

Workbook - get clarity on your brand

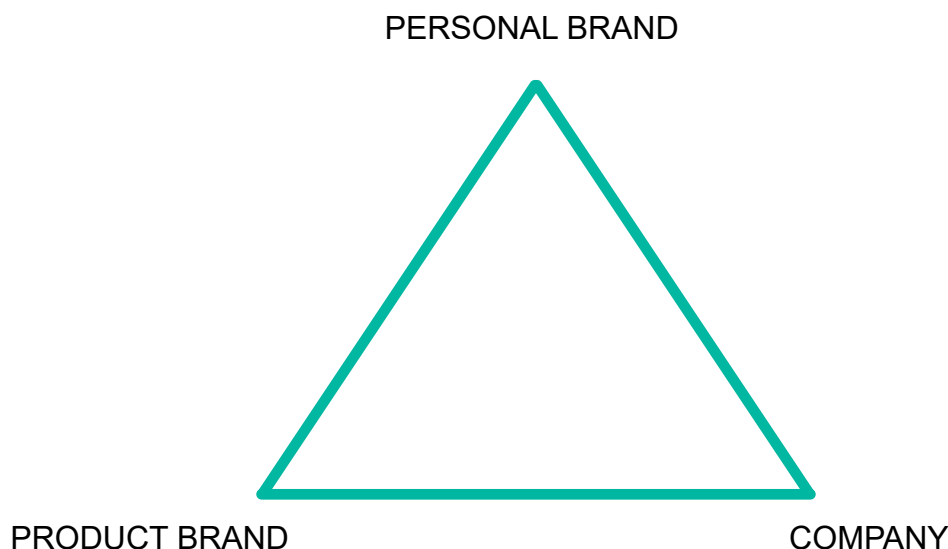
This workbook will give you a clear pathway to help you identify your brand and create visuals and marketing material that is aligned with your message with a view to attracting your ideal customers and opportunities.

The brand identity and the image are two separate things, where the identity reflects how you want your audience/customers to perceive you and the image is their perception of you. The magic happens when they are aligned and communicate the same message. That builds trust, and trust is the foundation for a good reputation.

First of all, aim to focus on building a foundation where your brand is consistent across all platforms and channels of communication. This includes your website, your social media channels, newsletter, email signatures, marketing and sales material. Then, once you have projects and product launches coming up, you should consider creating a bespoke brand and campaign strategy for each particular event.

Before we start

There are three different brand types to consider when you are doing these exercises. Your personal brand, which is you as an individual. Your product brand, which is all your products, projects and services that you offer (international tours, concerts, culture festivals, CD-launches, workshops etc). And finally, your company brand, which is your company or organisation. For many self-producing artists, the focus should be on the personal brand to begin with and product brand after that, since you are at the forefront of everything that you do, and people connect with you personally. If you do have a company however, it will be worth looking into a brand strategy for that as well and see how it fits in with everything else.



On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.



I am clear about my vision

0 1 2 3 4 5 6 7 8 9 10

I am clear about my passion

0 1 2 3 4 5 6 7 8 9 10

I am clear about my purpose

0 1 2 3 4 5 6 7 8 9 10

I have got a great brand story

I have identified my ideal audience/customers

I am clear about what makes me different from my competitors

I have identified my top three competitors

I have an inspiring mission statement

I have selected five keywords that reflect the personality of my brand

My brand is user friendly on all digital platforms

My branding online supports sales and convert visitors to leads



On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.

Mark your level for each of the questions in the box.



I have created a mood board

I have created a brand board

I have investigated limiting beliefs



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Step 1: Future vision and flight deck

Identify your identity

Create a compelling future vision that stretches and excites you. Visualise where you are and what you have achieved. Imagine you are five years in the future now already, looking back in time. Write down what has happened, how it happened and how you feel about.

Make this inspiring and something to look forward to.

I am clear about my vision
My vision is:

I am clear about my passion
My passion is:



I am clear about my purpose
My purpose is:

I am clear about my core values

If you have to pick five core values that describes who you are and what you stand for, which ones would it be? These could both be artistic values and values in general, such as “honesty”, “creativity”, “collaboration”, “family”, “originality” etc

You may find that through your life, your values and beliefs change. If and when that happens, make a note of it and update your brand accordingly.



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Storytelling

Story-telling is a great way to invite people to learn more about you. It should be inspirational, authentic and genuine. Since branding is all about perception, this is a great way to share who you are, why you do what you do and what brought you here today. Take some time to craft your own story. Include challenges you've had to overcome, how you did it, the success that came from it, what you learned and include inspiring, positive key messages that demonstrates your artistic vision. This will help you stand out and make a difference.

I have an inspiring story to share about what brought me here today:



Master your market

Identify your target market: audience/customers'

Your ideal audience/customer is someone you believe would value your work, and who you would want to perform for. Who do you want to come to your performances and buy your productions?

The more you know about your audience/customers, the easier it will be to create a brand they love and want to engage with. This will also help decide which venues and festivals you want to perform at, which opportunities to say no to and which promoters to work with. In marketing this is called "identifying your avatars". Imagine they each have a name and describe what is unique about them, and the problem you are solving for them.

You can include age, gender, where they live, where they hang out, which other artists/venues/promoters they might like as well as which social media platforms they use, newspapers they read, networks they belong to etc. What are the reasons they want to attend your performances, buy from you and what products and services would they like the most? How much would they be willing to spend? This then determines how to best communicate with them and turn them into loyal fans and repeat customers.

On a scale of 0 to 10, rate the following statements.

0 = Not true/Not complete through and 10 = True/Complete.



Mark your level for each of the questions in the box.

I know who my ideal audience/customers are

0 1 2 3 4 5 6 7 8 9 10

I know where my ideal audience/customers hang out

0 1 2 3 4 5 6 7 8 9 10

I know what my ideal audience/customers are willing to pay for my artistic work

0 1 2 3 4 5 6 7 8 9 10

I have clearly identified what my ideal audience/customers can expect of me

0 1 2 3 4 5 6 7 8 9 10

I know how I stand out in the market place

0 1 2 3 4 5 6 7 8 9 10



By doing this exercise thoroughly and with great attention to detail you will have saved much time and energy for latter stages.

My top three avaters are:



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Positioning

Now that you know who you are, who your target market and ideal customer is, it's time to identify your competition. What other people, projects, arts organisations and performing artists are offering the same thing as you do and what makes you different to them? What are they offering, who is their customer and what is their price? Include all of this below.

I am clear about what makes me different from my competitors

I have identified my top three competitors

My top three competitors are:



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Mission statement and keywords

By creating an inspiring mission statement and identifying your top five keywords that describes your brand you have a foundation on which you can start building your brand image and magnify what you do. Many people skip this step, but this will set you apart from your competitors and help you streamline all your marketing and sales strategies from now on.

I have an inspiring mission statement

Write down your mission statement in a short statement:



Step 2: The look, the feel and sound of your brand

Now it's time to create a visual brand that reflects your vision, mission, passion, purpose and core values. It should look and feel good, resonate with your audience/customers and align with your intentions. A word of advice. People should recognise your brand wherever they come in contact with it. Whether on your social media, your website, the way you speak and conduct yourself in interviews, networking events or even the clothes you wear on stage as a performer – it's all part of the bigger picture.

Use the examples in this workbook as inspiration and have fun with it. It is better to do fewer things, but in a consistent way. You can for instance decide to use the same fonts and colours across all your material, and it will immediately look more professional and engaging. Start small and build from there.

Digital strategy

Don't fall into the trap of focussing solely on the image without considering the end result you want. When you design your brand online, make sure you integrate digital marketing strategies including signup-forms for your mailing list, calls to action (click here to buy tickets to your shows, purchase of merchandise, downloading posters, getting involved as a patron or sponsor or something else). Your digital brand and its formatting should look good on all forms of mobile phones, tablets, laptops etc. With the introduction of Virtual Reality, Augmented Reality, Artificial Intelligence and 360° live streaming you might decide you want to create a brand presence on those platforms as well. This will allow your customers into your world, and you can build entire campaigns around these concepts to create a new kind of connection with your customers.

My brand is user friendly on all digital platforms

Some colours look great on paper, business cards etc, but don't translate well to the screen. You might want to avoid copy on your website from a design perspective, but from a sales perspective it is better to include words on the front page to rank higher in search engines. I mention it here, because many creative professionals spend a lot of time and money on fancy websites with plenty of heavy images and videos but forget to make it user friendly and so lose customers as a result. There is an art to this, and you can find more information online if you want to learn more. We are merely introducing it here, so that you are aware of this when you build your graphic brand.

My branding online supports sales and convert visitors to leads

Finally, if you record videos and sound clips, include the design of them as well so they too have a look and feel that is aligned with the rest of your brand.



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Moodboard

Collect images, ideas for logo, colours, fonts, visual metaphors and patterns and shapes that you like for inspiration to create a collage. There are many great mood board templates online which you can use, and you can do this exercise digitally or cut and paste on a piece of paper. When you do this, think about your ideal customers and what kind of imagery they find appealing (and what repels them). Link this with your keywords, brand emotion, identity and personality. Ask yourself, “does this reflect my brand?” and “Is this something my target market would like?”.

I have created a mood board

EXAMPLES:

<https://www.canva.com/learn/make-a-mood-board/>

Brand board

Then it is time to create a brand board where you collect all the details of your brand elements for easy access. It should include your logo (and variant logos both landscape and portrait – there are many free resources online to help you create logos, some of which have been included in the resources section), colour palette, supporting palette (extra colours that support the main ones), font names and sizes, submarks and watermarks as well as patterns and textures. You can also include style images, to give a feel of the feeling you want to convey (for instance rebel, angry, happy, minimalist, nature, provocative, funny, serious, colourful, friendly).

I have created a brand board

This brand board will be an invaluable help when you are crafting marketing campaigns and sales material, as it will help you stay within message and magnify your brand. Colours and fonts influence how people view the personality of the brand. There is no exact science to this, but do some research beforehand to make sure the colours and fonts you choose play to the emotions of your brand and reflect how you want to be perceived.

EXAMPLES:

<https://creativemarket.com/coralantlercreative/1357639-Branding-Board-Templates>



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Mindset

There are several proven strategies and tools to help you formulate a strong artistic brand and business strategy. None of this will matter however, if you have limiting beliefs that are blocking you from moving forward. Often we are not even aware of these, but you will find clues in situations where you feel out of flow.

Set aside some time to finish these sentences, and add other things that might come to your mind. By writing it these down, you are taking control, and can change the story to a more empowering one.

"I don't have the time to...."

"Branding is...."

"What will people say if...."

"I don't have the money to...."

"If Ipeople will think that I....."

"I fear that people will....."

"I don't know how to....."



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Final words and next step

Congratulations on completing the answers to these questions!

The next step is to identify an area you would like to focus on and start there. You can use this workbook as a checklist and come back for more, when you are ready. Keep it simple and fun. The goal of these exercises is to help you build and grow a “tribe” of loyal fans, friends, audience-goers and customers who share the same values and interests as you.

A tip of advice before you start making changes is to take photos/screenshots of all your current branding, social media channels and marketing material, including making a note of the number of people who follow you on social media, your mailing lists, etc. as a “before status”. Once you’ve updated your brand and optimised your channels for communication and engagement you will see first hand what a positive impact it will have for your visibility. Sometimes its just small things that end up having the biggest effect. Best of luck!

Write down the number one thing you can do in the coming week (based on what you have learned in this workbook) to strengthen and position your brand:

Links

Social Media

www.hootsuite.com
www.meetedgar.com
www.postplanner.com

Design brand and marketing material

www.canva.com
www.picMonkey.com
www.colors.com
www.designista.com
www.creativemarket.com
<https://www.befunky.com/features/infographic-maker/>
<https://www.visme.co/make-infographics/>
<https://snappa.com/create/infographics>
<https://www.animaker.com>

Logo design

<https://www.tailorbrands.com>
<https://www.canva.com/create/logos/>

Websites

www.wordpress.com
www.wix.com
www.newkajabi.com

Video

www.animoto.com
iMovie
Clips

Virtual office

www.basecamp.com
www.dropbox.com
Googledrive.doc

Virtual assistants and designers

www.fiverr.com
www.99designs.com
www.freelancer.com
www.upwork.com
www.peopleperhour.com

Brand inspiration

www.creativeBloq.com

Business cards, marketing material and print

www.moo.com
www.vistaprint.com

