

MASTERING Writing Styles

AI YOUR BUSINESS

An important thing to consider when using AI to create content is the instruction you provide regarding its writing style. Understanding how writing styles work, and using the correct one for your current task means that you'll be much happier with your results, and you'll have to do much less polishing before you can move on to the next item on your to-do list.

Below are some common writing styles and some sample instructions you can use to achieve them when using AI writing tools like ChatGPT.

Professional

"Use a professional voice and tone. Use industry-specific language and terminology, provide detailed and accurate information, and support your argument with statistics, research, and expert opinions."

Conversational

"Use conversational voice and tone. Imagine you're talking to a friend and using natural language and phrasing."

Humorous

"Use a humorous voice and tone, include jokes, and write with irony when appropriate."

Empathic

"Use empathetic voice and tone."

Academic

"Use a formal and academic tone, advanced vocabulary and grammar, and provide a thorough analysis of the subject matter. Explain complex concepts clearly and use examples from various fields. Present counterarguments objectively."



PRO TIP

Test them out to decide what you like, and when you'd potentially use them. The best way to do that is to give it the exact same task but provide different instructions regarding tone of voice, and see how your results change!

NEED TO SIMPLIFY?

Do your ChatGPT results sound too much like a research paper? Here's a way to make your results more readable and easy to understand.

"Write at a 5th-grade level. Use clear and simple language, even when explaining complex matters. Lean toward short sentences and don't use jargon or acronyms."

SPECIFY YOUR STRUCTURE

Would you like your results to be organized with titles, subtitles, bulleted lists, etc.? Try markdown language.

"Format your response using markdown. Use headings, subheadings, bullet points, and bold or italicized text to organize the information where applicable."

EMULATE A PERSON

You can enter a persona or character you'd like ChatGPT to adopt for a conversation! Simulate a historical figure, fictional character, known professional, or celebrity. ChatGPT has to be able to 'find' enough content online for that person in order for it to work.

For example, you could use a prompt like: "Act as [person] and write 50 words on [topic]."