

# Customizing ChatGPT to Reflect Your Brand Voice: A Step-by-Step Guide

**Welcome to the exciting world of AI communication for tourism!** If you're looking to make ChatGPT sound more like your brand, you've come to the right place. Tailoring the tone and style of ChatGPT to match your unique brand voice is key to creating a seamless and genuine interaction with your customers.

Follow along with our friendly step-by-step guide, and let's infuse your brand's personality into ChatGPT together!

*If you haven't used ChatGPT yet, simply visit: <https://openai.com/chatgpt> in your web browser to start exploring its capabilities. No downloads or installations required.*

## Step 1 Define Your Brand Voice

**Identify Key Attributes:** Determine the key characteristics of your brand's voice. Is it friendly and informal, or professional and formal? Maybe it's adventurous and inspiring for tourism-focused communications.

*I know my brand voice*

**Create a Brand Voice Guideline:** Document these characteristics to create a reference for how your brand communicates. Include examples of phrases or types of language that embody your brand voice.

*I have a brand voice guideline*

## Step 2 Analyze Your Current Communications

**Gather Samples:** Collect examples of your current communications from various channels like email, social media, blogs or your website.

Add in your writing, select work samples that is a good representation of your style including sentence length, vocabulary, tone and format.

Gather these in a word doc for easy reference.

*I have communication samples*

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## Step 3 Customize ChatGPT's Training Data

**Go to ChatGPT and use the prompt, or modify the prompt below:**

*"I'd like your help in creating [what] for [purpose]. Your first task will be to understand my brand voice style based on examples that I give you. After that, we'll create some content. To start, please say GO AHEAD and I will paste examples of my writing. Keep saying GO AHEAD and I will paste new examples. When I am done I will say FINISHED. At this stage, please do not do anything except confirm that you have saved the writing style."*

After ChatGPT says GO AHEAD, please add one example at a time.

*I have prompted ChatGPT*

## Step 4 Ask and Continuous Improvement

After the program learns your writing style, explain to it what you need written by providing details and specific directions.

It will then try to write like you. Check if it sounds right.

If it doesn't, tell ChatGPT you'll show more examples. It should reply with "go ahead" each time and wait for you to say "finished."

Now the program knows how you write, tell it what you want it to write. Remember always to give context and clear instructions on what should be produced.

*I am happy with the brand voice*

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