



# DIY.

**Brand Builder  
WORKBOOK**

MOONSHINE  
**DESIGN**  
LLC

Howdy Partner!

If you downloaded this workbook, you don't need more marketing noise. You need clarity and confidence in your branding. This workbook is design to help you find it.

Whether you're a log & timber contractor, manufacturer, nonprofit leader, or brand manager, your marketing works best when your foundation is solid.

We do that by defining:

- What you do.
- What people value about what you do.
- What you want people to feel.
- Why you exist.
- What makes you different.
- How do you want your brand to look, feel, and sound.
- Who you are.
- Your process and how you do things.

Don't rush through this. Take your time filling out it out. Be honest. There are no wrong answers. Take a break and come back to it if you need to.

A handwritten signature in black ink, reading "Sarah". The script is fluid and cursive, with a large initial 'S'.

Sarah Spoelstra  
Moonshine Design

# Building a Foundation.

## WHAT DO YOU DO?

*What problem are you solving? What change are you trying to inspire if you're a nonprofit?*

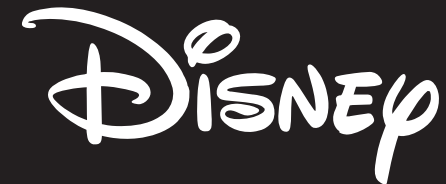
## WHAT DO YOU DO WELL THAT YOUR AUDIENCE VALUES?

*Craftsmanship? Your impeccable customer service? Community impact?*

GET INSPIRED BY THESE BRANDS



[TRUEWERK.COM](https://www.truewerk.com)



[DISNEY.COM](https://www.disney.com)



[WISH.ORG](https://www.wish.org)

# Building a Foundation.

## WHAT DO YOU WANT PEOPLE TO FEEL WHEN THEY ENGAGE WITH YOUR BRAND?

*Highlight 10. Put an "X" by your top 5. Circle your top 3. Feel free to add your own words too.*

Confident. Secure. Reassured. Safe. Certain. Trusting. Respected. Valued. Supported. Understood. Inspired. Motivated. Empowered. Encouraged. Energized. Uplifted. Ambitious. Driven. Hope. Determination. Optimistic. Calm. Grounded. Centered. Steady. Peace. Relaxed. Balanced. Assured. Comfy. Excitement. Enthusiastic. Thrilled. Delighted. Engaged. Curious. Intrigue. Interested. Captivated. Eager. Connected. Included. Welcomed. Appreciated. Loyal. Seen. Heard. Part of something bigger. Community. Cared for. Connected. Included. Appreciated. Loyal. Proud. Accomplished. Successful. Capable. Competent. Validated. Recognized. Established. Professional. Elevated. Clear. Focused. Informed. Enlightened. Relieved. Organized. Simplified. Oriented. Prepared. Certain. Happy. Joyful. Optimistic. Cheerful. Grateful. Warm. Comforted. Delighted. Playful. Lighthearted. Like a kid. Powerful. Influential. Respected. Bold. Decisive. Commanding. Strong. Fearless. Grounded. Progressive. Forward-thinking. Innovative. Evolving. Open. Expansive. Visionary. Future-ready. Limitless. Reliable. Dependable. Durable. Protected. Competent. Taken care of. Prepared. Impressed. Solid. Stable. Efficient. In control. Trustworthy. Accountable. Impeccable. Resilient. Smart. Compassion. Empathy. Generous. Purposeful. Impactful. Needed. Grateful. Connected to a cause. Meaningful. Human. Heart-centered. Fulfilled. Altruistic. Philanthropic. Wondrous. Astonishment. Full of Awe. Creative. Adventurous. Freedom. Whimsical. Curious. Spirited. Magical. Inventive. Surprise. Sparked. Exploratory. Joyful. Nostalgic. Clever. Endless possibilities. Light. Enchantment.

# Building a Foundation.

## DISTILLING IT DOWN.

Now let's take the work we did on the previous pages and distill it down. Use the examples below as a guide.

Brand Examples	What We Do	Our Value to Our Audience
Disney	Magical Experiences	Happiness
Sashco	High Quality Home Improvement Products	Confidence
Make a Wish	Make Wishes Come True	Hope

Now you try it.

Your Brands	What We Do	Our Value to Our Audience



# Your Ideal Customer: Not everyone is the right one.

Now that you've built a solid foundation, it's time to figure out who your people are.

When you define your ideal customer or client, you know who you're talking to.

Knowing your audience will help you focus your messaging, tailor marketing efforts, and guide product development whether you're offering services or selling a product. And over time, you'll be able to attract customers who are looking for exactly what you offer.

[Download our Buyer Persona workbook here.](#)

# Think Different.

Next, let's define what makes your brand different from your competitors. This will help you stand out from the crowd. [Get some inspiration from Steve Jobs.](#)

## WHAT MAKES YOU DIFFERENT?

Not "better." Different. Lead times? Quality? Experience?

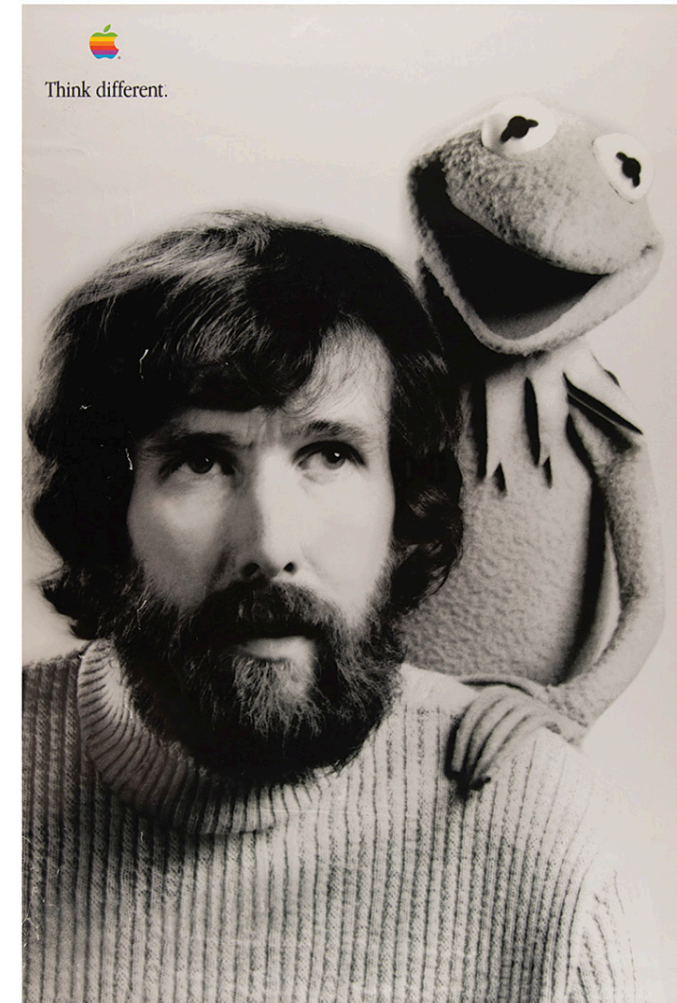
## WHO ARE YOUR MAIN COMPETITORS?

What do they do well? Where do they fall short?

## WHY SHOULD SOMEONE CHOOSE YOU OVER YOUR COMPETITION?

**THINK ABOUT HOW YOUR BRAND OR COMPANY'S ORIGIN.  
TELL THE STORY OF ITS PAST, PRESENT, & FUTURE.**

[Here's some inspiration from LinkedIn.](#)





## Finding Your Brand Voice.

In Disney's Alice in Wonderland the caterpillar ask Alice, "Who are you?" Alice isn't sure who she is, because she doesn't feel like herself. If you don't know who you are, you're sure to confuse your audience and it will be harder to find your people. So let's find your voice.

### IF YOUR BRAND WERE A PERSON, HOW WOULD YOU DESCRIBE THEM?

*Choose 3-5 words:*

### WHAT IS YOUR BRAND NOT?

*Example: Not flashy. Not corporate. Not cheap. Not trendy.*

### WHAT EMOTIONS SHOULD CUSTOMERS FEEL WHEN INTERACTING WITH YOUR BRAND?

*Confident? Inspired? Calm?*

*Why do they feel this way? Explain.*

# Visual Identity Check.

Need some inspiration? Bricknerd breaks down the [visual identity of Lego's 2024 rebrand here](#).

## HOW WOULD YOU DESCRIBE YOUR CURRENT BRAND VISUALLY?

*Circle or highlight the words that best describe your brand.*

Clean. Rustic. Modern. Minimal. Gritty. Traditional. Retro. Vintage. Handcrafted.  
Quirky. Fun. Old. New. Warm. Cold. Neutral. Earthy. Natural. Organic.  
Industrial. Polished. Refined. Sophisticated. Elegant. Luxury. Premium. High-  
end. Approachable. Friendly. Corporate. Professional. Technical. Architectural.  
Structured. Layered. Textured. Contemporary. Timeless. Classic. Family-orientated.  
Heritage. Historical. Authentic. Artisan. Crafty. Strong. Masculine. Feminine.  
Playful. Serious. Confident. Understated. Edgy. Raw. Cozy. Inviting. Bright. Moody.  
Monochromatic. Colorful. Spooky. Magical. Dependable. Inspirational. Energetic.  
Optimistic. Innovative. High-tech. Happy.

## WHAT WORDS WOULD YOU ADD?





# Bonus! Set Your Marketing Goals.

## WHAT IS A MARKETING GOAL?

It's setting a specific and measurable objective to meet your business goals. It can range from generating quality leads to raising brand awareness (making sure your people know you or your product exists.)

## CHECK OFF 1-3 MARKETING GOALS FROM THE LIST.

- Brand awareness.
- Create quality leads
- Build brand trust and equity.
- Increase website traffic.
- Create more value for customers.
- Boost brand engagement.
- Improve referral rate.
- Build up an existing brand.

Write your goals down here. Be sure to make them S.M.A.R.T., which stands for Specific, Measurable, Achievable, Relevant, Time-bound . [Here's some inspiration from Pepperland.](#)

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# What's Next?

## CONGRATULATIONS! YOU DID IT!

Next up, expand on your marketing goals and turn this into a marketing plan to guide your:

- Website messaging.
- Email marketing.
- Brand identity.
- Social media content.
- Print & packaging design.

If you need help with this workbook or would like help building a content and marketing plan let's talk.

- Book a 30-minute discovery call at [themoonshinedesign.com/contact-us](https://themoonshinedesign.com/contact-us)
- Email: [sarah@themoonshinedesign.com](mailto:sarah@themoonshinedesign.com)
- Or scan the QR code below.

And remember. Clarity builds confidence. Confidence builds brands.



Sarah Spaelstra, Moonshine Design



**We hope this helps.**

**MOONSHINE  
DESIGN**  
LLC

**Let's talk shop.**

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