

Wayfair Brand Voice Enhancement Plan

For: n8n AI Content Strategy Prompt (Area Rug — Natural & Sustainable report) **Date:** August 12, 2026

Enhancement Goal

Revise the n8n AI prompt so generated content (blog copy, social captions, email subject lines, campaign taglines) reads as distinctly **Wayfair-voiced** rather than generic AI-marketing copy. Success means a reader familiar with Wayfair's actual brand content could identify the output as Wayfair's without being told, and the content avoids recognizable AI-generated patterns (formulaic hooks, repeated stat-drops, vague sensory filler).

Changes to Make

1. Add a persona definition

Establish the model's stance before it writes anything:

"You are a senior content strategist at Wayfair who writes like a knowledgeable friend giving design advice. You're enthusiastic but never pushy, helpful but never condescending. You believe everyone deserves a home they love."

This sets *who* is writing — necessary for consistent point of view, but not sufficient on its own to fix sentence-level habits (see #3).

2. Add explicit tone guidelines

Replace vague adjectives ("warm," "confident") with concrete, checkable rules:

- Maximum one rhetorical question per piece of content.
- No stat-as-opening-hook (e.g., "up 28% this year") more than once across an entire content batch.
- Lead with a specific, concrete detail rather than a vague sensory claim ("makes a room feel right").
- Contractions are welcome; exclamation points used sparingly, not by default.

- Prefer showing expertise (a specific tip, a specific comparison) over asserting enthusiasm.

3. Add a "phrases and patterns to avoid" list

Seed it with the AI tells identified in the current draft:

- "POV:"
- "Did you know...?"
- "There's something about [X] that just makes..."
- "Here's why everyone's obsessed..."
- Opening a caption or subject line with a percentage stat
- "Underfoot" and similar generic sensory crutches
- Em-dash-heavy hook constructions

4. Provide real Wayfair brand voice examples (few-shot)

Pull 5–10 actual Wayfair captions, product descriptions, or email subject lines (site, IG, past campaigns) and include them directly in the prompt as reference examples. This is what teaches genuine cadence, vocabulary, and punctuation habits instead of default template phrasing — the other three levers set boundaries, this one teaches the actual voice.

5. Add a self-check step before output (new addition)

Instruct the model to review its own draft against a short checklist before returning it:

- Did I use a rhetorical question?
- Did I open with a stat?
- Did I reuse a phrase or hook from another piece in this same batch?
- Does this sound like it could be any home brand, or specifically Wayfair?

This catches issues the other levers don't — especially cross-channel repetition (the same hook reused in Instagram, Facebook, and email).

Success Criteria

- [] No two pieces of content in a single report share the same opening hook or stat callout.
- [] Zero instances of the flagged avoid-list phrases in generated output.
- [] Each social caption and email subject line leads with a specific detail, comparison, or tip — not a vague sensory or emotional claim.
- [] Rhetorical questions appear no more than once per individual piece of content.

- [] When compared side-by-side with 3–5 real Wayfair captions/descriptions, a reviewer cannot reliably distinguish which are AI-generated based on voice alone.
- [] Taglines and campaign names read as specific to Wayfair's positioning (design guidance, accessible expertise) rather than generic DTC home-brand language.