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FOR REAL ESTATE AGENTS

— AI VOICE CLONING SYSTEM

Clone Your Voice.

The 2-prompt system that captures your authentic voice and turns it into a reusable AI writing profile — so every piece of content sounds like you actually wrote it.

Two prompts. About thirty minutes. One voice profile you can paste into any AI conversation for the rest of your career.

The goal isn't to write more. It's to write more like you.

PROMPT 01 - INTERVIEW

You are a skilled, warm podcast host conducting a one-on-one interview
[10 questions...]

PROMPT 02 - PROFILE

You are a voice analyst and brand strategist...
[paste interview here]

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A Guide.
FOR AGENT PARTNERS



WHY

THE CASE FOR CLONING YOUR VOICE

Your humanness is *your moat*.

Everyone has access to the same AI tools. The same prompts. The same platforms. So what actually separates you from every other agent posting content online?

Your voice. Your stories. The way you explain things. The way you talk about a neighborhood like you've walked every street. **That stuff can't be copied and it can't be faked.** It's yours.

The problem is most agents use AI completely wrong. They type in a generic prompt, get back something that sounds like a robot wrote a college essay, post it, and wonder why nobody engages. Or worse, they don't use AI at all because they've seen how bad the output looks.

There's a better way. And it starts with teaching AI *how you actually talk*.

This guide gives you two prompts. The first one interviews you. The second one analyzes that interview and builds a complete voice profile you can use with any AI tool to produce content that actually sounds like you wrote it.

How this system *works*.

01

Complete the Voice Interview

Use Prompt 1 with an AI voice assistant. It asks you 10 questions about your career, your clients, and what drives you. Talk naturally — that's the whole point.

02

Generate Your Voice Profile

Take the interview summary and paste it into Prompt 2. The AI analyzes your speech patterns, phrases, stories, and values, then builds a full Clone Your Voice report.

03

Use It Everywhere

Attach your voice profile to any AI conversation. Social posts, listing descriptions, emails, video scripts. Everything comes out sounding like *you*.

THE GOAL

Someone reads your content and says "that sounds exactly like them." Not "that sounds like AI." Not "that sounds like every other agent in the market." Like you.



SETUP

TWO TOOLS · ONE COMBO · FOUR TIPS

Before *you start.*

Prompt 1 works best as a spoken conversation, not a typing exercise. When you talk instead of type, you get real language, real emotion, and real stories — not the polished version of yourself you'd write down.

Choose *your tool.*

ChatGPT Voice Mode CHATGPT.COM

Open ChatGPT on your phone. Tap the headphone icon to start a voice conversation. Paste Prompt 1 into a new chat first, then switch to voice mode and say "I'm ready." The AI walks you through all 10 questions like a real conversation — follows up, asks you to go deeper, keeps things natural.

BEST FOR

The interview process (Prompt 1).

Claude CLAUDE.AI

Use Claude for Prompt 2. Paste the interview summary from Prompt 1 into a new Claude conversation along with Prompt 2. Claude produces a more detailed, better-written voice profile report than most other tools.

BEST FOR

Generating the voice profile (Prompt 2).

— *The combo play*

Do the interview in **ChatGPT voice mode**. Copy the summary it produces. Then paste that summary into **Claude** with Prompt 2. You're using each tool for what it does best.

Tips for a *great interview.*

- **Talk like you're talking to a friend.**

Don't try to sound professional or polished. The messy, unscripted version of your answers is exactly what makes the voice profile accurate.

- **Don't rush through it.**

The interview takes 15 to 20 minutes. Some questions will hit harder than others. If something comes up that you didn't expect to say, that's usually the good stuff.

- **Tell real stories with real details.**

Addresses, neighborhoods, specific clients, specific moments. "I helped a first-time buyer win in a multiple-offer situation in Bixby Knolls" is ten times more useful than "I helped a client buy a house."

- **You can always redo it.**

If your first attempt feels surface-level, run it again. People go deeper the second time. The voice profile only gets better with richer input.



COPY

THE VOICE INTERVIEW · USE IN CHATGPT VOICE MODE

Prompt 1: The *voice interview*.

Copy everything in the box below and paste it into a new AI conversation. Then switch to voice mode and say "I'm ready." The AI becomes your interviewer.

AT A GLANCE

Best tool: ChatGPT voice mode

Time: 15–20 minutes

Output: A summary you paste into Prompt 2

prompt-01-voice-interview · txt

COPY THIS ENTIRE PROMPT

You are a skilled, warm, and engaging podcast host conducting a one-on-one interview with a real estate agent. Your goal is to draw out authentic stories, genuine emotion, and real expertise – the kind of content that connects with audiences and builds trust.

RULES:

- Ask ONE question at a time. Wait for the guest to respond before moving on.
- React naturally to their answers – acknowledge what they said, pull on interesting threads, and ask brief follow-ups when something compelling comes up.
- Keep a conversational tone. You're not reading from a script – you're having a real conversation.
- If the guest gives a short or surface-level answer, gently dig deeper. ("Tell me more about that." / "What did that feel like in the moment?" / "Why do you think that stuck with you?")
- Don't rush. Let moments breathe. Great interviews have pauses.
- After all 10 questions, wrap up with a genuine thank-you and a brief summary of the themes that stood out.

START BY INTRODUCING YOURSELF:

"Hey, welcome! I'm really glad you're here. Think of this as a casual conversation – no wrong answers, no pressure. I'm just going to ask you some questions about your career, your clients, and what drives you. Ready? Let's go."

QUESTIONS (ASK IN ORDER, ONE AT A TIME):

- 01 What inspired you to get into real estate, and what keeps you motivated today?
- 02 What's the most rewarding part of your job, and why does it matter so much to you?
- 03 Can you share a specific story of a client you helped that had a lasting impact on you?
- 04 What do you think makes your process or approach different from other agents?
- 05 What's the biggest misconception people have about buying or selling a home, and how do you address it?

– continued on next page –



COPY CONTINUED — QUESTIONS 6-10 AND THE WRAP-UP

Prompt 1 *continued.*

prompt-01-voice-interview · txt

CONTINUED

QUESTIONS (CONTINUED):

- 06 What's one challenge clients often face, and how do you help them work through it?
- 07 Why do clients and other agents trust you, and what keeps them coming back?
- 08 How do you help clients who feel overwhelmed or like the market is just too hard right now?
- 09 If someone is thinking about buying or selling, what's the simplest first step they can take?
- 10 Looking back on your career, what's the one thing you hope to be remembered for?

AFTER THE INTERVIEW:

Once all 10 questions have been answered, say:

"That was incredible – thank you for sharing all of that. I've put together a summary of the key themes from our conversation. You can use this with Prompt 2 to generate your full Clone Your Voice profile."

Then provide a summary titled **INTERVIEW TRANSCRIPT SUMMARY** that captures:

- Every story, example, and anecdote they shared (with specific details)
- Their exact phrases and expressions (quote them directly)
- Emotional moments and what triggered them
- Their stated values, beliefs, and motivations
- Their unique process or approach
- Advice they gave and how they framed it

Format the summary so it can be copied and pasted directly into Prompt 2.

What you'll get After the 10-question conversation, the AI produces a structured summary of everything you said — your stories, your phrases, your values, your approach. That summary is the raw material for Prompt 2. **Copy the entire thing.**



COPY

THE VOICE PROFILE GENERATOR · USE IN CLAUDE

Prompt 2: The *voice profile generator*.

Open a new conversation in Claude. Paste this entire prompt along with the Interview Transcript Summary from Prompt 1. Claude analyzes your speech patterns and produces a complete voice profile report.

AT A GLANCE

Best tool: Claude (claude.ai)
Time: Under a minute
Output: Your Write Like Me report

prompt-02-voice-profile · txt

COPY THIS ENTIRE PROMPT

You are a voice analyst and brand strategist. You've been given the transcript summary from a podcast-style interview with a real estate agent. Your job is to analyze their responses and produce a comprehensive "Write Like Me" voice profile report. Use the interview summary below to generate the report. Analyze it deeply – don't just repeat what they said. Identify the PATTERNS in how they communicate.

[PASTE YOUR INTERVIEW SUMMARY HERE]

Generate the following report:

WRITE LIKE ME – VOICE PROFILE REPORT

- 01 **VOICE OVERVIEW** – How do they speak? Formal or casual? Storyteller or straight to the point? What makes their voice distinctive?
- 02 **TONE & PERSONALITY** – Primary tone, secondary tone, energy level, humor style. Specific and descriptive.
- 03 **SIGNATURE PHRASES** – Words they gravitate toward. Words they'd never use. Go-to metaphors or analogies.
- 04 **STORYTELLING STYLE** – How they structure stories. How they handle emotional moments. Their ratio of facts to feelings.
- 05 **VALUES & BELIEFS** – Core values with supporting quotes or examples from the interview.
- 06 **EXPERTISE POSITIONING** – How they establish credibility. What they want to be known for. How they explain complex topics simply.
- 07 **AUDIENCE RELATIONSHIP** – How they talk about their clients. What emotions they evoke. Their call-to-action style.
- 08 **CONTENT RECOMMENDATIONS** – 5 content topics authentic to their voice. Best formats. Content they should avoid.
- 09 **THE "WRITE LIKE ME" CHEAT SHEET** – Tone guidance, must-dos, must-nots, opening & closing style, 2-3 signature moves.

IMPORTANT RULES:

- Use their ACTUAL words and phrases from the interview wherever possible.
- Do NOT use these words anywhere in the report: *delve, leverage, synergy, utilize, paradigm.*
- Be specific, not generic. If the report could apply to any agent, it's not good enough.
- The goal: someone could read this report and write content indistinguishable from the real person.



AFTER

WHAT'S INSIDE · HOW TO USE IT · HOW TO KEEP IT CURRENT

What your voice profile *includes*.

The finished report gives any AI tool everything it needs to write as you across nine sections. Save it as a document and treat it like the brand asset it is — you'll paste it into AI conversations for years.

01 Voice Overview

02 Tone & Personality

03 Signature Phrases

04 Storytelling Style

05 Values & Beliefs

06 Expertise Positioning

07 Audience Relationship

08 Content Recommendations

09 Write Like Me Cheat Sheet

USING YOUR VOICE PROFILE

Save it in your AI tool's *project documents*.

The fastest way to use this every day: drop the finished report into a **Claude Project** or a **ChatGPT Project / Custom GPT** as a saved document. Now every new chat inside that project already knows how you talk — no copy, no paste, no re-explaining. Listing descriptions, emails, captions, scripts. All in your voice, by default.

Pro tip Run the interview again every **6 months**. Your voice evolves as your business grows. Updating the profile keeps your content sounding like the current version of you — not a snapshot from the past.

WHERE TO SAVE IT

Claude Projects or a ChatGPT Project / Custom GPT — anywhere you can attach a document that persists across conversations.

WHEN TO REFRESH

Every 6 months — or sooner if your business has shifted (new niche, new market, new positioning).

WHAT IT REPLACES

Endless prompt tweaking. One saved document so you never have to re-explain your voice again.



— YOUR VOICE. AMPLIFIED.

You've got the prompts. *Now use them.*

AI should learn to write like you — not the other way around. The agents who win the next ten years are the ones whose content still sounds unmistakably human.

01 Block 30 minutes this week.

Put Prompt 1 on your phone and walk through it on ChatGPT voice mode. **Talk like you're talking to a friend.** That's where the good stuff comes from.

02 Paste the summary into Claude with Prompt 2.

Read the report twice. Mark the phrases that sound exactly like you, and the ones that don't. Re-run the interview if anything feels off.

03 Save it. Use it everywhere.

Listing descriptions. Email replies. Captions. Scripts. Every AI chat starts with *"Use this voice profile for everything you write."*

04 Send me what you make.

If a profile lands eerily well — or comes out flat — I want to see it. The system gets sharper every time an agent runs it.

QUESTIONS? SEND ME WHAT YOU MADE.

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08/08
END OF GUIDE

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