

AI PERSONALIZATION · #1

Teach Claude

Your Voice

A style guide that's set up right can make Claude's writing sound like you and not a robot.

4 Places Your Style Guide Can Live

GLOBAL**Profile Preferences**

Universal rules for every chat. Best for small habits like "never open with Certainly!"

BEST FOR VOICE**Project Instructions**

Your main home. Loads automatically every time you open that project.

SAMPLES**Project Knowledge**

Upload 10–20 of your best posts. Claude uses these as "what good looks like."

QUICK SWITCH**Custom Style**

A short summary of your rules. Toggle it on per chat as needed.

What Goes Inside — In This Order

01**Who You Are**

2–3 sentences on your role and what you write about.

02**Positive Voice Rules**

5–7 rules written as commands. "Be direct. Vary sentence length."

03**Before / After Examples ← highest ROI**

3–5 real pairs: bad AI writing vs. how you'd actually say it.

04**What to Avoid**

Banned phrases and structures. Keep it to 15–25 items max.

05**Self-Check Instruction**

"Does any sentence sound like a press release? Rewrite it."

Save It as a Markdown (.md) File

LET CLAUDE WRITE IT FOR YOU

Use Claude's built-in Skill Creator to auto-generate the style guide from your existing writing. No manual writing required — paste your best posts and let it extract the patterns.

UPLOAD TO PROJECT KNOWLEDGE

Save the output as a .md file and drop it into your Claude Project. It loads automatically into every conversation in that project.

Common Mistakes

× Banned-word list longer than 25 items — Claude ignores the bottom half

× Over-formatting the guide — Claude mirrors your formatting back at you

× Guide over 3,000 words — diminishing returns kick in fast

× Writing it once and never updating it

THE FEEDBACK LOOP

Every 5 posts you publish, paste them back in and ask Claude what it learned about your voice. The guide is a living document, not a one-time write.