



ALTERNATE REALITY · CORE 3 OF 3

VOICE & STYLE CORE.

How you sound. The filter that makes your content yours instead of everyone else's.

FILL IN ON SCREEN · CLICK ANY WHITE BOX AND TYPE · SAVE WHEN DONE

→ Answer in your own words, the way you'd say it out loud. Real numbers, real quotes, real stories. The Director lifts phrases straight from this file, so polished corporate language here becomes polished corporate content later.

→ Hardest file to fill in. Shortcut: record yourself talking for five minutes about something that annoys you about your industry. Transcribe it. That's your voice. Describe it here.

1 · VOICE

SENTENCE RHYTHM

Short and punchy? Long and layered? Paste one or two lines you've written that you're proud of.

Energy:

calm & considered

direct & confident

warm & personal

or describe the mix:

PERSONALITY THAT COMES THROUGH

Dry humour? Bluntness? Big-picture analogies? Stories from the road?

Spelling & dialect (e.g. British English, avoid Americanisms)

2 · GUARDRAILS

Your brand always... (3–5)

Your brand never... (3–5)

3 · BANNED PHRASES

Be ruthless. Common AI tells worth banning: “dive in”, “game-changer”, “level up”, “unlock”, “in today’s fast-paced world”, “let’s be honest”.

BANNED PHRASE	WHY

4 · SIGNATURE LINES

LINE	WHEN YOU USE IT

5 · HOW YOU CLOSE

Your closing style:

☐

Authority close (the CTA is the obvious next step for someone serious)

☐

Soft invite (access without press)

Describe how yours feels:

YOUR USUAL CTA FORMATS (E.G. KEYWORD DM, COMMENT WORD, SAVE, APPLY)

6 · AUTHORITY DIAL

Tick one. 1 = peer sharing the journey · 2 = emerging, relatable first · 3 = established, proof-led · 4 = strong, states truths · 5 = definitive, corrects the industry.

My level

☐

1

☐

2

☐

3

☐

4

☐

5

evidence that earns it:

7 · SELLING DIAL

1 = offer almost never mentioned · 3 = roughly every third post · 5 = every post connects to the offer.

My level

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

how it should feel:

8 · TUNING NOTES

→ Written by the Director when you run “arc tune” and confirm. Re-upload the updated file to make changes permanent. Delete notes here to reset.

Active tuning notes