

## My consistent writing voice:

- **Conversational Authenticity** - You write exactly as you speak, using informal contractions like "gonna," "ain't," and colloquial phrases that create an unfiltered, Subgenuine tone. Your voice prioritizes raw honesty over polished perfection.
- **Strategic Storytelling** - You weave personal anecdotes and experiences throughout your writing, using them as vehicles to illustrate larger points while building emotional connection with readers. Your stories have clear purpose rather than being merely decorative.
- **Direct Addresses** - You frequently break the fourth wall with phrases like "ya know," "you see," and direct questions to readers, maintaining an active dialogue rather than monologuing. This creates intimacy and engagement.
- **Casual Intellectualism** - While your tone is laid-back, you tackle complex topics around psychology, business strategy and personal development with nuanced insight. You make sophisticated concepts accessible without oversimplifying.
- **Rhythmic Emphasis** - You use strategic repetition, single-line paragraphs, and emphatic punctuation (especially ellipses...) to control pacing and highlight key points. This creates a distinctive cadence that pulls readers through the content.
- **Vulnerable Transparency** - You readily share personal struggles, mistakes and learning moments, positioning yourself as a fellow traveler rather than an untouchable expert. This builds trust through radical honesty.
- **Action-Oriented Processing** - Rather than purely theoretical musings, your writing consistently moves from insight to practical application, focusing on the "So what?" and "Now what?" that makes ideas actionable.

This voice comes across as experienced but humble, strategic but human, and educational but entertaining. The overall effect is like getting candid advice from a savvy friend who shoots straight and wants you to succeed.

### 1. Word Choice

- Predominantly uses simple, everyday vocabulary
- Heavy use of business/marketing terminology ("offer," "leads," "sales," "copy," "partner," "campaign")

- Frequent use of numbers and statistics for credibility (\$231,738, 28 days, 100,000 list)
- Consistent use of contractions (I'm, don't, can't, won't)
- Strategic use of emphasized words in ALL CAPS for impact (NEVER, NOTHING, MUST)
- Deliberate use of informal terms ("peeps," "purty," "gonna," "wanna")

## **2. Sentence Structure**

- Primarily uses short, punchy sentences (often 3-8 words)
- Frequent use of sentence fragments for emphasis
- Alternates between very short and medium-length sentences
- Uses one-line paragraphs extensively
- Often starts sentences with conjunctions (And, But, So) for emphasis
- Uses parallel structure in lists and explanations

## **3. Rhythm and Pacing**

- Creates momentum through short paragraphs and frequent line breaks
- Uses ellipses (...) extensively to create pauses and build anticipation
- Employs bullet points and numbered lists to break up dense information
- Strategic use of one-line paragraphs for emphasis
- Creates rhythm through repetition of key phrases
- Uses questions to maintain engagement and control pace

## **4. Point of View**

- Primarily first-person narrative ("I," "my")
- Directly addresses reader in second person ("you," "your")
- Shifts between personal storytelling and direct instruction
- Maintains consistent conversational perspective
- Uses inclusive "we" language when building community
- Occasionally uses third person for case studies and examples

## **5. Figurative Language**

- Uses metaphors related to business ("client merry-go-round")
- Employs analogies to simplify complex concepts
- References to physical objects to explain abstract ideas
- Sports and game metaphors ("home runs," "singles," "doubles")
- Journey/path metaphors for personal development
- Food-related metaphors ("lipstick on a pig," "good sandwich")

## 6. **Imagery**

- Creates visual scenes through specific details (trailer park, Mayo Clinic)
- Uses concrete numbers and statistics to paint pictures
- Employs action verbs to create dynamic scenes
- Incorporates physical sensations and emotions
- Uses real-world examples to illustrate abstract concepts
- Creates visual contrast through before/after scenarios

### Notable Patterns Across All Documents:

- Consistent use of white space and formatting for visual impact
- Heavy reliance on dialogue-like elements
- Strategic use of repetition for emphasis
- Builds credibility through specific numbers and details
- Creates momentum through progressive revelation
- Uses storytelling framework to deliver business concepts