Context and Voice Kit

Give AI the business facts and writing examples it needs

Moxie free guide

A useful AI draft starts with useful source material. This kit separates what your business knows from how your business sounds, so a confident sentence does not accidentally become a new policy or promise.

Create one master copy, then share only the sections needed for the task. Start with public business information and writing you own. Remove unnecessary personal information and confirm that any non-public material is approved for the AI tool and its intended use.

1 Write the business basics

Business name and approved website: _____

What we provide: _____

Who we serve: _____

Service area or delivery limits: _____

The customer problem this task addresses: _____

Approved offer and current pricing source: _____

Claims we can support and their evidence: _____

Claims we must not make: _____

Approved next step and live destination link: _____

Keep these factual. If availability, pricing, or service areas change, point to the current source rather than allowing an old draft to become the authority.

2 Build three useful source cards

Choose a small set of relevant, reliable materials. These might include a service page, a current process document, and approved answers to common customer questions.

Copy this card for each source:

Title and link or file location: _____

What this source establishes: _____

Owner: _____

Version or last confirmed date: _____

Approved audience or use: _____

Known gaps or limits: _____

Review or expiry date: _____

Decide what happens when sources disagree: _____

Prefer the source maintained by the person responsible for that information. If the answer is still unclear, flag it for that person. Do not ask AI to make a policy decision simply because two documents cannot agree.

3 Show the voice with actual examples

Choose two or three short pieces your business wrote and approved. Identify the channel and audience. Remove customer details before sharing. A sales email, an internal procedure, and a reply to a disappointed customer may need different tones.

Example one

Original text: [PASTE APPROVED EXCERPT]

Author, channel, and intended reader: _____

What sounds like us here: _____

Example two

Original text: [PASTE APPROVED EXCERPT]

Author, channel, and intended reader: _____

What sounds like us here: _____

Translate adjectives into editing choices:

Instead of “friendly,” we mean: _____

Instead of “confident,” we mean: _____

Humor is appropriate when: _____

Humor is inappropriate when: _____

Words or phrases we naturally use: _____

Words, punctuation, or habits we avoid: _____

“Clear” might mean explaining a technical term the first time it appears. “Warm” might mean offering one helpful next step. Give AI something it can actually apply.

4 Add a brief for this assignment

Reader and situation: _____

One thing the reader should understand or do: _____

Channel, length, and format: _____

Facts and sources required: _____

Topics or details excluded: _____

Approval owner and private draft destination: _____

For a content batch, add a separate audience, purpose, and angle for each item. For an SOP, include the trigger, responsible person, steps, exceptions, and completion check. For SEO or answer-focused content, include the real customer question and supporting sources. Do not invent expertise, reviews, statistics, or customer stories to make a page sound authoritative.

A fictional voice example

Fictional business: Maple Street Organizing. **Audience:** a homeowner considering a first session. **Approved fact:** the first session starts with a conversation about the room and the client's priorities. **Voice rule:** reassuring and direct, with no judgment about clutter. **Illustrative sentence:** “We'll start by talking through the room and what you want it to do for you.” **Avoid:** promising a transformed home in one visit. This example demonstrates a writing choice, not a real company result.

Copy this drafting prompt

> Use the Context and Voice Kit below to prepare the requested draft.
>
> Treat the business facts and approved sources as factual limits. Treat voice examples as style references, not permission to reuse their claims or stories. Preserve the intended meaning without copying whole passages.
>
> If a required fact is missing or sources conflict, list the question before drafting or mark the gap clearly. Do not invent prices, results, credentials, testimonials, personal experiences, or commitments. Follow the channel and audience brief.
>
> Return the draft, a short source list for factual claims, and any items the human reviewer must resolve. Keep the result private; do not publish or send it.
>
> My kit and assignment:
>
> [PASTE HERE]

Review and maintain the kit

- ☐ Every factual claim has a suitable current source.
- ☐ Examples belong to us or are approved for this use.
- ☐ Private details are limited to what the task needs.
- ☐ The draft sounds appropriate for this reader and channel.
- ☐ Names, links, prices, and promises have been checked.
- ☐ Corrections are added to the relevant source or voice rule.

Kit owner: _____ **Next review:** _____

Want help organizing your business knowledge into something your AI can use? Talk with Moxie about the information and repeat work you want to bring together.