

How to build an AI process that still uses 'your voice' using the R6 Method

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These 6 steps are a repeatable, self-improving process for you to follow. As you read them, think of it more as a relay-style baton handover. None of the steps is 'all human', nor are they 'all AI'. You and AI will work together. Here's how:

1. **Research:** Open Claude. Ask it to help you brainstorm topics for a 5-10 minute video. Tell it to consider topics that people who are good prospects for your service misunderstand. In the prompt, tell Claude to ask you any questions to deepen its understanding. When you've chosen a good topic, ask Claude to help you structure 4 or 5 main points and to generate a catchy first line hook for your video. When you're happy, copy the notes to your screen or print them so you can refer to them in step 2.
2. **Record:** Open a Google Meet (or Zoom) meeting. Or if you're ready for more editing bells and whistles, look at [Riverside](#) instead. Whichever option you choose, turn on the audio transcription and caption settings. In the meeting/recording, deliver your video hook to open the intro and then talk naturally through your script pointers in your own words. Finish with a simple 'if you'd like to find out more or discuss this further, contact me' call to action. Stop the meeting recording when you've finished. Crop the video edit using your computer's video editor to the take that you're happy with. Store the recording on your computer. You'll need it in step 4.
3. **Repurpose:** This is the important step. Get the captions export from Google Meet / Zoom / Riverside. Upload the file back into your Claude chat. Ask it to use your tone of voice from the transcript to draft an 800-word blog post, an email newsletter, a social media post, and - if it's relevant - a lead magnet. These will be your 'good' first drafts.
4. **Redistribute:** Use the video recording and decent first drafts that Claude came up with to produce final draft posts for your social media addiction of choice, for YouTube and to send an email to your list. Don't overthink it or engage in extensive rewrites. Schedule them to go live on different days so you don't bombard those who see you everywhere. YouTube, then Email, then

Socials is a good publishing order. GoHighLevel has a helpful email and social media scheduler, but you can also start by setting tasks in your diary to post. Share the versions you published with Claude. Ask it to interpret how your final tone of voice differs from the draft, so it can learn and improve next time.

5. **Repeat:** Congratulations! You're a content marketer. Now do it again next week with a different topic, improving the process each time as you get more confident and learn what works. With your content online, you'll no longer be just your active clients' best-kept secret. Prospects will start to show interest and pay attention as you find your natural voice, positioning and publishing rhythm.
6. **Revisit:** For each content topic, create a reminder for 3 to 6 months from now to repost what you created. It's likely that your network will have changed or grown, so new connections won't have seen the original, and even those who did will have forgotten much of it. It serves as a good refresher.

AI has made it easier to do more yourself without needing a marketing agency or VA. One of my core beliefs is that we can be more self-reliant solopreneurs. In particular, I want you to consider how this process uses our inputs more effectively and in a more valuable way (*notably, steps 2 and 4*). Leave the mundane, repeatable tasks to Claude and other tools (*steps 1, 3, 5 and 6*). Note how these are the parts you just wouldn't get around to, or would reluctantly have to pay a VA to do.

I'd love to see you do something with my **R6 Method** or use it as inspiration to develop an AI process for something else you want to do. Please share the outputs with me if you do so. Think about using the steps and handoffs in different ways to team up with AI tools so you use your time more valuably and publicly, while AI runs the system's grunt work in the background.

If you're interested, every Friday, I run a 'Systems to Sales' Q&A call where I share and discuss processes like this. It's free to participate in. If you have questions, bring them along. [Register here](#).