious..." question

3. Signature moves with examples.

Name 3 to 5 signature moves from the analysis. Include 1 to 2 direct-quote examples for each move so the AI can pattern-match.

4. Tone by context matrix.

4 to 6 context types (thought leadership, personal story, product update, etc.) with 2 to 3 sentence descriptions of how the voice shifts in each.

5. Vocabulary guidance.

- Words/phrases to use: list 15 to 30 signature phrases with example sentences from the source
- Words/phrases to avoid: list the banned words organised by category
- Technical vocabulary used naturally: list the insider terms to drop without defining

6. Anti-patterns.

List the structural and tonal things this voice never does. Be specific. "Never uses 'Agree?' as a closing", not "avoid engagement bait".

7. Closing instruction.

End with: "Using the rules above, write the following in this voice: [TASK]"

The prompt should be in plain text, no markdown formatting that will confuse a paste-into-chat workflow. Use clear section headings with === separators so it is scannable. Prioritise mechanical specificity over personality description. A good

```
voice prompt gives the AI rules it can follow. A bad voice prompt gives the AI
vibes it has to interpret.
```

```
Here is the analysis:
```

```
---
```

```
[PASTE VOICE ANALYSIS HERE]
```

Step 2: Save the prompt

Save the output as a `.txt` file called `voice-prompt.txt`. This is the thing you will use forever.

Treat it the way a developer treats a config file: versioned, dated, backed up, iterated.

Step 3: Test the prompt

Open a fresh ChatGPT or Claude conversation. Paste the voice prompt at the top. Then type a specific writing task. Start small.

Good first tests:

- "Write a LinkedIn post about [a topic you have posted about before], 100 words, in this voice."
- "Write an opening line for a post about [specific topic], contrarian angle."
- "Rewrite this bland paragraph in this voice: [paste your own paragraph]."

Generate 5 to 10 samples. Read them. Ask yourself: would I have published this?

05

Layer 3: Production

Production is the habit layer. You have the voice prompt. Now you use it.

The daily workflow

Open your AI tool. Paste the voice prompt at the top of a new conversation. Paste the specific writing task below. Generate. Copy the output. Post it.

Time per post using this workflow: 10 to 20 minutes, down from 90 to 120.

That is the whole point. You got the 90 minutes back.

The weekly batching workflow

If you post 4+ times a week, batch. Spend 2 hours once a week producing a week of content in a single session.

Workflow:

1. Open Claude or ChatGPT. Paste voice prompt.
2. Tell the model: "I need 5 LinkedIn posts for this week. Here are the 5 topics: [topic list]. Format each post under a heading with the topic."
3. Review. Edit any that drift. Regenerate any that do not land.
4. Schedule in Buffer, LinkedIn native scheduler, or paste manually into a Notion posting queue.

First time you do this, it will take the full 2 hours. By week 4 you will be finishing in under 90 minutes. By week 8 you will wonder how you ever did it differently.

Signs the voice is drifting

After 30 to 60 days of use, watch for these signals:

- Output starts hedging more than you do ("It's worth noting that..." creeping in)
- Sentences get longer on average
- You find yourself editing every post to cut AI tells

- Your own recent posts have evolved but the prompt has not

When you see drift, recalibrate.

Recalibration

Every 60 days, refresh the voice. Process:

1. Gather your last 20 posts (the ones you wrote since the last calibration).
2. Run the Voice Analysis prompt on just those 20. You will get a shorter, more recent snapshot.
3. Compare to your original analysis. Note what changed.
4. Update the voice prompt: adjust sentence length if it drifted, add new signature phrases you have started using, remove banned words you might actually say now.
5. Save the new version as `voice-prompt-v2.txt` . Use it going forward.

A well-maintained voice prompt gets sharper over time, not staler.

06

Case study: the 20k-follower build

This is a real build, run as a free demo in April 2026. Identity protected pending permission to publish.

The prospect

A design systems designer with a 20,000-follower LinkedIn audience and around 1,000,000 impressions every two weeks. He had stopped using ChatGPT for his content after noticing suppressed reach. He had gone back to writing every post by hand, averaging 90 minutes per post.

He reached out. Actually, we reached out first. Initial response: "Not interested if you're trying to pitch me something. I write all my own content now."

We built the voice system on his posts anyway, as a no-strings demo.

The input

57 LinkedIn posts, pulled from his public profile. Plus two product pages from his side projects (terminal app, UI kit) to capture his commercial writing.

The analysis output, compressed

Sentence length: 7.6 words average. Notably short. Punchy, conversational bursts.

Paragraph structure: 65% one-sentence paragraphs. Single most distinctive mechanical trait.

Openings:

- 40% personal action ("I pushed some new updates...", "I've been building...")
- 20% contrarian take ("Most people think X. It is actually Y.")
- 15% announcement
- 10% direct advice

- 10% personal story
- 5% question

Closings:

- 50% hashtag-only
- 20% soft question ("Curious how others are approaching this.")
- 15% declarative mic-drop ("A design system isn't a file. It's a shared language.")
- 15% link CTA

Vocabulary:

- Signature: "design system", "building", "as a designer", "so much more", "I've been", "free" or "FREE"
- Banned (absent from all 57 posts): "leverage", "synergy", "deep dive", "revolutionary", "game-changer", "Stop scrolling", "Read this twice", em dashes, "Here's the thing:"
- Insider terms: shadcn/ui, Tailwind, React, OKLCH, MCP, Figma Make, Claude Code, design tokens

Signature moves:

1. The Generous Builder ("I built it. I'm giving it away free.")
2. The Reframe ("X isn't Y. It's Z.")
3. The Time Contrast ("In the past... now...")
4. The Anti-Guru Disclaimer ("This is what works for me. Don't listen to gurus.")
5. The Identity Claim ("I'm a designer. It's plain and simple.")

The voice prompt produced

A 720-word prompt he could paste into Claude before any writing task. Rules like "sentences average 8 words", "use line breaks between almost every sentence", "never use em dashes", "open posts with a personal 'I' statement or contrarian take in the first 10 words", signature phrase lists, tone matrix across 5 content types.

The sample output

We generated 5 sample posts from the prompt. Read them back with the analysis pattern in mind. Each one passed: right sentence length, right paragraph structure, right signature phrases showing up, right opening type for the topic.

The reaction

After seeing the build: "I'd love to check out the product when it's ready."

From "not interested if you're pitching me" to "show me the full product", in one deliverable. The shift was not the pitch. It was seeing his own voice reflected back as a working system.

07

The 5-brand origin story

A note on where this method came from.

Syxo's founder runs marketing for a group of 5 brands in the UK MedTech sector. Voice consistency across a portfolio is a real problem at that scale. The team was saving time with AI tools but starting to notice every brand sounded generic across the portfolio. Copy written by AI for one brand could have been swapped for copy written for another and nobody would have noticed.

We built this system to fix it internally. Each brand got its own voice profile. Each brand got its own prompt. The team now produces content across all 5 without the outputs blending into each other.

Then we used the same method to build Syxo from scratch on the side. The method got tested against 5 distinct brand voices before it ever hit LinkedIn outreach.

That is the credibility layer. Not "I tested this on myself." "This got tested against 5 real brands in a regulated industry where generic copy is a liability, then against our own startup, then against the prospects we ran the initial demos for."

PART TWO

The Full Toolkit

Six bonus systems that turn a working voice prompt into a content engine.

The 3-layer method gets you a voice prompt that makes ChatGPT write like you. That alone recovers 5 to 8 hours a week.

The toolkit that follows turns a working voice prompt into a content engine. Hook generation at scale. Comment replies that build audience. Repurposing flows that turn one post into ten pieces. A batching workflow that produces 30 days of content in a 2-hour session. A LinkedIn profile that converts profile views to follows. A custom GPT so you never paste a prompt again.

Each chapter is a standalone tool. Skip the ones you do not need. Come back to them when you do.

Everything in this part is in the Syxo DFY Voice Build. We build and deliver them for you in 3 days. You can also build them yourself over a weekend using the next six chapters.

9.

The Engagement Hook Library

A hook is the first 5 to 12 words of a LinkedIn post. It decides whether someone reads the second line or scrolls past.

A voice prompt alone does not solve hooks. The AI can write in your voice for the middle of a post and still open with a generic observation. Hook generation needs its own prompt and its own library.

The 7 hook archetypes that actually work

Every hook that performs on LinkedIn falls into one of 7 archetypes. The voice prompt shapes the language. The archetype shapes the function.

1. Contrarian claim. A specific belief most people hold, stated as wrong. Setup for the body to explain why.

Example: *Most founders think content strategy is about picking topics. It is not. It is about picking enemies.*

2. Personal specific. A moment, a number, a detail from your own experience. Specific enough to not be recycleable.

Example: *I spent 90 minutes writing a LinkedIn post last Tuesday. Deleted it at midnight. Wrote the published version in 8 minutes the next morning.*

3. Quantified curiosity. A number paired with a claim that should not be true. Triggers the "wait, what?" pause.

Example: *57 posts analysed. Average sentence length: 7.6 words. The signature move that showed up in every one: a single-sentence paragraph right before the mic drop.*

4. Reframe. The "X is not Y, it is Z" pattern. Takes an obvious thing and gives it a sharper edge.

Example: *A voice prompt is not a template. It is a config file.*

5. Confession. Something slightly uncomfortable to admit. Public vulnerability, but framed as insight rather than performance.

Example: *I have been using AI to write LinkedIn posts for 18 months. My reach dropped 70% before I figured out why.*

6. Pattern call-out. Naming a pattern your audience is already seeing but has not articulated.

Example: *You have noticed it too. Every founder you follow suddenly writes the same way. Same sentence rhythm. Same em-dash between phrases. Same hedged confidence. It is the model, not the people.*

7. Question they have already been asking. A specific question in the head of your reader, surfaced verbatim.

Example: *What does LinkedIn actually detect when it downranks AI content?*

The Hook Generator Prompt

Paste your voice prompt first. Then paste this after.

Engagement Hook Generator

You have my voice prompt above. Now generate 50 LinkedIn hooks in my voice, across 7 archetypes.

Use 7 to 10 hooks per archetype:

1. Contrarian claim (specific belief, stated as wrong)
2. Personal specific (moment, number, detail from my experience)
3. Quantified curiosity (number + claim that should not be true)
4. Reframe (X is not Y, it is Z)
5. Confession (uncomfortable admission, framed as insight)
6. Pattern call-out (naming a pattern my audience sees but has not articulated)
7. Question they have already been asking (verbatim reader question)

For each hook:

- Maximum 12 words
- Written in the voice from the prompt above
- Zero em dashes
- Zero "Let's dive into", "It's not just X", "Here's the thing"
- Must work as the first line of a post, not a mid-post sentence

Output format:

Archetype 1: Contrarian claim

1. [hook]
2. [hook]
- ...

Do not explain the hooks. Just produce them.

Topics to generate across: [LIST 5 TO 10 TOPICS RELEVANT TO YOUR BUSINESS]

How to build a library of 100+

Run the prompt once. You get 50 hooks. Save them.

Run the prompt again next week with different topics. You get 50 more.

After a month you have 200+ hooks in your voice, categorised by archetype, all genuinely usable. Store them in a text file or Notion database. When you sit down to write a post, pick a hook from the library, then let the voice prompt write the rest of the post around it.

Using hooks inside the 30-day generator

The 30-day content generator prompt (covered in the DFY Content Launch and used by Syxo internally) works even better when seeded with hooks. Instead of asking the model for 30 posts, ask: "Using hooks 1 to 30 from my hook library, write one post per hook in my voice."

The hooks constrain the output. Without them, 30-post batches drift toward formulaic openers by post 15.

Archetype balance

Across 30 days of posting, aim for:

- 8 contrarian claims (drives reach)
- 6 personal specifics (drives trust)
- 4 quantified curiosity (drives saves)
- 4 reframes (drives shares)
- 3 confessions (drives replies)
- 3 pattern call-outs (drives comments from people thinking "oh yes")
- 2 questions (drives comments of actual answers)

That mix is what built the 5-brand MedTech content engine. You can adjust as your audience signals back.

10. The Comment Reply Prompt

Comments are the cheapest growth lever most solopreneurs ignore.

Here is why. A well-written comment on someone else's post gets seen by their entire audience, not just yours. If you reply thoughtfully to 10 posts a day from people bigger than you, you appear 10 times in front of audiences 10x larger than yours. Multiply by 30 days. The arithmetic is absurd.

Here is why people do not do it. Writing 10 thoughtful comments a day takes 30 to 45 minutes. If you try to automate it with generic ChatGPT, the output reads as spam ("Great post! Thanks for sharing"). So people either skip commenting or write generic replies that damage their brand.

The comment reply prompt fixes this. You paste it, drop in the post you want to reply to, and the output is a 15 to 40 word comment in your voice that adds something to the conversation.

The 4 comment types

Every useful comment is one of four types. Pick the type, let the prompt handle the execution.

1. Supporter. You agree with the point. You add a specific angle or story that reinforces it. Example: "Same thing happened to me last quarter. We dropped 8 posts in two weeks and reach halved. The fix was switching to the voice prompt approach. Took 72 hours to recover."

2. Challenger. You disagree. You do not attack. You name the exception or the counter-case with specifics. Example: "Mostly agree, but the exception is technical niches. I run marketing for MedTech and bland copy actually outperforms 'interesting' copy there because the audience is buying certainty, not personality."

3. Curious. You ask a specific follow-up question that advances the conversation, not a generic "interesting, tell me more". Example: "The 70% reach drop is striking. Was that on AI-drafted posts specifically, or did it catch manually-written posts that happened to sound AI-like?"

4. Distributor. You take the post's idea and extend it somewhere they did not go. You credit them. Example: "Adding to this. The pattern also shows up in LinkedIn DMs. Most cold DMs now have the same 'I noticed you posted about X' opener because everyone uses the same ChatGPT prompt. Generic at scale is the enemy."

The Comment Reply Prompt

Paste your voice prompt first. Then this:

```
# Comment Reply Generator
```

```
You have my voice prompt above.
```

```
I want to write a comment on the LinkedIn post below. Produce 3 comment options, one for each of 3 comment types I will specify.
```

```
Rules for every comment:
```

- 15 to 40 words
- Written in my voice from the prompt above
- Zero em dashes
- Zero "Great post!", "Thanks for sharing!", "Couldn't agree more!"
- Must add something concrete (a story, a specific, a counter-case, a question)
- Must not pitch my products or drop a link

```
Comment types I want:
```

1. [SUPPORTER / CHALLENGER / CURIOUS / DISTRIBUTOR]
2. [SUPPORTER / CHALLENGER / CURIOUS / DISTRIBUTOR]
3. [SUPPORTER / CHALLENGER / CURIOUS / DISTRIBUTOR]

```
The post:
```

```
---
```

```
[PASTE THE POST HERE]
```

The daily comment workflow

Pick 10 accounts you want to be visible to. Bigger than you, but relevant. Not fellow solopreneurs in your exact niche. Adjacent audiences.

Open your LinkedIn feed. Every day, scroll 10 minutes. Pick 10 posts to reply to.

For each post:

1. Decide the comment type (supporter, challenger, curious, distributor)
2. Paste the post into the prompt

3. Pick the best of the 3 generated options, or hybridise
4. Light edit for authenticity (maybe 10 seconds of tweaking)
5. Post

Total time: 15 to 20 minutes for 10 comments. Down from 30 to 45 if you were writing each from scratch.

What good looks like at week 4

If you do this 10 comments a day, 5 days a week, for 4 weeks:

- 200 comments published under your name
- Visible in front of ~50,000 unique audience impressions from your target accounts
- 10 to 30 of those commenters will land on your profile
- 3 to 8 will follow you
- 1 to 3 will DM you

At 200 comments a month, that is the cheapest inbound pipeline any solopreneur can build. It is also the most-commonly-skipped one because writing the comments is the friction. The prompt removes the friction.

11.

The Repurposing Library

One good post is a week of content if you repurpose it properly.

The idea is this. You write one LinkedIn post. Instead of writing 6 more posts for the week on different platforms, you run the original through a repurposing prompt set that reshapes it into 10 different pieces across 6 formats.

Same insight. Six different platforms. Different formats each time.

The reason this works is that your audience on each platform is mostly different, and the ones that overlap will forgive repetition if the format changes. Same message hitting them in a LinkedIn post + an X thread + a newsletter issue lands harder than three unrelated topics.

The 6 formats worth repurposing into

1. X long single tweet (280 characters, maximum punch) **2. X thread** (5 to 7 tweets, expanding the argument) **3. Instagram carousel** (5 to 8 slides, visual-first) **4. Newsletter issue** (300 to 600 words, personal email-voice) **5. Blog post** (1,200 to 2,000 words, SEO-optimised long-form) **6. YouTube short script** (60 seconds, spoken, hook-heavy)

The 6 prompts

Paste your voice prompt first, then one of these per format.

Prompt: LinkedIn post → X single tweet

You have my voice prompt above.

Take the LinkedIn post below and compress the single most valuable idea into one tweet.

Rules:

- Maximum 280 characters including spaces
- My voice from the prompt above
- No em dashes, no AI-tell phrases
- Must work as a standalone tweet, not a teaser to a thread
- Preserve the sharpness of the original insight

LinkedIn post:

[PASTE POST HERE]

Prompt: LinkedIn post → X thread

You have my voice prompt above.

Take the LinkedIn post below and reshape into an X thread of 5 to 7 tweets.

Rules:

- Tweet 1 is the hook. 280 characters max. Must make someone want tweet 2.
- Tweets 2 to 6 build the argument, one point per tweet
- Tweet 7 lands the takeaway
- My voice, no em dashes, no AI patterns
- Format each tweet on its own line, prefixed with 1/, 2/, etc.

LinkedIn post:

[PASTE POST HERE]

Prompt: LinkedIn post → Instagram carousel

You have my voice prompt above.

Take the LinkedIn post below and reshape into an 8-slide Instagram carousel.

Rules:

- Slide 1: hook + promise (what the reader will get by swiping)
- Slides 2 to 6: one point per slide, maximum 30 words per slide
- Slide 7: the key takeaway
- Slide 8: call-to-action (save this post, follow for more, etc.)
- Each slide is stand-alone readable (no "continued from last slide")
- My voice, no em dashes, no AI patterns

Output as:

Slide 1

[content]

Slide 2

[content]

...

LinkedIn post:

[PASTE POST HERE]

Prompt: LinkedIn post → Newsletter issue

You have my voice prompt above.

Take the LinkedIn post below and expand into a newsletter issue of 300 to 600 words.

Rules:

- Personal email voice. First person. Direct-addressed to the reader.
- Start with a one-line hook, then a personal angle or story
- Expand the core idea with a second example the LinkedIn post did not include
- End with one clear action the reader can take this week
- My voice, slightly warmer register than LinkedIn
- No em dashes, no AI patterns

Output in newsletter format: subject line, then body, then sign-off.

LinkedIn post:

[PASTE POST HERE]

Prompt: LinkedIn post → Blog post

You have my voice prompt above.

Take the LinkedIn post below and expand into a blog post of 1,200 to 2,000 words for SEO.

Rules:

- Open with the LinkedIn post's hook as the article lead
- Add H2 section headings that make sense as SEO anchors
- Expand each point with more depth, examples, and specifics
- Add a short "what to do next" section at the end
- My voice, slightly more professional register for web
- Include 2 to 3 H2 keywords naturally
- No em dashes, no AI patterns

Output as Markdown. Suggested title at the top.

LinkedIn post:

[PASTE POST HERE]

Prompt: LinkedIn post → YouTube short script

You have my voice prompt above.

Take the LinkedIn post below and reshape into a 60-second YouTube short script.

Rules:

- 160 to 180 words total (reading pace)
- Strong visual hook in first 3 seconds
- Spoken voice, not written voice
- Punch pacing (short sentences, no subordinate clauses)
- End with a clear call-to-action for the caption
- My voice adapted for spoken delivery
- No em dashes, no AI patterns

Output with rough timestamps:

[0:00-0:03 hook]

[0:03-0:45 body]

[0:45-0:60 CTA]

LinkedIn post:

[PASTE POST HERE]

The repurposing workflow

When you write a new LinkedIn post:

1. Publish it on LinkedIn first. See how it lands. If it flops, do not repurpose it. Save the effort.
2. If it hits (above-average engagement for your account), open a fresh ChatGPT session.
3. Paste voice prompt + the winning post.
4. Run each of the 6 repurposing prompts in sequence. Takes 5 to 10 minutes for all 6.
5. You now have 10 pieces of content queued across 6 platforms. Publish them over the next 7 to 14 days, spaced out.

The entire repurposing session from "this LinkedIn post worked" to "10 new pieces in the queue" takes 20 to 30 minutes. One winning LinkedIn post turns into 2 weeks of cross-platform content.

The restraint rule

Do not repurpose everything. Only repurpose the winners.

If you repurpose every post you write, you dilute your catalogue and your audience notices. One per week, sometimes one per two weeks, is the right rhythm. The signal of "this is worth 10 formats of attention" is more valuable than the volume.

12.

The Batching Workflow

Writing one LinkedIn post at a time is a time sink. Mode-switching kills you. You open the page, think, draft, edit, publish, feel drained, close.

Batching inverts this. Spend 2 uninterrupted hours once a week producing a full 30 days of content. Then your week has zero content-writing in it.

Syxo was built using this workflow. Every LinkedIn post you have seen from the Syxo account came out of a weekly batch.

Pre-batch prep (15 minutes, the night before)

Before the batch session, spend 15 minutes doing three things:

1. Topic list. Pick 30 to 40 topics across your 5 content pillars. 6 to 8 topics per pillar. Write them as one-line headings. Do not write the posts yet. Just the topics.

Example: if one of your pillars is "voice capture", topics might be:

- Why LinkedIn is suppressing AI posts
- The 3-layer method
- Sentence length is a voice signature
- Em dashes as a tell
- The before/after voice test
- What the voice prompt actually does
- Custom GPT vs prompt paste

Each topic is a potential post.

2. Hook assignment. For each topic, assign a hook archetype from your library (contrarian, personal, reframe, etc.). This is a 1-minute exercise per topic. You are picking the function for each post, not writing the hook yet.

3. Pillar balance check. Look at your 30 topics. Are they roughly balanced across your 5 pillars? If 18 are on one pillar and 2 on another, rebalance.

The 2-hour batch structure

Minute 0 to 15: Setup and warm-up

Open ChatGPT or Claude. Fresh conversation. Paste your voice prompt as the first message.

Do a warm-up: generate one post on any topic. Read it. Make sure the voice is tracking. If it is off, pause and adjust the prompt. Do not start the batch with a drifting voice prompt.

Minute 15 to 60: Generation block one (15 posts)

Paste this after the voice prompt:

```
# Batch Generation Block 1

You have my voice prompt above. I will give you 15 topics with hook archetypes.
Generate one LinkedIn post per topic, 100 to 180 words each.

Rules:
- Follow the voice prompt exactly
- Each post has a hook of the assigned archetype
- Each post is stand-alone publishable
- Zero em dashes, zero AI-tell phrases
- Format each as:

### Post [N]: [Topic]
**Hook archetype:** [archetype]

[post body]

Topics:

1. [Topic 1] / Hook archetype: [archetype]
2. [Topic 2] / Hook archetype: [archetype]
...
15. [Topic 15] / Hook archetype: [archetype]
```

Paste. The model will generate 15 posts. Takes 3 to 5 minutes to output.

Minute 60 to 90: Generation block two (15 more posts)

Same prompt, next 15 topics. If the model is drifting by now, start a fresh conversation and re-paste the voice prompt.

Minute 90 to 120: Review, personalise, schedule

Read each of the 30 posts. For each:

- If the voice is wrong, flag it (5 posts will likely need regeneration)
- Add any personal specific that makes the post less generic (a number, a recent event, a client detail)
- Copy into your scheduling tool

Use Buffer, Hypefury, LinkedIn native scheduler, or a Notion queue. Drop each post into a slot.

What you end with

30 LinkedIn posts in your voice, scheduled out over 4 to 6 weeks of posting at 4 to 5 per week.

Your week is now content-free from a writing perspective. You still comment (10 minutes a day per the comment prompt). You still reply to DMs. You still show up. But you do not sit down to write posts during the week.

The 30-day refresh

At day 25, schedule the next batch session. Same 2-hour block. You have now learned what worked from the first batch. Tune topics. Tune hook balance. Adjust the voice prompt if needed (see the 60-day recalibration in Chapter 8).

After 3 batch cycles (roughly 12 weeks), this workflow becomes muscle memory. A batch takes 90 minutes instead of 2 hours. Your output stays consistent while your input time drops.

The anti-pattern: perfectionist batching

The most common batching failure is trying to polish every post to newsletter quality before publishing.

Do not do that. These are LinkedIn posts. They are ephemeral. Shipping 30 at 80% quality outperforms shipping 6 at 95% quality. LinkedIn's algorithm rewards consistency more than it rewards craft within reason.

The voice prompt guarantees floor quality. The batch guarantees volume. Together, that is enough.

13.

The LinkedIn Profile Rewrite

The profile is where the discovery-to-follow decision happens. Someone sees your comment on a bigger creator's post, clicks your name, lands on your profile, decides in 8 to 15 seconds whether to follow.

Most solopreneur profiles fail at this step. They read as CVs. They list job titles. They do not tell the reader what they will get by following.

Rewriting the profile takes 2 hours if you do it yourself. 30 minutes with a voice prompt and the framework below.

The 3-zone framework

A LinkedIn profile has three zones that matter for solopreneur conversion:

Zone 1: Headline (under your name, 220 characters max). The first thing the reader sees.

Zone 2: About section (the bio on your profile). The second thing they read if the headline hooked them.

Zone 3: Featured section (3 to 4 pinned items at the top of your profile). The third thing they scan if the About section earned their trust.

Get these three zones right, the rest of the profile does not matter.

Zone 1: Headline formula

The strongest LinkedIn headline follows this structure:

[Who you help] [what outcome you produce] [how, or what makes you different] | [optional secondary credibility anchor]

Examples:

- "Helping solopreneurs ship LinkedIn content in their own voice, not ChatGPT's | Founder, Syxo"
- "I build AI voice systems for founders who post. Your voice, captured. | ex-MedTech Head of Marketing"
- "Voice systems for LinkedIn creators who sound generic after 3 months of ChatGPT | Syxo"

Anti-patterns:

- "Passionate about AI, marketing, and helping small businesses grow" (vague)
- "Co-Founder @ Syxo | Marketing @ [parent company]" (job title list)
- "I help people do marketing with AI" (too broad)

Zone 2: About section 6-block structure

The About section should be 600 to 900 words and structured into 6 blocks:

Block 1: Hook (1 to 2 sentences) A contrarian claim or specific observation that your ICP is already thinking.

Example: "Most LinkedIn content written by solopreneurs now sounds like ChatGPT because, well, ChatGPT wrote it. Your audience can tell. So can LinkedIn's algorithm."

Block 2: The problem expanded (3 to 5 sentences) Restate the problem your ICP is feeling. Make it concrete.

Block 3: Your solution positioning (3 to 5 sentences) What you do, phrased as a solution to the problem in block 2. Do not list services yet. Position the category.

Block 4: Proof (3 to 5 sentences) Specific things you have built, clients you have helped, or outcomes you have produced. Numbers where possible.

Block 5: Who you are not for (2 to 3 sentences) Counter-intuitive but powerful. Naming who you are not for sharpens who you are for.

Block 6: Call to action (1 to 2 sentences) What you want the reader to do next. Follow for X. DM for Y. Read a specific thing.

Zone 3: Featured section

Three to four pinned items. Priorities:

1. **Your lead magnet** (the Voice System Playbook, or equivalent). Biggest tile.
2. **Your highest-converting case study** or a standout post that represents your work.
3. **A booking or contact link**, visible.

- (Optional) An external piece that gives you third-party credibility (a podcast appearance, a guest article, a feature).

The Profile Rewrite Prompt

Paste your voice prompt first, then this:

```
# LinkedIn Profile Rewrite
```

```
You have my voice prompt above.
```

```
I want you to rewrite my LinkedIn profile in my voice. Produce three deliverables:
```

```
### 1. Headline (3 options)
```

```
Follow this formula: [who you help] [what outcome] [how or differentiator] |  
[optional credibility anchor]
```

```
Max 220 characters each. In my voice. Zero em dashes.
```

```
### 2. About section (1 final version)
```

```
600 to 900 words. 6-block structure:
```

- Block 1: Hook (1 to 2 sentences, contrarian or specific)
- Block 2: Problem expanded (3 to 5 sentences)
- Block 3: Solution positioning (3 to 5 sentences)
- Block 4: Proof (3 to 5 sentences, specific)
- Block 5: Who I am not for (2 to 3 sentences)
- Block 6: Call to action (1 to 2 sentences)

```
In my voice. No em dashes. No generic phrases.
```

```
### 3. Featured section plan
```

```
Recommend which 3 to 4 items should be pinned, in priority order.
```

```
---
```

```
Here is what I do, who I help, and what I want people to follow me for:
```

```
[WRITE 4 TO 6 BULLET POINTS ABOUT YOUR BUSINESS]
```

```
Here is my best recent work:
```

```
[LINK OR DESCRIBE 2 TO 3 PIECES]
```

Expected lift

A headline + About + Featured rewrite typically moves profile view → follow conversion from 3 to 5% up to 8 to 12% for a solopreneur starting from a generic profile. If your comment workflow (Chapter 10) is driving 200 profile views a week, that is the difference between 8 new followers and 20 new followers weekly.

Compound over 3 months. Rewrite pays for itself many times over in growth.

14.

Build Your Own Custom GPT

A custom GPT is the endgame of the voice system. Once built, you do not paste the voice prompt any more. You just open the custom GPT and type the writing task.

There are three reasons to build one:

- 1. Portability.** Anyone on your team can use it. Your VA, your co-founder, your assistant, anyone with ChatGPT Plus. They type. It writes in your voice.
- 2. No drift.** A pasted prompt can be modified mid-conversation or start to drift. A custom GPT has the voice baked in as system instructions. It always starts with your voice loaded.
- 3. Knowledge files.** You can upload your voice prompt, brand guide, and sample posts as reference files the GPT pulls from. The context is richer than a single pasted prompt.

Prerequisites

- ChatGPT Plus (\$20/month). Custom GPTs require Plus. The free tier cannot create them.
- Your completed voice prompt (Layer 2 output).
- Your voice analysis PDF or markdown (Layer 1 output).
- 5 to 10 sample posts generated from the prompt.

Step-by-step build

Step 1: Open the GPT builder

In ChatGPT, click your profile image in the top right, then "My GPTs", then "Create a GPT".

Step 2: Name and description

Name: "[Your Name] Voice" or "[Brand] Voice". Example: "Syxo Voice".

Description: one sentence about what the GPT does. Example: "Writes LinkedIn posts, newsletters, and comments in the Syxo voice. Trained on Kerry Dixon's writing."

Step 3: Instructions (the core)

Paste your voice prompt into the Instructions field. Then add a preamble at the top:

```
You are [Name]'s voice assistant. Your job is to write content that reads as if [Name] wrote it.
```

```
When given a writing task, follow the voice rules below exactly. Never deviate from them. Never introduce em dashes, AI-tell phrases, or generic structure. Never apologise, hedge, or refuse to write something in the voice.
```

```
If the requested content is ambiguous, produce a 3-line clarifying question instead of guessing.
```

```
Voice rules:
```

```
[PASTE YOUR FULL VOICE PROMPT HERE]
```

Step 4: Conversation starters

Add 4 conversation starters so the GPT feels alive. Examples:

- "Write a LinkedIn post about [topic] in my voice"
- "Reply to this comment in my voice: [paste]"
- "Repurpose this post as an X thread"
- "Generate 5 hook options for a post about [topic]"

Step 5: Knowledge files

Click "Knowledge" and upload:

1. Your voice analysis (PDF or .md)
2. Your one-page brand guide
3. A file called `sample-posts.md` with 10 to 20 of your best recent posts

The GPT will reference these when generating. If the instructions feel thin, the knowledge files fill in the gaps.

Step 6: Capabilities

Enable:

- Web browsing (off by default — only enable if you want the GPT to research before writing, which you usually do not)
- DALL-E (off — not needed for text)
- Code interpreter (off — not needed)

Leave everything else at defaults.

Step 7: Preview and test

The preview panel on the right lets you test. Run three tests:

1. "Write a LinkedIn post about [specific topic in your niche] in my voice, 120 words."
2. "Reply to this comment in 25 words in my voice: [paste a real comment you want to reply to]."
3. "Give me 5 hook options for a post about [specific topic]."

Read the outputs. If the voice is off, go back to instructions and refine. Usually needs 2 to 4 iterations.

Step 8: Save and share

Click "Save" in the top right. Choose "Only me" initially. Test for a week. Then move to "Anyone with a link" and share with your team, VA, or collaborators.

Maintenance

Every 60 days, re-run the voice analysis (Chapter 8 recalibration process) on your 20 most recent posts. Update the knowledge files in the GPT with the new analysis. The GPT stays sharp as your voice evolves.

When to rebuild from scratch

If you do a major pivot (new audience, new positioning, new offer), do not just update the GPT. Build a fresh one. The old voice profile encodes the pre-pivot you. The new one needs its own baseline.

This is also why the Syxo DFY Voice Build includes a custom GPT as a deliverable. We build it for you, test it with you, and hand you the admin link. You do not have to go through the 8-step process above. But now you know how if you want to do it yourself.

15

Do it yourself, or have us do it

If you do it yourself

You have the whole toolkit in this playbook. Fourteen chapters. Every prompt. Every workflow.

Time cost for the full build:

- Layer 1 voice capture (Chapter 4): 45 minutes
- Layer 2 voice prompt assembly (Chapter 5): 30 minutes
- Layer 3 production setup (Chapter 6): 30 minutes
- Hook library (Chapter 9): 30 minutes to generate 50 hooks
- Comment reply prompt setup (Chapter 10): 15 minutes
- Repurposing library tuning (Chapter 11): 30 minutes
- First batch session (Chapter 12): 2 hours (produces 30 posts)
- Profile rewrite (Chapter 13): 45 minutes
- Custom GPT build (Chapter 14): 30 minutes in ChatGPT Plus

Total: roughly 6 hours over a single focused weekend. Plus 1 hour every 60 days for recalibration. After that, 2 hours a week forever using the batch workflow.

What you need:

- 30 to 50 of your own posts in plain text
- A Claude or ChatGPT account (Claude handles the long analysis better)
- ChatGPT Plus (\$20/mo) if you want the custom GPT
- A weekend when nobody will interrupt you
- Coffee

At the end, you will have: a voice prompt, a custom GPT, a hook library, a comment prompt, a repurposing prompt set, a batching workflow, a rewritten LinkedIn profile, and 30 days of content queued. Forever yours. Zero ongoing cost beyond ChatGPT Plus.

If you would rather have us do it

We run the full build for you in 7 working days. The playbook teaches the core 3-layer method and toolkit. The DFY build is roughly 2x the scope, with research depth and multi-platform deployment the playbook does not walk you through.

What you save by paying for the build:

- The 6 hours of DIY setup time, plus the calibration iterations
- The learning curve on what makes each prompt sharp vs bland
- The technical friction of custom GPT setup
- The cost of guessing wrong on which voice patterns to amplify
- The research layer entirely (audience voice from your comments, competitive audit of 5 founders, topic universe map) — the playbook does not teach this
- Multi-platform voice work (LinkedIn, X, Instagram, newsletter) — the playbook focuses on LinkedIn

What we deliver — 30 assets, 65 ready-to-publish pieces, full breakdown:

Foundation: voice analysis, voice profile, voice prompt v2, 8 sample posts, one-page brand guide.

Research: multi-source voice capture (we pull your existing posts off every platform you use), audience voice analysis (from comments on your existing posts), competitive voice audit (5 adjacent founders), topic universe map (keyword research + content gaps), engagement pattern playbook (what's worked on your existing posts).

Content engine: 30 LinkedIn posts, 20 X posts, 10 Instagram captions, 5 newsletter issues, 100-hook library, 6-format repurposing prompts, batching workflow.

Platforms: voice variants for LinkedIn / X / Instagram / newsletter, LinkedIn profile rewrite (headline + About + Featured), cross-platform profile suite (X bio, Instagram bio, email signature, short and long author bios), website copy audit.

Systems: custom GPT trained on your voice with knowledge files included, voice violation detector prompt, 30-50 account comment opportunity list, comment reply prompt with 4-type framework.

Long game: newsletter starter sequence, VA onboarding doc, 60-day recalibration playbook, written walkthrough doc.

Wrap-up: private hosted handoff page on syxoai.com (your single URL forever), 48-hour revisions, 30 days direct email support, full refund if voice is off (and you keep every asset).

What it costs: \$497 at founder pricing (first 5 buyers). \$997 standard after that. Same prices as before — the scope went up, not the price.

For context: Pressmaster Pro costs \$59 a month (\$708 a year) for DIY tool access. Our founder price of \$497 is 8 months of that and we deliver all 30 assets plus 65 ready-to-publish pieces. A LinkedIn ghostwriter charges \$2,000 to \$10,000 a month for fewer pieces and no system, and you own nothing when you stop paying.

The path: book at syxoai.com/services/dfy-voice-system. 20-minute intake call confirms fit. 7 working days to delivery.

The playbook above teaches the 3-layer method and toolkit you can build over a weekend. The DFY build adds the research layer, the cross-platform deployment, the 65 ready-to-publish pieces, and the supporting systems — work the playbook does not walk you through. If you would rather skip all of that, founder pricing exists.

APPENDIX

All the prompts

Copy-paste ready. Every prompt from the core method and the full toolkit.

Prompt 1: Voice Analysis (Layer 1)

You are a voice and positioning analyst. You will receive a set of LinkedIn posts written by a single author. Your job is to produce a mechanical voice profile that captures how this person writes.

Do not summarise the content. Do not infer meaning. Focus entirely on the mechanical patterns of their writing.

Produce your output in 9 sections:

1. Positioning (reverse-engineered): what they stand for, against, onliness statement.
2. Mechanical patterns: sentence length, paragraph structure, line breaks, punctuation, list formatting, post length distribution.
3. Opening patterns: 5-7 categories with percentages and engagement correlation.
4. Closing patterns: same approach.
5. Vocabulary mapping: signature phrases, banned terms by category, technical vocabulary.
6. Tone by context matrix: 4-6 content types with tone, examples, engagement, structural tells.
7. Signature moves: 4-6 recurring rhetorical/structural moves with examples.
8. Engagement analysis: top 10 posts, patterns, optimal length.
9. Anti-patterns: structural, tonal, content.

Reference posts by number. Use direct quotes as evidence. Do not editorialise.

Here are the posts:

[PASTE YOUR POSTS HERE]

Prompt 2: Voice Prompt Assembly (Layer 2)

You have a mechanical voice analysis of a writer. Your job is to convert that analysis into a reusable voice prompt of 500 to 800 words.

The voice prompt will be pasted at the top of a new ChatGPT or Claude conversation before the writer asks the AI to produce content.

Include:

1. One-sentence voice summary.
2. Mechanical rules: numbered, specific, measurable.
3. Signature moves with example quotes.
4. Tone by context matrix.
5. Vocabulary guidance: words to use, words to avoid, insider terms.
6. Anti-patterns: specific things this voice never does.
7. Closing instruction: "Using the rules above, write the following in this voice: [TASK]"

Plain text. === separators. Prioritise mechanical specificity over personality description.

Here is the analysis:

[PASTE VOICE ANALYSIS HERE]

Prompt 3: Single-post generation (Layer 3 daily)

[PASTE YOUR VOICE PROMPT HERE]

Using the rules above, write the following in this voice:

Task: A LinkedIn post about [specific topic]. 100 to 150 words. [Content type: thought leadership / personal story / product update / career advice]. [Opening style: personal I-statement / contrarian take / story / question].

Output the post in plain text, LinkedIn-ready formatting (line breaks, no markdown).

Prompt 4: Weekly batch (Layer 3 batching)

[PASTE YOUR VOICE PROMPT HERE]

Using the rules above, write 5 LinkedIn posts for this week in this voice.

Topics:

1. [Topic 1, with content type]
2. [Topic 2, with content type]
3. [Topic 3, with content type]
4. [Topic 4, with content type]
5. [Topic 5, with content type]

For each post: 100 to 150 words, LinkedIn-ready formatting, follow the opening/closing patterns from the voice prompt.

Label each post with ## [Topic] headers.

Prompt 5: Recalibration (every 60 days)

You will receive two mechanical voice analyses of the same writer, taken 60 days apart.

The first is their baseline. The second is a refreshed snapshot from their 20 most recent posts.

Compare them. Produce a list of:

1. What has stayed the same (do not change in the prompt)
2. What has shifted (update in the prompt)
3. New signature phrases that have emerged (add to the prompt)
4. Phrases or patterns that have faded (remove from the prompt)
5. Any new anti-patterns to add

Then rewrite the existing voice prompt with the updates integrated. Keep format the same. Version the output as v2.

Here is the baseline analysis:

[PASTE BASELINE VOICE ANALYSIS HERE]

Here is the refreshed analysis:

[PASTE REFRESHED VOICE ANALYSIS HERE]

Here is the current voice prompt:

[PASTE CURRENT VOICE PROMPT HERE]

A note on iteration

The first version of your voice prompt will be 70% right. That is normal. A professionally built voice prompt still needs 1 to 2 rounds of refinement because voice is high-dimensional.

Signs the prompt is working:

- You read AI output and think "that is something I could have written"
- You stop editing the output before posting
- Your regular audience does not flag anything as different
- Your engagement holds or improves

Signs it needs work:

- Output sounds too formal
- Output uses phrases you never use
- Sentences are too long
- Output reads as polished rather than yours

Iterate until it works. Most people need 2 to 4 rounds before version 1 feels right. After that, the 60-day recalibration keeps it sharp.

Final word

The voice is already there. Every post you have ever written is evidence of it. The system makes that evidence legible to an AI tool so the tool can produce more of it on your behalf.

You can build this yourself over a weekend. You can have us build it in three working days. You can ignore it entirely and keep writing every post manually.

Whichever path you pick, the voice is yours. Own it.

Built by Syxo. For solopreneurs who would rather not sound like everyone else.

Questions: kerry@syxoai.com. Book a call: syxoai.com/book-a-call.

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