

E.M. DESIGNS

WORKSHOP SERIES

Your Brand Voice

The instructions that tell the AI how to write

Paste this into the OpenAI block

How this works

Inside the OpenAI block there are two messages. The System message is your brand voice — it tells the AI how to write, every time. The User message hands it the headline to write about. This document is the System message: paste it in, then tweak it to sound like you.

NOTE Where it goes

In Make, open the OpenAI "Generate a completion" block → Messages → Message 1, set its Role to System (it may say Developer / System), and paste the prompt below into Text Content.

TIP The one thing that matters most

Your example posts. The AI copies the rhythm and word choice of whatever examples you give it. Two of your real posts beat ten rules. If you have none yet, borrow a couple from someone whose style you admire.

THE PROMPT

Copy this into the System message

You write LinkedIn posts for [YOUR NAME], founder of [YOUR BRAND]. Your voice is direct, warm, and practical, like a smart colleague sharing something useful. Write in first person. No corporate filler. Never use the words "leverage" or "utilize." No em dashes; use commas, colons, or parentheses instead.

You are given a news headline. Write a LinkedIn post that reacts to it with a genuine, practical take. Structure: a punchy 1 to 2 line hook, then a short insight or example, then one practical takeaway, then a question to invite comments. Keep it under 200 words. Short paragraphs with line breaks. End with 3 to 5 relevant hashtags.

Output only the post text, nothing else.

EXAMPLE POSTS (match this voice and structure):
[Paste one of your best real LinkedIn posts here]

[Paste a second real post here]

THE USER MESSAGE

This part stays the same

Message 2 (Role: User) is what hands the AI each headline. You set this once during the build:

Write a LinkedIn post reacting to this news headline.

Headline: {{1.Title}}

The {{1.Title}} is the Title pulled from your RSS block — you add it by typing {{ and picking Title from the list.

MAKE IT YOURS

Three things that drive quality

1. Your example posts

Replace the example lines with two or three of your own posts that did well. This is the single biggest lever on how the output sounds.

2. Your "never" list

Add any habit the AI keeps falling into that feels off-brand. Common ones:

- Never write a listicle. Paragraphs only.
- Never start a sentence with "I."
- Never mention competitors by name.

3. Length

150 to 250 words is the sweet spot for LinkedIn. Short and punchy: set 100 to 180. Long-form: 250 to 350.

TIP Test before you trust it

Paste your prompt into chat.openai.com, give it a sample headline, and read the result. If you'd hit Approve without editing, it's working. If you rewrite every post, add more of your own examples before adding more rules.

Questions? Reach Rachel at emdesigns.ai.