

MY PERSONAL BRAND BOOK

This template will help you shake off your competitors, because you will know what you're doing while they don't.

Everyone can get big on social media. Literally: everyone. Even cats. But what about you?

You are something else. You are talented and creative. You can make something out of nothing. You can transform a single thought into a song. Let's assume your music is good, let's assume your music is the next big thing. Yes, you read that right. If YOU like your tracks, there HAS TO BE someone else out there in the world feeling the same way about it. You can't be the only one 'feeling it'.

Now let's be realistic here...

In order to become that 'next big thing', music alone is not enough. It has never been that way. Before there was social media and internet, artists depended on the mass-media. These days it's social media. It's in our own

hands to show the world who you are, before the mass-media picks it up. That being said, it's all about the combination of music and identity.

Let's be realistic here: no one cares about your new track. We're sorry to say so, but you have to create some kind of urgency here. No one will care until you give them a good reason to. No one is asking for your new tracks, if they don't know you even exist.

You versus yourself:

This template is going to be like a mirror. It will be confronting and it's not going to be easy. If you struggle to fill in all the blanks by yourself, ask people around you for some input.

LET'S START

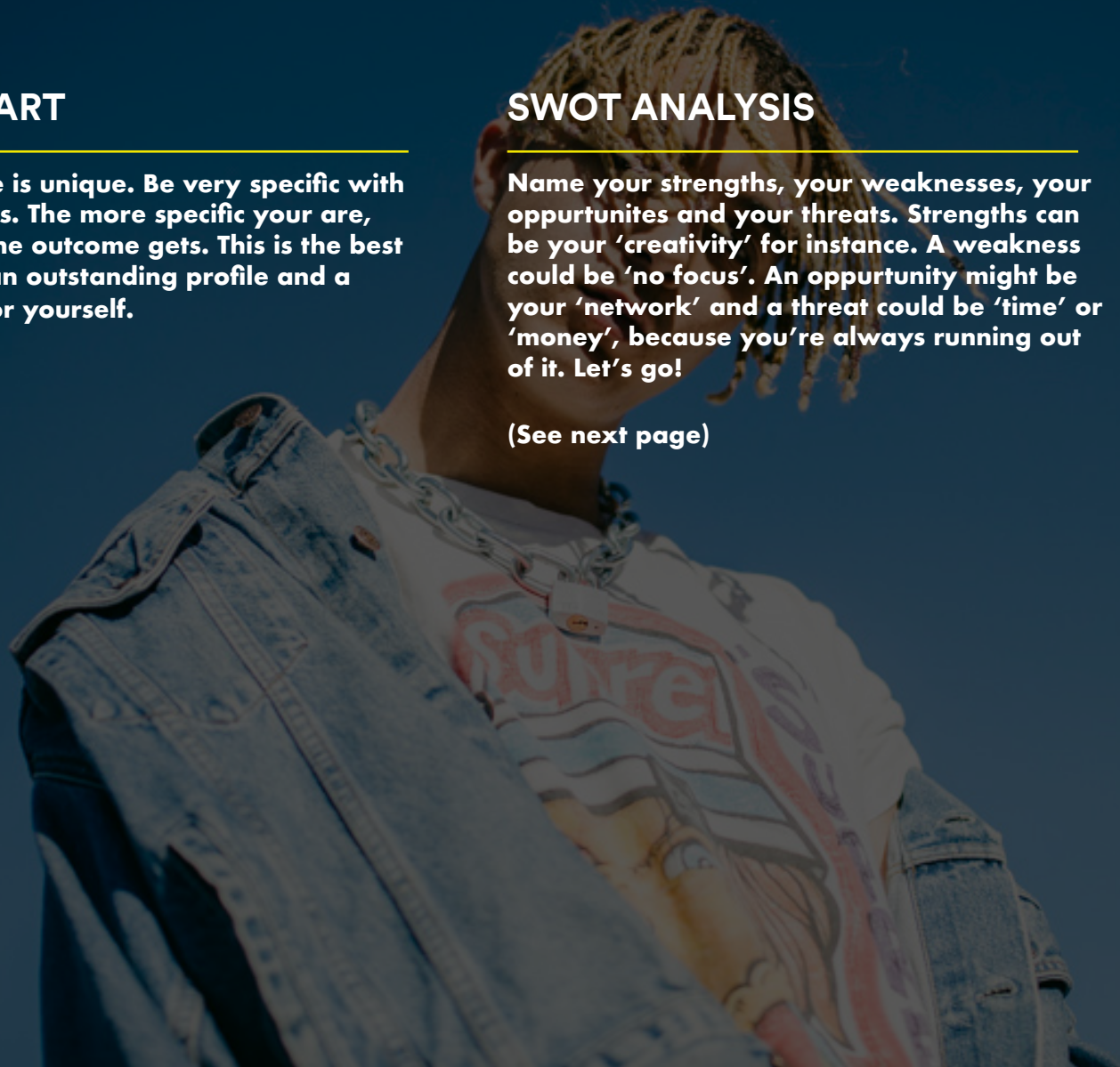
PS: Everyone is unique. Be very specific with your answers. The more specific you are, the clearer the outcome gets. This is the best way to get an outstanding profile and a clear view for yourself.

- 1) I am ...
- 2) I am ...
- 3) I am ...
- 4) I am ...
- 5) I am ...

SWOT ANALYSIS

Name your strengths, your weaknesses, your opportunities and your threats. Strengths can be your 'creativity' for instance. A weakness could be 'no focus'. An opportunity might be your 'network' and a threat could be 'time' or 'money', because you're always running out of it. Let's go!

(See next page)



FILL IN YOUR:

Strengths:

-
-
-
-

Weaknesses:

-
-
-
-

Opportunities:

-
-
-
-

Threats:

-
-
-
-

THERE'S MORE:

COMPETITION:

These 5 artists are my competitors, based on genre, target audience etc. (order of importance):

- 1)
- 2)
- 3)
- 4)
- 5)

ROLE MODELS:

Watch and learn. You are probably a fan of other artists, and consider them to be cool. What is it that makes them cool? What is it that you want to follow them for, besides their music?

These 5 artists are my heroes, my role models (order of importance):

- 1)
- 2)
- 3)
- 4)
- 5)

SUCCESS:

In order to move up on the ladder of success, define what success is to you. Success could be a #1 hit in the Netherlands, or a primetime spot on Ultra Music. Success could also be getting to a 100.000 followers on Instagram in your first year, or 1 million streams on Spotify.

Success to me is:

.....
.....
.....

GOALS:

Now that you've defined 'success' let's set some goals to get there.

Short term, in 1 year I want to have reached this:

Long term, in 3-5 years I want to have reached this:

-

When I am 80, this is my story:

-

PLAN OF ATTACK:

How are you going to realise your goals?

What are the priorities here?

What's the planning like?

Who do you need for this?

What steps are you going to take?

What marketing tools do you need?

ROUND UP:

This is the round up of all the information above.

You can dream out loud here, because everything is grounded.

This is who I am:

-

This is what I do:

-

This is where I'm going:

-

SOCIAL MEDIA X-RAY:

So, you've tackled all of the stuff mentioned above. Now, look at your social media profiles: what do you see and does it match with what your Brand Book tells you? You can easily download our X-RAY SCAN Template.

If the outcome of that isn't any good, take action and download our Brand Development template.