

Voice Correction Riffs

Coaching with Krista · Jenn · Teaching your Claude project what NOT to say · October 2026

Here's what's happening: your project instructions tell Claude to "tie every piece back to the overlooked feeling." Claude is doing exactly what you told it to — but it's doing it too literally, in your emails, on your website, in your DMs. It's writing lines like *"I know you quietly decided you just can't"* and *"caught yourself in the mirror on the way out"* — straight to clients. That's not your voice. That's the LENS behind your voice. The lens guides what you write about; it doesn't become what you say.

How to use these: open voice memos. One prompt per sitting. Just talk through what you actually hate hearing back from Claude and what you'd say instead. When you're done, go into your Claude project's instructions and update them with your answers. Then test by asking Claude to write a short email in your voice and see if it still slips.

THE THREE RIFFS

1. The lines you keep deleting.

Open everything Claude has written for you in the last month — the website drafts, the email drafts, anything. Find the specific lines you kept deleting or rewriting. Not categories — actual sentences. Say them out loud. Then say why you hate them.

Examples from this week to riff on:

"You quietly decided you just can't." · "Caught yourself in the mirror on the way out." · "I know you hate how your hair styles." · "That's yours now." · "Hair that finally matches the rest of you." · "Today was a good day." · "You envy your friends." · Anything that names the client's pain to her face.

2. What you WOULD say in your own voice.

Take each line you hate. For every single one, say what you'd actually write instead. Don't be clever — just be YOU. Pretend you're texting one of your real clients, not writing marketing copy. Krista's example from the call: *"Hey — I'm so excited we finally got your hair in today. I want to make sure it stays this way, so here's your home care guide. Any questions, reach out."* That's it. That's the whole voice.

3. The lens vs. the voice.

This one's the fix for the project instructions. Say out loud: "The overlooked feeling is what GUIDES what I write about — it's never what I SAY. I don't name the client's doubts back to her. I don't tell her she's overlooked. I don't tell her she's been settling. Instead, I just do the work from that place. The copy sounds confident, warm, and matter-of-fact — like someone who gets it without having to prove she gets it."

THEN — UPDATE YOUR PROJECT INSTRUCTIONS

Add this one paragraph.

After you've riffed on all three, open your "Jen's Website Revamp" project in Claude. Go into the project instructions. Find the section about the Overlooked lens. Add this at the end:

"The Overlooked lens is INTERNAL guidance only. It shapes which problems I'm solving and which clients I'm speaking to — it never shows up in the copy itself. Never describe the client's doubts back to her. Never say she's been settling, overlooked, or quietly disappointed. Never use phrases like 'caught yourself in the mirror,' 'that's yours now,' or anything that names her pain to her face. The copy should sound like someone who gets it without having to prove she gets it. If I ever drop in a line that NAMES her overlooked feeling, I've violated the rule — rewrite it in matter-of-fact confidence instead."

Your voice is clean, confident, and direct. The lens is what tells you WHO to be clean, confident, and direct FOR. Keep them separate and Claude will stop giving you the corny stuff. Give it 3-4 corrections and it'll be dialed.