

Hey there, new writer!

Copy guides for junior writers

Four short guides to how I write for a brand: the guide, the do's and don'ts, and prompts you can copy and paste.

– **Mehr**

Senior writer · Dubai · mehrpatni.com

Website

Social media

Brand voice

Your voice

HOW TO PROMPT

Every prompt here has five lines

Role

Who the AI should be.

FOR EXAMPLE

Senior conversion copywriter

Reader

Who it's writing for.

FOR EXAMPLE

A founder worried about price

Facts

What it may use.
Nothing else.

FOR EXAMPLE

Your numbers, reviews and notes

Voice

How it sounds, and what it never says.

FOR EXAMPLE

Plain and warm.
Never "seamless"

Output

Exactly what to hand back.

FOR EXAMPLE

5 headlines and 1 call to action

ONE LINE

Gets you an average answer, in an average voice.

FIVE LINES

Gets you a draft you can actually use.

HOT TAKE

The prompt is the brief. If a human junior couldn't write from it, the AI can't either.

The guide

Say what changes for the customer. Then prove it.

SELLS ONE PROMISE

Landing page

- **Headline:** the outcome, not the product. The subhead says who it's for.
- **Proof:** a number, a name or a real review, right beside the claim.
- **Benefits:** three at most, in your customer's own words.
- **One ask:** a single button that says what happens next.

ANSWERS THE LAST DOUBT

Product description

- **Open with the benefit,** then back it with the fact.
- **Answer doubts:** size, fit, care, delivery, returns.
- **Sensory words** beat adjectives. "Soft" beats "premium".
- **Claims:** check them with legal. Even famous lines get challenged.

HOT TAKE

Hot take: "premium", "innovative" and "seamless" aren't copy, they're placeholders. When I see one in a draft, I ask what we actually mean.

Do and don't

DO

THE CLASSIC · APPLE, 2001

“1,000 songs in your pocket.”

Same product. One lists the spec, the other describes your life.

Landing page · Airbnb

“Belong anywhere.”

Product page · Apple

“Titanium. So strong. So light. So Pro.”

Product line · Oatly

“It's like milk, but made for humans.”

DON'T

THE SPEC SHEET

“5GB MP3 player.”

Landing page

“A global marketplace for short-term stays.”

Product page

“A durable, lightweight titanium frame.”

Product line

“A plant-based oat beverage alternative.”

WEBSITE

Copy and paste

COPY AND PASTE

Landing page

You are a senior conversion copywriter. Write a landing page for **[PRODUCT]**.

Reader: **[WHO THEY ARE]**, who is worried about **[OBJECTION]**.

Use only these facts: **[FACTS, NUMBERS, REVIEWS]**. If a claim isn't backed by them, flag it instead of writing it.

Voice: **[3 ADJECTIVES]**. Never use: **[BANNED WORDS]**.

Give me: 5 headlines that state an outcome, 1 subhead, 3 benefits with proof, and 1 call to action that says what happens next.

COPY AND PASTE

Product description

You are a senior e-commerce copywriter. Write a product description for **[PRODUCT]**.

Customer: **[WHO]**, who is choosing between this and **[ALTERNATIVE]**. Their biggest doubt: **[DOUBT]**.

Use only these facts: **[SPECS, MATERIALS, SIZES, REVIEWS]**. Turn each into what it means for the customer. Flag anything you can't support.

Voice: **[3 ADJECTIVES]**. Never use: "premium", "high-quality", "perfect for any occasion".

Give me: a one-line headline, a 40-word description, 4 bullets (benefit first, fact second) and one line that answers the doubt.

NOT THIS

"Write a landing page for my product. Make it catchy and professional." It gives the model nothing to work with, so you get clichés.

The guide

Win the first line. The rest only has to keep the promise.

THREE SECONDS

Instagram

- **Reels:** put the payoff on screen and out loud, straight away.
- **Captions:** the point goes in the first line. The feed cuts off the rest.
- **Proof:** show the real thing: a face, a number, the product.
- **One post,** one point. A second takeaway is a second post.

A FEW LINES

LinkedIn

- **Hook:** a result, a mistake, a contrarian take or a question.
- **Shape:** short lines, one idea each, a blank line between.
- **Story:** the situation, the turn, the lesson.
- **Ending:** one question your reader can answer in a line.

HOT TAKE

Hot take: if your hook could open any brand's post, it isn't a hook. Make it so specific that only you could have written it.

Do and don't

DO

THE CLASSIC · OREO, 2013

“You can still dunk in the dark.”

It joined the conversation everyone was already having, in one line.

Instagram · Apple

“Shot on iPhone.”

Hook · Spotify

“Dear person who played ‘Sorry’ 42 times on Valentine’s Day...”

LinkedIn · shape

Short lines. One idea each. A blank line between.

DON'T

THE BRAND LINE

“Our cookies are perfect for any occasion.”

Instagram

“Check out this amazing photo we took with our incredible camera!”

Hook

“Millions of songs for every mood and moment.”

LinkedIn · shape

One 200-word block that never breaks.

SOCIAL MEDIA

Copy and paste

COPY AND PASTE

Draft the post

You are a social writer for **[BRAND]** on Instagram and LinkedIn.

Reader: **[WHO]**, who is stuck on **[PROBLEM]**.

Angle: **[ONE INSIGHT, STORY OR RESULT]**. Use only these notes: **[PASTE NOTES]**.

Voice: **[3 ADJECTIVES]**. Never use: "excited to share", "game-changer", "unlock".

Give me: 5 openers under 12 words, a LinkedIn post (short lines, under **[180]** words, ending on one question) and an Instagram caption (point in the first line).

COPY AND PASTE

Sharpen the hook

Here is my draft post: **[PASTE]**.

Rewrite only the first line 5 ways: a result, a mistake, a contrarian take, a question and a specific moment.

Score each from 1 to 5 on: specific, surprising, would I stop scrolling?

Pick the best and say why in one sentence. Don't touch the rest.

NOT THIS "Write a LinkedIn post about our new feature." There's no reader and no angle, so expect "Excited to announce...".

BRAND VOICE

The guide

A voice isn't adjectives. It's decisions.

The voice stays the same. The tone shifts with the moment.

BEFORE YOU WRITE

Ask the founder

- **Beliefs:** start with what they believe and who they serve, not a mood board.
- **Nevers:** ask what they'd never say, and who they hate sounding like.
- **Samples:** collect five pieces of copy they're proud of.
- **Specifics:** push past "friendly and professional".

WHILE YOU WRITE

Write the guide

- **The "not":** give every trait one. Warm, not chatty.
- **Sentences:** show each trait in a before-and-after line.
- **Hard moments:** plan the error, the apology and the refund.
- **One page:** a new writer should be able to use it today.

HOT TAKE

Hot take: a brand voice is what you refuse to say. The "nots" do more work than the adjectives.

The dials

Where does the brand sit?

Circle one dot per line. Filled dots show an example answer.

Funny

☐ ☒ ☐ ☐ ☐

Serious

Formal

☐ ☐ ☐ ☒ ☐

Casual

Respectful

☐ ☒ ☐ ☐ ☐

Irreverent

Enthusiastic

☐ ☒ ☐ ☐ ☐

Matter-of-fact

Then ask about moments

The voice stays the same. The tone shifts.
How should we sound when...

- A customer is angry
- We launch something big
- We make a mistake
- We explain something complicated

HOT TAKE

Never accept "somewhere in between". Middle-of-the-road is how a brand ends up sounding like nobody.

BRAND VOICE

Do and don't

DO

THE CLASSIC · MAILCHIMP'S VOICE GUIDE

“We are plainspoken. We are genuine. Our humor is dry.”

Traits a writer can act on. Each one tells you what to do next.

Personality · Oatly

“Yes, we are vegan. So?”

Voice vs tone · Mailchimp

Same voice every day. A different tone for someone who's upset.

Many markets

Same voice, local words: “lift” in London, “elevator” in New York.

DON'T

THE USUAL VERSION

“We're friendly and professional.”

Personality

“We are proud to offer plant-based options for conscious consumers.”

Voice vs tone

One tone, everywhere, all the time.

Many markets

The same copy, translated word for word, in every market.

BRAND VOICE

Copy and paste

QUESTIONNAIRE

Send this to the founder

Answer in plain words. No polish.

- If our brand walked into a room, who would it be?
Three words.
- What do we believe that our category doesn't?
- Who do we talk to, and what worries them at 11pm?
- Which brand's voice do you love? Which would you hate to sound like?
- Which words would we never say?
- How should we sound when we launch, when a customer is angry, and when we mess up?

COPY AND PASTE

Turn answers into a voice guide

You are a brand strategist and senior writer. Here are the founder's answers: **[PASTE]** and five pieces of copy they love: **[PASTE]**.

Find the three traits that show up in both. For each trait write: what it sounds like, "we are X, not Y", a before-and-after sentence, three words we use and three we avoid.

Then add tone for a launch, an error and an apology.

Quote the founder's own words. Flag any answers that contradict each other.

NOT THIS

"Create a tone of voice guide for our brand. We're friendly and professional." Every brand says that, so nothing tells a writer what to do.

YOUR VOICE

The guide

You already have a voice. Notice it, then make it deliberate.

Read your own writing like an editor who has never met you.

STEP ONE

Notice

- **Aloud:** read it out. Where you stumble, the sentence is wrong.
- **Length:** count the words in your last five sentences.
- **Tics:** list the words you overuse: "just", "really", "very".
- **Signature:** find the three lines that sound most like you.

STEP TWO

Edit

- **Rhythm:** put a short sentence next to a long one.
- **Hedges:** cut "just", "I think" and the warm-up.
- **Plain words:** if a short word works, use it.
- **Keep:** the habits that sound like you. Break the rest.

HOT TAKE

Hot take: you don't need to "find your voice". You need to stop sanding it down.

YOUR VOICE

Do and don't

DO

THE CLASSIC · AVIS, 1962

“We try harder.”

Three words, an honest admission and a promise. Cut until it still sounds like you.

Hedges

Can we talk Thursday?

Opener

Hi Sam, loved your talk on pricing.

Bio

I write product pages that sell and onboarding emails people finish.

DON'T

THE USUAL VERSION

“We are committed to continually improving our customer experience.”

Hedges

I just wanted to quickly reach out to see if you might have some time to connect.

Opener

I hope this email finds you well.

Bio

Passionate marketer with a proven track record of driving results.

YOUR VOICE

Copy and paste

QUESTIONNAIRE

Answer these first

Write honest answers. Nobody's grading.

- Read one piece aloud. Where do you stumble?
- Count the words in your last five sentences. Short, long or mixed?
- Do you plan first, or write to find out what you think?
- Which words do you overuse? Try "just", "really", "very", "actually".
- What do you always delete in the edit?
- Whose writing do you copy, on purpose or by accident?

COPY AND PASTE

Let AI read your samples

You are an editor who reads for voice, not grammar. Here are five samples of my writing: **[PASTE]**. Don't rewrite them.

Describe my voice: average sentence length, words and openers I repeat, how formal I am, how I use questions.

Quote the 3 lines that sound most like me and the 3 that sound least, and say why.

Then give me 5 habits to keep and 3 to break. Evidence over praise.

NOT THIS "Analyse my writing style." The model guesses, so you get flattery and a list of adjectives.

CHECKLIST

Before it ships

Website

- ✓ Headline states the outcome
- ✓ Every claim has proof
- ✓ One ask, one clear verb
- ✓ Product details match the product
- ✓ Read aloud: sounds human

Social media

- ✓ First line works alone
- ✓ One idea, nothing extra
- ✓ Cut for the platform
- ✓ Ends on a real question
- ✓ Facts and tags checked

Brand voice

- ✓ Every trait has a "not"
- ✓ Real before-and-after lines
- ✓ Hard moments planned
- ✓ Fits on one page
- ✓ Founder says "that's us"

Your voice

- ✓ Read aloud, no stumbles
- ✓ Short next to long
- ✓ Hedges and filler cut
- ✓ Still sounds like you
- ✓ Cut the first line: still works?

HOT TAKE

AI can draft it. Only a person can check it. Every fact, price and claim gets read by a human.

THANK YOU

Words earn trust when they're useful.

**Let's write
something worth
reading.**

mehrpatni9@gmail.com

linkedin.com/in/mehrpatni

mehrpatni.com

medium.com/@mehr.patni