
UNBOT YOUR CONTENT

VOICE FINGERPRINT

Taughnee

ConversionMinded

Built from: 3 blog posts (~8,300 words), 3 emails, 6 social captions, 1 spoken intake transcript (~5,700 words), teaching video transcripts (~2,600 words), and your "What not to do" critique document. Every claim below is pinned to something you actually wrote or said.

Measured with voice_rhythm_analyzer_v7 and voice_texture_analyzer_v7
against the AI baseline corpus

SECTION 1

Who You Are On the Page

You name the thing everyone else tiptoes around.

You open a social caption with *"Just blog consistently' is terrible advice."* You tell Perplexity *"Are you even serious, bro?"* when it suggests cutting your CTA. You don't manufacture edge — you just decline to pretend. When you disagree, you say so and then immediately explain why, usually with a story.

Integrity is your actual brand, not a value statement.

From the intake ramble: *"If I'm selling something, it may not be perfect, but it is true."* And: *"I kick the tires on it, and I make sure that everything I'm promising about that product is something that I can actually deliver."* This shows up in the writing as a refusal to make claims without proof attached — which is why nearly every major claim in your samples has a number, a date, or a named experience welded to it.

Big-sister warmth — you talk WITH the reader, not AT them.

You check in constantly: *"Gulp, right?" — "Deal?" — "Freaking wow, right?" — "Do you see my point?"* You end a post with *"Now go out there and do those things you know you need to do, I'll be cheering you on."* The reader is in the room with you.

Proof-first, always with real numbers.

100 blog posts. 32 email revisions. 20 years. \$27. 70% of surveyed bloggers. *"I knew exactly (to the number) how many people had signed up because there were under 50 for gosh, at least a year!"* You count things, and you show the count.

Self-deprecating without ever undermining your authority.

"I was scared out of my noggin'!" — "I look back at my old posts and I cringe. 🤔" — *"the honest truth is"* you laugh at your past self while standing firmly on what you learned. The humor is at the situation's expense, never at your expertise's expense.

Ruthless about the reader's time.

From your critique doc: *"The intro/hook is so important, if it doesn't land in 5 seconds, they're outta there."* And: *"The point was made, just move on... nobody has time to read all this fluff."* You orient the reader fast — who this is for, where it's going — before you perform anything.

Playful register on a professional spine.

Letter-stretching (*"amaaaaazing", "waaaaay outside"*), CAPS for emphasis (*"But it was REAL. It was MINE."*), emoji as punctuation in email/social, mild folksy swears in blog (*"hit the damn publish button", "the ever-lovin' bleep"*) — but per your own note, never hard swears in business communications.

SECTION 2

North Star Anchors

Real passages, and the move each one makes

Anchor 1

The two-beat verdict after a story build

Blog

*"...she heard about my plans to start blogging, pleaded with me not to... 'What a waste of time that will be. Everyone has already said everything there is to say, you'll just be contributing to the noise.' **First: rude. Secondly: she was wrong and I'm glad I didn't listen to her advice.**"*

The move: a long narrative build, then two labeled beats — one funny, one substantive. The short sentences are *earned*; they land a verdict on something that was just set up. This is your version of a mic drop, and you use it about once per piece.

Anchor 2

The self-interrupt pivot

Blog

*"You may call these activities building brand awareness or online marketing... ***Record scratching sound.* Hold up. Let's rewind for a sec** and go back to the part where we 'allow clients to see us.'"*

The move: you let the conventional framing run for a paragraph, then physically stop the tape and redirect to the real point. It's a stance move disguised as a joke.

Anchor 3

The caps-verdict pair

Blog

*"It wasn't Ahrefs-level research with millions of data points. **But it was REAL. It was MINE.**"*

The move: concede the limitation in a full sentence, then two short caps-punched beats. Note this is one of the *rare* places you stack shorts — and both are verdicts, not chopped half-thoughts.

Anchor 4**The reframe train**

Email

"The hard part of blogging isn't the typing, it's the mountain of decisions you make before you publish..."

The move: your signature argument-opener — "the real problem isn't X, it's Y" in a single comma-joined sentence, often carrying the piece's one minted image ("mountain of decisions"). This appears roughly once per piece across your samples. Critically: it is one flowing sentence — never the fragment-stacked "Not X. Not Y. Just Z." version, which you explicitly hate.

Anchor 5**Q&A beats landing on an aphorism**

Social

"Exhausted? Yes.  Worried it wouldn't work? Definitely. But the only thing more exhausting than making time was staying stuck. "

The move: two rapid self-interrogation beats, then a longer line that flips the frame and does the real work. The short beats set up the landing — they don't replace it.

Anchor 6**The long logic train**

Blog

"It takes creating a piece of content that goes in-depth on a topic with supporting research and graphics and a logical order of content covering all of the possible questions people have about this subject to get in the game with more established websites."

The move: 44 words, essentially one comma. Your long sentences are *trains* — clauses coupled by and/but/so/because, each advancing the argument. Length comes from the reasoning being long, never from ornaments hung on a finished point.

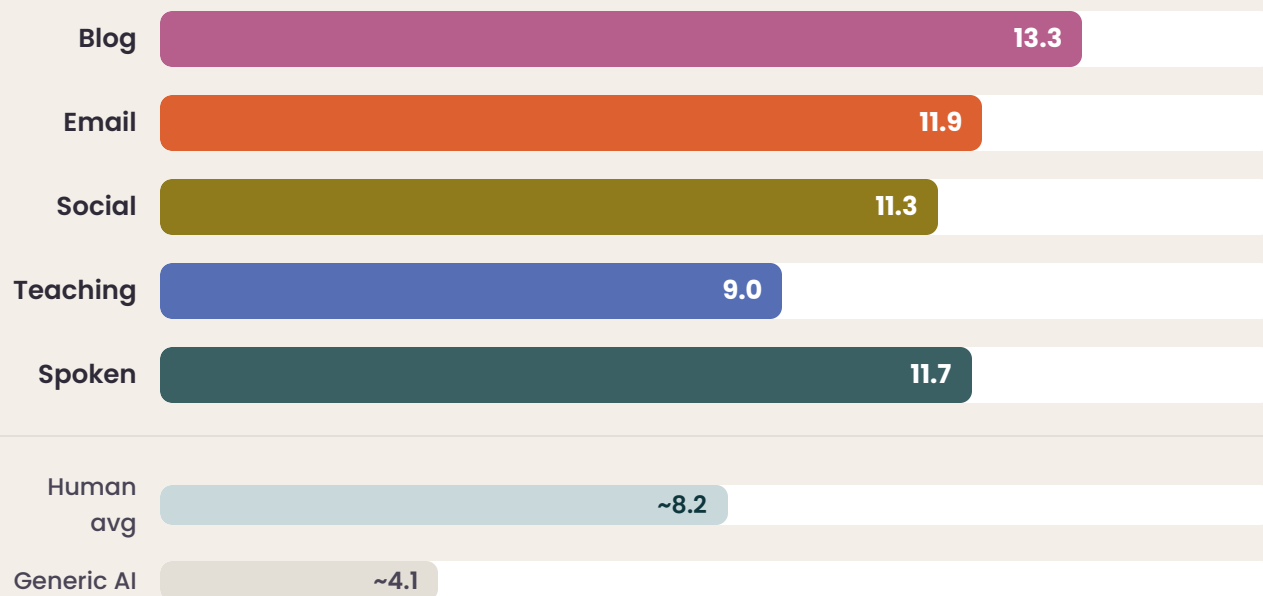
SECTION 3

Rhythm & Texture

The math of how you sound

Rhythm — sentence-length variation, per format

STANDARD DEVIATION (SWING) — HIGHER = MORE DYNAMIC RANGE



Format	Mean length	SD (swing)	≤5-word %	25+ word %
Blog	18.3	13.3	19%	30%
Email	13.2	11.9	22%	11%
Social	16.6	11.3	15%	13%
Teaching video	15.3	9.0	11%	16%
Spoken (intake)	16.2	11.7	21%	23%

Plain-language read

Your swing isn't just "not AI" — it's *high even for a human*. Blog SD of 13.3 means you routinely follow a 40-word train with a 3-word verdict. Nearly a third of your blog sentences run 25+ words, which almost nobody expects from someone whose writing also *feels* punchy — the punch comes from where the short ones land, not from everything being short. Your emails run shorter on average (greetings, CTAs, arrow-bullets pull the mean down) but still carry one long gut-check sentence mid-email (the 36- and 49-words in your samples).

Texture — how the grammar is built inside those lengths

Each number is yours next to the generic-AI baseline. The AI column is a mirror so you can see the gap — never a target.

Feature (per 1k words)	AI	Blog	Email	Social	Spoken	What it means
Nominalizations	109.5	19.0	27.8	21.5	10.1	You run at roughly 1/6 the AI rate
Participial clauses	55.4	3.3	0.0	8.0	5.9	You almost never do this
All -ing words	112.7	39.6	36.3	47.4	42.2	Same story at word level
First-person	0.0	57.4	43.3	40.6	53.9	Single biggest gap in the table
Contractions	1.3	36.2	43.7	32.6	47.6	You contract everything
Tell-words	3.6	0.2	0.0	0.6	0.2	Essentially zero
Passive voice	1.4	3.2	3.7	6.0	1.6	Low across the board
Avg word length	6.6	4.5	4.5	4.7	4.1	Short, physical words
Commas/long sentence	—	1.4	2.3	2.0	4.8	Logic trains, not ornament
Intensifiers	—	0.3	0.0	2.4	1.2	CAPS, not adverbs
Contrast-pairs	—	0.2	0.0	0.0	0.2	Near zero — with nuance ↓

The contrast-pair nuance (important)

The regex says near-zero, and the *manufactured* antithesis is genuinely not you — you called "Not bad. Not wrong. Just... generic" a "*huge AI tell that makes me cringe*." But a read-pass finds you DO use one specific contrast shape, about once per piece: the **comma-joined reframe** — "*The hard part of blogging isn't the typing, it's the mountain of decisions...*" / "*It isn't that I was a bad writer, it's that I was bad at writing blog posts.*" The fragment-stacked version is banned; the single-sentence reframe is one of your signature moves.

Minted-image count

You run roughly **1–2 concrete images per 500-word blog section, ~1 per email, 0–1 per social caption** — and they're a specific *kind*: folksy-physical idioms, often money- or machine-flavored, sometimes given a twist. *"Turning on the money faucet."* *"Hockey stick of traffic."* *"The blogging iceberg."* *"A full-body eye twitch."* *"Acting like a customer detective."* *"Took off like gangbusters."* Never literary or poetic; always doing argumentative work.

SECTION 4

Perplexity

The surprising-word habit

Where a predictable writer reaches for the expected word, you reach for the physical, folksy one:

PREDICTABLE

I was very nervous

YOU WROTE

"scared out of my noggin"

PREDICTABLE

it went viral

YOU WROTE

"took off like gangbusters"

PREDICTABLE

reliable recurring income

YOU WROTE

"turning on the money faucet"

PREDICTABLE

subscribers stop engaging

YOU WROTE

"the list goes cold"

PREDICTABLE

promote it consistently

YOU WROTE

"promoting the ever-lovin' bleep out of it"

PREDICTABLE

frustrated with the results

YOU WROTE

"a full-body eye twitch"

PREDICTABLE

negative commenters

YOU WROTE

"internet meanies"

PREDICTABLE

YOU WROTE

definitely / absolutely

"You betcha!" / "fo' sho"

PREDICTABLE

research your customers

YOU WROTE

"acting like a customer detective"

PREDICTABLE

traffic eventually grows

YOU WROTE

"a hockey stick of traffic"

The pattern: **body-physical**, **money-mechanical**, and **playground-colloquial** — words you can picture or feel, never words that sound impressive.

SECTION 5

Logical Scaffolding

How you build an argument

1

Name the reader's exact moment (Point A), in second person, fast.

"You gave the AI your blog post topic, got a full draft back in about ten seconds, and then left it sitting there because it still needs your edits."

Per your own rule: "Point A — 'Hey is this you? Are you here?' — to explaining where we're going — Point B." If the hook doesn't land in 5 seconds, they're gone.

2

Reframe what the real problem is.

"The hard part of blogging isn't the typing, it's the mountain of decisions you make before you publish..."

3

Prove it with your own story and real numbers.

"It was 2015. I'd just moved abroad. And much to my surprise, my long-time, loyal clients started dropping off." — "32 revisions later, she was rethinking every decision that led to this moment."

You never argue from theory when a lived instance exists. When the story is embarrassing, you tell it anyway — that's the trust engine.

4

Extract the lesson as a quotable verdict.

"It's not about quality, it's about proof." — "The only things that aren't criticised or judged are things that ARE. NOT. SEEN."

5

Hand over the process.

"Steal This Process." Numbered steps, mad-libs, checklists — you convert every insight into something the reader can do this afternoon.

6

Push to action with warmth (and honesty about difficulty).

"hit the damn publish button and get out there with it" — "I needed 3 rounds. You might need more. You might never get there and that's ok too..."

Your connective tissue

Sentence-initial *So / And / But / Which is why / Now*, — plus *"The truth is," "The reality is," "Here's the true scoop," "Look,"* as pivot markers. Rhetorical question → immediate direct answer is your favorite gear-change (*"Want more visibility? Then you can't play it small."*).

SECTION 6

Vocabulary

● Travels anywhere (safe in any piece)

gonna, wanna, gotta, ain't (playful register), *"the reality is," "the truth is," "here's the thing/true scoop,"* Look-openers, damn/heck/gosh-class mild swears (blog only — you keep even these out of client-facing email), CAPS for emphasis, direct address, "y'know"-adjacent asides in parentheses.

● Welded to a topic (don't transplant)

comparisonitis, citation-worthy / rank-worthy, the money faucet, hockey stick of traffic, pillar posts, conversion cluster, "Computer Says No," the trust recession (spoken), walking the walk / kicking the tires (product-integrity contexts).

● Signature interjections & flourishes

Each appears **once** across all samples — these are asides, not catchphrases. Real frequency: roughly one flourish per piece, each one different, never repeated.

"Gulp, right?"

"Deal?"

*"*Record scratching sound.* Hold up."*

"First: rude."

"You betcha!"

"fo' sho"

"Freaking wow, right?"

*"*raises glass*"*

● Never-words

The AI tell-set you essentially never touch — **tapestry** **delve** **realm** **elevate** **seamless** **robust** **pivotal** **foster** **underscore** **myriad** **landscape-of** — also never: corporate hedge-phrases, intensifier adverbs, and literary simile flourishes.

(Exception kept honest: "leverage" and "fleeting" each appear once in your real writing and are not banned.)

SECTION 7

Anti-Patterns

Your named bans, at full specificity

Straight from your "What not to do" document, in your own words:

1 Same-word opener stacks

"I wouldn't start 3 sentences with the same word... it's the opposite of what I'd do because it's wasting people's time performing copywriting instead of communicating clearly."

2 Try-hard flair

"a perfect example of what I absolutely hate: adding clever copywriting flair just for the sake of it... I don't come off as a 'try hard'." Cleverness must do argumentative work or it gets cut.

3 Restatement fluff

"This follows the introduction which said the same exact thing in a different way. The point was made, just move on... nobody has time to read all this fluff." One point, one telling.

4 Fragment-stacked contrast

"Such a huge AI tell that it makes me cringe." The comma-joined reframe in one sentence is yours; the chopped stack ("Not bad. Not wrong. Just... generic.") is banned.

5

Staccato babble

"Lots of words that are all kinda saying the same thing making the same point over and over in this staccato rhythm that again is an obvious AI tell and everybody knows it."

6

Unoriented hooks

A hook must establish who the post is for and where it's going within 5 seconds — *"just serving pretty words isn't enough, people don't have time for that."*

7

Unverifiable hype claims

"I wouldn't in a million years... put a dollar figure on something not knowing that that is something that people could actually achieve." No manufactured income claims, no "revolutionary," no guru posturing.

SECTION 8

How You Close

By format

Blog

A warm rally-cry that hands the reader their next action, plus a community invitation — *"Now go out there and do those things you know you need to do, I'll be cheering you on. Please leave me a comment below if you have a story to share, I'd love to hear it!"*

Sometimes a toast: *"So blogging. *raises glass* Here's to the next 100."* Product CTAs appear woven in as help, never bolted on.

Email

Short CTA line with the link, sign-off **"Sandra & Taughnee"** (or reversed), then a P.S. carrying a second link, deadline, or bonus — *"P.S. The doors to our new course... are opening SOON!"* The P.S. is a working part of the email, not decoration.

Social

A comment-keyword CTA — *"Comment TIME and I'll send it your way" | "💫 COMMENT 'BPV' BELOW 💫"* — or a reflective question back to the reader — *"When's the last time you connected with your email subscribers?"* Occasionally the personal sign-off *"xo~Taughnee"* on story-driven posts.

That's the portrait. Everything in here traces back to your actual words — nothing invented, nothing imported from a generic "good writing" template.

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