[ the same-prompt test ]

# Ask your AI tool the same question twice

The AI tool your team already drafts with can show you, in about ten minutes, whether it holds your brand voice or whether your reviewers do.

1. Fill in the brief below with a real, recent update from your company.
2. Paste it into the AI tool your team uses, in a new chat with no earlier history.
3. Open a second new chat and paste the exact same brief again, word for word.
4. Put the two drafts side by side and answer the five questions below.

## The brief

Write a LinkedIn post of about 120 words announcing that [your company] has [a recent update, such as a new hire, a product change or a milestone]. Write it in our brand voice.

*Run it wherever your team actually drafts. If you have a custom agent, a project or saved brand instructions, use that, because the test should measure the setup your team relies on every day.*

## Compare the two drafts

| Question | Yes | No |
|---|---|---|
| Do both drafts lead with the same claim and rank the details in the same order? | ☐ | ☐ |
| Do both name your company, products and people the same way? | ☐ | ☐ |
| Do both sit at the same level of formality and address the reader the same way? | ☐ | ☐ |
| Would you approve both for publishing without changing a sentence? | ☐ | ☐ |
| Would a regular reader believe both came from the same company? | ☐ | ☐ |

## What your answers mean

Two or more "no" answers mean your brand voice lives in your reviewers' heads rather than in the tool. Every draft then depends on who catches the difference, and that shifts with the reviewer, the deadline and the week.

Five "yes" answers mean your setup is holding on this kind of content, which is worth knowing as well. Run the test again on a longer piece, such as a client email or a web page, before you trust that result across the board.

Carrawright builds AI systems that hold a brand's voice inside the tools your team already uses, with scheduled reviews that keep the voice from drifting after handoff. If your drafts disagreed, I'm glad to look at both with you.

**Sam Zender**
Founder & Principal, Carrawright
sam.zender@carrawright.com