

# ■ Voice & Vibe Guide (Copy Templates)

Paste-ready words for creators who want to sound like themselves online—without sounding corporate, pushy, or fake.

Designed for neurodivergent brains: options instead of blank pages, examples instead of vague advice.

## **Your voice is not a brand persona. It's you, simplified.**

Most creators freeze on copy because writing feels like being judged. That's not weakness—your brain is trying to protect you.

We remove pressure by giving you choices. You pick what feels natural, then lightly customize.

## **Step 1: Choose your “comfort tone” (not your ‘best’ tone)**

Pick the tone that feels easiest to maintain on a tired day. That's your real voice.

- **Warm + Calm:** gentle, reassuring, steady
- **Friendly-Professional:** clear, organized, kind
- **Playful-Clear:** light humor, still direct
- **Soft-Poetic:** dreamy, emotional, but readable

## **Step 2: Pick your 3 vibe words**

These words keep your site consistent. When you're unsure what to write, return to them.

- cozy, bold, dreamy, gothic, playful, clean, elegant, mysterious, cute, edgy, minimalist, chaotic-good

## **Word banks (steal these)**

Use these words freely. You're not copying—you're communicating.

## **Calm words (reduce pressure)**

- simple
- clear
- gentle

- thoughtful
- easy
- calm
- no pressure
- step-by-step
- at your pace

## **Trust words (build safety)**

- process
- availability
- timeline
- expectations
- examples
- quality
- care
- reliable
- transparent

## **CTA verbs that don't feel salesy**

- request
- check
- view
- explore
- ask
- message
- see
- start
- learn

## Homepage headline templates (choose one)

Pick what feels least cringe. Clarity matters more than cleverness.

- **Option A:** I make [thing] for [who].
- **Option B:** Custom [thing] made with care.
- **Option C:** [Vibe] art and commissions, made to feel like you.
- **Option D:** A calm place to see my work — and request yours.

## Homepage subheads (supportive, clear)

Subheads give visitors context and reduce uncertainty.

- “If you’re not sure what to ask for yet, that’s okay — start with the vibe.”
- “I’ll reply with availability, pricing range, and next steps.”
- “No pressure. Clear steps. You don’t need perfect words.”

## Button text (gentle options)

Pick one primary button. One. Not five.

- Request a commission
- Check availability
- Ask a question
- View my work
- Shop prints
- Get a quote

## About section template (short and human)

An About section is: who you are + what you do + what matters + how to work with you.

- **Template:** Hi, I’m [Name]. I create [what] for people who love [theme]. My style is [3 vibe words]. If you’re new here: you’re welcome. If you’d like to work together, the easiest first step is [CTA]. I’ll reply with availability and next steps.

## Commissions / services copy (predictable)

Predictability is comforting. It reduces anxiety and makes people more likely to reach out.

- **Commissions:** Starting at \$\_\_\_ (varies by complexity).
- **Timeline:** Usually \_\_\_ days/weeks.
- **How it works:** Message → availability + quote → confirm → creation.
- **What I need:** references + vibe + deadline (if any).

## FAQ templates (protect your energy)

FAQs reduce repetitive questions and awkward back-and-forth.

- **Do I need to know exactly what I want?** Nope. If you can describe the vibe, we can start there.
- **How do payments work?** I'll explain options when I reply with your quote.
- **Do you take rush requests?** Sometimes—tell me your deadline and I'll be honest about capacity.
- **Can you match a specific style?** Share references and we'll confirm what's possible.

## Before/After examples (same meaning, calmer)

**Before:** "Inquire for pricing and availability."

**After:** "Send a message to check availability or ask a question—no pressure."

**Before:** "Serious inquiries only."

**After:** "If you're ready to start, I'll reply with next steps. If you're unsure, questions are welcome."

**Before:** "Prices vary."

**After:** "Most projects start at \$\_\_\_ and vary by complexity. If you share your idea, I'll estimate."

## Microcopy that makes people feel safe

Tiny text under buttons and forms reduces anxiety and increases action.

- "No pressure — I'll reply with next steps."
- "You don't need perfect words."
- "If you're unsure, start with the vibe."
- "I'll tell you what I need from you."

## Your 10-minute copy routine (for consistency)

Do this once, reuse everywhere.

- Pick one headline + one subhead + one CTA button.
- Paste them on your homepage, commissions page, and contact page.
- Save your 'Voice Profile' (tone + 3 vibe words).
- When you write new text, check: does it match your vibe words?

**Final reminder:** Your copy doesn't need to convince everyone. It needs to help the right people feel safe enough to take the next step.