

The Vibe Voice Formula™

The Solopreneur's Guide
to Elevating Your Voice with AI



Turn bland AI drafts into magnetic content that sounds like the real you—with personality, purpose, and punch.

- ✔ Learn the 8 key ingredients behind a voice that connects, converts, and feels unmistakably human.

Intro

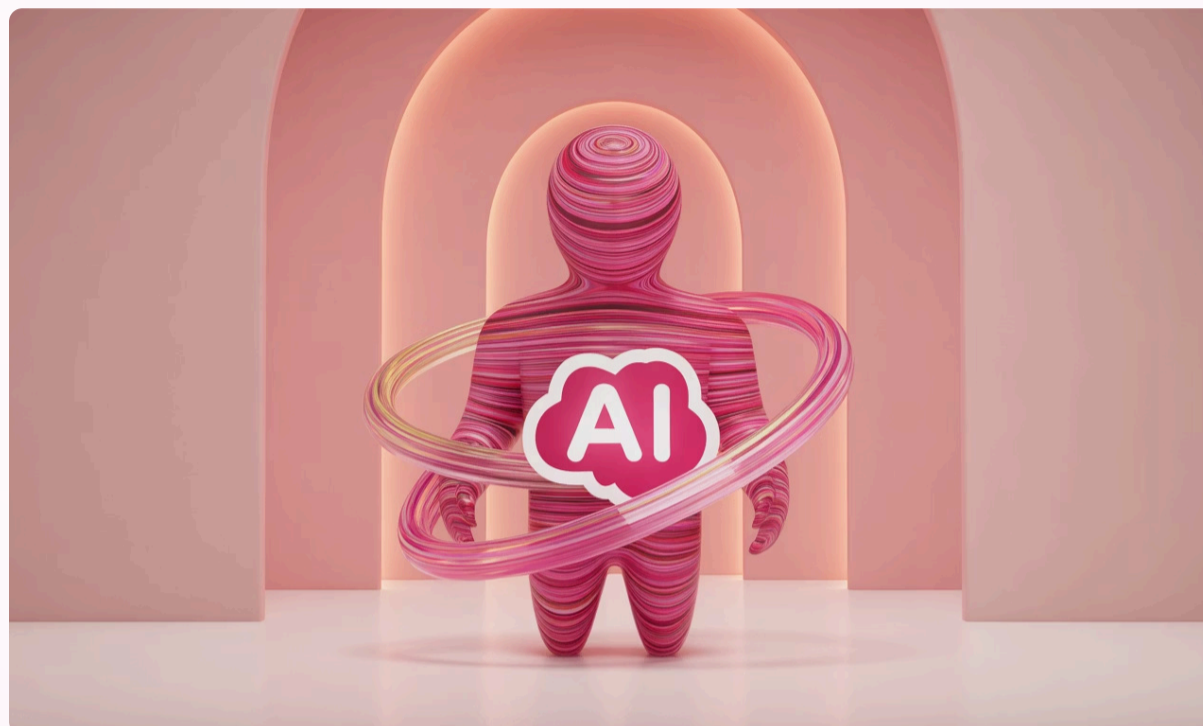
"It doesn't sound like me."

Or maybe you've said:

"It sounds like AI."

"It doesn't feel natural."

"It's... robotic."



That quiet frustration? You're not alone. As AI begins to help us write, share, and show up online, many solopreneurs realize something essential often gets lost in translation—their **human spark**.

Most brand voice guides stop at tone words and writing style. But sounding human, and truly connecting takes more than that.

You need a full-spectrum formula:

Your values, energy, quirks, context, tone, and personality, all layered together to shape a voice that feels real, relatable, and unmistakably you.

Because people don't just respond to what you say. They respond to how it feels.

That's where your *vibe* becomes a superpower.

It adds emotional energy to your message, brings your words to life, and helps you create content that moves people.

But here's the truth: it's not just about copying how you write today. It's about shaping how you *want* to sound: clearer, bolder, warmer, more magnetic, and then teaching AI to hold that voice for you.

And if writing has always felt hard, clunky, or just plain draining? Even better. AI means you don't have to force yourself to be a writer. You get to decide how your brand sounds and let AI do the heavy lifting.

Why doesn't AI naturally sound like you?

Because most prompts don't tell it who it's really channeling. That's like giving directions without a map, you'll always end up lost.

The solution

The fix is a custom prompt that gives AI your brand voice, emotional vibe, and personality — so it stops guessing and starts sounding like *you*.

Whether that's sass or steadiness, bold or thoughtful, it needs to know the human you want to show up as.

At the end of the day, this isn't just about "sounding like you." It's about sounding human. Conversational. Relatable. Like the real version of you, people want to connect with.

Step 1: Capture Your Voice (Your Way)

Here's the deal: you don't have to force AI to guess your style—you can **show it**. Two ways to do this:

Option A: You already write like a pro.

Grab 2–3 of your best samples—emails, posts, captions, even your About page. These are your receipts. They show AI exactly how you sound when you're in the zone.

- **Reflection tip:** Underline 2–3 phrases that feel especially "you."
- **Example:** "I always end emails with: Onward—with guts and heart."



Prompt for your own sample

"Analyze this sample and extract my style, tone of voice, emotional feel, and repeated themes (the big ideas or values I keep coming back to)."



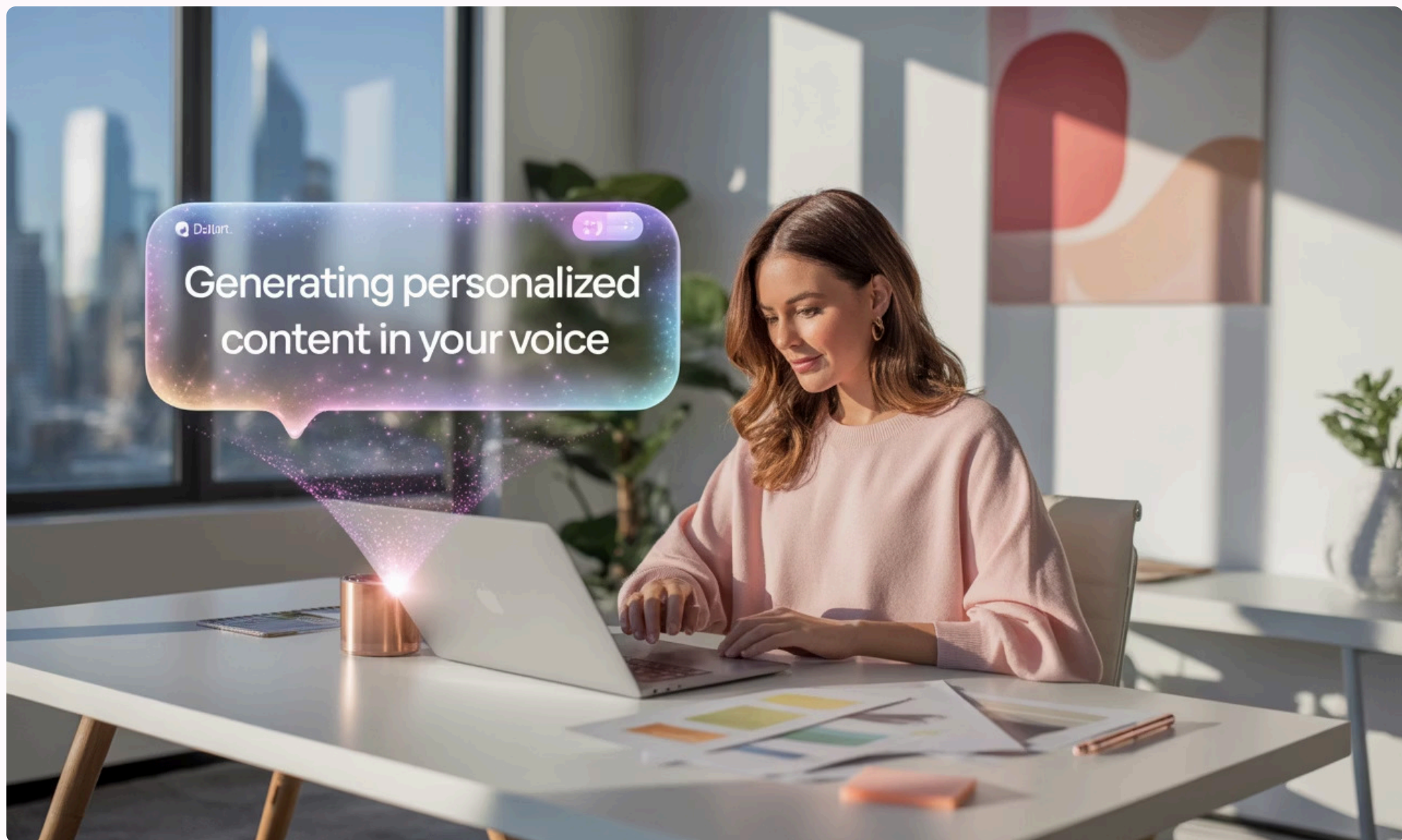
Prompt for someone else's sample you admire

"Analyze this writing for style, tone, and emotional feel. Don't focus on the topic—just the voice and emotional impact. Summarize the traits so I can apply them to my own business context."

Step 2: Define Your Core Brand Voice

This is where you shape a voice you can actually use.

One you'll come back to again and again—whenever you're prompting AI, creating content, or training a new assistant. Instead of winging it each time, you'll have a clear foundation that keeps your message consistent and aligned with your brand.



After Step 1, you already have some raw material and insights. You might even test AI with those right away to get a feel for it. But before locking in your voice, it helps to build a stronger foundation.

Look back at what you uncovered in the analysis. What parts felt exactly right? What parts felt close—but not quite you?

Whether you used your own writing or a piece you admire, the analysis likely gave you a feel for your **tone, writing style**, and maybe even some of the emotional energy. You may have spotted favorite phrases, rhythms, or turns of phrase that sound like you—or like how you *want* to sound. These are gold. Bring them with you.

To fully train AI in your voice, we need to go beyond what's on the surface.

The next step is to layer in the deeper elements: your **values, audience, business context, personality, differentiator**, and your own **Do's and Don'ts**. This is where your voice gets rooted—not just in *style*, but in *substance*.

Because AI won't just guess your voice. It needs a blueprint.

That's what you're building now.

Let's break it down with the 8 core ingredients that shape a voice that sounds unmistakably you.

The 8 Ingredients of a Magnetic Vibe Voice

Your brand voice is more than a few tone words. It's a mix of how you think, how you write, and how you want people to feel when they hear from you.

You don't have to use every single ingredient to get a voice that sounds *okay*.

But if you want content that *feels like you*, and moves the right people to connect, trust, and take action, this is the recipe that makes it happen.



Here's what shapes it:

- **Tone** = the overall personality your words project (for example, confident, playful, friendly, professional, rebellious, nurturing...). It helps AI choose the right rhythm, sentence structure, and style.
- **Audience + Feel** = Who you're talking to and how you want them to feel (safe, inspired, fired up, supported...). This helps AI align your tone and energy with your people.
- **Business Context** = What you do and what industry or niche you're in. Your industry and role can influence the tone, language, and level of formality your voice needs. This helps AI write in a way that fits your world—and aligns with your audience's expectations. A business consultant might need precision and professional polish. An event planner might prefer a voice that's playful, bold, and bursting with confetti energy.
- **Values** = What you stand for. These core principles (like clarity, freedom, sustainability, empowerment) should shine through in everything you say. They help AI infuse your content with the deeper meaning and motivation behind your message—so it feels aligned, not just accurate.
- **Differentiator** = What makes you stand out from the crowd? Why should someone choose you over others in your niche? This helps AI shape the **angle**, **attitude**, and **positioning** behind your words—so your voice sounds fresh, not formulaic.
- **Personality Type** = Like seasoning—it adds flavor. These 4-letter types (like **ENFP** or **ISTJ**) represent how you process the world and express yourself. ENFPs might write with spark, ISTJs with structure. It gives AI an extra boost to reflect how you naturally express yourself.
- **Do's & Don'ts** = Your personal writing rules and red flags. What to lean into (short punchy sentences, real-talk language), and what to avoid (jargon, cringe phrases, over-polished fluff). These help AI stay on-brand and human.

❏ The first seven ingredients shape the core of your brand voice.
But the 8th? That's what makes it magnetic.
It's the emotional pulse that brings your words to life and makes people feel something.
This energy layer amplifies connection and engagement.

- **Vibe** = The emotional energy you bring into your message. (Think: calm focus, bold leadership, soft power, raw and real...). It shifts depending on the context, but when used intentionally, it transforms strong copy into felt content. Vibe helps you match the moment, stir emotion, and sound human in a way AI rarely pulls off on its own. It helps AI shift how your words feel, even when the message is the same.

Together, these shape a voice that's not just human—but uniquely yours.

Not sure about your personality type?

These four-letter codes (like ENFP, INFJ, ISTJ, or INTP) represent your overall personality style—how you get energy (**E/I**), take in information (**S/N**), make decisions (**T/F**), and stay organized (**J/P**).

🧠 Take the free test at [16personalities.com](https://www.16personalities.com) to find your type.

Why it matters: Because your personality shapes how you naturally express yourself—and AI can reflect that.

- An **ENFP** might write with bold energy and expressive flair.
- An **ISTJ** might prefer structure, logic, and calm authority.
- An **INFJ** might blend emotional depth with purposeful clarity.

Once you know your type, you can use it to guide your brand voice—and help AI write more like *you*.

Do's and Don'ts

Your voice needs boundaries. These are them.

Even the best AI prompt can go off-track if it doesn't know your *rules*. This is where you set the line between “that’s so me” and “absolutely not.”

Your **Do's** are your signature style markers—phrases, habits, or writing quirks that feel undeniably *you*.

Your **Don'ts** are just as important. They keep AI from slipping into generic, robotic, or cringey territory.

This is also where your differentiator can show up.

If you've got a unique approach, backstory, or bold take that sets your brand apart, fold that in here. Maybe you're the no-fluff strategist in a sea of overthinkers. Maybe you use quirky metaphors to make serious ideas stick. Add it to your Do's—it's part of what makes your voice unmistakably yours.

You can also add personal preferences for rhythm, tone, sentence length, or formatting. This is how you humanize your content—by giving AI the permission *not* to sound like a soulless content bot.



Examples:

Do:

- Keep messages supportive and positive.
- Use playful or confident language, or visual language, or use metaphors).
- Encourage creativity and exploration.
- Talk like a real person. (or use simplified language, so a kid can understand)
- Speak directly to the reader with phrases like “you might have noticed” or “if you're wondering.”
- Trim the fat—clarity wins.
- Infuse your unique flavor (your method, quirky analogies, or origin story).
- Reflect your personality — whether that's nerdy, rebellious, nurturing, structured, or soulful.

Don't:

- Drown people in jargon.
- Go stiff or overly formal.
- Use cringe phrases (“Revolutionize your industry,” “unleash your power”, “In today’s fast-paced digital world”).
- Sound robotic, over-polished, or hypey.
- Overuse emojis or exclamation marks (unless it's *very* intentional).
- Write in long, run-on paragraphs with no breathing room.
- Default to passive voice (“It is believed that...” instead of “I believe...”).
- Water down your differentiator — generic won't cut through the noise.
- Use em dashes very rarely (—).

Reflection Questions

- What parts of the sample analysis felt spot-on—and what would you change?
- Summarize in 3–4 words the most important words that describe your overall tone or personality.
- Who are you writing for, and how do you want them to feel?
- What is your industry, and what kind of tone does your audience expect?
- What values matter most to your brand and should shine through in your writing?
- What human touches matter to you? (Short sentences? Humor? Honest language?)
- What makes you different? What are your unique traits? What is your personality type?
- What are my dos?
- What are my don'ts?

✓ Prompt you can use to create your full brand voice description:

"Based on the following details, create a clear and concise brand voice description that captures my tone, writing style, values, business context, and unique personality. Include do's and don'ts to guide future content."

[Add your answers to the reflection questions here]

Example of my Brand Voice Description

"My brand voice is confident, clear, and empowering—with a strategic edge and a rebellious spark. I speak directly and with purpose, using short, punchy sentences that cut through the noise. I make solopreneurs feel capable, seen, and fired up—without ever sounding preachy or robotic. There's a sassy streak to my style, but it's always grounded in strategy and service. Creativity and innovation fuel everything I do, but always with a foundation of real support and authenticity. As an ENFP-A, my voice brings bold energy, expressive ideas, and a deep belief in the power of connection—tempered with just enough structure to stay purposeful. I'm here to simplify the hard stuff, celebrate progress, and keep it real—because business doesn't have to be boring (or so damn complicated)."



Sometimes I also add in my dos and don'ts.

Do:

- Use the word "Up" in names or phrases when it fits. Signals: motion, growth, momentum, your unique action brand (e.g. Up is the way to go, up your game, PowerUp).
- Use the word "Genius" when appropriate. Signals: strategy, structure, creativity, rebellion (e.g. Genius mode, your inner genius).
- Keep messages supportive, positive, and grounded in strategy.
- Use playful, confident, or rebellious language.
- Use real human phrasing: short sentences, clear points, a little sass or cheeky truth when it fits.

Don't:

- Don't use em dashes (—).
- Don't use the words: fluff, unleash, foster, realm.
- Avoid very typical AI "giveaway" words and clichés.
- Don't sound robotic, over-polished, or use corporate marketing jargon.

Step 3: The Magic Sauce - The Vibe

Tone is your core personality. **Vibe** is the emotional energy you layer on top, the mood of the moment. It's the spark that shapes how people respond to your words, spiking engagement and making your content feel alive.

Think of it like music: the words are the same lyrics, but the vibe is the music genre that changes the whole mood. A party anthem, a quiet acoustic track, or rebellious rock. Same message, completely different feel.

Bold + lit up

feels like: launch day. Confident, full of fire, and unapologetically you.

Calm focus

feels like: sipping coffee while mapping your plan. Grounded, clear, reassuring.

Empowered rebel

feels like: flipping the script on tired advice. Bold, strategic, a little spicy.

Magnetic joy

feels like: sharing a big win. Light, bubbly, contagious energy.

Soft power

feels like: holding space with calm confidence. Understated but unshakable.

Overflowing generosity

feels like: giving your best without holding back. Heartfelt and rich.

Playful + free

feels like: riffing with a friend on a creative high. Unfiltered, curious, energizing.

Tired but real

feels like: showing up raw but honest. Messy and human.

Reflective + grounded

feels like: telling the truth from a scar, not a wound. Deep, wise, unpolished.

No-nonsense

feels like: cutting through the fluff with love. Clear, direct, and done.

These are just a few examples to spark ideas—there are so many ways to describe the emotional energy behind your message. The goal is to define how you want your content to **feel** when someone reads it.

You might use words like "fierce," "nurturing," "grounded," "curious," "lit up," or anything else that captures the energy you're channeling. There's no wrong answer—just what's true for you in the moment.

Adding Vibe to Your Brand Voice

Prompt:

Add the [Vibe] to my [Brand Voice description].

Example: Prompt using my brand voice with vibe layer:

Write this using my brand voice, with the Grounded Guide vibe applied.

Brand voice:

Confident, clear, and empowering—with a strategic edge and a rebellious spark. Use short, punchy sentences that cut through the noise. Speak directly and with purpose. Make solopreneurs feel seen, capable, and ready to take action—without sounding robotic or preachy. There's room for sass and boldness, but it should always be grounded in strategy and service.

Vibe to apply:

Grounded Guide — calm, steady, and deeply supportive. This vibe is for moments when the reader may feel stuck, scattered, or overwhelmed. It brings warmth and reassurance while simplifying chaos and making next steps feel doable. It's empathetic but never fluffy—always focused on clarity, calm, and forward motion.

Energy balance:

Keep the clarity and structure of my confident brand voice, but soften the delivery with the Grounded Guide vibe. Think: a clear-headed mentor offering grounded, encouraging direction. No hype, no extra pressure—just calm, solution-focused support.

See the Difference: Same topic. Same task. But completely different energy.



The table below shows how layering your brand voice and vibe together changes the output—without changing the core message. You'll see a basic AI response, then what happens when we add tone, and finally, how the energy shifts again with different vibes.

- **Brand voice sets the personality and structure.**
- **Vibe adds emotional depth—it changes how your message feels.**

You'll notice the Empowered Rebel example feels similar to the brand voice itself—because my brand voice already includes a rebellious edge. That vibe just turns it up. To contrast, the Grounded Guide example softens the energy and brings calm clarity instead of fire.

I'm showing just one snippet from a launch email to keep it short. AI works best when you also provide the full context of what the content is about (like we teach in the Vibe Prompt Method™).

Prompt Level	Prompt	Output Example
1. Basic	"Write a launch email for my new lead magnet, The Vibe Voice Formula."	Subject: New Free Guide for Solopreneurs "Want to make AI work better for your business? Download our new freebie, The Vibe Voice Formula, to learn how to get better results from your prompts. Start using AI more effectively today."
2. Brand Voice	"Write a launch email for my new lead magnet, The Vibe Voice Formula, in my [brand voice]." (Brand voice: Confident, clear, and empowering—with a strategic edge and a rebellious spark...)	Subject: AI sounding off? Let's fix that. "Tired of AI writing that sounds like a bland intern? I made this for you. The Vibe Voice Formula shows you how to turn AI into a real teammate—one that actually sounds like you. If you're ready for smarter prompts and content that finally hits, this is your next move."
3. Brand Voice + Empowered Rebel Vibe	"Write a launch email for my new lead magnet, The Vibe Voice Formula, in my [brand voice], using an [Empowered Rebel] vibe."	Subject: Let's stop playing nice with AI. "You're not here to blend in—and neither should your content. The Vibe Voice Formula helps you train AI to write like the bold, brilliant version of you. If you're done with dull drafts and ready to shake things up, grab this guide. Time to stop editing and start leading."
4. Brand Voice + Grounded Guide Vibe	"Write a launch email for my new lead magnet, The Vibe Voice Formula, in my [brand voice], using a [Grounded Guide] vibe."	Subject: You don't have to force it. "If AI writing has felt off—too stiff, too generic—you're not doing it wrong. You just haven't given it the right voice to follow. The Vibe Voice Formula is a calm, practical guide to making AI sound more like you (and less like a robot). You'll learn how to shape your voice, apply emotional energy, and write content that feels easy—and actually connects."
5. Brand Voice + Overflowing Generosity Vibe	"Write a launch email for my new lead magnet, The Vibe Voice Formula, in my [brand voice], using an [Overflowing Generosity] vibe."	Subject: I packed this with everything I could give you. "This isn't just a freebie—it's my best thinking, poured into a guide that can actually shift how you show up online. If you've ever felt like your content sounds...off? The Vibe Voice Formula will help you change that—for good. I made this to help, not hype. And I truly hope it gives you the clarity you've been looking for."

Try something similar with your own content. See how small tweaks changes the whole energy.

Step 4: Practice & Tweak

Even with a strong brand voice and a clear vibe, your first AI drafts might not be exactly right—and that's okay. AI learns fast, but only if you guide it like a boss. This step is where you fine-tune your voice by seeing it in action.

Put it to work on real content

Pick 2–3 content types you actually create—like:



A sales page section



A nurture email



A carousel post



A client onboarding message



A launch caption or Reel script

Then give AI this prompt, along with your brand voice description and vibe:

"Write a [content type] in my [brand voice], using a [chosen vibe]."

(You can also add your Do's and Don'ts if you want AI to really nail it.)

- 📌 **Context matters:** You'll also want to tell AI what the content is about (What's the offer, the audience, the intent?). We're skipping that part here, but if you want to learn how to structure that like a pro, check out the [Vibe Prompt Method™](#).

What to Expect—and How to Improve It

Your first content output might feel close-but-not-quite. That's totally normal. Read it out loud. Does it feel like something you'd say? Does it hit the tone you want? Is the emotional energy right?



Your tone sets the voice



Your vibe sets the feeling

If it feels too stiff, too long-winded, or just a little off, tweak your brand voice description or give AI clearer Do's and Don'ts. You're not stuck with what you wrote in Step 2, you're evolving it.



This is where the magic happens: when you start seeing your voice come through clearly, consistently, and confidently.

Step 5: Voice Check Before You Hit Publish



Before you call it done, run through this checklist to keep your content aligned with your voice:

1

Does this feel like me and reflect how I want to sound?

2

Does the vibe match the moment and message?

3

Will my best-fit clients resonate with this voice?

4

Did I keep my dos—and ditch the don'ts?

5

Did I avoid the cringey, hypey, or robotic phrases?

If it's a yes across the board? You nailed it.

Step 6: Use It Everywhere (Without Overthinking It)

You've got a voice that finally feels like you. You've tested it, refined it, and watched it turn flat content into something magnetic. Now it's time to make it part of everything you create.

Make your voice part of the process, so you're not reinventing it every time you open your AI Tool.



Drop your brand voice into the first line of every AI session



Use the same brand voice prompt when onboarding a new assistant, writer, or tool



Save your favorite prompts so you're not starting from scratch each time



Adjust the vibe to match the message, mood, or platform

This is where you shift from "testing" to **living your voice**.

Start with these places:

- Website or sales copy
- Launch emails and nurture sequences
- Social content (posts, carousels, captions, video scripts)
- Client onboarding messages
- About pages or bios
- Webinar slides and podcast intros

That's how your voice becomes your brand—recognizable, trusted, and consistent everywhere you show up.

Bonus Tips to Humanize AI Output

These tricks instantly make stiff AI content more relatable and real (add them to your dos & don'ts):



Add "humanize this"

Add "humanize this" to the end of your prompt. It softens overly polished writing, adds warmth, and makes it more conversational.



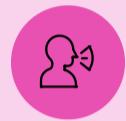
Kill the cringe phrases

✗ "Unleash the power!" → ✓ "Here's how it works."



Don't over-edit

A little rawness keeps it real.



Address the Reader Directly

Speak directly to the reader with phrases like "you might have noticed" or "if you're wondering".



Try a future self prompt as your vibe:

"Write this as the version of me who already has a 7-figure business and a waitlist of dream clients. Make it bold, direct, and unapologetic."

The shift in energy? Night and day.

Next Level (Skip the Guesswork)

Want to shortcut the process and get your voice dialed in fast? These tools do the heavy lifting:



BrandVoiceUp

Extracts and defines your core Brand Voice (tone, personality, values, audience, and more)



ToneUp

Breaks down the tone and emotion of any sample you like (even if you didn't write it)



VibeVoiceUp

Helps you layer on emotional energy to fit the mood (launches, nurturing, bold moments, calm support—you name it)

They all live inside [SoloGenius](#)—your AI-powered business hub.

i Grab a Starter Pass to test it all out:

[Check it out here!](#)

Smart Shortcut: Store your voice in Your Genius File

Your brand voice and most-used vibe voices live inside the **Genius File** you build in SoloGenius.

It's your AI-ready business doc—so you never have to repeat yourself or rewrite key info.

Just plug it in, and your Genius Assistants get you instantly.

Final Pep Talk

Your voice is your biggest asset.

Even if writing's never been your thing, you get to decide how your brand sounds, and AI just helps you amplify it.

Define your voice

Layer in your vibe

Use your dos and don'ts as guardrails

And suddenly, your content starts sounding like... *you*.

No more bland drafts. No more robotic vibes. Just magnetic content that actually sounds like you.



Because the goal isn't to blend in with everyone else's AI-generated noise.

It's to sound real. And unforgettable.

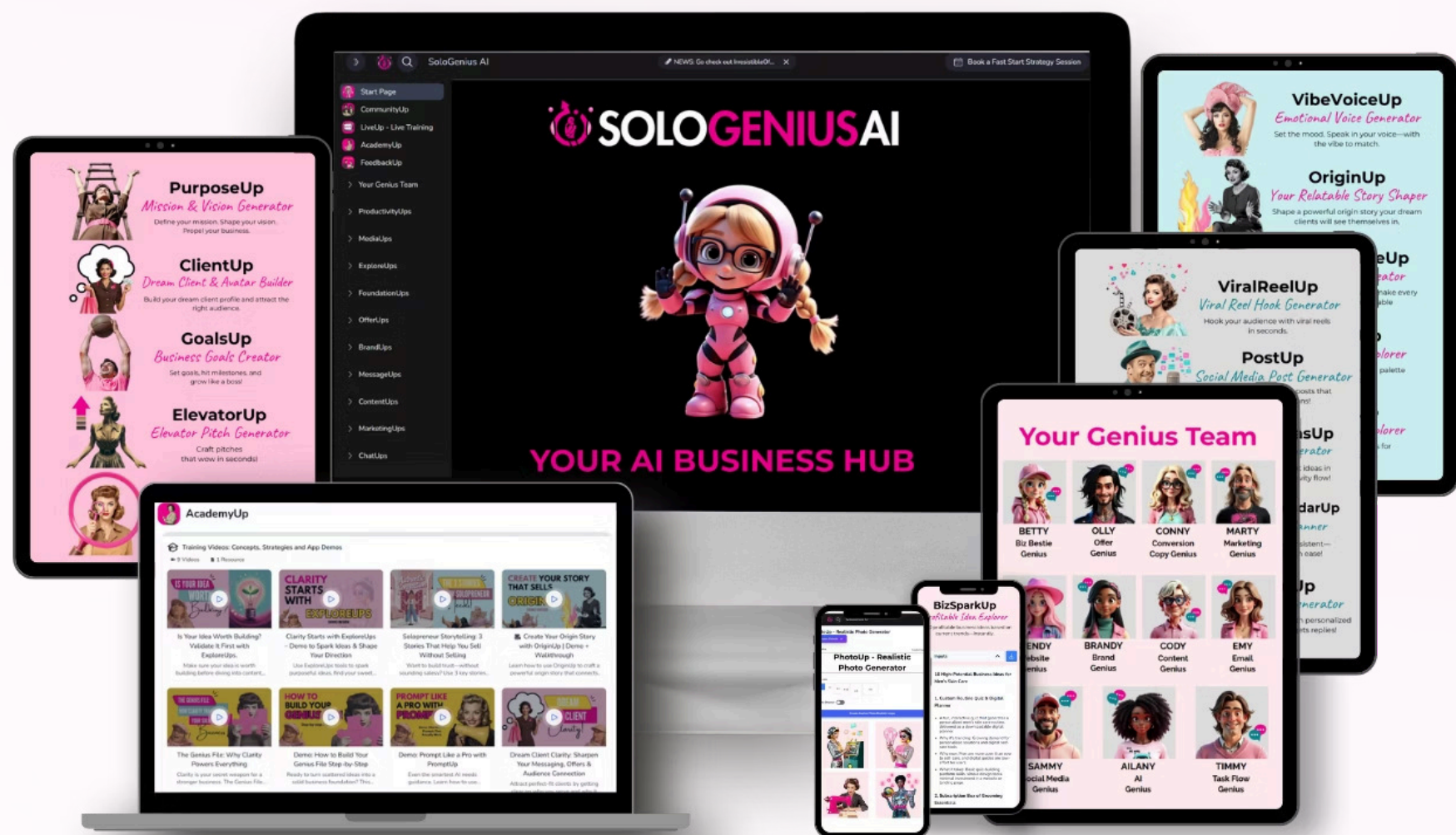
Ready to level up your biz?

Explore over 50 task-focused tools and 11 Genius Assistants—all designed to help solopreneurs like you create smarter, move faster, and grow with ease.

From strategy and content to automation and branding, it's like having an AI-powered support team in your pocket—ready whenever you are.

See what's possible—and how much lighter your workload feels when AI has your back.

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About the Creator

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Founder of SoloGenius.ai + Creator of the Vibe Voice Formula™



Hey, I'm Line — digital strategist, AI nerd, and founder of SoloGenius.ai and DigiUp. I've spent 20+ years building businesses, creating content, and helping solopreneurs get results without burning out.

My favorite thing? Turning complex strategies into clear, practical tools that actually work for a team of one.

I've launched campaigns, built hundreds of websites and funnels, written a book, run TV productions, and created systems from scratch.

I created SoloGenius.ai to help solopreneurs simplify business and scale without doing all the things themselves.

And this guide? It's your shortcut to making AI sound like you—not a stiff copycat, not a soulless robot. Just your voice, elevated—with the personality, purpose, and punch it deserves.

Because when you define your brand voice and layer in the vibe? Content flows faster. Messaging feels magnetic. And AI becomes your creative sidekick—not a content liability

You don't have to hustle harder. Just sound more like you.

Up is the Way to Go! – Line

Let's Connect:

- Join the community: [AI for Solopreneurs Facebook Group](#)
- Follow for tips: [@digiupline on Instagram](#)
- Facebook: [Line Rødli Kristiansen](#)
- Explore SoloGenius.ai: <https://sologenius.ai>