

Your brand shouldn't taste like "ChatGPT, make this sound like...". It should taste like your...

Voice on the Rocks 🍸

The one regulars order without thinking, and new folks spot on the menu and go, "Hell yeah, that one."

In this **2-hour 1:1 workshop**, we'll **bottle up** the flavour that makes your brand unmistakable. **The voice + personality** that's been *hiding* in your "ugh, this doesn't sound right" drafts and "I don't know how to explain it, but it's this" tangents.

Because clarity's cool. But distinction? That's the sh*t that keeps em' coming back for more.

Pull up a stool, my dude. Let's...

[POUR YOUR VOICE ON THE ROCKS]



"Voice on The Rocks should be mandatory for every

single business out there.

The guide isn't a box, but it gives me structure. I finally have a reference I can go back to daily. It keeps me consistent and true to my voice without feeling restricted.

This isn't a feel-good moment. It's a practical tool I use every day."

— [Orlane](#), Customer Success & Retention Educator



Don't worry. It's not that your brand doesn't have a voice. It does.

It's that no one's helped you find the right words for it...

until now.

We'll distill what makes you *unforgettable*.

Because every regular's got their drink.

They walk in, nod at the bartender, and the glass hits the bar before they even ask.

No "what's good here?"

No menu-scrolling.

They just *know*.

That's why they come back to their spot (instead of gambling on whatever's down the street).

Your voice + personality should work the same way.

- ★ Familiar enough they feel safe choosing you.

- ★ Distinct enough they couldn't possibly confuse you for anyone else.

- ★ And consistent enough they trust it'll hit how they want it to hit, *every time*.

But if your voice is all over the place...or worse...watered down to taste like everyone else?

That trust never builds.

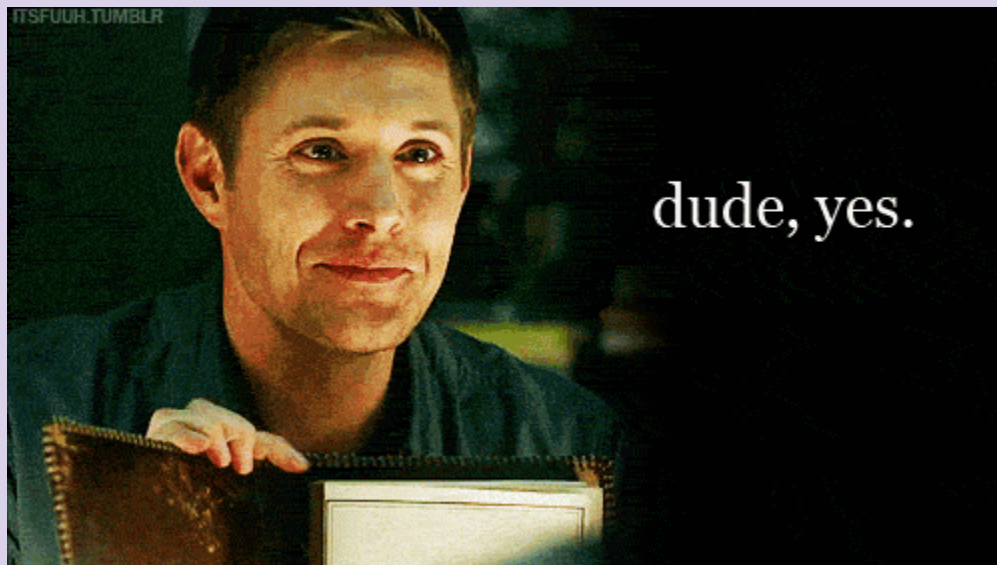
And those dream clients? They stroll right on by.

Once you get what makes you distinct,
you quit winging it...and start *serving* it.

You stop sounding like “meh, generic house pour.”
You start sounding like the *one they come back for*.
ouuuu, I rhymed

That’s what we’re doing together in **Voice on The Rocks**.

You wanna?



[BOOK MY POUR]

spots are limited each month

TL;DR TASTER (For my fellow menu-skimmers):

*Want the deets and want em’ now? Click what ya
looking for:*

- [What it be](#): A 90-120 min 1:1 voice workshop to help you stop sounding like everyone else and start sounding like your one-and-only brand.
- [How it works](#): We hop on a 120 min call (Google Meet, no need to clean your house). Then we:
 - ◆ Sort through 101+ tone words to find your top 4-9 – not the cutesy adjectives, but the *actual* flavour of how you want to sound (and what that *means* in your world).
 - ◆ Play with custom pop culture associations + weirdly effective brand games that surface your quirks faster than any boring archetype quiz ever could.
 - ◆ Analyze your voice type using a proven framework that helps pinpoint your natural tone + rhythm (and translate that into usable cues for content.)
- [What ya get](#):
 - ◆ A **2-hour live session** (weirdly fun, sneakily deep, brain-buzzy)
 - ◆ **The Flavor Notes cheat sheet** (your brand's voice + character profile, in a working GDoc)
 - ◆ **Recording + transcript** (rewatch when you're overthinking, re-listen when you forget how good you sound)
 - ◆ **Evolution prompts + key insights** (to keep the momentum going without drowning in "rules")
 - ◆ A **foundational system** that keeps you consistent *without* killing the vibe
 - ◆ **Confidence** you can come back to on days your words aint it
- [Who I be](#)
- [Who it's for](#): Creative founders, service pros,

small but mighty teams who are over the
shoulds and done sounding like [insert whoever
you ask ChatGPT to make you sound like].

→ Investment: \$700. Worth it. Will not include
actual whiskey (sorry).

→ Proof of awesome from awesome people:

- ★ "Voice on The Rocks should be mandatory for
every single business out there."
- ★ "This isn't a feel-good moment. It's a
practical tool I use every day."
- ★ "I now feel at ease, and a little bit stoked,
to dive into writing Instagram captions and
emails."
- ★ "No one else appreciates the nuances of words
like Steph."
- ★ "This experience was definitely *not* mini. I've
never seen this done quite like you do it."

[I WANT WHAT THEY'RE HAVING]



Still here? Love that for us.
*Let's set the bar metaphor down gently and talk
about the part where writing your own copy
ruins your entire afternoon.*



Being **Creator-in-Chief** of your
very own brand *sounded* pretty
fun, huh? *Until...*

You were staring at a blinking cursor.

Again.

For the umptieth week in a row.

Side-eyeing your words like they're
personally out to bring about your demise.



I'd bet it almost always rolls out something like this...

1. You start with an idea, with what you *want* to say.
2. Then worry it won't sell.
3. Or connect.
4. Or whatever the heck you're supposed to want it to do.
5. So you tweak.
6. Then you rewrite it entirely.
7. Then, you ask ChatGPT to "please help."

Which you then curse to the high heavens for spitting out something you hate.

So you spend another 38.5 minutes second-guessing every sentence. Probably deleting the parts that feel too bold, too specific, too weird-in-a-good-way.

Until you've Frankensteined it into something technically alright enough to post...

but also not alright enough for you to really hope anyone *actually* reads it.

***Then, like salt in the wound, you
stumble on something brilliant...***

A mentor's newsletter.

An Instagram post from that brand you lowkey stalk.

That one website that always makes you want to buy *everything*.

And it just *hits*.

It's clear.

It's confident.

It feels like a brand that knows exactly who they are.

And you wonder:

"Why doesn't mine sound like that?"

...quickly followed by:

*"Wait, what would mine even
sound like?"*



Not full-on existential meltdown (okay, maybe a flicker of one)...

More like quiet itch (the annoying kind) when you realize:

You don't need to sound like *them*.

But you're not exactly sure what the proverbial "*you*" sounds like either.



"This was so good. I love this process. It makes my brain feel good to see everything laid out and go, yeah, it is there.

I feel excited to write from this lens now. I already have ideas for my welcome sequence. You helped me see the thread I've been trying to name for years, and now I can't wait to come back to my brand direction with new eyes.

This was fun, clarifying, and deeply affirming."

— Tanya Sisson, Who University



Lean in, my good dude

Because making content that sounds “good”?

Not actually the hard part.

ChatGPT can spit out a pretty alright imitation of whoever you want. Your fave brand, band, celeb, that coach you're into. Hell, even me (*honoured, btw*).

The real problem is...

Mimicking someone else's voice or “writing like you talk” (that old chestnut) won't keep your dreamy people around for the long haul. And it *definitely* won't keep you stoked to create.

The “what do I actually wanna sound like?” and the “how do I wanna show up?” clarity...

That's the hard part.

Getting clear on that?

Feeling solid in *that*?

Yeah. That's where most people get stuck.

But when you *do* get it?

That's when things start to move.

★ The **personality** that makes your brand unreplicably yours?

- ★ That **voice** with opinions, with jokes, with stories and bite?
- ★ The **creative flow** that comes *because* of that personality and voice?
- ★ The **permission** to sound how ya want. To be how ya want. To create how ya want?

It's all in there (you can call off the search party).

It's just getting lost somewhere between your brain and that blinking cursor.

We're (you + me) gonna find it.



[Pour Me the Good Stuff]

limited sessions available monthly

Inside...

Voice on the Rocks 🍷

Because when you get what makes you distinct, you can stop winging it...and start serving it.

Voice on the Rocks 🍷 is a **2HR 1:1 workshop** where we put it all on the (metaphorical) table:

- ★ Your gut instincts.
- ★ Your how-you-want-to-sound ramblings.
- ★ Your half-formed “I think I want it to feel” thoughts.
- ★ Your in-between story times.

And nail the voice that’s been under there the whole time – the one that shows up the second you stop trying to sound “right.”

Then we **bottle it up into a usable-as-all-heck cheat sheet** you can pour into literally everything.

From that “I need to post something today” caption to the kind of whole ass brand world people recognize before they even see your name.

It’s part linguistics, part liquid courage. Surprisingly fun. Sneaky deep. And (fair warning) known to make people cry. The cathartic kind...probably.



Let's make your brand sound like the one they keep coming back for.

[Pour Me the Good Stuff]

limited sessions available monthly



"Oh. My. Goddess! Holy f** girl, that is hot and on point!

Sooo much has been pouring out of me the last few days, I can't even.

This reflects and I resonate with all of it. I'm going to savor it over and over, over the weekend. Then, I'll reach back out because we are for sure going to keep working together.

You soooo get my vibe!”

– Happy Client, Post-Workshop



SCREENSHOTS OR IT DIDN'T HAPPEN:



Yesterday was soooooo much fun, literally I told everyone I talked to yesterday about it (3 whole people lololol)

As I'm sure you hear all the time, this experience was definitely was not mini! I loved the whole process. I think I mentioned this on our call, but I've been at this for 6 years and have never seen this done quite like you do it (complimentary, lol). I've enjoyed reading through the guide, and I know it's one of those things I'll refer to over and over!

Oh my gosh, I LOVE it!

Watched first run through today and cried! SO ME!!!

TO RECAP >> DURING OUR VOICE ON THE ROCKS 🍷 SESSION, WE'LL:

1. **Sort through 100+ tone words** to nail down your top 4-9. Not the usual cutesy-but-unhelpful “pick some adjectives” thing. We’ll define what these words mean in *your* world, and translate them into real writing cues.
2. **Spot the distance between how you *want* to sound and how you’re showing up now.** (My ears are freakishly good at translating what you meant to say.)
3. **Play with custom pop culture associations + brand games** that surface your quirks faster than any archetype wheel ever could.
4. **Analyze your voice type.** We run your words through a proven framework to find your voice’s natural lean. Then we talk through what clicks, what doesn’t, and why that matters. (Spoiler: this is where a lot of “holy sh*t, that’s me” moments happen.)

Linguistic analysis (nerd alert)+ Brand therapy + Creative ego boost = Voice On The Rocks.

And by the end, you won’t just *understand* your voice, you’ll actually *feel* it.

WHAT YOU’LL ACTUALLY WALK AWAY WITH:

1. **A live 2-hour session** (on Google Meet).
Weirdly fun. Surprisingly deep. The kind of call where you leave with a brain-buzz and the desire to fill a notebook with “*ouuuuu, that could be cool*” ideas.
2. **The Flavor Notes cheat sheet** (*which you’ll get within 72 hours*). Your brand’s voice + character profile, in GDoc form. **Inside you’ll get:**
 - **Brand personality description** → my write-up of your brand as a character (because your brand isn’t just words; it’s a world).
 - **Voice type description** → my take on the “voice role” your brand plays, so you know exactly what kind of energy to step into when you write.
 - **Core tone words with custom notes** → not dictionary definitions, but real breakdowns of how each tone shows up in *your* brand, with examples pulled from our call.
 - **Vocab + flow notes** → how your sentences naturally land, what kinds of words to lean into, and what to ditch.
 - **Sample writes/rewrites (3-5)** → examples of your voice fully embodied, using your own content or fresh lines. So you can actually see what your voice looks like on the page.
 - **Ideas for evolving your voice** → suggestions on how to carry your voice and personality into your bigger brand world.
 - **Big-picture summary** → the one-paragraph snapshot you can come back to whenever your words start stumbling.
 - **Pull quotes** → snippets from our convo that capture your exact flavour.

3. Your recording + transcript.

Rewatch when you're overthinking. Re-listen when you forget how damn good you sound when you stop worrying about how you sound.

4. Reflection prompts + key insights.

Because the session is just the start. These prompts help you keep the momentum going as you continue to evolve your brand world without drowning in more "rules."

This isn't a one-off inspiration hit.

It's a foundation. A launchpad.

The thing you'll come back to every time your words start slipping off the bar stool.

Translation: a quick-draw guide you can actually tap into when you're writing. Or something you can feed ChatGPT when it asks you "What voice would you like this is?"

Investment: \$700

[Pour Me the Good Stuff]

limited sessions available monthly



"The Voice on the Rocks session was literally the coolest thing ever."

No one else appreciates the subtle differences in two very similar words, but we got to spend over an hour talking about the nuances of words and find the ones that represent me and my company, and that was so freaking cool.”

– Jess, Copywriter + Founder of Open Loops Studio



This isn't just a stack of tone words and a cute lil' cheat sheet. *No, flipping thank you.*

It's about finally finding you a brand voice that feels so natural, you actually want to use it.

Because when you *trust* how you “sound”?

You stop dragging your writing feet.

You stop over-editing the personality out of your own work.

You show up more, with less effort.

And the people you’re trying to reach?

They feel it.

They get it.

They *trust* it.

They stick around.

And yep...they buy.

It’s confidence, sure.

But more than that, it’s a ripple.

>> When you feel good about how your brand shows up >>

>> You *want* to show up. >>

>> You do it more consistently. >>

>> People start noticing. >>

>> Trust builds. >>

>> The right people lean in. >>

>> **More of them become clients.** >>

It starts with confidence.

It ends with clients, my beautiful friend.



Ready to pour yours?

[Book My Pour]

SCREENSHOTS OR IT DIDN'T HAPPEN:

Thank you for hearing me. ❤️❤️

Gee, You're Good!!!! I just finished going through the brand voice doc, sent it back with my comments. I felt so inspired reading it. Some sections, I couldn't have ever been able to articulate it so perfectly - but it's exactly what I've been trying to put on paper. *mindblown*

Steph Laforest You really hit something here! You unleashed the fire 🧠🔥🔥!

Thank you @Steph!! Super helpful 😊 Can anyone ever do this alone? And if they can, why would they want to when they can have YOU??!!

DUDE!!! The brand voice is fucking epic!!! Love every single word! I don't

So I just have to say thank you.

I just sold out my first launch of the year. And although it wasn't a space we worked on together, working with you changed me. I don't know exactly how to put it but it did and I really genuinely wouldn't be here in business today without you, your help and your support.

You helped me find my voice.

Oh, by the by, I'm Steph.

(but my friends call me Laffy)

By trade, I'm a creative copywriter + brand voice builder.

By obsession, I'm the kind of word nerd who'll spend 20 minutes debating whether a brand gives more Wednesday Addams at a school dance or Jessica Day singing pep talk jingles mid-meeting...

...and be dead serious about how that affects their punctuation and the length of their sentences.

Thing is, most brands already have a voice. It's just hiding under trends, best practices, and a greatest-hits playlist of "shoulds."

It's my job to help ya bottle it up in a way that makes it easy to use it *on purpose, and with purpose.*

Even Justin Blackman (*Brand Voice Academy co-creator + all-around voice legend*) called me "a pain in his ass." Which, honestly? Best compliment I've ever gotten.



Bottom line: I'm here to call out the parts you've been watering down. And maybe make the process fun enough you forget you ever dreaded it.



"Steph Laffy is a pain in my ass."

She made me tell her everything I know about brand voice, constantly asked questions, then challenged me with stuff she was finding in her own research and making it more personal.

So yeah, she can write great copy, improve conversions, and draft on-brand headlines you'll absolutely adore, but... at what cost? Challenging you to not settle? Going deeper on your brand? Putting your soul on paper? It'd be nice if she'd just skimp every once in a while, but clearly that's not her nature.

Steph was one of my most challenging students and I wish there were more like her. You'd be silly not to hire her."

– Justin Blackman, Brand Voice Legend +
Co-Creator of Brand Voice Academy



A Few Things You Might Be Chewing On

"Can you really build a stronger brand voice in 90 minutes?"

Totally fair to wonder.

Here's the honest answer: nope, we're not building your entire voice from scratch in 90 minutes. That'd be like ordering an Old Fashioned and expecting a five-course dinner to show up with it.

You see, your voice is made up of 3 things: Vocab, Rhythm, Feels.

This workshop is about the feels bit.

Why?

Because that's what's at the heart of it all. It's the foundation. What keeps your voice beating, so to speak. You can't build a brand that feels real, true without it. Hard stop.

Because here's the thing nobody really talks about: Most people already have a voice. They just can't see it. They're too close to it. They're stuck inside the bottle, squinting at the label, and wondering why it all looks blurry.

This session is about pulling that bottle down from the shelf, cracking it open, and swirling it around until the notes start to separate.

So yes, **90 minutes is enough** to find clarity about:

- How you want your voice to feel when it's really working
- Which words and rhythms match that feeling
- What keeps tripping you up or flattening your tone

It's enough to build a solid foundation you can actually trust, and use, and build off of.

Is it the whole story?

Nope.

But it's the part most people skip past in their rush to "sound like their brand."

That's why this is called **Voice on The Rocks** 🍸.

Because it's about distilling the goodest stuff.

“Does this include messaging elements?”

A little, yes, but not the way you think.

When you start talking about your voice, you're unavoidably talking about why you give a damn in the first place.

- Why you chose this work.
- Why you care about saying things a certain way.
- What you want people to feel when they bump into your brand.

That's the overlap.

Voice = how you sound.

Messaging = what you say.

And yeah—they *absolutely* influence each other.

You can't fully separate them. **And you shouldn't.**

So will you leave with some messaging clarity?

Most likely. We'll probably surface some POVs and themes you've been circling around for ages.

But what you *won't* get here is:

- A full messaging map
- Offer-specific frameworks
- Client avatars and messaging pillars

That's what my **Well Said Workshop** is all about.

Together? They're **The Double Pour** — the character + backbone of your brand world.

The tab:

- Solo pour (Voice on the Rocks): \$700
- The Double Pour (Voice + Messaging): \$1200

That's \$200 saved *(and about 200 hours you won't waste rewriting captions and doomscrolling at 11pm)*.

If you already know you want both halves of the system, skip the single pour and go straight for the double.

Character + backbone = the DNA of your brand world.

[\[Let's talk about The Double Pour\]](#)

"Can I use this guide with a VA or writer later?"

Oh hell yes. And your VA/writer will want to send me flowers.

The whole point of the voice guide (even a mini one) is to make your brand voice repeatable. It translates your "vibe" into something tangible. Something your team can actually use without needing to channel your inner monologue every time they write.

Whether you're delegating captions, handing off emails, or just trying to explain your tone this guide is your shortcut.

It gives your team the clarity to write like your brand with confidence, every time.

"What if I'm not 'funny' or 'bold'?"

Bless. You don't need to be.

This isn't about turning you into some hyper-extroverted, all-caps, jazz-hands brand. It's about pulling forward *your* flavour – whether that's dry wit, velvet calm, poetic grit, or something that hasn't been named yet.

Your voice doesn't have to be loud to be memorable. It just has to be intentional.

We're not slapping on a new personality. We're unearthing the one that's already there, and building a structure around it that actually works.

You can be soft and still be specific.

You can be introverted and still be irresistible.

You can be chill and still take up space.

Pinky promise.

“Will I get help writing actual content?”

Sort of, but not in the “let's smash out a blog post” kind of way. We're not writing for you.

We're building the foundation that makes writing (or delegating) way less painful – because you finally have the words, tone, and examples to say, “This is how we sound. This is what we mean. Go write it.”

No more rewording captions 3 times.

No more explaining your “vibe” with vague adjectives.

No more sending your VA voice notes that start with “Okay, so imagine if Beyoncé and a TED Talk had a baby...”

You'll get:

- A cheat sheet full of voice notes, examples, and “this is how your brand feels” insights
- Pull quotes and real words from you (but with the self-doubt removed)
- Writing cues you can actually use when the cursor's blinking and your brain is buffering

It's not a content sprint.

It's a clarity pour.

So whether you're writing it yourself or passing it to your VA/writer/robot, you're not starting from scratch every damn time.

“Is it really worth \$700?”

Totally fair Q, especially when you’ve already dropped serious coin on templates, courses, and maybe a brand redesign or two.

But, this isn’t another PDF to file under “stuff I should really look at later.”

This is a 1:1, live, unscripted, brand-voice-digging mission where we bottle up the best of how your brand *already* sounds when its being its most unleashed self – the stuff you usually overlook, downplay, or edit out.

It’s part strategy.

Part therapy.

Part creative ego boost.

And yes – worth every damn penny.

You’ll walk away with a custom voice guide that turns “ugh, I *should* post something” into “hold up...this actually slaps.”

Before you know it, you're writing with the kind of clarity that makes content feel *possible* again. Maybe even (dare we say) fun.

And that confidence tax you’ve been paying every time you second-guess a caption for the fourth time? Yeah. Consider it refunded.

“Who’s this for?”

It’s for the creative running a service-based business (*designers, coaches, strategists, consultants, photographers, videographers*) **who’s:**

Got the client results, the receipts, the proof...

...but hates how long it takes to write a damn Instagram caption.

...or cringes every time they look at their own website.

...or feels like AI just spits out a generic, store-brand version of them.

It's for the founder who's:

- ★ Confident in their work but insecure about their words.
- ★ Burnt out by best practices and “shoulds.”
- ★ Tired of sounding like the safe version of themselves (or worse, like everyone else).
- ★ Overdue for a refresh that actually feels like their biz now, not three rebrands ago.

And most of all, it's for the one who's ready for...

- ★ Clarity that makes the blank page feel a little less rude
- ★ structure without the straitjacket.
- ★ personality without the performative crap.

If you're nodding along? Let's grab a drink.

“What if I want the full thing done for me?”

You're not alone.

Some folks love to roll up their sleeves and workshop it. Others? They'd rather skip straight to the part where it's all distilled, bottled, and ready to pour.

If that's you, you might be a *Full Bottle Service* kind of human. That's my done-for-you brand voice + messaging build. It includes **Voice on the Rocks** 🍹, **Well Said**, *plus* all the extras: strategy, copy, creative direction, and implementation. Think big-picture brand clarity meets “oh damn, this actually writes itself” content.

It starts at \$5K and is totally custom to your needs.

[\[Click here if you'd rather book bottle service.\]](#)

No dramatic bow here.

Just me, sliding the glass across the bar and saying,
“Feels like this one’s yours.”



If your gut’s giving the slow nod?

Let’s pour your voice, pull out the good stuff, and bottle
what makes you unforgettable...all in one 2 hour session.

Spots are limited each month (on purpose. This introverted
gal likes to show up fresh).

So if this feels like a yes?

Let’s make it official 🍷.

[Pour Me the Good Stuff]