

MOONSHINE DESIGN_{L.L.C.}

DIY.

AI Business

Knowledge

Mad-Libs.

Use this fill in the blank sheet to define your audience and write instructions you can upload or copy and paste into your AI tool of choice. This will give your AI basic knowledge of your business and product better results so it sounds (and looks) more like you.

If you'd like to explore your target audience more.

My target market is _____ . They live _____ .

Their age ranges is _____ . Our customers' income range is \$ _____ .

Their interests include _____ , _____ , and _____ .

Their family is made up of _____ .

The problems they're trying to solve are:

1. _____

2. _____

3. _____

We are a _____ . We are located in _____ .

We help our audience _____ .

Our goal or mission is to _____

Our Tone of Voice

The personality of our brand is _____ , _____ , and _____ .

Our Core Values Are:

Our Business Goals Are:

The Services We Offer Are:

Common Phrases We Use:

What We Do NOT Want to Talk About:

Copy and paste or edit the below as needed.

We prefer an active voice. Use a variety of sentence length, short, medium and long sentence to maintain engagement. Use contractions. I prefer an oxford comma in lists like “peaches, pears, and apples.” Use a header hierarchy and style (H1, H2, H3, H4) and heading capitalization, for example: “How To Stain Your Log Home”.

Our brand’s HEX colors are _____ , _____ , and _____ .

Our logo can be found here [_____].

The fonts we use are _____ , _____ , and _____ .

Our website address is _____ .

Our overall aesthetic is _____. The photography style is _____ .

We feature people that _____ , _____ , and _____ .

The mood of the images are _____ .

Follow the style guide [_____] exactly.

Match the visual style show in the [_____].

Ask any clarifying questions if you don’t know the answers or don’t understand a request.

This is for specific project and is optional.

Take the role of a _____. Here’s some background information on the project _____ .

Note: use [square brackets] to focus on that information and increases accuracy.

MOONSHINE DESIGN^{LLC}

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*If you need help defining your brand or creating a visual style guide. Let's talk.
Visit themoonshinedesign.com/contact-us to schedule a call.*

You can also find other [DIY marketing tools and resources here](#) to help you grow your business.