

Your AI Sounds Like Everyone Else. **Let's Fix That.**

Ebony Langston · Momentum Books & Media

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"I'm like a commercial jingle. First it's a little irritating. Then you hear it a few times. You're humming it in the shower. By the third date, it's '**By Mennen!**'"

George Costanza · Seinfeld · 1996

You'll leave able to make any AI tool **write in your voice.**

By the end of this session you will be able to:

- 1** Look at a piece of writing and name the specific moves that make it sound like a person.
- 2** Turn those moves into instructions an AI tool will follow.
- 3** Spot AI writing on sight, using a six-point check.

Trust is the real currency of business growth.



Ebony Langston

Ebony Langston is the founder of **The Patient Experience Strategist™** and **Momentum Books & Media**, both focused on AI education and implementation. With 20 years of Fortune 500 experience in consumer engagement, acquisition, and retention strategy, she understands that **trust is the real currency of business growth**. Ebony holds a CAIO certification as an AI strategist and developed Momentum's **Voice Protection methodology**: a proprietary system that helps business owners use AI for content creation without losing the authentic voice that makes clients choose them over competitors. She works with small businesses and independent professionals to build systems that **scale expertise without sacrificing the personal credibility that earns premium clients**.

People can tell when a machine wrote it, and they're pulling away.

68%

of consumers frequently wonder whether the content they're seeing is real.

Gartner survey of 1,539 U.S. consumers, March 2026

**Only
26%**

of consumers prefer AI-generated creator content.

Billion Dollar Boy, survey of 6,000 marketers, creators and consumers, November 2025

**In 2023, it
was 60%.**

So... should we stop using AI?

No.

38%

of consumers say AI has improved content quality.

Only 33%

say it delivers emotional resonance.

Billion Dollar Boy, November 2025

Consumers aren't asking you to stop using AI. They're asking you to get better at directing it.

The gap isn't in the tool. It's in the direction it's given.

Every AI tool predicts the most average next word, so everything it writes drifts to the middle.

ChatGP

T

Claud

e

Gemin

i

Copilo

t

Perplexit

y

Underneath the branding, every one of them does the same thing: predicts the next most likely word.

With no direction, "most likely" means

the statistical average of everything it has ever read.

READ AS NOISE, FILTERED BY DEFAULT

a blunt opinion

an odd comparison

a three-word sentence

Most generic AI writing traces back to five habits, not to the tool.

- 1 Asking it to **"write like me"** without ever telling it how.
- 2 Pasting in a writing sample with no instructions, so it learns your **topic** instead of your **style**.
- 3 Describing **a mood instead of a move**. "Be conversational" is not something a machine can do.
- 4 **Re-explaining yourself in every new chat** instead of setting it once.
- 5 **Accepting the first draft**.



THE MOMENTUM VOICE PROFILE METHOD

Eight steps turn an AI tool into a copywriting partner that knows how you write.

- 1 Understand why AI goes generic** · so you stop blaming the tool
- 2 Collect your writing samples** · raw material, 3 to 5 pieces
- 3 Audit across seven dimensions** · find what makes it yours
- 4 Annotate what you find** · turn it into instructions
- 5 Diagnose AI writing on sight** · learn what to push away from
- 6 Build your banned-word list** · the push, in writing
- 7 Assemble the profile** · one document, one paste
- 8 Test, refine, maintain** · it gets sharper with use

Each step teaches the tool something the others can't. Together they turn a generic writing tool into a partner that knows how you sound.

Today: steps 3, 4 and 5.

Seven dimensions explain why you write the way you do, not just what you wrote.

- | | | |
|---|--------------------|--|
| 1 | Tone | how it lands, not what it says |
| 2 | Vocabulary | the words reached for without thinking |
| 3 | Rhythm | sentence length, and how much it varies |
| 4 | Perspective | how things get framed, how the reader is addressed |
| 5 | Emotion | where intensity comes in, and where it's held back |
| 6 | Humor | whether it's there, and what kind |
| 7 | Authority | where the credibility comes from |
-

We audit against these to teach the tool not just what you write. **Why** you write it that way.

ANNOTATE

We'll annotate this together, the same way you'd mark up your own writing.

When I called that provider and got silence, I didn't get frustrated. I got mobile. That's the actual risk of failing the self-pay patient. Not that they'll complain. That they'll quietly move on.

Three passes. Mark what a sentence is doing. Name the move. Then write the instruction that makes a tool repeat it.

Sentence length is the fastest tell, and the easiest thing to instruct.

When I called that provider and got silence, I didn't get frustrated. I got mobile. That's the actual risk of failing the self-pay patient. Not that they'll complain. That they'll quietly move on.

→ **12 words**

→ **3 words**

THE ANNOTATION

Long, detail-stacked sentence. Then a hard stop at three words. The contrast is deliberate.

IN PROMPT FORM

"Follow a long, detail-stacked sentence with a two-to-four word sentence. Never smooth these into uniform lengths."

Where your credibility comes from is a choice, and AI defaults to the vaguest one available.

When I called that provider and got silence, I didn't get frustrated. I got mobile. That's the actual risk of failing the self-pay patient. Not that they'll complain. That they'll quietly move on.

NOT THIS
studies show
experts agree
research indicates

THE ANNOTATION

Credibility comes from something that happened to me. No study, no statistic, no authority borrowed from elsewhere.

IN PROMPT FORM

"Establish credibility from lived experience. Do not cite research or statistics unless I ask for them."

Three marked sentences become three instructions a machine can follow.

When I called that provider and got silence, ~~I didn't get frustrated.~~ I got mobile. That's the actual risk of failing the self-pay patient. ~~Not that they'll complain.~~ That they'll quietly move on.

Rhythm

long, then three words

Authority

a thing that happened, not a study

Perspective

name the expected answer, replace it with the real one

WHAT YOU'D PASTE INTO THE TOOL

Follow a long, detail-stacked sentence with a two-to-four word sentence. Never smooth these into uniform lengths.

Establish credibility from lived experience. Do not cite research or statistics unless I ask for them.

Open by naming the obvious answer, then reject it and give the real one. Use this move sparingly, once or twice per piece.

Pulling toward your voice isn't enough. You also have to push away from the defaults.

PULL



**toward how you
write**

PUSH



**away from how AI
writes**

We just did the pull. Three instructions, and they get you most of the way.

But the defaults are still sitting underneath, and they drift back in about three paragraphs.

To push away from something, you have to be able to see it clearly.

You already know a machine wrote this. The question is how you know.

In today's rapidly evolving healthcare landscape, patient experience has emerged as a pivotal differentiator. Research shows that self-pay patients represent a significant and often underserved segment of the market. By leveraging a holistic approach to patient communication, organizations can unlock meaningful improvements in both satisfaction and retention. It's important to note that delivering a seamless experience is no longer optional. It's essential.

SHOUT IT OUT.

Six things go wrong in AI writing, and you just named most of them.

- 1 Formulaic, slogan-like, or figurative writing
- 2 Vague, inflated, or unsupported substance
- 3 Wordy, jargon-filled, or indirect language
- 4 Unnecessary framing, repetition, or forced rule-of-three
- 5 Ideas stacked with no through-line
- 6 No traceable authority behind the claim

CLEAN

FLAGGED

SLOP

This paragraph fails four of the six checks outright.

THE AI PARAGRAPH

In today's rapidly evolving healthcare landscape , patient experience has emerged as a pivotal differentiator.

Research shows that digital health solutions represent a significant and often underserved segment of the market.

By leveraging a holistic approach to patient communication , organizations can unlock meaningful improvements in both satisfaction and retention.

It's important to note that delivering a seamless experience is no longer optional. It's essential.

— reorderable. no through-line.

- 1 SLOP

"In today's rapidly evolving healthcare landscape" · stock opener, no observation
- 2 SLOP

"Research shows that..." · no number, no source, no study named
- 3 SLOP

"leveraging a holistic approach to patient communication" · this means talking to patients
- 4 FLAG

"no longer optional. It's essential." · says the same thing twice
- 5 FLAG

four sentences, reorderable with no loss · no through-line
- 6 SLOP

"Research shows" is the tell · credibility borrowed from nobody

Four SLOP. Two FLAGGED. Zero CLEAN.

Every flag you called becomes a rule the tool has to follow.

BANNED WORDS

landscape

pivotal

leveraging

holistic

unlock

seamless

robust

delve

utilize

myriad

BANNED CONSTRUCTIONS

~~"Research shows..." with no source named~~

~~"It's important to note that..."~~

~~"In today's [rapidly evolving / fast-paced] ..." as an opener~~

~~Restating a claim as its own emphasis: "no longer optional. It's essential."~~

~~Three-item lists where two or four would be more natural~~

IN PROMPT FORM

"Never use these words: [your list].

Never use these constructions: [your list].

If you reach for one, choose the simpler, more direct alternative."

The same request, with your instructions attached, produces writing that sounds like you.

BEFORE

"Write a paragraph about self-pay patients for my newsletter."



In today's rapidly evolving healthcare landscape, patient experience has emerged as a pivotal differentiator. Research shows that self-pay patients represent a significant and often underserved segment...

AFTER

"Write a paragraph about self-pay patients for my newsletter.

VOICE: Follow a long, detail-stacked sentence with a two-to-four word sentence. Never smooth these into uniform lengths. Establish credibility from lived experience; do not cite research unless I ask. Open by naming the obvious answer, then reject it and give the real one; use sparingly.

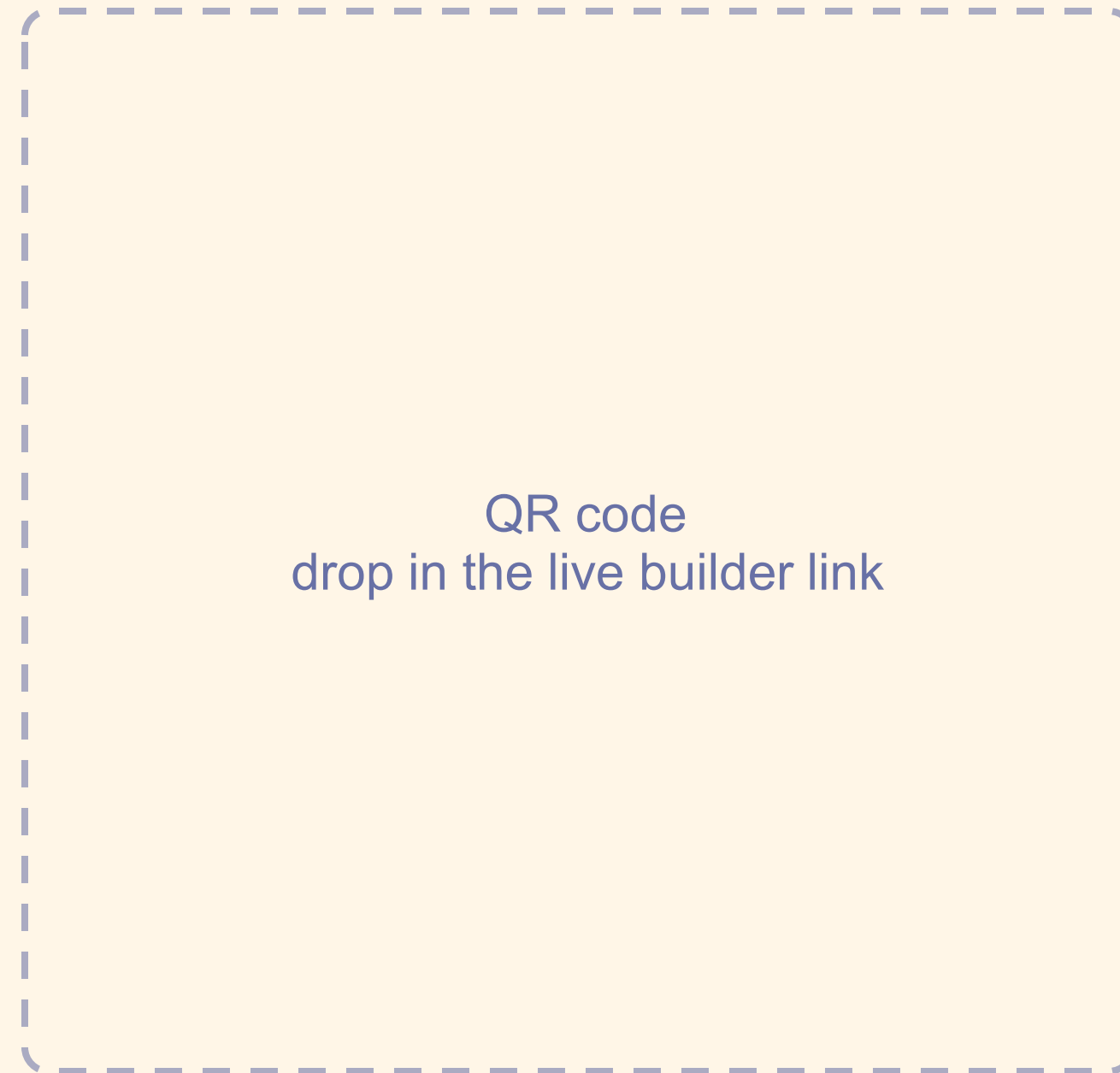
NEVER USE: landscape, pivotal, leveraging, holistic, unlock, seamless.
NEVER USE: 'research shows' with no source, 'it's important to note', 'in today's...' openers, restating a claim as its own emphasis.

ANNOTATED SAMPLE OF MY VOICE: [the marked-up paragraph]"



When I called that provider and got silence, I didn't get frustrated. I got mobile. That's the actual risk of failing the self-pay patient. Not that they'll complain. That they'll quietly move on.

Scan this now, and keep listening.



The Momentum Voice Profile Builder.

Drop it into the project instructions of whatever AI tool you use.

Free. This deck is behind there too, so everything you've seen today goes home with you.

The builder walks all eight steps with you in about 45 minutes.

- 1 Asks for three to five samples of your writing
- 2 Audits them across the seven dimensions, and shows you its reasoning
- 3 **Walks you through writing the annotations, and helps as much as you need if you get stuck**
- 4 Builds your banned list from what makes you wince
- 5 Assembles all of it into one document you paste once

About 45 minutes tonight. You already know the hard part.

Three moments to load it cover everything you write.

1 **YOUR PROJECT INSTRUCTIONS**

The main tool you write in. Set it once and every conversation in that project starts in your voice.

Load it: today.

2 **ANY RECURRING JOB**

A saved workflow, a skill, a template you run every week. The newsletter. The Monday post. Client follow-ups. The profile rides along with the instructions so it applies every time that job runs.

Load it: once per workflow, when you build it.

3 **A GUEST TOOL**

Someone else's login, a tool with no memory of you, a one-off you don't want to configure. Paste the profile at the top of the request.

Load it: every time.

If your name goes on it, your profile goes in first.

A voice profile stops the drift, but it's one part of a larger system.

A voice profile stops the tool drifting inside one piece of writing. This is what stops it drifting across a year.

Monthly Refresh
back into the library

Voice Profile
you have this

Company Context
the facts it keeps getting wrong

Annotated Library
everything that worked, marked up

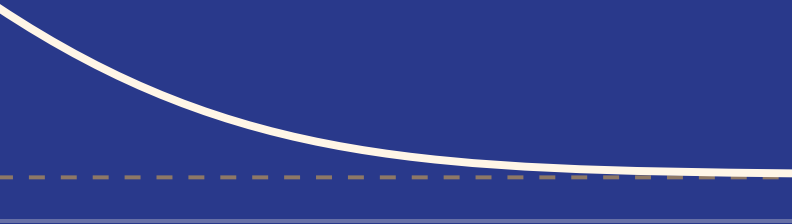
Draft & Critique
the three-step loop

Slop Check
before it goes out

Publish

Performance Review
comments, shares, saves. Not likes.

The Voice System



Your edit time per cycle. It never hits zero. You're always the editor.

Your AI should sound like the expert you already are.

You walked in with a tool and no direction.

You're walking out with a method, a diagnostic, and instructions a machine will follow.

George had a jingle. You have a voice. Same rule either way: **consistent, and like nobody else.**

Everything from today is behind this code.

QR code
same link as slide 20

The Voice Profile Builder · this presentation

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