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Stop Fighting AI's Generic Voice: Create Your Profile Instead

… and have AI sound (and think) exactly like you

Felaris Global LLC

Author: Klaus Feldam
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You ask AI to write something.
It comes back fine. Correct. Competent. Completely flat. Grandiose, generic statements and cookie cutter responses with usual AI jargon and those terrible 'em dashes' (long hyphens) which nobody uses in real life.

So, you rewrite half of it. Or you prompt again: "Make it sound more like me."
Which never works because the AI has no idea what "me" sounds like.

Everyone using AI hits this wall. The consultant who needs analytical precision. The marketing professional with a specific brand voice. The executive who needs consistency across communications. The project manager who explains complex topics in a particular way.

We all waste hours editing AI output to sound human, to sound like us, because we never taught the AI who we are.

There's a better approach.

The Voice Profile

A structured document that captures how you think, communicate, and express yourself.

Once created, any AI tool can reference it. The result: AI becomes an extension of your thinking instead of something you constantly fight against.

I came across this concept from Ruben Hassid's recent work, and the core insight hit immediately. Not because it's revolutionary technology. Because it solves a practical problem everyone faces.

Why This Actually Matters

For professionals: Your reports, emails, and presentations maintain consistent voice. You onboard team members faster by sharing how you think. You delegate communication tasks without losing your style.

For consultants and advisors: Client communications stay on-brand even when working with AI assistance. Proposals and deliverables reflect your unique approach. You scale expertise without diluting quality.

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For creatives and writers: You maintain voice across different content types. AI becomes a genuine writing partner instead of a generic tool. You speed up first drafts while keeping what makes your work yours.

For business leaders: Strategic communications reflect your actual thinking. You extend influence across more touchpoints. You create institutional knowledge that outlasts individual availability.

The Key Insight

Most people document what they do. The real power is documenting what you don't do.

Your voice isn't defined by your preferences. It's defined by your refusals.

Think about anyone with a distinctive communication style. What makes them recognizable isn't what they say. It's what they'd never say.

How to Build Your Profile

You don't need a PhD in linguistics. You need honesty about your patterns.

Start with boundaries:

- What words do you hate? ("Leverage" as a verb, "synergy," "circle back")
- What phrases make you cringe? ("In today's fast-paced world," "it goes without saying")
- What sentence structures do you avoid? (Overly long paragraphs, hedging with "perhaps" and "maybe")

Capture your patterns:

- How do you actually communicate? (Conversational, formal, direct, nuanced)
- How do you structure explanations? (Story first then framework, data then interpretation, problem then solution)
- What's your default opening? (Question, statement, example)

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Define your style:

- Sentence length preferences
- How you use formatting (bullets, bold, white space)
- Your relationship with jargon and technical language
- How you handle disagreement or complexity

Document your beliefs:

- Contrarian takes in your field
- Frameworks you consistently use
- What you prioritize when making decisions
- Your perspective on common industry debates

Real Examples

A consultant might write: "I never use 'leverage' as a verb. I never start with 'In today's landscape.' I always lead with the business problem before the solution. I write like I'm explaining to someone smart who's slightly impatient and will stop reading if I waste their time."

A technical writer might document: "No jargon without definition. No paragraphs over three sentences. I explain complex topics assuming intelligence but not prior knowledge. I use analogies from everyday life, not other technical domains."

A business leader might specify: "I frame challenges as opportunities, but I never sugarcoat risks. I use data to support decisions, not replace judgment. I say 'we' not 'I' when discussing team achievements. I avoid corporate speak that creates distance."

The specificity is uncomfortable. It requires knowing yourself well enough to articulate patterns you've never written down.

Most people have a vague sense of their taste but have never defined it. So they can't transfer it. And they blame AI for being generic when the real problem is they've never defined what generic means to them.

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How to Use It

Save your profile as a text file.

When using AI tools like Claude, ChatGPT, or others, reference the file at the start: "Read my voice profile first, then help me write this proposal."

The AI now has context. Real context. Not vague instructions like "make it conversational" but specific boundaries, patterns, and preferences that define your voice.

The result: First drafts that actually sound like you. Less editing. Less frustration. More time on work that requires your actual expertise.

What This Isn't

This isn't about making AI write everything for you. This is about making AI useful when you do use it.

You still bring judgment, expertise, and strategic thinking. But you stop wasting time teaching the AI basic things about your communication style every single time you use it.

Think of it like working with a new team member. You invest time upfront explaining how you work, what you value, what drives you crazy. That investment pays off in every interaction afterward.

Your voice profile is that upfront investment. Except you only do it once.

The Bigger Picture

AI tools are getting better at following instructions. But they can't read your mind.

The gap between generic AI output and genuinely useful AI assistance isn't about better models. It's about better input.

Your voice profile is that input.

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It captures the part of you that thinks, writes, and communicates. The part that has opinions and boundaries and taste. That part was always patterns. Specific, articulable patterns. Most people just never wrote them down.

Once you do, AI stops being a tool you fight and becomes a tool you use.

What to Do Now?

If you want to create your own voice profile, start simple. Open a document and answer:

- What words would you never use professionally?
- What's your maximum comfortable paragraph length?
- How do you prefer to open important communications?
- What makes you immediately distrust a piece of writing?

Build from there. Add examples. Get specific. Define your boundaries. The time you invest will pay back every time you use AI.

OR

You can contact us for a framework of 100 questions (2-3 hours of your time). It's free of cost.

If there's interest, I'll share my framework for building a complete voice profile. Once created, you can use this profile with ChatGPT, Gemini, Claude, etc. Comment below or DM me.

Credit: This concept comes from Ruben Hassid's recent work on voice profiles for AI. I've adapted it here because the core insight (that we need to define our voice before AI can match it) applies to anyone using these tools professionally.

Klaus Feldam