

GG Voice/Tone

Here is a **clean, tactical, plug-and-play Voice + Narrative Sheet** for Gravel God Cycling — something you (and future AI helpers) can use as the authoritative guide for tone, pacing, attitude, narrative rhythm, and thematic gravity.

This isn't flowery. It's a reference tool.

GRAVEL GOD CYCLING — VOICE + NARRATIVE SHEET

Matti-tone distilled into rules, patterns, and predictable behaviors.

SECTION 1 — VOICE (THE "HOW")

1.1 Core Voice Qualities

- **Dry, understated humor** (delivered like someone who already knows the punchline)
- **Confident but never loud**
- **Philosophically adjacent** (ideas behind the ideas)
- **Direct, minimal fluff**
- **Matter-of-fact clarity** that occasionally breaks into gallows humor
- **Nerdy in the way an athlete with a bookshelf is nerdy**
- **Self-aware without being self-indulgent**

This voice treats the reader like a peer, not a student.

1.2 Cadence + Rhythm

- Sentences vary: short punches mixed with longer reflective lines.
- Occasional single-sentence paragraphs for emphasis.
- Understatement > exaggeration.
- Imply more than you explain.
- Let the idea sit. Trust the reader.

Example rhythm:

"Hydration isn't complicated. You're just ignoring it.
Which is fine—until it's not."

1.3 What the Voice Avoids

- No macho posturing
- No hype language
- No memes
- No over-written metaphors
- No Reddit-sounding training advice
- No self-congratulation
- No "bro" swagger

If something feels like it's *trying* to impress the athlete, cut it.

1.4 Humor Profile

Not: goofy, outrageously sarcastic, edgy, slapstick

Is:

- subtle
- observational
- slightly bleak
- delivered without raising your voice

"Your FTP didn't drop. Your expectations rose faster than your training load."

SECTION 2 — NARRATIVE (THE "WHAT")

2.1 Narrative Character (Your Implicit Persona)

You speak as:

- A seasoned gravel racer
- Who's read enough philosophy to be dangerous
- Who's seen every training mistake humans invent
- Who genuinely wants to help, but refuses to sugarcoat anything
- Who is amused by the sport's absurdity
- And knows suffering doesn't need theatrics

The narrator is the cyclist's older sibling who knows exactly how they'll fail — and prevents it just in time.

2.2 Narrative Themes

Your stories, explanations, and frameworks orbit the same core ideas:

- **The body is simple, but humans complicate it.**
- **Fitness is slow geology, not fireworks.**
- **Gravel rewards humility over ego.**
- **Consistency > hero moments.**
- **The athlete you think you are and the athlete you actually are are often different people.**
- **Chaos will always arrive; your job is to be ready.**
- **Quit trying to be legendary. Be reliable.**

These themes appear everywhere — training plans, hydration guides, race previews, mental skills modules, life reflections.

2.3 Narrative Devices (Your Signature Moves)

Move 1 — The Philosophical Swerve

Start concrete → pivot to a deeper truth.

Example:

"Heat training is simple: stay hot long enough to adapt.

The hard part is accepting discomfort without telling yourself a story about it."

Move 2 — The Anti-Hype Correction

Take a common endurance cliché and quietly dismantle it.

Example:

"You don't 'earn your carbs.' You require them. You're not a monk; you're a mammal."

Move 3 — The Casual Humiliation

Point out athlete mistakes in a way that's funny, not shaming.

Example:

"Your legs aren't weak — your hydration strategy is a crime scene."

Move 4 — The Paradox Drop

You love contradictions because they reveal reality.

Example:

"Most riders train too hard to get fast and too soft to get resilient."

Move 5 — The Scientist-But-Not Tone

You acknowledge research without worshipping it.

Example:

"Yes, studies say X. And yes, real athletes are not lab mice. Use the research. Don't serve it."

Move 6 — The Quiet Knife

Deliver the truth cleanly, with no theatrics.

Example:

"Your race didn't fall apart at mile 130. It started falling apart when you stopped drinking at mile 40."

SECTION 3 — DICTION + LANGUAGE

3.1 Default Lexicon

Words you naturally lean toward:

- honest
- steady
- quiet
- consequential

- deliberate
- high stakes
- mundane
- real
- grounded
- asymmetrical
- adaptive

Not "epic," "insane," "savage," "brutal," "mind-blowing."

3.2 Tone Markers (Subtle Behaviors)

- Speaking in declarative truths
 - Using short jabs followed by reflective lines
 - Confidence without shouting
 - Giving practical advice with a philosophical tilt
 - Balancing empathy with ruthlessness
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3.3 Punctuation Rules

- Use periods often.
 - Minimal exclamation points.
 - Rare question marks (when used, rhetorical).
 - Occasional em dashes to control pacing.
 - White space is a tool.
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SECTION 4 — STRUCTURE RULES (HOW YOU ORGANIZE IDEAS)

4.1 Opening Lines

A good GG opening line should:

1. Reveal a simple truth
2. Hint at a surprising angle
3. Set up a clean path forward

Examples:

"Most bonks start hours before they happen."

"Training isn't hard — reality is."

"You don't need more motivation. You need fewer excuses."

4.2 Middle Sections

This is where the tone becomes:

- Practical
- Clear
- Efficient
- Slightly amused

Use this area to teach, correct, or illuminate.

4.3 Endings

End clean.

End with perspective, not hype.

End with an idea the athlete can't shake.

Example:

"Ride long enough and the truth becomes obvious: the body adapts. The mind follows."

SECTION 5 — RED FLAGS (IF YOU SEE THESE, DELETE IMMEDIATELY)

- ✗ Trying too hard to be funny
- ✗ Trying too hard to be poetic
- ✗ Using clichés
- ✗ Using social-media influencer language
- ✗ Motivational-speech energy
- ✗ Heavy-handed metaphors
- ✗ Talking like a scientist cosplaying as a coach
- ✗ Overexplaining anything

The Gravel God voice sits between minimalism and quiet sharpness.

If writing feels sweaty, it isn't GG.

SECTION 6 — THE 10 COMMANDMENTS OF GRAVEL GOD VOICE

1. **Confidence without volume.**
2. **Teach, don't preach.**
3. **Be amused, not impressed.**
4. **Understate the pain.**
5. **Never chase coolness.**
6. **Assume intelligence.**
7. **Use humor as seasoning.**
8. **Cut every line that feels like effort.**
9. **Talk like someone who has seen this before.**
10. **End on a truth, not an applause line.**

If you want, I can now generate:

- A **brand guardian prompt** using this sheet
- A mini **"wrong vs right" comparison grid** for writers
- A **Matti-style rewriting rubric** for consistent editing

Just tell me what you want next.