



Find Your Voice

How to use the ACE Brand Voice Builder

Ever read something AI wrote for you and thought, "That's not me"? The Brand Voice Builder fixes that. It interviews you like a friend over coffee, then turns your answers into a one-page brand voice guide. Paste that guide into any AI chat, and everything it writes finally sounds like you.

What you'll need: about 15 to 20 minutes, any AI chat app (ChatGPT, Claude, Gemini, or Copilot; free versions work), and a few examples of your best clients in mind.

Get started in 5 steps

- 1 Open a brand-new chat**
Start fresh in ChatGPT, Claude, Gemini, or Copilot. Old conversations can confuse the AI.
- 2 Copy the Brand Voice Builder**
Head to your [Brand Voice Builder page](#) and click the blue button to copy it.
- 3 Paste and send**
Paste it into the chat and hit send. The AI will say hello and ask your first question.
- 4 Answer the questions**
Go one or two at a time. Type, or tap the microphone and talk it out if you'd rather.
- 5 Test drive and save**
The AI writes a sample post in your voice. Tell it what feels off, let it adjust, then copy your finished guide somewhere safe, like a Google Doc or your notes app.

Tips for great answers

- **Be specific.** "Small businesses" tells the AI nothing. "Family-owned HVAC companies in Metro Detroit" tells it everything.
- **Use your clients' words.** What do they say when they call you frustrated? That language is marketing gold.
- **Tell stories.** A quick example beats a list of values every time.
- **Don't overthink it.** If you're stuck, say "I'm not sure" and the AI will offer a few options.
- **Be honest in the test drive.** "Too stiff" or "I'd never say that" is exactly the feedback it needs.



Using your guide every day

Your guide is the secret ingredient. Start any new chat by pasting it in with a line like this:

Here's my brand voice guide. Use it for everything you write in this chat. [paste your guide]

Then ask for what you need: a LinkedIn post about your new service, a welcome email for new customers, or three captions for Saturday's event. Revisit your guide every 6 to 12 months, or anytime your business changes.

If something goes sideways

What happened	What to do
The AI summarized the instructions instead of starting	Type: Start the interview now.
Your content sounds generic or "AI-ish"	Type: That doesn't sound like me. Check my voice guide and try again.
The AI forgot your voice in a long chat	Start a new chat and paste your guide again.
You'd rather talk than type	Use the microphone or voice mode in your AI app.

What's next? Your voice guide is the first tool in the ACE marketing kit. Next up: the Marketing Game Plan, which turns your voice guide into a simple plan for what to post and where. Watch your inbox.

In the Plymouth, Michigan area? Join us at CHEM Lab, ACE's monthly hands-on marketing lab, and get your marketing done with a real human in the room. [Learn more.](#)