SET YOUR

AI RULES

A **5-Step Guide** to
Protect Your Brand Voice

You don't need another complicated AI workflow. You need a simple way to use AI in your marketing without losing your voice, your loyal people or your sanity.

This worksheet helps you protect what's human in your brand while still using AI to move faster and have more fun. Use it yourself, or run through it with your team in a 30–45 minute working session.

How to use this worksheet

- Print it or open it in Google Docs.

- Work through the questions in order – foundations first, then 80/20, then AI rules.

- Set a timer (30–45 minutes) and aim for imperfect, honest answers, not "perfect brand statements".

- Once it's complete, turn your answers into:
  A simple AI "rules of engagement" doc for your team
  A checklist you use before you publish AI-assisted content

- Revisit every 3 months as your business and AI evolves.

- Then include the steps we already built:
  Step 1 – Clarify your foundations

  Step 2 – Decide your 80/20 content mix

  Step 3 – Set your "AI junior copywriter" rules

  Step 4 – Proof and trust check

  Step 5 – Personalisation and experiment list

STEP 1: Clarify your foundations (do this *before* AI)

1. What is your brand's core promise in one sentence?

2. List three words that describe your brand voice (e.g. bold, warm, playful).

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3. Who are your top two audience segments (e.g. "Millennial mums starting side businesses")?

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4. What do they care about most right now (top three problems or desires)?

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_____

5. Where can you find their real talking points? (Reviews, DMs, emails, sales calls, surveys.)

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STEP 2: Decide your 80/20 content mix

1. List 3–5 "non-negotiable" content pieces that must be written by you (or a human who knows your brand deeply):

- *Example: About page, core sales page, signature service page, welcome email, pitch deck.*

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2. These pieces are your 80 per cent "human-led" content.

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3. List 3–5 content areas where AI can help you experiment. This is your 20 per cent "AI playground" content:

- *Example: Subject line options, hook ideas, content repurposing, social post variations.*

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STEP 3: Set your AI Junior Copywriter rules

Complete the following:

1. AI can help me with:

_____

_____

2. AI cannot touch (or can only lightly assist with):

_____

_____

3. Before I accept AI's output, I will always:

_____

_____

4. Check: Does this sound like how I type?

5. Add: One personal story, example or opinion.

6. Remove: Any phrases I would never actually say.

STEP 4: **Proof and trust check**

1. For the offer or content piece I'm working on, list 3 proof points I can add:
- *Example: Testimonial, screenshot, result, statistic, case study.*

_____

_____

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2. Where will I show that proof?
- *Example: Landing page, email, socials, webinar.*

_____

_____

3. Does this piece clearly show how I'm different from "AI-blended" competitors? If not, what strong opinion or story can I add?

_____

_____

STEP 5: Personalisation and experiment list

1. One simple way I can personalise my marketing using AI this month is:

- *Example: Segment my email list by topic and ask AI to help draft tailored follow-ups.*

_____

_____

2. One experiment I will run in public (with my audience) in the next 30 days:

- Topic: _____
- Format: _____
- Safe testing space (community, list, etc.): _____

If you'd like an expert eye on this, you can **book a private strategy session** with me.