



THE ON-VOICE CONTENT PROCESS

The On-Voice Content Process

14 checks for social posts that read like you wrote them.

A repeatable 4-step process for founders and solo marketers who post themselves and are tired of content that reads like it came from a prompt template.

14 checks · 4 phases · 20 min the first time

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You don't need to write better.

You need a better brief and a faster edit.

Work through this once, save what you build in Phase 1, and you'll have a voice anchor you can reuse for every post from here. The checklist takes 20 minutes the first time. Most of it takes under five after that.

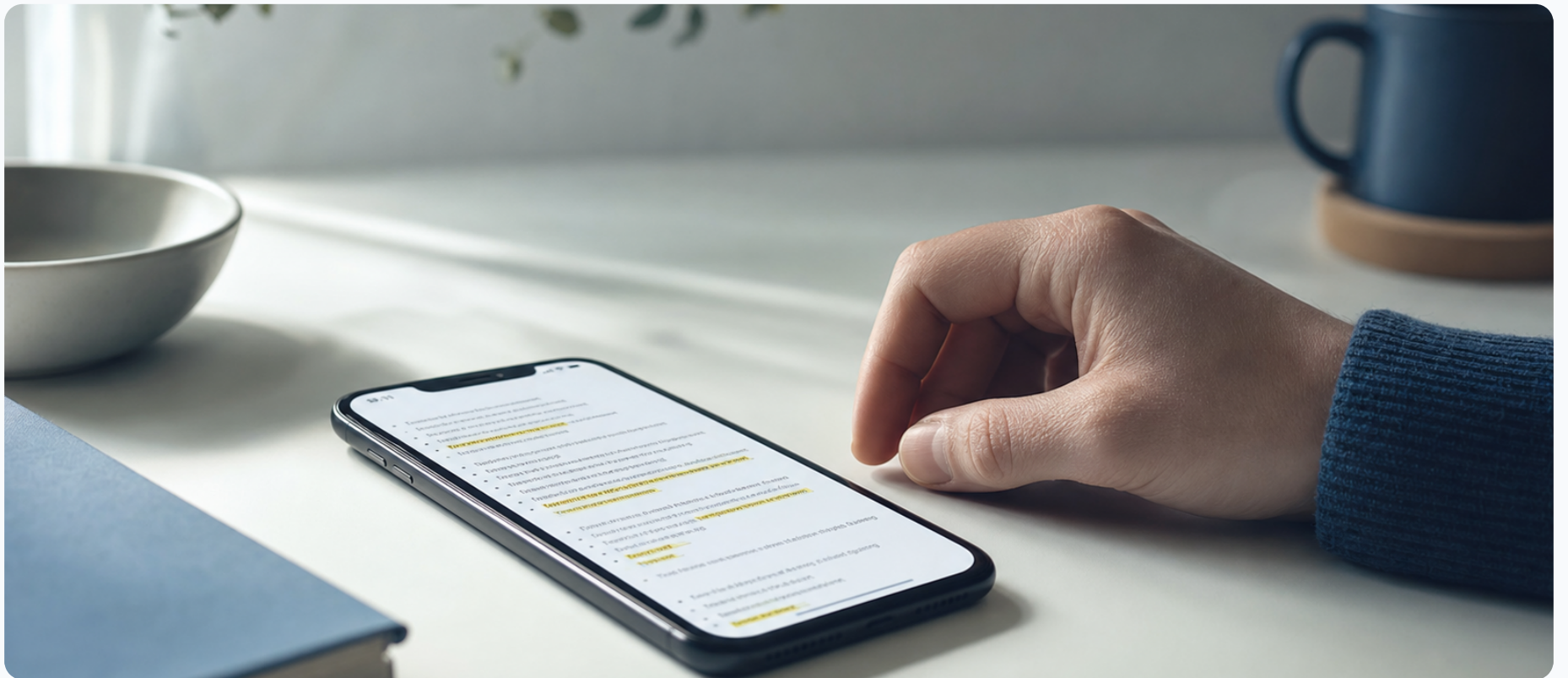
- | | | |
|---|----------------------------------|----------|
| 01 | Set your voice anchor | 4 checks |
| Do this once. Your real sentences, your bans list, your reader's problem. | | |
| <hr/> | | |
| 02 | Brief before you generate | 4 checks |
| One line of angle beats three paragraphs of prompt. | | |
| <hr/> | | |
| 03 | Edit out the AI | 4 checks |
| Four specific passes, run in order. | | |
| <hr/> | | |
| 04 | Build the loop | 2 checks |
| Save the brief, not just the post. | | |

The feed is full of AI slop.

Not because the writing is bad. Because the briefs are empty. Everything below fixes the input first, then edits fast enough that the output sounds like a person.

Set your voice anchor.

Do this once. Update it when you say something you'd use again.



☐ **Pull 5 of your best past posts.**

Copy every sentence you'd write again. Those are your voice markers.

⚡ **QUICK WIN — DO THIS FIRST**

☐ **List 5–10 phrases you'd genuinely never say.**

Write them down as your bans list. "Circle back." "I'm passionate about." "Let's dive in."

☐ **Write your reader's core problem in one sentence, in their words.**

"I post every week but no one replies" — not "low engagement rate." That's the difference between a brief that produces generic copy and one that produces something specific.

☐ **Save all three as one voice anchor doc.**

Every brief you write starts from here.

Brief before you generate.

Everything downstream inherits the brief. Fix the input and the output stops sounding borrowed.

THE ONE-LINE BRIEF

topic + specific angle + one claim you believe

Example: Why most AI-generated content sounds hollow. Angle — it's a briefing problem, not a writing problem. Claim — the brief is the whole job.

☐ Write a one-line brief before you open any AI tool.

Topic + specific angle + one claim you actually believe. Not "write a LinkedIn post about content." Try: "Why most AI-generated content sounds hollow. Angle: it's a briefing problem, not a writing problem."

⚡ QUICK WIN — 60-SECOND TEST

☐ Paste your voice anchor into the conversation before your brief.

First message, every session. Not buried. First.

☐ Ask for 3 variants, not 1.

Pick the one that sounds most like you, not the most polished.

☐ If you'd rewrite more than 5 words per paragraph, the brief was too vague.

Tighten the brief, not the output.

Edit out the AI.

Four passes. Run them in this order — sound first, then words, then the opener.

☐ **Read it aloud.**

If you stumble over a sentence, rewrite it. AI drafts for the eye. You post for the ear.

☐ **Remove every adjective that doesn't name a specific outcome.**

"Powerful" gets cut or replaced with what it actually does. "This cut my content review from 2 hours to 20 minutes" works. "Powerful" is noise.

☐ **Kill the first sentence if it's setup.**

"In this post...", "Let's talk about...", "Today I want to share..." are warm-up sentences. Your opener should stand alone as a quote. If it can't, rewrite it first.

☐ **Check the four common AI tells.**

One pass, top to bottom — the list is below.

THE FOUR TELLS

Every sentence is the same length.

Vary it. Short punchy ones, then a longer one that earns it.

Em dashes everywhere.

Remove most. One per piece, maximum.

"It's worth noting."

Say the thing directly.

Hedges: "may help", "could potentially".

Commit to the claim or cut it.

Build the loop.

Two checks. They're what turn one good post into a process you can run every week.

☐ **Save the brief, not just the post.**

A brief that worked once is 80% of the work next time. Build a folder of briefs that reliably produce on-voice drafts.

☐ **Track which posts get replies, not likes.**

Comments and DMs are your calibration signals. Likes can mean anything. Replies mean something landed.

WHAT GETS FASTER

Post 1

20 minutes, start to posted.
Most of it is Phase 1.

Post 10

A library of working briefs. You spot your tells by sight.

Post 20

The edit takes three minutes.

THE CALIBRATION LOG

Post	Brief used	Replies	Kept?
—	—	—	—
—	—	—	—
—	—	—	—

Three posts is enough to see a pattern. Keep the briefs behind the ones that got replies.



WHAT'S NEXT

Ten posts in, this is muscle memory.

Most of this work gets faster each time. The voice anchor, the brief, the edit pass.

Ten posts in, you have a library of working briefs and you know your tells by sight. Twenty posts in, the edit takes three minutes. The 14 checks stop being a checklist and become the way you write.

If you want to run this at scale — a full week of on-voice content from one brief, across LinkedIn, email, and the rest — that's what VibeMyWay builds for you. Every workflow starts from your brand voice doc.

The output reads like you because it's briefed from your actual words, not a model default. We use it on our own content first. It had to work before we sold it.

YOUR NEXT STEP

See how VibeMyWay generates a week of content that sounds like you.

Start at vibemyway.com →

One idea in. A full publication package out.