SecondWave ADVISORS

Process Overview:

Step 1: You create your edition of the book forward and return that in a MS Word format to Sales@secondwaveadvisors.com. * In that email, also highlight how you would prefer your name to appear on the cover of the book

Step 2: We work with our publisher and return to you the proof of the cover and the forward for your review. Lead time for this is approximately one week. With your approval, please advise the address that you would like the books to be shipped to.

Step 3: After you approve the proof, the order is released to production, and we are not able to make edits. Lead time for production of the books is 2 – 3 weeks, with an additional week for shipping. So – all in lead time is approximately four weeks for the quantity of 100.

Creating your version of the forward

Perhaps you are clear on what your version of the forward needs to communicate. Or perhaps you would like to leverage some help from AI to expedite your writing process. Either way is fine, but please be mindful that you have between 1000 – 1300 words of space to work with.

Below is a prompt to cut and paste into ChatGPT to expedite writing your book forward.

Step One is to have Chat create a "writing tone document" for you, if you have not already done so. The instructions for this are at the end of this document. After this is created, paste it into the prompt box, along with the prompt below that you customize. (Paste your writing tone document into everything you have Chat create for you to receive the best outcome.)

I recommend pasting this into Chat and seeing what it returns to you. If you like it, edit the text to make it uniquely your voice.

Take the initial output and think through it – is it something you will be proud to have your name attached to? If not, ask Chat to tweak it in whatever way you need. It may take a few iterations. As with most things, Chat will get it 95% done quickly. The remaining 5% that is uniquely you is where the important part is.

Here is the prompt:

Act as *[You customize this wording. What is your role in advising business owners?]*

Your task is to write the forward to a book targeted at Business owners. The length of the document should be approximately 1200 words.

Here's the context… *[You need to uniquely fill in this part of the prompt. Tell Chat what you want your general message to be]*

Format the output as a Microsoft word document

How to Create a Writing Tone Document for ChatGPT

Introduction

As an advisor to business owners, developing a Writing Tone Document is one of the most effective ways to ensure that every communication - emails, articles, scripts, guides, and strategic documents - sounds consistently like you. This document becomes the baseline reference that ChatGPT (and your team) can follow to reproduce your voice accurately. This guide walks you through exactly how to build a tone document that captures your writing style with clarity and precision.

1. Define the Purpose of Your Writing Tone Document

Start by clearly explaining why the document exists. A well-defined purpose helps ChatGPT understand what matters most.
Include details such as:
- Who you are as a professional
- Who your audiences are
- The emotional tone you want to convey
- The primary goal of your communication (educate, inspire, guide, challenge, or reassure)

2. Identify Your Core Voice Characteristics

Your voice is the personality behind your writing. Select 4–7 traits that define how you communicate.
Examples include:
- Encouraging and supportive
- Insight-driven and thoughtful
- Authoritative but warm
- Purpose-focused and reflective
- Direct, concise, and clear

For each trait, write 2–3 sentences describing what that looks like in practical application.

3. Describe Your Tone for Key Situations

Because your tone may shift based on context, explain how you want to sound in different writing scenarios.
Examples:
- Emails:** Warm, professional, direct, with clear next steps.
- Thought leadership:** Insightful, narrative-driven, research-informed.
- Video scripts:** Conversational, engaging, energetic.
- Advisory materials:** Actionable, structured, practical, reassuring.

4. Include Writing Do's and Don'ts

This section prevents tone drift and ensures consistency.

Do:
- Use strong, confident statements.
- Write with clarity and emotional intelligence.
- Use stories or examples relevant to business ownership and life transitions.

Don't:
- Avoid clichés.
- Avoid overly academic or overly casual writing.
- Avoid generic motivational language.
- Do not use em-dashes if you prefer alternate punctuation.

5. Provide Writing Samples

Include 3–10 real examples of your writing to show how you naturally express ideas. This helps ChatGPT understand your rhythm, pacing, and phrasing choices.
Examples to include:
- Emails
- Video scripts
- Blog posts or articles
- Letters to clients or partners
- Advisory messages

6. Define Structural Preferences

Explain how you prefer your writing to be organized.
Examples:
- Use clear headers and sub headers.
- Keep paragraphs short for readability.
- Use rhetorical questions sparingly.
- Offer optional phrasing or scripts when appropriate.
- Balance insight with practical action steps.

7. Clarify Formatting Preferences

Formatting rules ensure consistent presentation across all documents.
Examples:
- Preferred length for emails, blogs, or scripts
- Use of bullet points vs. narrative structure
- When to bold or italicize
- Whether to include citations or references

8. Add Core Philosophies and Influence Sources

If your writing draws from specific thinkers, methodologies, or frameworks, include them. This helps anchor your voice.
This ensures that your writing consistently reflects your underlying worldview.

9. Write an Instruction Section for ChatGPT

Tell ChatGPT exactly how to use your tone document. Example instruction:

"When writing anything for me - emails, articles, scripts, letters, advisory materials, or marketing content - always follow the tone, principles, and stylistic preferences outlined in this Writing Tone Document. Maintain consistency across voice, structure, and phrasing. If task instructions ever conflict with this document, default to the tone document unless I explicitly state otherwise."

10. Update and Refine the Document Over Time

Your Writing Tone Document should evolve as your communication style evolves. Revisit it regularly to refine and update.
Consider adding:
- New writing samples
- Updated preferences or tone adjustments
- Specific phrases or patterns you want preserved
- New frameworks or philosophical influences

The more you refine the document, the better ChatGPT becomes at matching your style.

Conclusion

Creating a Writing Tone Document is a powerful step toward ensuring your communication remains consistent, polished, and authentically you—whether written by you, a team member, or ChatGPT. By capturing your voice and preferences in a structured guide, you transform your writing style into an asset that strengthens your brand, enhances clarity, and supports meaningful engagement with your audience.

Use this guide as your blueprint for creating a tone document that will serve your business for years to come.