

A PRACTICAL GUIDE

The Authenticity Advantage

*When every feed sounds the same,
sounding like an actual person is the differentiator, not a nice-to-have.*

INTRODUCTION

The Sameness Problem

Scroll any feed long enough and a pattern emerges: the same rhythm, the same 3-emoji bullet lists, the same "here's what nobody tells you" hook, over and over, from accounts that have never met each other. AI-generated and AI-assisted content made publishing effortless, and effortless publishing made almost everyone sound like a slightly different version of the same voice.

That sameness is an opening. When most content sounds interchangeable, sounding distinctly like one specific person becomes rare enough to notice, and noticing is the first step of trust. This guide is concrete tactics for staying recognizably yourself while still using AI to write faster, not a case against using the tools.

SECTION 1

What Reads as Generic

Before fixing it, it helps to name exactly what makes content feel AI-flavored, because the patterns are specific and repeatable, not just a vague "vibe."

THE TELLS

Universal claims with no specific example. "Consistency is key to growth" could be posted by anyone, about anything. It has no fingerprint, because it contains no fact only you would know.

A conclusion before the reasoning. Generic writing states the takeaway first and pads explanation around it. A real opinion usually arrives at the end of a specific train of thought, not before it.

Balanced-to-a-fault hedging. "There are pros and cons to both sides" is what a voice sounds like when it's avoiding an actual position. People trust content with a stance, even one they disagree with, more than content with none.

No named people, places, or numbers. Real experience has specifics: a client's actual objection, a number from an actual project, a date something happened. Their absence is often the single biggest tell that a post was templated, not lived.

SECTION 2

Tactics That Bring the Voice Back

TAKE AN ACTUAL POSITION Before publishing, ask: would someone who disagrees with me have anything to push back on here? If the answer is no, the post is probably too safe to be memorable. A specific, defensible opinion is one of the fastest ways to sound like a person instead of a summary.	NAME THE SPECIFIC THING Replace "a client once told me" with the actual (anonymized if needed) detail: what they said, what project, what happened next. Specificity can't be templated, which is exactly why it reads as authentic.
SHOW THE MESSY MIDDLE A post about a clean win reads as marketing. A post that includes the part that didn't work first reads as a real person talking. Include one honest complication per piece, it costs you nothing and it's the detail people remember.	KEEP ONE CONSISTENT QUIRK A recurring phrase, a specific way you open or close a post, a topic you always circle back to. Small, repeated signatures are what make a feed feel like one person over time, even across dozens of individually AI-assisted posts.
PROMPT · AUDIT A DRAFT FOR GENERIC TELLS Here's a draft post: [paste]. Flag any sentence that could have been written by literally anyone in my field, with no specific detail, opinion, or fact only I would know. For each one, ask me a question that would help replace it with something specific.	

Answer the questions honestly rather than skipping them, the specific detail it's fishing for is usually the exact thing that makes the post land.

*AI can write in your voice. It can't live your week.
The specifics, the opinions, the messy middle, only you can supply those.
That's not a defense against AI content. It's the advantage nobody else can copy.*

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