

“AI Speak” Phrases

A quick pattern worth noting is that a lot of these are *vague enough to apply to anything* and feel *over-inflated* in description

1. "In today's fast-paced world..."
2. "Whether you're X or Y" (false-choice framing)
3. "Look no further"
4. "At the end of the day"
5. "It's not X—it's Y"
6. "Navigate the ever-changing landscape of X"
7. "In a world where..."
8. "Experience peace of mind" – **healthcare AI speak**
9. "Our compassionate care" – **healthcare AI speak**
10. "A holistic approach to wellness/healthcare" – **healthcare AI speak**
11. "Our state-of-the-art facility" – **healthcare AI speak**
12. "Unparalleled quality of excellent care" – **healthcare AI speak**

Tips for Writing Great Prompts/Getting Great Results

1. **Feed it real examples of the voice you want** – Paste in 2-3 samples of writing you like (could be your own past work, a competitor, or just a voice you're going for) and say "match this tone and rhythm." Models are much better at imitating a demonstrated style than executing an abstract description like "conversational but professional."
2. **Ban the clichés explicitly** – Add a line like, "don't use: unlock, elevate, seamless, game-changer, dive into, whether you're X or Y, in today's fast-paced world."
3. **Give constraints and concrete expectations** – An example might be something like, "write me 5 paragraphs that sum up my business' mission based on the following facts: [insert facts about your business]." From there, tell the AI what you like, don't like, then ask it to generate X amount more options.