

Train Claude to write like you

Out of the box, Claude is what everybody has, so it writes like everybody. Your clients can tell. The fix is not a better prompt. It is three things it does not have: your voice, your company and your rules.

TIME

About an hour

YOU NEED

A paid Claude plan (for Projects) · An hour to gather what you already have

What you end up with

One place you write from. You ask for an email, a post or a proposal and what comes back sounds like you on a good day, knows what you sell and what it costs, and never invents a fact about your business. You still read it before it goes anywhere, but you stop rewriting it from scratch.

Honest version: the quality of this is the quality of what you feed it. An afternoon of gathering real writing beats any prompt anyone will ever sell you. There is no shortcut, and the ones that promise one all sound the same.

What you need

- A paid Claude plan, so you can make a Project with its own knowledge.
- An hour to gather things you have already written. You are not writing anything new.
- The company documents you already have: what you sell, who it is for, what it costs.

1. Your voice

Collect real things you wrote and sent. Not your polished best, your real stuff: 10 to 15 emails, 10 to 15 texts, and a transcript or two of you on a call. The call transcript is the one people skip and it is the most valuable, because it is how you talk when you are not performing. Take out names, numbers and anything private. Save each group as its own document.

2. Your company

Gather what already exists. Do not write anything new for this. Vision, mission and purpose. What you sell, who it is for, what it costs. Your sales documents and how you answer the objections you hear every week. Your best posts and your website copy. Your brand guide.

3. Your rules

This is the short document that does most of the work. Write it as three lists, in your own words.

WHAT THE RULES DOCUMENT LOOKS LIKE

How I write

Do

- Lead with the point in the first line.
- Short sentences. One idea each.
- Say the real number or say nothing.
- Write like I am talking to one person I like.

Do not

- Do not open with a pleasantry.
- Do not ask three questions in one email.
- Do not explain something I have not been asked about.
- Do not use a word I would have to look up.

Never use

- "I hope this email finds you well"
- "circling back", "just checking in", "touching base"
- "leverage", "synergy", "utilize", "robust"
- [add yours here, the ones that make you cringe]

4. All of it in one place

Create a Claude Project called "[Your company] writing". Add every document to its knowledge, and paste this into its instructions.

PROJECT INSTRUCTIONS

You write for [company name]. Before you write anything, read:

- the voice doc that matches what you are writing (email, text or call)
- the company docs, for anything about what we do or sell
- the rules doc, every time

Write like me on my best day, never like a generic AI. Follow the do's and don'ts exactly. Never use a word from the never list. Never invent a fact, number, price or promise; if you do not know it, ask me. Everything you write is a draft. I read it before it goes anywhere.

5. Test it before you rely on it

Do not find out it is wrong on something that matters. Give it a job you have already done and compare.

THE TEST PROMPT

Write the email I would send to [a real situation you handled last month].

Then, separately, tell me which of my documents you used and which lines of the rules you were following.

I am going to compare this to the one I actually sent. Do not try to impress me. Try to sound like me.

Read them side by side. Where it is different, that difference is a line missing from your rules document, not a reason to give up on it.

6. Sharper every week

When something comes out wrong, do not just fix it and move on. Tell Claude why, in the words you would use, then add the line to your rules. Real corrections:

- "Too formal. I would never say reach out."
- "That is three questions. I ask one."
- "You made up a timeline. If I did not give you a date, do not use one."
- "That opening is a warm-up. Start at the second paragraph."
- "Nobody in my world calls it a solution. It is a system."

Every fix you write down makes every future draft better. Every fix you only say out loud gets made again next week.

What goes wrong, and the fix

- It sounds like a press release. You gave it your polished marketing copy and none of your real emails. Add the messy ones.
- It uses a phrase you hate. It is not in the never list yet. Add it, word for word.
- It invents a price or a timeline. Say it once in the instructions: if you do not know it, ask. It will ask.
- Everything comes out the same length. Tell it what you write long and what you write short, with an example of each.
- It is great at emails and bad at posts. Those are two voices. Give each its own document.

Before you send

- Read it out loud. That catches the AI rhythm faster than reading it on screen.
- Check every fact, number and price against something real.
- Cut the first sentence. It is usually a warm-up.

Mine goes one step further: each role in the business has its own skill, and each one reads the right documents before it writes. Start with one Project. That is most of the win, and it is one afternoon.

One new playbook a week, free.

Every playbook from the series lives at joinoriginos.com/ai-honestly, and new ones land there as the series goes on. The Origin Diagnostic names the part of your business to fix first, in about five minutes.

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