

“Human Voice” Prompt Pack

1) Emails (product update / launch)

Before

“Write an email about our new analytics feature. Professional tone.”

After (paste into your AI tool)

You are writing to paying customers who skim.

Goal: announce the new **Analytics Overview** and why it saves time.

Audience: product managers and founders at small teams.

Voice: friendly-expert; no hype; 1 tiny human detail.

Constraints:

- Subject ≤ 50 chars, no colons
- 1-line opener: what changed + benefit
- 3 bullets: specific outcomes (seconds saved, clicks removed, errors reduced)
- 1 sentence: trade-off we made (honesty builds trust)
- CTA: “Try it on your data”
- Watchlist to avoid: delve, underscore, bolster, amidst, swiftly
End with: **Plain-English pass** (“Rewrite for a smart, busy reader; cut filler.”)
Add a P.S. with a link to a 90-sec demo.

Before you begin drafting, ask me any questions for clarity. Avoid AI jargon and keep the language understandable.

2) Landing page (hero + value + proof)

Before

“Write a landing page hero for our AI feature.”

After

Audience: founders and product leads.

We solve: too many clicks to find why KPIs moved.

Voice: confident, not salesy.

Give me:

- **Hero H1 (≤7 words):** problem → relief (no “AI” in the headline)
- **Subhead (≤18 words):** what it does + specific payoff
- **3 bullets:** business outcomes (activation ↑, churn ↓, time saved) with actual numbers (use placeholders if unknown)
- **Micro-proof:** 1 customer quote or metric
- **CTA:** “See it on your data”
- Ban list: delve, underscore, bolster, solutionize, leverage
Finish with a **Plain-English pass** and offer 2 tone variants (straighter / warmer).

Before you begin drafting, ask me any questions for clarity. Avoid AI jargon and keep the language understandable.

3) Release notes (short, scannable)

Before

“Write release notes for v2.4.”

After

Context: weekly release; readers skim on mobile.

Format:

- **What changed (1 line each)**
- **Why it matters (1 line)**
- **How to try it (1 line)**
Rules: no more than 6 lines total, 1 emoji max, no “delve/bolster/underscore.”
Add a **Plain-English pass** at the end.

4) LinkedIn post (thoughtful, not preachy)

Before

“Write a LinkedIn post about our launch.”

After

Audience: product leaders & makers.

Angle: the trade-off we debated + what we learned.

Give me:

- 1-line hook (no question marks baiting engagement)
- 3 short lines: what we changed and the outcome (with numbers)
- 1 short line: what didn't work (honesty)
- Invite replies with a genuine ask (no “thoughts?”)
Constraints: ≤120 words; avoid: delve, underscore, bolster.
Finish with a **Plain-English pass** and an **alt-text suggestion** for the image.

Before you begin drafting, ask me any questions for clarity. Avoid AI jargon and keep the language understandable. Here's a sample of my previous captions/tonality.

[paste sample]

A simple “watchlist” to paste in your team doc

- **Avoid (overused AI-isms):** delve, underscore, bolster, meticulous, swiftly, amidst, furthermore, leverage (as a verb), utilize.
 - **Prefer (plainer swaps):** explore/unpack, highlight, back up/strengthen, careful/thorough, quickly, while/among, and, use.
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How to operationalize this tomorrow

- Add the prompt pack to your **brand kit** in Drive/Notion.
- Build a **1-click style check**: find/replace on the watchlist before publishing.

- Keep a **“voice shelf”** of 3 approved tones (straight, warm, playful) with one paragraph example each.
- Review with one KPI in mind (e.g., “Does this help someone act faster?”).