



Use these prompts to tell deeper, more meaningful stories about your work.

Answer any that fit your product or creative style.

1. Emotion Behind the Piece

- What emotion do I want someone to feel when they see or hold this?
- If this piece had a “mood,” what would it be and why?
- What emotion did I feel while creating it?

2. Personal Connection

- What memory, place, or moment inspired this?
- Who was I thinking of when I made this?
- What part of my identity or life shows up here?

3. Meaning for the Customer

- Why would someone proudly display or wear this?
- What story might this help them tell about themselves?
- What feeling does this piece bring into their home or life?

4. Craft & Creation

- What makes my process unique or meaningful?
- What choices did I make intentionally (colors, materials, shapes)?
- What detail or moment in creation feels special to me?

5. The Why

- Why do I care about this piece?
- Why does this collection matter?
- Why does this piece deserve to be seen?

Instructions:

Choose 3–6 answers you love. Combine them to write a meaningful story about your product.



Use this formula to write descriptions that create connection & value.

Step 1: Emotion- Describe the feeling the piece is meant to evoke.

“This piece is designed to evoke...

- warmth
- nostalgia
- calm
- boldness
- connection
- joy
- belonging”

My emotion: _____

Step 2: Story- Share the inspiration or meaning behind it.

“Inspired by...

- a memory
- a place
- a person
- a season
- a moment
- a tradition
- the natural world”

My story: _____

Step 3: Craft- Explain how it’s made, emphasizing care and detail.

“Each piece is created using...

- handwoven techniques
- natural materials
- carefully selected colors
- hours of shaping, sanding, stitching...”

My craft details: _____

Step 4: Meaning- Explain why it matters to them.

“Perfect for customers who want to bring...

- a sense of home
- a reminder of Wyoming
- more beauty into everyday rituals
- handcrafted meaning into their space...”

Customer meaning: _____

Final Description (Fill In):

“This [**product**] is designed to evoke [**emotion**]. Inspired by [**story**], it’s created using [craft]. Perfect for anyone who wants to bring [**meaning**] into their home or daily life.”





Use this guide to capture & share images that speak to the value

Photographing Emotion

1. Capture Real Context

Where will someone actually use or display this?

- Living room
- Kitchen table
- Office desk
- Entryway
- Wall gallery

My ideas: _____

2. Show Yourself or Your Process

Photos to try:

- Your hands working
- Tools + materials
- Mid-process shots
- Before → after (raw vs finished)

Process shots to take: _____

Process shots to take: _____

Process shots to take: _____

3. Capture Details

Emotional close-ups:

- Texture
- Color
- Movement
- Edges, stitching, grain

Detail shots to capture: _____

Detail shots to capture: _____

Detail shots to capture: _____

Social Post Ideas

1. Story Posts

- “What inspired this piece”
- “Why this collection matters to me”
- “A memory behind this color or shape”

My ideas: _____

2. Behind-the-Scenes

- Timelapse of creation
- Studio moments
- Workspace rituals

My ideas: _____

3. Customer Impact

- Share customer photos (with permission)
- Post about how your work is being used or gifted
- Celebrate repeat customers

My ideas: _____

4. Emotional Themes

Use these themes as prompts:

- Home
- Belonging
- Comfort
- Strength
- Freedom
- Nature
- Identity

Themes I can use: _____