

The Slow Brand Method

"Your brand's voice, not someone else's template."



BY: SLOW SPARKLES CO.

Sound familiar?

- No *clear brand voice*
- No *content system*
- Unclear *Pricing*

I built my self-care brand Slow Sparkles Co. from a wholesale tea idea into a brand with its own subscription product. Now, I help other makers and product-based businesses ***find their voice, build a content system, and price their products with confidence.***

This program is for you if:

- You've got a real product or service, but people can't quite describe what your brand *is* when they talk about it
- You're posting content but it feels random — no system, no rhythm, nothing you can repeat without burning out
- You picked your price by guessing, copying a competitor, or just going as low as you could to get sales
- You're not a designer or marketer by trade, but you're the one building the brand anyway
- You want a voice that sounds like *you*, not like every other small brand using the same words

This program is probably not for you if:

- You're looking for someone to run your marketing *for* you, rather than teach you the system
- You don't have a product or offer yet — this assumes something already exists to build a brand around
- You want a fully custom logo/visual identity — that's outside scope; this focuses on **voice, content, and pricing**

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What's Inside



A self-guided toolkit designed to be completed in one focused week or spread across a month.

MODULE 1: “Sound like Yourself” Workbook

10 questions and a contrast exercise to find your natural tone

MODULE 2: Content calendar template and a repeatable 4-week system built around your content pillars

MODULE 3: Pricing Calculator Worksheet: Cost-plus pricing plus a competitor benchmark tool

Deliverables included: Brand voice workbook (PDF) • Content calendar template (editable) • Pricing worksheet (editable spreadsheet)

Let's get Started!

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Finding your Brand Voice

Your brand voice is how your business sounds when it talks. Not your logo, not your colors, but the actual words. This workbook walks you through finding a voice that's natural to you, not borrowed from someone else's brand.

When answering the questions in the next few pages, answer them in your own words and what first comes to mind. Don't overthink the wording; you're looking for patterns, not perfect sentences.



Questions worth asking yourself:

- What emotion do I want this brand to give me?
- What do I want people to feel?
- Am I craving connection or keeping it more formal?
- What stories do I want to share?

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Part 1: Ten questions to surface your natural tone

1. If your brand were a person at a party, how would they talk to a stranger they just met?
2. What's a phrase or word you use all the time in real life that you'd never see in a typical brand caption?
3. Name a brand (any industry) whose voice you genuinely enjoy reading. What specifically do you like about it?
4. Do you tend to write short and punchy, or longer and more descriptive, when you're not overthinking it?
5. Do you tend to write short and punchy, or longer and more descriptive, when you're not overthinking it?
6. What would someone who knows you personally say if they read your captions? Would they say "that sounds like you"?
7. What's one thing you never want your brand to sound like?

8. If you had to describe your brand's personality in 3 adjectives, what would they be?
9. What's a story or detail from your own life that shows up naturally in how you talk about your work?
10. When you imagine your ideal customer reading your content, what do you want them to feel — not think, feel?

The Contrast Exercise

Write a short description of your product or offer three different ways. This isn't about picking the "best" one, it's about noticing which one sounds the most like you when you read it out loud.

Result:

Which one did you enjoy writing the most? Which one would you be excited to keep writing over and over? That's usually your answer.

Version A

Straight-forward.
Just the facts. What it is, what it does.

Version B

Warm and personal
Like you're telling a friend about it.

Version C

Focused on the feeling or identity it gives the person.



Your one-page brand voice guide:

**If your brand
does not feel like
YOU, it will show.**

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Brand Voice Guide

My brand sounds like:

My brand never sounds like:

Three words that describe my voice:

Five example phrases that sound like me:

Keep this page somewhere you'll actually see it, pinned above your desk, saved as your phone lock screen, wherever you write content. The goal isn't to memorize it. It's to have something to check against when a caption feels off.

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Content Calendar Template

What is it for?

Turning your voice into a repeatable posting system, so you're never starting from a blank page.

How to use it:

- Start on the Content Pillars tab — **define your 3-4 pillars before touching the calendar**
- Move to the Calendar tab and **fill in Week 1 first, one post idea per day, one line each**
- **Assign each post to a pillar** as you go, so you can see your mix at a glance
- **Repeat for weeks 2-4** once week 1 feels like it is where you want it to be.

How you'll know it's done right:

Look at your finished month. If most posts fall into one pillar (usually sales), rebalance before you start posting — aim for a mix across all your pillars.

Reuse it

This template isn't a one-time exercise. Duplicate the Calendar tab each month and refill it — the pillar structure stays the same, only the ideas change.

Click on the link to access your [Content Calendar Template](#)

Pricing Worksheet Template

What is it for?

Replacing the guesswork with real numbers, so your price actually reflects your cost and time. Many times, I've underpriced myself and my products. This template will help you from the beginning, avoiding the mistakes that I made.

How to use it:

- Start on the Pricing Calculator tab — fill in every yellow cell with your real costs
- Don't skip the hourly rate field. Price your own time honestly, not at zero
- Move to the Competitor Benchmark tab and enter 3 comparable products in your space
- Compare your calculated price to the competitor average before finalizing

How you'll know it's done right:

You should be able to explain your price in one sentence. If your price is above the competitor average, know why. If it's below, make sure it's a choice, not an accident.

Revisit it

Costs change. Revisit this worksheet every 90 days or whenever a material, shipping, or platform fee changes, not every week.

Click on the link to access your [Pricing Worksheet Template](#)

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Congratulations!

You did the hard part. Finding your voice on paper is one thing, most people never sit down and actually do it. Now it's yours: something to check against every time you write a caption, an email, or a product description.

Putting it all together

Once all three tools are finished, read them as one package:

Does your content sound like your voice guide?

Does your pricing match how you're positioning yourself?

If something feels off between them, that's usually the thing worth fixing before you launch or relaunch.

If you get stuck putting it into practice, or just want a second set of eyes, you can reach out to me. I'm always happy to help. If you feel like you need more support or need someone to fire-off questions to and need some tips/advice, I offer personalized 1:1 coaching sessions. Contact me via email or check out my website to schedule a coaching session.

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Your brand and
your product should
feel like YOU, once
you've found your
voice, *it will be easier
to position yourself for
success.*