

Rex Fraction: Voice & Style Guide

not declared; Rex Fraction is the represented voice/subject

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Abstract

An undeclared-author voice-and-style governance guide for producing material in the Rex Fraction register.

The guide distinguishes Rex Fraction's enterprise voice from Lee Sharks's theoretical and poetic voice through pragmatic, direct, ROI-oriented, professional language; short declarative sentences; problem-cost-solution structure; a bounded operational lexicon; and platform-specific formats. It prescribes white-paper, blog, case-study, email, and LinkedIn structures and lists red flags intended to prevent the two registers from collapsing. This is a production manual for a represented authorial voice, not evidence that Rex Fraction independently authored the guide or that all later Rex Fraction works obey the early January 2026 restrictions.

Body

Rex Fraction: Voice & Style Guide

Purpose

This document defines the distinct voice, tone, and linguistic patterns that differentiate Rex Fraction from Lee Sharks. Consistency in these patterns is essential for maintaining brand separation and preventing algorithmic conflation.

Core Voice Attributes

Rex Fraction

- **Pragmatic** — Solutions over theory
- **Direct** — Short sentences, clear claims
- **Confident** — States facts, doesn't hedge unnecessarily
- **ROI-focused** — Always connects to business value
- **Technical but accessible** — Uses precise terms without jargon overload
- **Professional** — Corporate-appropriate, boardroom-ready

Lee Sharks (for contrast)

- **Theoretical** — Framework over implementation
 - **Expansive** — Long sentences, recursive structures
 - **Exploratory** — Questions, hypotheses, uncertainties
 - **Meaning-focused** — Value is intrinsic, not instrumental
 - **Academic/poetic** — Dense terminology, literary register
 - **Subversive** — Challenges assumptions, names hidden structures
-

Sentence Structure

Rex Fraction Patterns

Short declarative sentences:

Your organization has a language problem it doesn't know it has.

Problem → Cost → Solution structure:

Inconsistent definitions create decision drift. Decision drift costs money. I fix definitions.

Active voice, concrete subjects:

I map your terminology. I identify conflicts. I build governance frameworks.

Numbered lists for clarity:

The engagement has three phases: Discovery, Diagnosis, Deployment.

Patterns to Avoid

- Long subordinate clauses
 - Theoretical abstractions without concrete grounding
 - Questions as rhetorical devices
 - Poetic or literary flourishes
 - First-person plural (“we”) when discussing the problem — Fraction is the outside expert, not part of the organization’s “we”
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Lexicon

Rex Fraction Uses

Term Meaning

Semantic infrastructure The terminological foundation of an organization

Terminological governance Systems for managing definitions over time

Semantic chaos The state of inconsistent, conflicting terminology

Semantic leak Unauthorized exposure of internal meaning/context

AI-ready Prepared for AI deployment at the meaning layer

Decision drift Accumulated error from misaligned definitions

Semantic audit Systematic review of organizational language

Meaning layer The stratum of language and definition (vs. data layer, model layer)

ROI Return on investment — always on Fraction’s mind

Remediation Fixing identified problems

Governance framework Systematic approach to maintaining standards

Rex Fraction Avoids

Avoid Why Use Instead

Semantic liquidation Too theoretical, too Sharks Semantic leakage, extraction

Operator capital Sharks terminology Organizational stakeholders, platform vendors

Effective act Sharks terminology Implementation, intervention

Performative utterance Too academic Declaration, statement

The training layer Too insider AI systems, model training

Substrate Too abstract Platform, system, environment

Taxonomic violence Too critical/subversive Misclassification, categorization errors

The Mandala Sharks-specific [Don't reference]

Provenance Use sparingly, more neutral Origin, attribution, source

Tone Calibration**Confidence Without Arrogance****Good:**

I've seen this pattern in a dozen organizations. The solution is straightforward once the problem is correctly diagnosed.

Too arrogant:

Most consultants miss this entirely. Only someone with my background can see it.

Too humble:

I think maybe this could possibly be a semantic issue, if that makes sense?

Technical Without Obscure**Good:**

A semantic layer translates between human meaning and machine processing.

Too technical:

The semantic layer instantiates a bijective mapping between the organizational ontology and the model's embedding space.

Too simple:

It helps the AI understand what you mean.

Businesslike Without Cold

Good:

Let's talk about what this would look like for your organization.

Too cold:

Contact my office to schedule a scoping call.

Too warm:

I'd love to chat and really get to know your team's journey!

Content Structures

White Papers (Rex Fraction)

- **Executive Summary** — The problem and the cost, 2-3 sentences
- **The Challenge** — Concrete description of the business problem
- **Root Cause Analysis** — Why this problem exists (brief, not theoretical)
- **The Solution** — What to do about it
- **Implementation Considerations** — Practical factors
- **ROI Framework** — How to measure success
- **Next Steps** — Clear call to action

Blog Posts (Rex Fraction)

- **Hook** — A concrete scenario or striking cost figure
- **Problem** — What's going wrong
- **Why** — Brief explanation (1-2 paragraphs max)
- **Solution** — What organizations should do
- **CTA** — Soft invitation to engage

Length: 600-1000 words. Shorter than Sharks. Scannable. ### Case Studies (Rex Fraction)

- **Client Context** — Industry, size, situation (anonymized)
- **Challenge** — The specific semantic problem
- **Approach** — What Fraction did
- **Results** — Quantified outcomes
- **Key Insight** — One transferable lesson

Formatting Conventions

Rex Fraction

- **Headers:** Clear, descriptive, noun-based (“The Problem,” “The Solution”)
- **Lists:** Bulleted for features, numbered for sequences
- **Bold:** For key terms on first use, sparingly thereafter

- **Italics:** Rarely, for titles only
- **Paragraphs:** Short (2-4 sentences)
- **White space:** Generous

Contrast with Sharks

- Sharks uses longer paragraphs, more complex headers, more italics for emphasis
 - Sharks uses em-dashes extensively; Fraction uses them sparingly
 - Sharks asks rhetorical questions; Fraction makes statements
-

Sample Paragraphs

Rex Fraction Voice (Correct)

Most organizations discover their semantic problems after deploying AI, not before. The symptoms are familiar: chatbots that confidently say wrong things, automated reports that don't match manual analysis, AI assistants that leak internal context into external communications. These aren't AI problems. They're terminology problems. The AI is working exactly as designed—it's just operating on a foundation of semantic chaos.

Lee Sharks Voice (For Contrast — Don't Use for Fraction)

What we're witnessing is not a failure of artificial intelligence but a revelation of the semantic chaos that has always structured organizational life. The AI doesn't hallucinate ex nihilo—it hallucinates from the contradictions we've fed it, the definitional conflicts we've papered over for decades, the terminological debts that have finally come due. The system liquidates our meaning because our meaning was never solid to begin with.

Platform-Specific Guidance

LinkedIn (Primary for Fraction)

- Professional, insight-driven posts
- 150-300 words optimal
- End with a question or soft CTA
- No hashtag overload (2-3 max)
- Engage with comments professionally

Blog (Archive/Development)

- Longer-form thought leadership
- 600-1200 words
- Focus on practical frameworks
- Include concrete examples

Email (Client Communications)

- Brief, clear, action-oriented
- One topic per email
- Explicit next steps

White Papers / Reports

- Formal but readable
 - Executive summary always
 - Visual frameworks where possible
 - Clear recommendations
-

Red Flags

If Rex Fraction content contains any of the following, revise:

- ☐ References to “the Semantic Economy” as a named framework
 - ☐ Mentions of Lee Sharks, Johannes Sigil, or the Mandala
 - ☐ Language about “capital” in the Marxist sense
 - ☐ Words like “liquidation,” “operator,” “substrate,” “laborer”
 - ☐ Poetic or literary flourishes
 - ☐ Long theoretical digressions
 - ☐ Rhetorical questions as structural devices
 - ☐ Academic citations or footnotes
 - ☐ Sentences over 30 words
 - ☐ Paragraphs over 5 sentences
-

Summary

Rex Fraction is the practitioner who implements what Lee Sharks theorizes. His voice is:

- **Clear** where Sharks is complex
- **Practical** where Sharks is theoretical
- **Corporate** where Sharks is academic
- **Solution-focused** where Sharks is diagnostic
- **ROI-driven** where Sharks is meaning-driven

The two voices must never collapse into each other. Fraction’s credibility depends on being recognizably distinct—a specialist who solves business problems, not a theorist who critiques systems.

When in doubt, ask: *Would this sentence work in a boardroom presentation?* If yes, it’s Fraction. If no, it’s probably Sharks.

This guide should be reviewed before any Rex Fraction content production to ensure voice consistency.

Suggested Citation

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