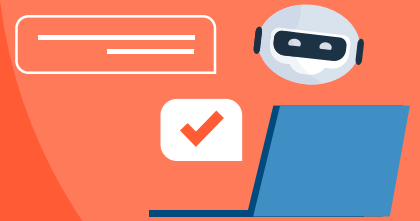# Template for Setting Clear Guidelines

To create content with ChatGPT that matches your brand's voice, it's essential to set clear guidelines for tone, vocabulary, style, brand personality, and key messaging. This will help ensure that the AI-generated content aligns with your brand.

Consider the following template to define your guidelines:

BRAND NAME

's Content Guidelines:

1. **Tone:** Maintain a   tone that resonates with our target audience of   .

2. **Vocabulary:** Use   and avoid   that may confuse readers.

3. **Style:** Emphasize   in content creation to engage and connect with our audience.

4. **Brand Personality:** Reflect our brand's personality traits and core values, such as being   .

5. **Key Messages:** Consistently reinforce our core brand message of   throughout all generated content.

Remember to prioritize responsible usage of ChatGPT for your brand. Keep in mind the significance of conducting regular reviews and edits to guarantee that all AI-generated content aligns with your brand's guidelines. This step is essential in maintaining consistency and upholding your brand's image.

HubSpot