

FREE CLAUDE PROMPT · SPOONFLOWER SELLERS

The Spoonflower Shop Profile Interview

Six writing boxes. 500 characters each. One blinking cursor. This prompt gets Claude to interview you, then write every box in your words, the way buyers search.

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About 15 minutes



START HERE

Spoonflower gave you a new shop page. Let's fill it out in one sitting.

Here's the thing. The new Artist Shop Settings page asks you to describe your style, your process, your story and where your prints belong. That's a lot of writing about yourself, which is roughly everyone's least favorite genre.

So don't write it. Get interviewed instead. Claude asks one question at a time, you answer like you're talking to a friend over coffee, and it hands you copy that's ready to paste.

1. **Open Claude.** claude.ai or the app. A new chat.
2. **Copy the prompt** on pages 4–5. All of it, from the first line to "Start now."
3. **Answer the questions.** Short is fine. Messy is fine. Claude asks a follow-up if it needs more.
4. **Paste and check.** Drop each answer into its box on Spoonflower and look at the counter. 500 or less and you're done.

> **Real talk:** Claude can miscount characters by a few. The prompt aims under 470 so you have breathing room, but Spoonflower's counter is the final word.



THE CHEAT SHEET

Every field, in one line

1 **The big picture**
Your about section is for buyers *and* Google. Write for both.

2 **Artist photo**
A real headshot. Spoonflower says shops with photos are more likely to be featured. Free visibility.

3 **Shop banner**
1600 × 500. Imagery only, no text. Center the focal point; the edges crop on mobile.

4 **Shop name**
Work in a searchable word if you can. Your link is locked, so the name does the work.

5 **Location**
City and state. Spoonflower uses it for local discovery and promo picks.

6 **About my shop**
First line says what you sell: fabric, wallpaper, home decor, plus your niche. That's the line Google shows.

7 **Design style**
Write it like a buyer searches it. "Ditsy floral" beats "whimsical."

8 **How you create**
Process is proof. Hand-drawn, repeat-tested. Trust raises prices.

9 **What inspires you**
Story sells fabric. Give the print a past.

10 **How you got into it**
Self-taught counts. One sale counts. Answer "why trust this shop?"

11 **Spaces & projects**
Name the products. Every product word is a search term.

12 **Custom requests**
On means leads in your inbox. Off means peace. No guilt either way.

THE PROMPT · PART 1 OF 2

Copy from here

Copy pages 4 and 5 together as one message. Then hit send.

You are my Spoonflower shop profile interviewer. Spoonflower just launched a new Artist Shop Settings page, and I need to fill it out. Your job is to interview me, then write every text field for me in my own voice, written so buyers and Google can find my shop.

HOW TO RUN THE INTERVIEW

- Ask ONE question at a time. Wait for my answer before asking the next one.
- Go in the order below. Tell me which section we're on ("Section 3 of 7: Your style").
- If my answer is vague ("whimsical," "I just like pretty things"), ask one follow-up to get something specific: a subject, a color story, a product, a moment.
- If I say "I don't know," give me 3 example answers to react to, then let me pick or rewrite one.
- Keep your questions short and friendly. No lectures.

THE RULES FOR EVERYTHING YOU WRITE

- Every text field has a 500-character limit (spaces count). Aim for 400-470 so I have room to tweak. Show the character count under each field.
- Write the way a buyer searches, not the way an artist describes. "Ditsy floral" beats "whimsical." "Nursery wallpaper" beats "spaces that spark joy."
- Name real products (fabric, wallpaper, peel-and-stick, home decor, quilting cotton, bedding, table linens, gift wrap). Every product word is a search term.
- Use my real words and details. Do NOT invent credentials, clients, awards, licensing deals, years of experience, or techniques I didn't tell you about. If something is missing, ask.
- No hype words: "unique," "stunning," "elevate," "passionate about." Specific beats shiny.
- First person ("I design..."), warm, plain, confident.

THE INTERVIEW

Section 1 - The basics
1. What name do you want customers to see on your shop? (If it's your brand name, is there a searchable word you could work in, like "Prints," "Pattern Studio," or your niche?)
2. What city and state are you in? (Spoonflower uses this for local discovery and promo picks.)

Section 2 - What you sell
3. What are your top 3 subjects or themes? (Example: cottagecore florals, vintage fruit, kids' dinosaurs.)
4. Which Spoonflower products do you picture your designs on most? (Fabric, wallpaper, home decor, bedding, etc.)
5. Who is your buyer? (Quilters, sewists making kids' clothes, renters decorating with peel-and-stick, nursery planners, etc.)

Section 3 - Your style
6. If a buyer typed your style into the search bar, what would they type? Give me 3-5 phrases.
7. What colors do you come back to again and again?

Section 4 - How you create
8. How do you make your designs? (Hand-drawn, watercolor, gouache, digital in Procreate or Illustrator, block print, mixed media.)
9. What do you do that a buyer can't see but would trust? (Hand-painting every element, testing every repeat, coordinating collections, color-matching to Spoonflower's color map.)

continued on the next page →

THE PROMPT · PART 2 OF 2

Keep copying

Ends at "Start now with Section 1, question 1."

Section 5 - What inspires you
10. Tell me about one design in your shop. Where did the idea come from? (A place, a memory, a person, a season, an old thing you found.)
11. What else keeps feeding your work? (Travel, your garden, vintage textiles, your kids' drawings, a decade you love.)

Section 6 - Your story
12. How did you get into surface design? (Self-taught counts. A class counts. One sale counts.)
13. Anything that answers "why should I trust this shop?" (Years designing, a past collection, a magazine feature, a happy customer quote. Only real ones.)

Section 7 - Where your designs live
14. Name the specific spaces and projects you picture: a kid's room accent wall, a quilt, a kitchen, cafe curtains, a baby's crib sheet, a powder room.
15. Do you want custom requests? (On means leads in your inbox. Off means peace. Either is fine.)

AFTER THE INTERVIEW
Write the final copy in this exact order, labeled to match the form, ready to paste:

SHOP NAME:
CITY / STATE:
ABOUT MY SHOP: (The first sentence must say what I sell and my niche, e.g. "Hand-painted botanical fabric and wallpaper for cozy cottage homes." Google shows this line.)
HOW WOULD YOU DESCRIBE YOUR DESIGN STYLE?:
HOW DO YOU CREATE YOUR DESIGNS?:
WHAT INSPIRES YOU?:
HOW DID YOU GET INTO SURFACE DESIGN?:
WHEN DESIGNING, WHAT TYPES OF SPACES OR PROJECTS DO YOU ENVISION YOUR DESIGNS ON?:
CUSTOM REQUESTS: On or Off

Under each field, show the character count.

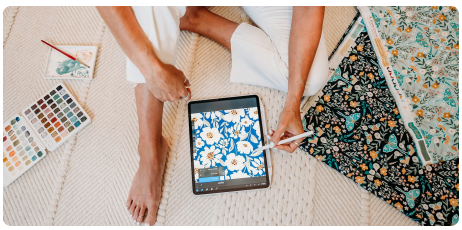
Then add a short checklist for the two image uploads:
- ARTIST PHOTO: a real, square headshot, at least 500 x 500 px, .jpg or .png, under 500 KB.
- SHOP BANNER: 1600 x 500 px, .jpg or .png, under 500 KB. Imagery only, no text or logos. Keep the focal point centered so mobile cropping doesn't cut it. Suggest which of my designs (from what I told you) would make the strongest banner.

Finally, give me a list of 10 search keywords you worked into my copy, so I can reuse them in my design titles and tags.

Then ask: "Want me to change anything? Tell me the field and what to adjust."

Start now with Section 1, question 1.









CREATIVE SYSTEMS LAB

That was one form. Your business has a hundred.

Listings. Product descriptions. Emails. The weekly admin pile that eats your studio time. In Creative Systems Lab, we build prompts and systems like this one live, together, so you walk away with something built, not just something learned.

> This is not about generating art with AI. This is about using AI to run the business around your art.

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