

Prompt for Each Writing Voice

Two quick notes before you paste these into training:

- Replace `{placeholders}` programmatically (or let the LLM sample them).
- For variety, randomize bits like `{opening_hook}`, `{specific_number}`, `{location}`, `{client_type}`, `{result}`. I add suggestions at the end to help the model vary openings/closings.

How to use each template with your LLM

Prompt format (example):

"Write a LinkedIn post in the [VOICE] voice. Use template #3 below. Length: ~120–180 words. Fill placeholders plausibly. Keep it CA-appropriate; avoid promotional language that sounds like advertising. End with a soft CTA: invite to comment or join waitlist."

Now — the templates.

Storyteller (use: personal arc, lesson, warm CTA)

Instructions for LLM: first-person, reflective, 150–300 words, personable, finish with a single-sentence takeaway and CTA.

Template S1

When I first `{role_or_event}`, I thought the hardest part would be `{expected_problem}`. It turned out the real challenge was `{surprising_challenge}`. One day, `{short_episode: what happened}`, and that changed everything. I learned to `{action_taken}`, which led to `{positive_result}`. If you're in the same place, try `{small_action}`. It won't fix everything — but it will get you moving. Curious? Tell me one thing you'd try this month.

Template S2

There's a moment I still remember from `{year/location}`: `{vivid_moment}`. Back then I was worried about `{fear}`. I did `{step_1}`, then `{step_2}`, and eventually `{turnaround_result}`. People ask me how I became `{outcome}`; the honest answer

is: I started small, and I changed one habit. If you want the template I used, say "Show me the steps" in the comments.

Template S3

I once helped a client {client_goal} with a tiny change: {small_change}. They expected a small win — instead they got {unexpected_result}. Here's the short story: {3-line sequence of events}. The lesson? {one-sentence lesson}. If this resonates, DM me your biggest content worry and I'll share a practical tip.

Template S4

Growing up in {place}, I thought success meant {old_belief}. Years later, after working with {type_of_clients}, I realised success is actually {new_belief}. One example: {short_case}. Today I do {habit_or_process}. If you want to change how people see your work online, start with {first_small_step}.

Template S5

I used to dread posting. I'd write a draft, edit it forever, then never publish. Then one morning I tried a different approach: {new_approach}. Within weeks, {measurable_result}. The trick wasn't fancy copy — it was {simple_principle}. If your posts keep dying in drafts, try this principle for 7 days and tell me what changes.

Opinionator (use: strong POV, contrarian, persuasive)

Instructions for LLM: firm, crisp, 150-300 words, provocative but respectful, end with direct call to action that invites debate.

Template O1

Here's an unpopular truth: {contrarian_claim}. Most people avoid saying it because {reason}. But the data and experience show {supporting_point}. If you keep doing {common_practice}, you'll keep getting {common_outcome}. I'd rather do {alternative}. Who else is tired of the same old playbook?

Template O2

Stop pretending {widespread_belief} solves the problem. It doesn't — it only {negative_consequence}. The smarter move is {recommended_move}. I'll say it again: {contrarian_claim}. If you disagree, tell me why — I'm reading.

Template O3

Everyone talks about {trend}, but here's what they're missing: {key_missing_point}. That's why {practical_implication}. If you want different results, stop following {popular_advice} and start doing {practical_alternative}. Who's ready to try this?

Template O4

If your firm still does {old_practice}, you're choosing convenience over value. That choice costs clients and credibility. The people who get ahead will adopt {new_practice} — even if it feels uncomfortable now. I predict in {timeframe} this will be standard. Prepare or be left behind.

Template O5

We need to stop celebrating {superficial_metric}. It's misleading and distracts from real work: {real_goal}. Smart leaders measure {meaningful_metric} instead. Let's measure better. Comment with the one metric you wish more people cared about.

Fact Presenter (use: neutral, informative, citation-friendly)

Instructions for LLM: objective tone, 150-300 words, include 2–3 crisp facts or numbers, finish with implication for CAs.

Template F1

Update: {policy_or_data_point} was announced on {date} by {authority}. Key points: 1) {fact_1}; 2) {fact_2}; 3) {fact_3}. For CAs this means {practical_implication}. If you advise clients in {sector}, check {action_item} by {deadline}.

Template F2

Quick explainer: {topic}. The essentials are: • {bullet_fact_a} • {bullet_fact_b} • {bullet_fact_c}. Why it matters: {short_reason}. Practical next step for advisors: {action_step}.

Template F3

New data from {source} shows {statistic}. Compared to {previous_period}, that's {percent_change}. The likely effects on {industry/clients} include {implication_1} and {implication_2}. Recommended immediate action: {short_action}.

Template F4

Rule of thumb: if {condition}, then {consequence}. Example: {short_example with numbers}. What to do: {checklist - 3 items}. Save this post if you need to revisit these steps next quarter.

Template F5

FAQ: {common_question}. Short answer: {concise_answer}. Why: {brief_reason}. For compliance, watch {regulator_update} and make sure your client does {compliance_action}.

Frameworker (use: step-by-step, checklist, templates)

Instructions for LLM: tactical, numbered / bulleted lists, 150-300 words, end with a simple CTA to download or ask for template.

Template R1

How to {achieve_goal} in 5 steps:

1. {step_1} — {one-line how}
2. {step_2} — {one-line how}
3. {step_3} — {one-line how}
4. {step_4} — {one-line how}
5. {step_5} — {one-line how}

Do these for 30 days and review results. Want a filled spreadsheet? Comment "Template" and I'll share.

Template R2

Checklist for {process}:

- {check_1}
- {check_2}
- {check_3}
- {check_4}
- {check_5}

This is what I use for client reviews — it reduces rework by {specific_benefit}.

Template R3

Template: Post structure to turn a client case into a thought-leadership post:

- Hook (one sentence)
- Problem (2 lines)
- Action we took (3 lines)
- Impact (one line with numbers)
- Lesson + CTA

Use this for every case study — it converts interest into inbound enquiries.

Template R4

The 3-question framework to validate an idea before you post:

1. Will this help a client? (Yes/No)
2. Is it compliant? (Yes/No)
3. Can you prove it? (Data/Example)

If answer = Yes/Yes/Yes → publish. If No in any → revise.

F-Bomber (use: blunt, urgent, provocative — still professional)

Instructions for LLM: short, punchy, 150-300 words, direct language, create friction but avoid slander or prohibited advertising claims. End with provocative CTA (challenge/ask).

Template F1

Stop waiting. Your silence is costing clients. If you're still hiding behind "I don't have time," you're letting the competition take trust, meetings, and fees. Publish one helpful post this week. No excuses.

Template F2

Fact: most firms spend ₹{big_number} on marketing and get zero ROI because their content is boring. If your content reads like an annual report, don't expect

clients to notice. Fix your opening line or be forgotten.

Template F3

Here's a blunt truth: generic AI posts make you sound like every other firm. If you paste "thought leadership" from a bot, clients know. Use your own voice — or watch leads vanish.

Template F4

If you promise "guaranteed savings" in client outreach copy, stop. It's risky, unethical, and will get you in trouble. Say what you do: advise, analyse, support — not "guarantee." Be bold — and honest.

Template F5

Wake up: LinkedIn isn't optional anymore. Firms that treat it as a checkbox will be digital fossils in 18 months. Publish, engage, measure. Or accept shrinking invoices.

Randomization helpers (to create many variants)

When you generate a new post, randomly swap one or more of these parts to vary output:

Openers (pick one):

- "Quick story:"
- "Here's the truth:"
- "ICYMI:"
- "A simple framework:"
- "I learned this the hard way:"
- "Data point:"
- "Stop doing this:"

Closers / CTAs (pick one):

- "What's your take?"

- "DM me if you want a template."
- "Comment 'Template' to get the checklist."
- "Try it for 7 days and tell me what changed."
- "Share if this helped."

Variable fillers (use to populate placeholders):

- {specific_number} → 3, 7, 30, 90, 1,500, 6%
 - {client_type} → SMEs, startups, mid-market CFOs, tax teams
 - {topic} → GST changes, IFRS update, tax filing, accounting automation
 - {result} → saved 25% time, cut drafts by 70%, doubled responses
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