

What we offer: <business name>

Read this before writing anything about what we sell. Follow it. Where it is silent, ask instead of guessing. Do not invent an offer, a price, or a promise.

1. What we sell, in the words we already use

- <offer name>: "<a sentence from a quote, proposal, or page that describes it>"
- <offer name>: "<a sentence we actually sent>"
- <offer name>: "<a sentence we actually sent>"

2. Who each offer is for, and who it is not for

- <offer>: for <who>. Not for <who>. "<a sentence we have actually said to a customer>"

3. What is included, and what is never included

Included by default: <list>

Never included unless written into the agreement: <list>

4. How we talk about price and terms

We say: "<how we actually phrase price, from a real quote>"

We never say: "<phrases we avoid, such as discounts we do not give>"

Rules a writer must follow: <two or three rules, for example never quote a number outside a written proposal>

5. Boundary line

Never put into a public AI tool: <customer names, negotiated prices, margins, and anything under a confidentiality term>

This page holds only what we are happy to have stored in this account.

Last revised: <date> · Lives in: <the same business workspace as the voice profile>

How to use page two

1. Add it to the same business workspace where the voice profile lives, below the profile.
2. Give the assistant the facts. Withhold the offer language. If it comes back describing the offer the way you do, and prices nothing you did not write, it is home.
3. When an output misses, add the missing line here, not in the chat. Date it. One owner. Reread it the first Monday of each month.