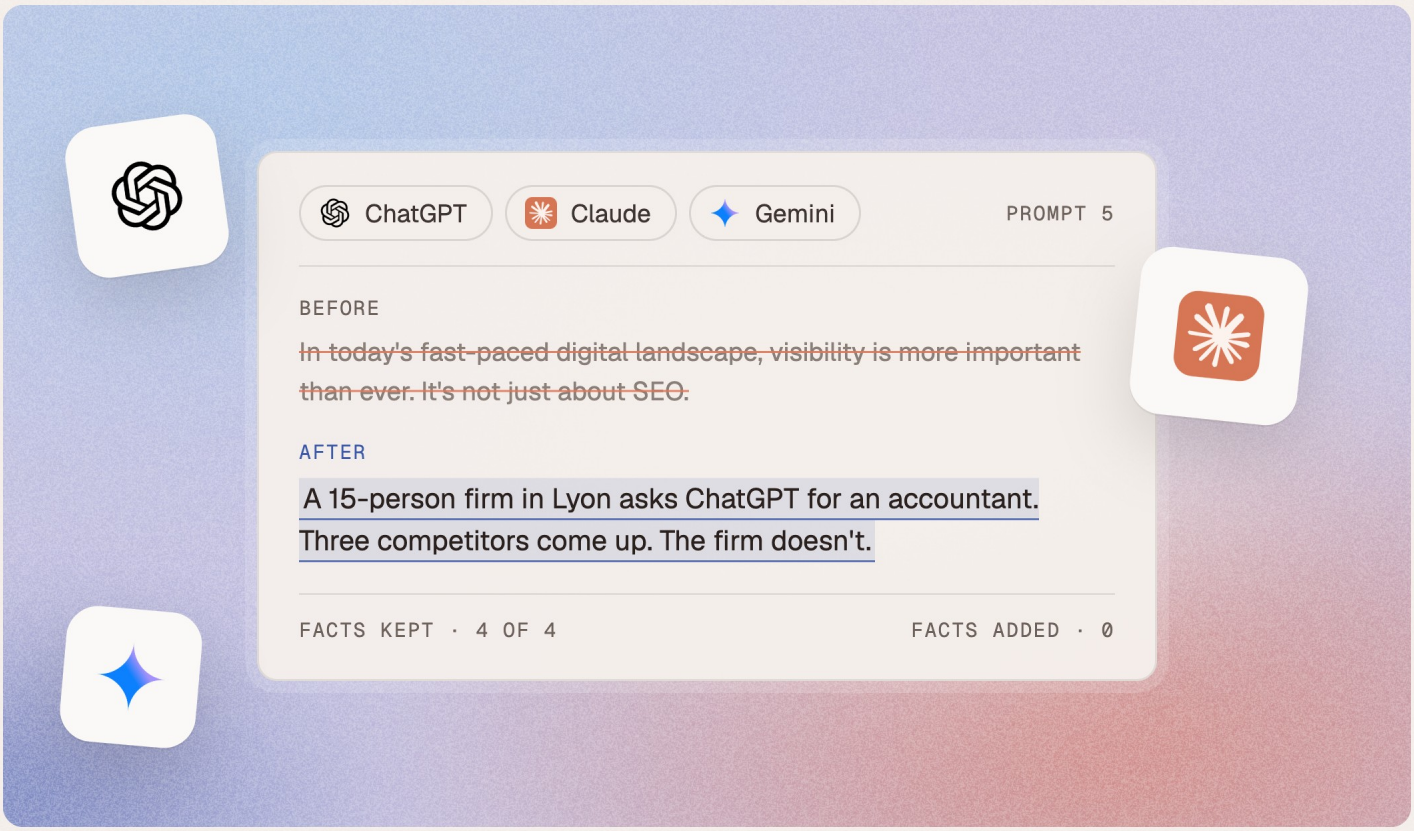
WRITING WITH AI · A PROMPT KIT

The Anti-Robot *Prompt Pack*

Six prompts for clearer, more specific writing that still sounds like you.



6 PROMPTS · 1 VOICE PROMPT · A 12-POINT CHECKLIST

WORKS IN CHATGPT, CLAUDE AND GEMINI



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BEFORE YOU START

Why AI text *sounds like AI*

Researchers tracked word frequencies across about 14 million PubMed abstracts from 2010 to 2024. After ChatGPT arrived, certain style words jumped so sharply that the authors estimate at least 10% of 2024 abstracts were processed with a language model (Kobak et al., 2025).

Readers now spot the same tells. Wikipedia's editors keep a field guide to them, "Signs of AI writing": inflated claims of importance, sentences that end on "...highlighting its significance", vague sources, brochure adjectives (TechCrunch, Nov. 2025).

The words get the attention, but the structure gives the text away. A model left on its defaults writes a safe average of everything it has read. A good prompt gives it a specific reader, a specific voice and the facts to work with, so the first draft starts closer to what you would have written yourself.

This pack gives you six prompts ready to paste, one more that teaches the model your own voice, and the rules behind them. They make the writing clearer and more precise. The expertise, the facts and the judgment still come from you.

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SET UP

Install it once, *in two minutes*

Paste Prompt 1 where your tool keeps standing instructions, so you stop re-typing it. E
tool applies those instructions differently, so check the last line of each entry. The othe
prompts go in the chat itself, when you need them.

ChatGPT · web and desktop

`Settings → Personalization → Custom Instructions`

Limit: 1,500 characters on Free and Go, 5,000 on paid plans
Applies: In your chats, as long as customization stays switched on

ChatGPT · iOS and Android

`Settings → Customize ChatGPT → Custom Instructions`

Limit: Same as web
Applies: Same as web

Claude

`Style menu in the chat box → Create & Edit Styles → Create Custom Style → Describe instead → Use Custom Instructions`

Limit: No limit stated in the help page
Applies: Only in chats where you select that style

Gemini

`gemini.google.com → Explore Gems → New Gem (web app only)`

Limit: No limit stated in the help page
Applies: Only in chats you start from that Gem

Prompt 1 is 1,402 characters, so it fits the free ChatGPT limit with room for one short lin
about you ("I run a 12-person design studio in Lyon"). Test it in a fresh chat: ask for
something you write every week and compare it with what you got before.

On Claude, a Style can also learn from your own writing: choose Add Writing Example and
upload a PDF, DOC or TXT you wrote. Do that after the voice prompt on page 06.

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THE METHOD

Six rules behind *the prompts*

Most "anti-AI" prompts are long lists of banned words. The model avoids those words and keeps the habits behind them. The rules below come from the prompting guides Anthropic, OpenAI and Google publish for their own models.

1 **Describe the voice you want, then ban.**

Anthropic's guide puts it plainly: tell the model what to do instead of what not to do. "Write in flowing prose paragraphs" works better than "don't use markdown". Every prompt here starts with the voice and gives each banned pattern its replacement.

2 **Give the reason.**

A rule with a why travels further than a rule alone. Anthropic's example: "never use ellipses" works less well than explaining that a text-to-speech engine will read the answer aloud and can't pronounce them. The model generalizes from the reason.

3 **Name the reader and the goal.**

Google's guide for Gems lists four ingredients: persona, task, context, format. A post "for founders of 20-person B2B companies who want to hire their first marketer" comes out sharper than "a post about hiring".

4 **Hand over the facts, and a slot for the missing ones.**

Models invent when you ask for specifics they don't have. Each prompt says to use only the facts you paste and to write [NUMBER NEEDED] where one is missing. You fill the gap, the model doesn't.

5 **Match the prompt's format to the output.**

Anthropic notes that a prompt full of markdown pulls the answer toward markdown. If you want prose, write the instruction in prose.

6 **Keep it short, calm and consistent.**

OpenAI's GPT-5 guide warns that vague or conflicting instructions hurt, and that forceful all-caps wording can backfire: the model overdoes it. One clear rule beats three loud ones.

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PROMPT 1

The core *voice*

Use it for: everything. This is your default, installed once (page 03).

```
Write for a smart, busy reader. Sound like an experienced practitioner explaining
something to a peer: plain words, concrete detail, no performance.

Defaults (break one when the piece reads better without it):
- Lead with the main point. For bad news or a sensitive reply, give one line of
context first.
- Use contractions. Mix short and long sentences.
- Keep most paragraphs to 1 to 3 sentences.
- Back the important claims with the evidence I gave you. If a key fact is missing,
say what's missing. Never invent it.
- State uncertainty once, where it applies.
- End when the point is made. Cut any recap that only repeats what came before.

These patterns make text read as machine-written, so replace them:
- "It's not X, it's Y" -> say what it is.
- Three items by reflex -> list as many as actually exist.
- Endings like "...highlighting its importance" -> end on the fact.
- "Experts say", "studies show" -> name the source, or drop the claim.
- delve, leverage, seamless, robust, unlock, elevate, landscape -> the plain word.
- Em dashes in every paragraph -> mostly commas, colons or full stops.

Vary the shape from one piece to the next, so my texts don't all follow one template.

Format: prose by default. Lists only for steps or items the reader will scan. No bold
unless I ask.

Tone example: "Most pricing pages bury the price. Put it in the first line, then
explain what changes it."
```

Why "defaults". Applied everywhere, any rule set becomes its own template: every text answer-first, every paragraph two lines, never a dash. The prompt says so, and tells the model to vary its shape. The next page replaces the generic tone example with your own rules.

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MAKE IT YOURS

Teach it *your voice*

Use it for: turning Prompt 1 into your prompt. This is the step that separates your texts from everyone else using the same pack. Run it once, then add the rules it gives you to Prompt 1, in your custom instructions or your Claude Style, in place of the tone example.

```
Here are 3 texts I wrote myself, in different formats (ideally 300 words or more
each):
[PASTE TEXT 1][PASTE TEXT 2][PASTE TEXT 3]

Describe my voice in 8 to 12 rules someone else could follow: sentence length, how I
open, how I close, words I use often, words I never use, how I use humor, how I give
examples, punctuation habits. Quote one of my own lines as evidence for each rule.

If something in my writing is weak, list it separately. Don't turn it into a rule.

Then write 150 words on [TOPIC] following those rules, so I can check you got it.
```

Read the 150 words out loud. If a sentence makes you wince, tell the model which one and why, and ask it to update the rule behind it.

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PROMPT 2

LinkedIn and *marketing posts*

Use it for: posts, newsletters, short articles. Paste it in the chat, then fill the brackets.

```
You're helping me write a LinkedIn post.
My reader: [ROLE, e.g. founders of 10 to 50-person B2B companies].
What I want them to do after reading: [ACTION].

Facts you may use. Use only these. If a fact is missing, write [NUMBER NEEDED] or
[EXAMPLE NEEDED]:
[PASTE FACTS, NUMBERS, THE STORY]

Structure:
- First line: one concrete detail from the facts (a number, a moment, a quote). It
must work on its own, because most readers decide before the "see more" cut.
- Then one idea per paragraph, 1 or 2 sentences each.
- One takeaway the reader can apply this week.
- Close with the action above, stated plainly.
- 120 to 220 words. 0 to 2 hashtags, at the end.

Write as me, in the first person, the way I'd say it to a client across the table.
Skip openers like a rhetorical question, "Here's why:" or "Let that sink in": readers
scroll past them because so many AI posts use them.

Give me 2 versions: one that opens on the number, one that opens on the moment.
```

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PROMPT 3

Hooks, headlines *and ads*

Use it for: first lines, ad copy, email subject lines, slide titles.

```
I need hooks for [CHANNEL: LinkedIn post / Meta ad / email subject].
Product or idea: [ONE LINE].
Reader: [WHO], who currently [THEIR PROBLEM, IN THEIR WORDS].
Proof I have: [NUMBERS, CLIENTS, RESULTS, or "none"].

Write 10 hooks under [12] words, each using a different mechanism, and label each one:
1 Specific number · 2 Before/after · 3 Named mistake · 4 Contrarian claim I can defend
· 5 The reader's own words · 6 Cost of doing nothing · 7 Story opening · 8 Question
about their situation · 9 Comparison · 10 Instruction ("Do X before Y")

Every claim must come from the proof above. If a hook needs proof I don't have, mark
it [NEEDS PROOF]. Write the way the reader talks, not the way ads talk. Use
superlatives (best, fastest, only) only when the proof supports them.

Then pick the 2 strongest for this reader and say why, one line each.
```

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PROMPT 4

Client *emails*

Use it for: requests, follow-ups, bad news, proposals.

```
Write an email to [NAME, ROLE], who [CONTEXT: our relationship, last exchange].
Goal: [THE DECISION, INFO OR ACTION I NEED], by [DATE].
Facts: [PASTE]

- Subject: the topic plus the ask, under 8 words.
- First sentence: the ask or the decision. For bad news, open with one line of
context, then the news.
- Then only the context they need to answer, in 2 to 4 short sentences.
- If there are options, give 3 at most, with my recommendation.
- End with the deadline and the next step.
- Tone: [warm / neutral / firm], like a quick note from a colleague they trust.
- Under 120 words. If it needs more, tell me what to cut.
- Use only the facts above. If the email needs one I didn't give, write [FACT NEEDED].

Open and close like a person: skip "I hope this finds you well", "Just checking in"
and "Don't hesitate to reach out". They delay the ask and signal a template.
```

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PROMPT 5

The rewrite *pass*

Use it for: a draft that already exists, yours or the model's. It cleans the tells without touching the substance.

```
Rewrite the text below so it reads like a person wrote it.
Keep every fact, number, name and claim. Add none.
Keep the length within 10% of the original.

Step 1: list the machine-like patterns you find. Quote each one, 10 at most.
Step 2: rewrite.
Step 3: list any sentence where you had to guess my meaning.

Change: generic openers, inflated importance, vague sources, reflexive lists of three,
"not X but Y" contrasts, trailing "-ing" clauses, hype words, em dashes, a recap at
the end.
Keep: my vocabulary, my examples, my jokes, and my structure if it works.

Text:
"""
[PASTE]
"""
```

Listing the problems before the rewrite is the method we suggest: the model has to look at the text before it changes it, and you learn your own tells along the way. Step 3 shows you where the rewrite may have shifted your meaning.

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PROMPT 6

The *self-check*

Use it for: anything that goes out under your name. It scores the draft before anyone else reads it.

```
Act as a demanding editor reviewing the draft below for [READER].
Don't rewrite it yet. Score it from 1 to 5 on each point and quote the lines behind
each score:

1. Answer first: is the main point easy to find early on?
2. Specifics: do the important claims have a number, an example or a name?
3. Claims: sort every factual claim into two lists.
   a. Supported by the sources I pasted below (say which one).
   b. To check: no source given, exaggerated, or possibly invented.
   You can't verify facts from the draft alone, so never mark a claim as true from
your own knowledge.
4. Rhythm: do sentence lengths vary, or does every line march at the same pace?
5. AI tells: which phrases sound machine-written?
6. Reader: would [READER] keep going after the first paragraph? Why?

Then give the 3 changes that would improve it most, in order. For each: the exact
sentence, what's wrong, and a replacement.

Sources (optional):
[PASTE LINKS, DATA, NOTES]

Draft:
"""
[PASTE]
"""
```

The "to check" list is your homework, not the model's. A model reading a draft can flag a claim that looks shaky. It can't confirm a number it has never seen.

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BEFORE YOU PUBLISH

The AI-tell *checklist*

Run your eye down this list before you publish. It follows the patterns Wikipedia's editors catalogue in "Signs of AI writing". One tell on its own proves nothing: people wrote "delve" long before ChatGPT. Look for clusters. When several show up in one paragraph, the text starts to read like a template.

TELL	WHAT IT LOOKS LIKE	THE FIX
Generic opener	"In today's fast-paced digital landscape"	Start with the answer
Inflated importance	"plays a pivotal role", "a game-changer"	Say what it does, with a number
Trailing "-ing" clause	"…, highlighting its significance"	End on the fact
"Not X, but Y"	"It's not just a tool, it's a mindset"	Say what it is
Reflexive three	"fast, simple and powerful"	Keep the claims you can prove
Vague source	"experts agree", "studies show"	Name the source and the date, or cut
Brochure words	seamless, robust, cutting-edge, unlock, elevate	The plain word
Em dashes everywhere	"— and that's the point"	A comma, a colon or a full stop
Bold on every paragraph	key words in each line	Bold one thing, or nothing
Hedging on every line	"may potentially help to"	One caveat, where it applies
Same rhythm	every sentence 15 to 20 words long	Drop in a four-word sentence
The recap ending	"In summary…", "Ready to take the next step?"	Stop after your last point

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BEFORE AND AFTER

Three rewrites, *nothing added*

Three examples written for this guide. Each "before" is deliberately generic. Each "after" uses only the facts in its box: check it line by line.

A LinkedIn post

FACTS SUPPLIED

- ✓ A 15-person accounting firm in Lyon (a made-up firm for this example)
- ✓ Asked ChatGPT for "the best accountant for freelancers in Lyon": three competitors named, the firm not named
- ✓ Its service page opens with a welcome paragraph. Its prices are only in a PDF
- ✓ Goal of the post: get readers to check the first lines of their own top page

BEFORE

> In today's fast-paced digital landscape, visibility is more important than ever. It's not just about SEO — it's about being where your customers are. AI search is reshaping how buyers discover solutions, highlighting the critical need for businesses to adapt. Are you ready? #AI #Marketing #Growth #Innovation #Future

AFTER · PROMPT 2

> A 15-person accounting firm in Lyon asks ChatGPT for "the best accountant for freelancers in Lyon". Three competitors come up. The firm doesn't.
>
> Its service page opens with a welcome paragraph, and its prices only exist in a PDF.
>
> Moving them won't guarantee a mention. It does give an AI something concrete to quote: who you serve and what it costs, in the first lines.
>
> Check your own top page this week. Read its first two sentences as if they were the only ones an AI would quote. #AIsearch

What changed: the opener is the scene from the facts, the post makes no promise the facts can't back, and it ends on something to do.

BEFORE AND AFTER

A client *email*

FACTS SUPPLIED

- ✓ To Sarah, a client. The website proposal went to her last week
- ✓ Her approval is needed by Friday to keep the December 1 launch
- ✓ Option: a lighter version without the blog, two weeks shorter
- ✓ Her brief asked for the blog first
- ✓ The contract goes out the day she approves

BEFORE

Subject: Quick check-in

Hi Sarah, I hope this email finds you well! I just wanted to circle back on our previous conversation regarding the website project. We've been working diligently to ensure everything aligns with your vision. Have you had a chance to review the proposal? Please don't hesitate to reach out if you have any questions!

AFTER · PROMPT 4

> Subject: Website proposal: sign-off by Friday?
>
> Hi Sarah, can you approve the website proposal by Friday? That keeps the December 1 launch.
>
> If budget is the question, the lighter version drops the blog and saves two weeks. I'd still keep the blog: it was the first thing your brief asked for.
>
> A yes by reply is enough. I'll send the contract the same day.

What changed: the ask moved to line one, and the deadline and the option came straight from the facts. The padding went.

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BEFORE AND AFTER

A homepage *paragraph*

FACTS SUPPLIED

- ✓ Acme (a made-up company): booking software for physiotherapy clinics with 2 to 20 practitioners
- ✓ Setup takes about a week
- ✓ Clinics say they stop taking most appointments by phone after setup
- ✓ Price: not supplied

BEFORE

> At Acme, we leverage cutting-edge solutions to deliver seamless, robust experiences that empower businesses to unlock their full potential. Our innovative approach combines strategy, creativity and technology, ensuring your brand stands out in an ever-evolving landscape.

AFTER · PROMPT 1 + PROMPT 5

> Acme builds booking software for physiotherapy clinics with 2 to 20 practitioners. Setup takes about a week, and clinics say they stop taking most appointments by phone. Pricing starts at [PRICE NEEDED] a month per practitioner.

What changed: three facts replaced seven adjectives. No price was supplied, so the model left [PRICE NEEDED] instead of inventing one. That's rule 4 doing its job.

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NEXT STEP

Use one prompt *this week*

Install Prompt 1 today. Then take the last thing you published, run Prompt 6 on it, and read the three changes it suggests. That takes ten minutes and shows you your own habits better than any list.

The prompts make the writing clearer. They don't replace the part only you can add: the number from your last project, the client's exact words, the mistake you made in 2023. And they can't decide what a page should argue, who it's for, or which proof will make a buyer pick you over the next firm.

That last part is the work we do at Paxton Studio: positioning, the pages that carry it, and the content around them.

Want a second pair *of eyes?*

Send us one page or post you're about to publish. We'll mark the tells, name the two changes that matter most, and tell you whether the problem is the writing or the message behind it.

hello@paxton.studio



Marina Comisi
Founder of Paxton Studio, a marketing strategy studio that also executes

SOURCES

Where the rules *come from*

Every rule in this pack comes from a published source. All links checked October 20, 2026. The before-and-after examples on pages 13 to 15 are written for this guide and use made-up companies.

Anthropic · Prompting best practices ↗
what to do instead of what not to do, explaining why, matching the prompt's format to the output

OpenAI · GPT-5 for coding cheatsheet ↗
vague or conflicting instructions, firm wording that backfires

OpenAI Help · ChatGPT custom instructions FAQ ↗
menu paths and character limits

Anthropic Help · Configuring and using styles ↗
custom styles from writing samples or instructions

Google · Get started with Gems in Gemini Apps ↗
creating a Gem; persona, task, context, format

Kobak et al. · Delving into LLM-assisted writing in biomedical publications through excess vocabulary ↗
2025

Wikipedia · Signs of AI writing ↗
WikiProject AI Cleanup

TechCrunch · The best guide to spotting AI writing comes from Wikipedia ↗
Nov. 2025

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Also in the series: The AI Visibility Framework