

THE AI LIGHTKEEPER

CLARITY. INSIGHT. CONFIDENCE.

SEPTEMBER 2026

CAN AI CARRY YOUR VOICE WITHOUT LOSING YOU?



Your trusted lookout for what matters in AI.

Why Your Voice Still Matters

This month, I explored what happens when AI tries to clone me.

This month, one thing I particularly wanted to explore was what happens when AI tries to clone me.

*My photograph. My voice.
My message.*

I wanted to do it partly out of curiosity, but also for those of you exploring this technology and those who still aren't quite sure how you feel about it.

What is real? What only appears to be real? And how do we bring these technologies into our lives without giving up the parts that should remain ours?

I began by creating videos using a photograph of myself and trying to clone my voice. The photograph was recognizably me. The voice was another matter.

I have an accent that isn't easy to place. It comes from being born in one country, travelling during my youth and eventually making my life in another. Apparently, AI wasn't quite sure what to do with all of that!

After numerous attempts, I came close, but never felt the cloned voice completely captured my voice.



*A voice is more
than sound.*

A voice is more than sound.

It carries where we have been. Our cadence, expressions, experiences and personality are tucked inside it.

More sophisticated voice-cloning technologies can produce remarkably realistic results, but they can also be considerably more expensive. I wanted to see what could be achieved with tools that most of us might realistically use.

I had some fun too, changing clothing, backgrounds and even my hairstyle. Some results were remarkably convincing. Others reminded me that AI and I do not always share the same artistic vision!

If you are just beginning, none of this means you need to clone yourself. You can use your own photograph and recorded voice, experiment with an AI presenter, or decide that none of it is for you.

But if you are teaching, building something, sharing your knowledge or creating a place for yourself online, these tools offer fascinating possibilities. One person can now create things that once required equipment, production skills and sometimes an entire team.

The important thing is remembering who is in charge.

I have used AI-created versions of myself and disclose that use when I believe it matters. But I am still the human behind everything I create.

I decide what I say, what represents me and what gets published.

As AI becomes increasingly capable of reproducing our faces, voices and the ways we communicate, that human responsibility becomes even more important.

We don't need to fear these tools. We should understand them, experiment with them if we choose, and remain firmly present in what we create.

Which leaves me with the question at the heart of this month's experiments:

Can AI carry your voice without losing you?

*Louella Kubbernus
Founder, Winning Lifestyles
Online*

Voice Cloning: Does It Still Sound Like You?

A practical experiment with an AI presenter, cloned voice options and the question that matters most: does it still feel like you?

For this experiment, I used HeyGen to create the videos and worked with the voice-cloning options available within the platform.

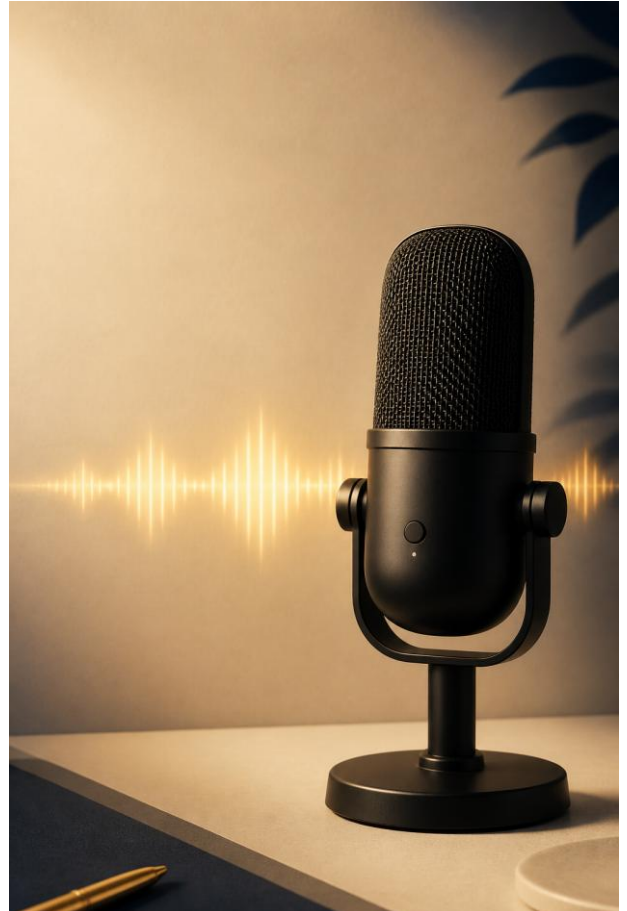
The voice technology I encountered was primarily ElevenLabs. As I continued experimenting and creating additional voice versions, I also saw Fish being used as a voice option.

The process was fairly straightforward. I provided a recording of my own voice, allowed the system to create a cloned version, then tested that voice with scripts in my AI-generated videos.

I didn't stop after the first attempt. I created several versions because I wanted to see whether a different recording or another voice model would produce a closer match.

THE USEFUL DISTINCTION

HeyGen created the presenter experience. The underlying voice technology created the cloned voice.



**My photograph.
My voice.
My message.**

NEXT: WHAT I DISCOVERED | THE PRACTICAL LESSON | LIGHTKEEPER VERDICT

Three Tools. Three Different Roles.

The presenter, the voice and the finished result are related — but they are not the same thing.

ELEVENLABS | THE CLOSEST VOICE

Produced a natural-sounding voice and came reasonably close to mine, but my particular accent was difficult to reproduce accurately.

FISH | ANOTHER VOICE OPTION

Appeared as another voice option as I continued creating and testing versions. Again, the result could sound convincingly human without necessarily sounding convincingly Louella.

HEYGEN | THE PRESENTER EXPERIENCE

Brought the pieces together. It allowed me to combine my AI avatar, script and generated voice into a finished presenter video.

THE USEFUL DISTINCTION

HeyGen created the presenter experience. The underlying voice technology created the cloned voice.

THE HUMAN TEST

Would someone who knows you believe this is really you?

Cloning a Voice Is Not a One-Button Process

The technology matters. So does the recording — and the voice being recorded.

Voice cloning is not simply a matter of pressing a button and receiving a perfect digital copy of yourself. The quality of the original recording matters, the voice technology matters, and some voices may be easier to reproduce than others.

There are also more sophisticated professional voice-cloning options available at considerably higher cost. My experiment was deliberately with tools that an individual or small business might realistically consider using.

LIGHTKEEPER VERDICT

**Easy enough to experiment with.
Impressive enough to be useful. Not
necessarily identical enough to replace your
real voice.**



BEFORE AI SPEAKS FOR YOU

Listen for the human details: cadence, accent, expression and personality.

A Different Way to Talk to AI

Voice conversation is becoming more natural. That does not mean it has to replace the keyboard.

I have watched members of my family talk to their AI rather than type to it. The conversations can be surprisingly natural. Listening from across the room, you could almost believe there is another person on the other end.

I still type.

I like putting my thoughts onto the screen and having the response come back the same way. Perhaps I am a little old-fashioned about that. I am certainly not afraid of talking to AI. I simply prefer not to.

And I think there is an important lesson in that.

New technology doesn't require us to abandon something that already works for us simply because a newer way has arrived.



Voice interaction with AI is becoming increasingly sophisticated, and it is worth understanding because it may eventually become a very common way of communicating with our technology. For some people, it is already easier and more natural than typing.

If the day comes when keyboards disappear and I have no choice but to sit here talking to my AI... I'll deal with it then!

***For me?
Give me my keyboard.***

What I Used and What I'm Exploring

I test before I recommend. Tools change. Discernment doesn't.

TESTED | HEYGEN

For my own experiments, I used HeyGen to create AI-presented video and experimented with cloned voice options as part of the process. I have also used my avatar in marketing campaigns and have been pleased with the results so far.

EXPLORING | CAPCUT + HIGGSFIELD

There are many more tools available for creating and editing AI video. I have been experimenting with CapCut and Higgsfield, which take the creative possibilities considerably further.



I have more work to do here, so I will update you in the next issue.

That's part of what The AI Lightkeeper is about. I would rather tell you what I have actually tested and genuinely know than recommend a tool simply because everyone is talking about it.

ON MY RADAR FOR OCTOBER | AI VIDEO: BEYOND THE AVATAR

In October, we may take the next step and look at what happens after you create an AI presenter: editing, backgrounds, movement, effects and more sophisticated AI-generated video.

We'll explore whether tools such as CapCut and Higgsfield make that process genuinely easier and more useful, particularly for those who want to create content for work or business.

From Asking AI to Directing AI

The change is not one particular app. It is the move from isolated questions toward guided sequences of work.

For many of us, using AI began with a simple exchange: type a question and receive an answer.

That is beginning to change.

People are increasingly using AI as part of a workflow. Instead of asking one isolated question, they may give it information, ask it to complete a task, review the result and then direct the next step. Voice is also becoming part of this change, making it possible to speak instructions rather than type everything.

The important development isn't whether you use a particular voice app or sophisticated AI agent. It is that communicating with computers is becoming more natural and the systems themselves are becoming capable of doing more with our instructions.



You may already be experiencing a much simpler version of this.

Recently, our family had ingredients on hand and my son asked AI what we could make with them. The result was a fabulous dinner. On another occasion, AI helped us better understand a legal matter and identify useful questions to pursue with a lawyer.

Neither required us to become AI experts. That's something I want you to notice.

ASK	DIRECT	REVIEW	REFINE
Begin with the question.	Give context and define the task.	Check the result and correct what is missing.	Guide the next useful step.

AI is gradually finding its way into ordinary tasks while more sophisticated systems are being developed for workplaces and businesses. You don't need to use all of them. But they are worth understanding.

Three Paths Through the Same Change

We are all at various stages of this new AI technology. We need to slow down, learn the parts that make sense to us individually, and absorb the parts that can clearly improve our lives, both personally and professionally.

BEGIN	BUILD	LEAD
Curiosity Without Pressure	Turn Knowledge Into Value	Direct the System
For anyone stepping into AI for the first time, the goal is not to know everything. Begin with one low-stakes, useful task. Learn through conversation, review the answer and keep your judgment in the loop.	When AI becomes a co-builder, it can help draw out your expertise, organize it and shape it into useful online material. The opportunity is to create more without losing the experience and warmth that make the work yours.	For an experienced professional or business leader, the next step is thoughtful direction: define roles, context, standards and boundaries. Human oversight, privacy, accountability and strategic judgment remain essential.

YOU ARE NOT BEHIND

Choose the path that matches where you are now. The paths can change as your confidence and purpose grow.

Curiosity Without Pressure

For anyone stepping into AI for the first time, curiosity works better than pressure.

WHAT TO EXPECT

A collaborative partner, not an oracle. AI doesn't know things the way humans do; it processes patterns to generate text, ideas and possible solutions.

Useful insight mixed with errors. Expect occasional misinterpretations or invented details. Always double-check important facts.

A conversation, not a search query. AI works best when you provide context, ask follow-up questions and refine the answer.



You remain the director. AI can draft, organize and suggest. You provide judgment and final approval.

WHAT TO EMBRACE

Trial and error. There is no single right way to prompt AI. If the first answer misses the mark, rephrase or ask for another approach.

Time saved on routine groundwork. Use AI to organize notes, draft an outline or plan a meal, then review what it gives you.

WHAT TO RELEASE

The fear of breaking it. A strange or poorly worded question will not crash the system.

The pressure to understand the technology first. You can learn by using it without knowing how every part works.

The anxiety of replacement. Experimenting with AI does not require surrendering human judgment, empathy or creativity.

ONE SAFE FIRST ACTION

Ask AI to help plan something low-stakes and useful, such as five simple weeknight dinners using ingredients you already have, plus a short list of anything missing.

Turn Knowledge Into Something Useful

AI can help translate expertise into a clear online presence without taking ownership of what makes it yours.

Moving from using AI as an occasional tool to using it as a foundational co-builder changes the game. The opportunity is to translate your expertise into a useful online presence without losing the knowledge, ethics and warmth that make it yours.

BRING KNOWLEDGE ONLINE

Extract tacit knowledge. Use AI as an interviewer. Let it ask targeted questions and help organize your methods, principles and hard-won lessons.

Repurpose across channels. Turn one substantial talk, essay or guide into newsletters, social posts, lead magnets and script outlines.

Bridge selected technical gaps. Use AI to help outline landing-page copy, course structure, disclaimers or simple code outside your core strength.



WHAT AI CAN HELP CREATE

Educational products, workbook exercises, prompt libraries, quizzes, action guides, marketing drafts, welcome sequences, content calendars and clear operating procedures.

WHAT REMAINS DISTINCTLY YOURS

Your lived experience, core story, personal warmth, ethical vision and final sign-off. Trust, mentoring, community and genuine human connection cannot be delegated to software.

EDITOR-IN-CHIEF RULE

AI may help shape the material. You remain responsible for truth, quality, pricing, values and what is released in your name.

A useful next step: ask AI to interview you with five targeted questions, one at a time, to draw out your step-by-step method and help shape it into a clear curriculum.

Direct the System

Keep the Human in Charge

Leadership with AI is not about becoming a software engineer. It is about setting direction, standards and boundaries.

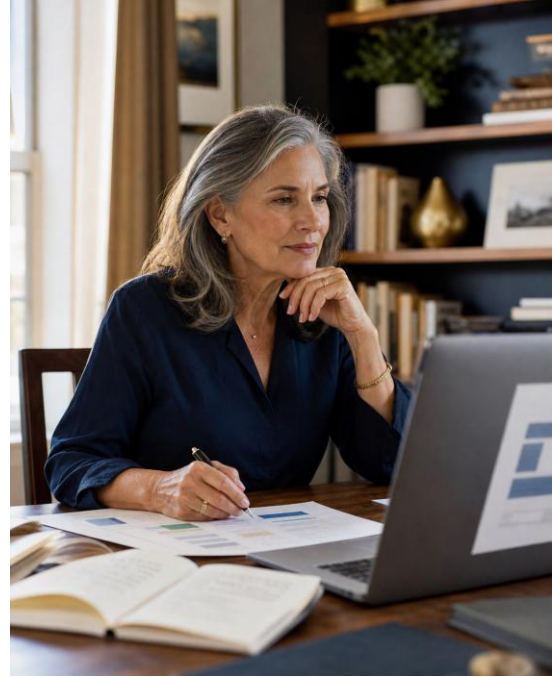
For an experienced professional or business leader, moving beyond basic AI use means evolving from a casual user into an executive director of the technology.

MOVING FROM USING AI TO DIRECTING IT

Shift from prompting to systemic direction. Treat AI as more than a chatbot for isolated tasks. Assign it a clear role, such as a rigorous reviewer looking for gaps in a strategic plan.

Manage context, not just inputs. Provide the frameworks, history, domain rules and constraints the system needs before asking for an answer.

Architect repeatable workflows. Identify friction points and use AI to help shape repeatable procedures and useful systems for your team.



The opportunity is significant, but accuracy, privacy, permissions and human oversight remain essential.

STANDARDS A LEADER SHOULD SET

Human-in-the-loop review. Every important output should be checked, validated and signed off by a qualified person.

Privacy and intellectual property boundaries. Define what sensitive client information, proprietary knowledge or internal data may be shared with outside systems.

Authenticity and quality control. Use AI to sharpen human work, not replace depth with generic volume.

WHAT SHOULD NEVER BE DELEGATED

Ethical responsibility. AI may outline options, but a leader owns the final decision and its consequences.

Culture, empathy and relationships. Trust, mentorship, morale and client relationships require genuine human presence.

Vision and strategic direction. Software processes patterns from the past. Leaders define the trajectory of the future.

ONE LEADERSHIP ACTION

Choose one high-friction strategic task. Define the role, context, constraints, review steps and expected output, then turn that recurring effort into a clear Director's Prompt Spec.

When AI Stops Feeling Like a "Tool"

Sometimes a technology has arrived when people stop talking about it and simply begin turning to it.

In my family, AI is used in many different ways. Some use it professionally and are already working with advanced systems. But what interests me just as much is how naturally AI has begun slipping into everyday conversations.

I often hear someone simply talking to their AI.

Recently, I mentioned to one of my sons that a dry winter could mean less spring and summer runoff in our region and potentially greater fire risk the following summer. He disagreed, so he picked up his AI and asked it by voice. It researched the question and returned information that supported much of what I had been saying.

My daughter-in-law uses AI differently. She researches products with it, including computers, nutritional food for her dogs and even the best kitty litter for my cat. The depth and usefulness of some of the results have surprised me.



We have asked AI what we could cook with ingredients already in the house. We have used it to help us understand complicated information before deciding what to do next.

None of this feels particularly remarkable anymore. And perhaps that is what is remarkable.

For many people, AI is becoming another place to turn when they want to know something, compare something, understand something or solve a problem.

KEEP THE CHECK IN PLACE

The answer should not automatically be trusted. AI can be wrong, and the importance of checking increases with the importance of the decision.

KEEP THE CHOICE IN PLACE

You can speak or type. You can ask AI or search another way. What matters is noticing how the way people interact with information is beginning to change.

LIGHTKEEPER THOUGHT

Perhaps one sign that a technology has truly arrived is when we stop talking about the technology and simply start using it.

On the Horizon for October

This month left me with several questions I want to explore further. I will keep watching, testing and separating what is genuinely useful from what is simply attracting attention.

AI VIDEO BEYOND THE AVATAR

I have been watching tools such as CapCut and Higgsfield. I want to go beyond creating an avatar and explore what these newer video tools can realistically do, how difficult they are to use and whether they are genuinely useful for everyday creators.

FROM PROMPTS TO WORKFLOWS

AI is moving from answering individual questions toward helping complete sequences of work. I want to continue exploring what that means without sending everyone down the rabbit hole of complicated agentic systems.

TALKING INSTEAD OF TYPING

Voice interaction with AI is becoming increasingly natural. I am still happily attached to my keyboard, but I want to see whether voice remains another useful choice or begins changing how we interact with technology altogether.

AI IN EVERYDAY LIFE

I am also watching something less technical: how naturally people use AI for ordinary decisions, research and problem-solving. Changes in human behaviour can tell us as much about the future as the newest model announcement.

I test before I recommend. Tools change. Discernment does not.

UNTIL NEXT MONTH

**There will always be another model,
another tool and another prediction
about where AI is taking us.**



We don't need to chase all of them. We just need to keep enough light on the horizon to understand what may be coming our way.

Until next month... keep your light on.

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