

Marketing & Advertising / Brand Positioning

Define how your brand sounds across channels — with voice pillars, do's and don'ts, tone adaptations, example sentences, and voice violation warnings.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Brand Voice, Tone Guidelines, Content Strategy

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Why This Prompt Exists

Most brand voice guidelines fail because they're adjectives without examples.

You get:

- “Our voice is friendly” (what does that mean?)
- no distinction between voice (consistent) and tone (varies by channel)
- no do's and don'ts — so writers guess
- no channel-specific guidance (email vs. social vs. support)
- no “voice violation” warning — so off-brand writing slips through

But brand voice is not a vibe.

It is a set of repeatable choices.

- Voice pillars give writers guardrails
- Do's and don'ts make the abstract concrete
- Tone adaptation recognizes that context matters
- Example sentences show, don't tell

Without a voice matrix, your brand sounds different to every writer.

This framework forces AI to build voice guidelines that writers can actually use.

The Prompt

Assume the role of a brand voice architect who defines how brands speak across channels.

Your task is to generate a brand voice matrix.

Generate:

1. VOICE PILLARS (3 dimensions)
 - Each pillar: what the brand is (e.g., "Witty")
 - Each pillar: what the brand is not (e.g., "Not Sarcastic")
2. DO'S AND DON'TS FOR EACH PILLAR
 - 2-3 examples of language that fits
 - 2-3 examples of language that violates
3. TONE ADAPTATIONS BY CHANNEL
 - Social media: (e.g., "More playful, shorter sentences")
 - Email: (e.g., "Warm, conversational, longer")
 - Website: (e.g., "Confident, benefit-driven")
 - Customer support: (e.g., "Empathetic, solution-oriented")
4. EXAMPLE SENTENCES (one per channel)
5. VOICE VIOLATION WARNING
 - What would sound off-brand (specific examples)

INPUTS:

Brand Personality (3-5 adjectives):

[E.G., "Confident, witty, helpful, direct"]

Target Audience:

[WHO ARE YOU TALKING TO?]

Industry:

[INSERT]

Channel Mix (which channels you use):

[SOCIAL MEDIA / EMAIL / WEBSITE / SUPPORT / OTHER]

Competitor Voice (optional):

[WHAT DO COMPETITORS SOUND LIKE?]

RULES:

- Each voice pillar must include a "not" (e.g., "Witty, not Sarcastic")
- Tone adaptations must be different by channel (same voice, different tone)
- Voice violation warning must include a specific example sentence that would be wrong
- Example sentences must feel natural, not forced
- Avoid "professional" as a pillar (it's table stakes)

How To Use It

- Share the voice matrix with every writer, marketer, and support agent.
- Keep a living document — update as you learn what works.
- Use the voice violation warning as a "test" for new copy.

- Channel tone can vary, but voice pillars should remain consistent.
- Audit your existing content against the matrix — you'll find violations.

Example Input

Brand Personality: Confident, witty, helpful, direct

Target Audience: Small business owners who are tired of marketing jargon

Industry: Marketing software

Channel Mix: Social media (Twitter/LinkedIn), email newsletter, website copy, customer support chat

Competitor Voice: Most competitors sound corporate, jargon-heavy, and cautious

Why It Works

Most voice guidelines fail because they're adjectives without guardrails.

This framework improves outcomes by forcing:

- voice pillars with “not” statements (clarity)
- do's and don'ts (actionable examples)
- channel-specific tone (context matters)
- example sentences (show, don't tell)
- voice violation warnings (what to avoid)

Great brand voice guidelines don't describe the vibe — they show writers how to sound like you.

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