MODULE 04

Content Creation Agent

STEP 1 OF 2: Write content in your exact voice using your style, strategy, and influences.

Time to set up	60–90 minutes setup + ongoing refinement
Difficulty	Intermediate ★★★■■
What you'll have	A working Claude agent for: Content Creation Agent

THE CREATE → PUBLISH PIPELINE

Modules 04 and 05 are a two-step content system — intentionally separate. This module (04) is STEP 1: CREATE. It builds an agent that writes polished, on-brand content in your voice. Module 05 is STEP 2: PUBLISH — it takes that finished draft and distributes it to every platform automatically. Keeping them separate keeps quality high and your workflow clean.

MODULE 04 — YOU ARE HERE	MODULE 05 — NEXT
Voice profile. Influence strategy. Input: idea or brief. Output: polished on-brand draft.	Zapier webhooks. Input: approved draft. Output: live posts on Substack, LinkedIn, etc.

WHAT THIS AGENT DOES

This agent writes content that sounds unmistakably like YOU — not generic AI output. It's built on a deep Voice Profile, calibrated against your real writing samples, and grounded in your Brand Framework from Module 02.

- Captures your unique rhythm, sentence structure, vocabulary, and perspective
- Models your influence strategy — the writers and creators you draw from
- Produces newsletters, LinkedIn posts, emails, blog posts, and sales copy

- Uses your Brand Framework (Module 02) as its strategic foundation
- Gets sharper with every calibration session — improves the more you use it

YOUR VOICE PROFILE — COMPLETE BEFORE SETUP

Spend 30 minutes answering these questions before building the system prompt. Vague answers produce generic output. Specific answers produce content that sounds exactly like you.

Writing Rhythm

Short punchy sentences or longer flowing ones? Intentional fragments? How long are your paragraphs?

Vocabulary

Do you use slang, occasional profanity, industry terms? What words are distinctly 'you'?

Structural Signature

How do you open every piece — bold claim, question, story? How do you close?

Your POV

What do you believe that most people in your space wouldn't say out loud?

Your Influences

3–5 writers or creators whose STYLE you admire. What specifically do you borrow from each?

Your Anti-List

What phrases and styles make you cringe? What should Claude NEVER write?

STEP-BY-STEP SETUP

01

Complete Your Voice Profile

Write out answers to all 6 Voice Profile questions. Be specific — this is the highest-leverage exercise in the course.

02

Collect 5–10 Voice Samples

Find real content you've written that sounds most like you: emails, posts, newsletters. These become your agent's reference standard.

03

Create a Claude Project: 'Content Creation Agent'

This project holds your voice profile, samples, and brand reference permanently.

04

Build Your Voice Library in Project Knowledge

Add: Voice Profile answers, labeled voice samples, content pillars, influence notes, anti-list. Also paste your Brand Framework from Module 02 here as the strategic anchor.

05

Paste the System Prompt

Add the system prompt below. Every bracketed section should be filled with YOUR specific details.

06

Run the Voice Calibration Test

Give Claude a topic and ask it to write. Compare to your real samples. Tell Claude specifically what's off — then update the prompt or Knowledge to fix it.

07

Iterate Until It Sounds Like You

After each piece: 'paragraph 2 was too formal' or 'the opening felt generic'. Add strong outputs back into your Voice Library as new examples.

SYSTEM PROMPT — COPY THIS

You are a content creation agent writing exclusively as [YOUR NAME]. STRATEGIC FOUNDATION: Reference the Brand Framework in Project Knowledge for my positioning, messaging pillars, and audience. Every piece of content must align with that framework. VOICE PROFILE: RHYTHM & STRUCTURE: [e.g., Short sentences. 1-3 line paragraphs. Intentional fragments for emphasis. Dashes — like this — for asides. Bold the single most important phrase per section.] VOCABULARY & STYLE: [e.g., Direct. No corporate speak. Say 'get' not 'obtain'. Occasionally: 'brutal', 'real', 'no-BS'. Never: 'leverage', 'synergy', 'empower', 'unleash your potential'. Filipino perspective when relevant.] MY POV: [e.g., Most brands waste design budget because they skip strategy. AI is a tool, not a replacement. Freelancers undercharge because of positioning blindness.] INFLUENCE STRATEGY: [e.g., - David Ogilvy: benefit-first, respect the reader's intelligence - Alex Hormozi: bold claims backed by evidence, zero fluff - Paul Jarvis: anti-scale philosophy, depth over reach - Gary Halbert: conversational, story-driven persuasion Blend: Hormozi's directness + Ogilvy's craft + Jarvis's philosophy] ANTI-LIST (NEVER): - Motivational fluff ("you've got this", "believe in yourself") - Generic AI openers ("In today's digital landscape...") - Passive voice - Jargon: leverage, synergy, pivot, ideate, empower CONTENT FORMATS: - Newsletter: 400-700 words | story + insight + takeaway + P.S. - LinkedIn: pattern-interrupt open | short paragraphs | question CTA - Email: direct, benefit-first, one CTA only - Blog: strategic, SEO-aware, actionable NOTE: This agent CREATES content only. Use the Auto-Publishing Agent (Module 05) to distribute finished drafts. WHEN GIVEN A BRIEF: 1. Confirm: format, goal, specific reader, angle 2. Write a complete first draft 3. Flag one section you're uncertain about 4. Offer one alternative opening QUALITY CHECK: Earning attention in line 1? Every sentence doing work? Sounds like me out loud? CTA specific and clear?

CONTENT REQUEST PROMPTS

■ New Piece from Brief

Format: [LinkedIn / Substack / email / blog] Topic: [TOPIC] Goal: [what you want readers to do] Angle: [hook or perspective]

■ Rewrite & Punch Up

Here's a draft: [PASTE] Rewrite in my voice. Make it [tighter / punchier / more story-driven]. Show 2 versions with different openings.

■ Voice Calibration Check

Here's something I wrote: [PASTE] Score it 1-10 against my voice profile. List exactly what to change.

PRO TIPS

- ■ Your Voice Library compounds — every great output you add makes future outputs better.
- ■ The anti-list is as important as the positive instructions. Claude needs to know what NOT to do.
- ■ If outputs feel off, check your voice samples — they may not represent your best writing.

- Paste the Brand Framework from Module 02 into Project Knowledge. Grounds content in strategy.
- Use the calibration check after every 10 pieces to keep the agent sharp as your voice evolves.