

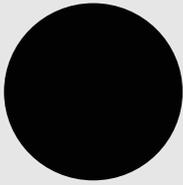


SONIC IDENTITY WORKBOOK



WORKBOOK

WORKBOOK



TO BRANDING

Branding has become an essential aspect of a musician's success in today's fast growing music landscape.

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Resonance and recognition are two main goals of branding. As a musician, you pour your heart and soul into creating amazing music that resonates with your audience. Moreover you want people to connect with your art on a deeper level.

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A good branding creates a unique look and feel that sets you apart from other musicians in the industry.

It involves creating a visual and emotional experience that reflects your personality, values, strengths and musical style.

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Needless to say that branding can be a powerful tool to promote your music and attract new fans, although many musicians are concerned that it may take away the focus from their art. After all, as an artist, your primary goal is to create great music that people will love, not to become a marketing expert.

Due to today's very competitive music industry however, branding is becoming more and more essential. Writing great music is only part of a musician's success. It's as important to tell the story around the music, a story that the audience can easily identify with.

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If well developed, a brand translates the artist's values, strengths and purpose on different levels. With the right brand strategy, you can amplify the impact of your music and connect with your audience, while still maintaining the focus on your art.

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Next to the musical and visual aspects that build a musician's brand, like genre, lyrics, logo, album covers, photography or fashion style, other important brand elements may be the choice of collaborators, social or political engagement, and communication.

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Guiding through different steps, this workbook aims to help musicians determine their values, define what they stand for, who they are, and translate that into a strong, authentic brand identity.



MODULE 01

BRAND DEFINITION



**Defining your artist brand
in four steps.**



BRAND DEFINITION

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Start creating your Brand
Mind Map.



1. YOUR CORE

Your **values** shape your personality, direct your actions, your behavior and your decisions. Aligning your values with what you do and the way you do it is the basis in order to generate authenticity and credibility. This includes all kinds of activities you do as an artist, from songwriting to live performance, interviews, collaborations or the interaction with your fans.

Knowing your **strengths** and your unique skills is the core of building a strong brand in order to focus on the things that make you stand out from the crowd.

The same applies to your **weaknesses**. It is important to also identify your weak spots in order to avoid spending time and energy in activities that don't serve to achieve your goals - or to use them as an opportunity to turn them into a strength.

In this chapter you will check in with yourself and define your uniqueness as well as your weak areas, what is important to you and why.

TOP 5 VALUES

Make a list of your top five values. If you struggle to identify your values, the following questions might help you. Additionally you will find some examples for values on the next page.



- What characteristics do you appreciate in other people?
- What type of people attract / surround you?
- What do you care about most in life?
- What activities make you happy?
- What drives you to make music?
- Why did you decide to make music?
- Which aspect of your work as a musician do you enjoy most?
- What do you want to achieve with your music?
- What do your previous responses have in common?

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TOP 5 VALUES

Here is a list of values that serve as examples.
But there are many more possible core principles,
so please feel free to add your own ones.



- | | | | | |
|---------------------------------------|--------------------------------------|--|---------------------------------------|--|
| <input type="checkbox"/> Authenticity | <input type="checkbox"/> Adventure | <input type="checkbox"/> Balance | <input type="checkbox"/> Bravery | <input type="checkbox"/> Compassion |
| <input type="checkbox"/> Challenge | <input type="checkbox"/> Citizenship | <input type="checkbox"/> Community | <input type="checkbox"/> Courage | <input type="checkbox"/> Curiosity |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Diversity | <input type="checkbox"/> Determination | <input type="checkbox"/> Equality | <input type="checkbox"/> Fame |
| <input type="checkbox"/> Family | <input type="checkbox"/> Fairness | <input type="checkbox"/> Faith | <input type="checkbox"/> Freedom | <input type="checkbox"/> Friendship |
| <input type="checkbox"/> Fun | <input type="checkbox"/> Growth | <input type="checkbox"/> Generosity | <input type="checkbox"/> Honesty | <input type="checkbox"/> Independence |
| <input type="checkbox"/> Influence | <input type="checkbox"/> Justice | <input type="checkbox"/> Kindness | <input type="checkbox"/> Knowledge | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Learning | <input type="checkbox"/> Love | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Openness | <input type="checkbox"/> Optimism |
| <input type="checkbox"/> Recognition | <input type="checkbox"/> Respect | <input type="checkbox"/> Security | <input type="checkbox"/> Self-Respect | <input type="checkbox"/> Social Connection |
| <input type="checkbox"/> Stability | <input type="checkbox"/> Status | <input type="checkbox"/> Wealth | <input type="checkbox"/> Wisdom | |

TOP 5 STRENGTHS

Make a list of your strengths and skills. The following questions might help to identify them. Think in terms of personal and professional skills. Not only your own perception counts - ask family, friends or even fans what they acknowledge in you. They might come up with something you hadn't been aware of.



Which strengths and skills do you see in yourself?

What are you most proud of?

What drives you making music?

Which strengths do others acknowledge in you?

What tasks do you enjoy when working in a group of people?

What was your most successful project and why?

What is the one thing that makes you special /unique?

Examples of professional strengths:

Experienced song writer. Good live performer.

Talented guitarist. Great music production skills.

Examples of personal strengths:

Collaborative/team spirit. Creative. Empathetic. Determined. Reliable.

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TOP 5 WEAKNESSES

Write down up to 5 weaknesses that keep you from achieving your goals. The following questions might help to identify them. Again, not only your own perception counts - step out of your comfort zone and ask the people around you!



- Which weaknesses are you aware of?
- What skills are you missing that might be beneficial?
- What kind of tasks do you always avoid/postpone?
- What kind of obstacles make you give up?
- Which weaknesses keep you from achieving your goals?
- Which areas of improvement do others identify in you?
- Which tasks are out of your comfort zone?

Examples of professional weaknesses:

Lack of resources (time, money, ...). Lack of bookings.
No trust in manager / agent. No strong corporate identity.
Weak social media engagement.

Examples of personal weaknesses:

Lack of self-confidence. Impatience. Anxiety. Stage fright.

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2. YOUR AUDIENCE

For every business, whether it is a company or a music artist, it's important to know their target audience well. They decide to listen to your music and share it on social media, to visit your concerts or buy your merchandise. Hence, they decide about your success as a musician.

Knowing your audience, their engagement and their preferences helps you to connect with them and build a relationship.

Knowing your fan base can open new opportunities. For example: if you know that your audience is fashion oriented and has a certain buying power, you might consider collaborating with a (local) designer and create some unique merch.

In this chapter you get to learn more about your audience, their habits and lifestyle.

YOUR AUDIENCE

Analyze your audience and write down everything you know about them. The following questions give you some inspiration, but surely there are more characteristics to consider. If you are not sure about the values or lifestyle of your audience, take a look at their social profiles, try to remember their look and interaction during your concerts, or simply ask them if you feel comfortable about it.



Who is your audience? (*demographics: age, gender, profession, race, ...*)

What is their level of engagement? Do they like to interact?

How do they like to interact? What channels do they use?

What values do your fans follow? (*social, politics, etc.*)

What is their lifestyle? What trends do they follow? (*fashion, food, etc.*)

How do your fans consume music? (*vinyl, streaming, concerts...*)

What's the atmosphere like at shows?

How big is your audience's purchasing power?

Are they part of any subculture or community?

Who else do you think could/should be interested in your music?
(*potential audience opportunities*)

DEMOGRAPHICS:

VALUES / SUBCULTURES:

ENGAGEMENT / CHANNELS:

LIFESTYLE / TRENDS:

MUSIC CONSUMPTION:

POTENTIAL AUDIENCE OPORUNITIES:



3. YOUR STRATEGY

Understanding your goals as a musician is essential to your artistic growth, fulfillment, and impact.

Your **purpose** serves as a compass, guiding your creative choices and shaping the messages you convey through your music. It helps you define the themes, ideas, and causes that matter to you and align with your values. Whether it's raising awareness about social issues, spreading messages of love and unity, or simply bringing joy to others, your purpose gives your music a deeper sense of intention and impact.

Furthermore, a well-crafted **mission statement** serves as the cornerstone of your identity and provides a clear sense of purpose and direction. It acts as a rallying point, inspiring and guiding actions, decisions, and behaviors that align with your overarching goals and values. It's also a reference point for individuals within your team or those associated with your project, ensuring alignment and unity of purpose.

YOUR PURPOSE

Your purpose is your greater vision of how and where you see yourself in the future. In 1-3 lines, describe what you want to achieve with your art in the next five years.



5 YEARS IN THE FUTURE...

What would you like to have achieved as an artist?

What impact do you want to have made with your music?

How do the media and fans talk about you?

What does your daily working day look like?

What do you want to read in your bio?

EXAMPLE:

"Raising awareness for our core values: equality, social & environmental sustainability, courage, mindfulness." (NOSOYO)

YOUR MISSION STATEMENT

Based on your strengths, values and goals - determine how you want to achieve your purpose in 2-3 sentences. This will be your brand mission. You can use the following questions to get to your mission statement.

What makes you and your music special/unique?

How would you describe your music / your project to someone who has never heard of you?

If you could curate the line-up who would you like to play with on your favourite festival?

How would you want people to describe your music in a tweet?

What headline would you want to read about yourself and your music?

In what publication would you want to be published? Why?

EXAMPLE:

„When making music is when NOSOYO feel powerful and vulnerable at the same time. There is nothing more courageous to the band than speaking your mind, expressing feelings and verbalizing thoughts through sound. For them, independence is the most important asset and they surround themselves only with people who love what they do. Being true to themselves, their audience and their team is what keeps NOSOYO going whenever things get tough - as a reminder of what is most important: Whatever happens - keep making music.“ (NOSOYO)





4. YOUR TONE OF VOICE

The tone of voice in music encompasses far more than the literal sound produced by vocal cords. It is the sonic fingerprint that conveys the essence of who you are as a musician.

Contributing to the overall identity and brand, it becomes an integral part of your signature style, making your music instantly recognizable and unique.

Furthermore, your tone of voice shapes the way your music is perceived and understood and gives the direction for all visual and non-visual elements of your brand. It's the basis of any creative brief for graphic designers, photographers, copywriters, and other creatives of your team as well as journalists and PR agents.

YOUR TONE OF VOICE

According to your mission statement - set your brand's tone with the top 3 - 5 adjectives that describe your work.

How would you or others describe your music?

How do you want media, fans, or other artists to describe your music?

How do you want your brand to "sound" or "feel" ?

EXAMPLES:

Playful, energetic, honest.

Edgy, bold, experimental.

Dreamy, soft, thoughtful.



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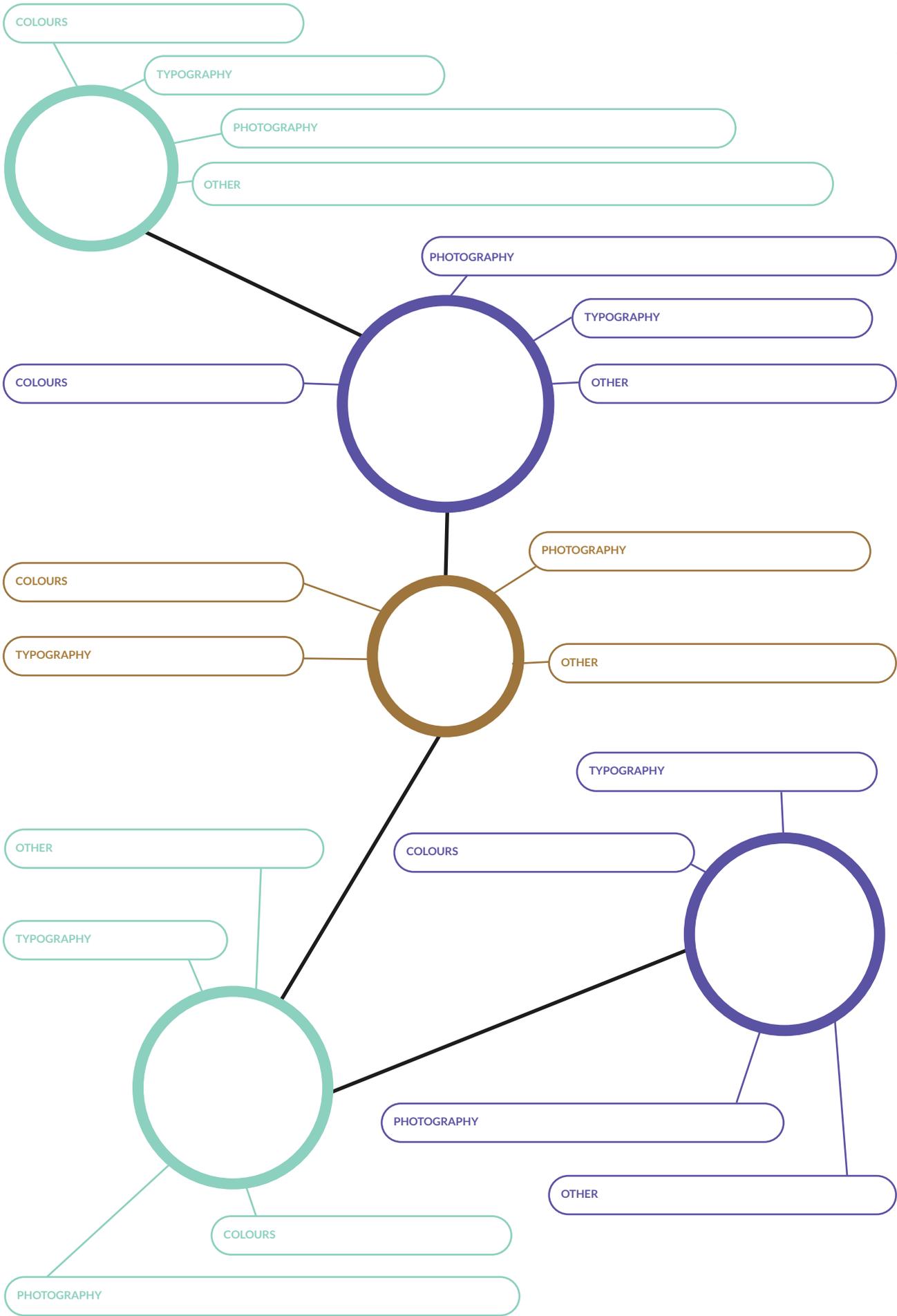
BRAND MIND MAP

Mindmapping is a powerful technique that allows you to unlock your creative potential and stimulate innovative thinking. It provides a structured framework for organizing ideas, concepts, and connections, enabling you to gain a comprehensive overview of your project and its various components.

With mindmapping, you can capture your ideas and concepts visually, using a central topic or theme as the starting point and branching out into subtopics and sub-subtopics. Moreover, mind maps offer flexibility and adaptability, allowing you to reorganize and refine your thoughts effortlessly. As your brand project progresses, you can easily modify and expand your mind map, ensuring that it remains an accurate reflection of your evolving ideas and goals.

On the following page you will find a mindmap template. Write the different adjectives of your tone of voice in the circles. Later in this module you will fill out the branches according to each chapter. For now, check out the “Mindmapping” video in the additional resources.





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**CONGRATS, YOU HAVE MADE THE
FIRST STEP TO CREATE YOUR OWN
AUTHENTIC ARTIST BRAND.**

If you don't want to stop here and take your brand to a professional level, sign up for my mailing list and be the first to receive useful tips as well as information about upcoming workshops, courses and more.

If you don't want to wait, prefer 1:1 coaching, or have an inquiry for design or photo work, you can drop me an email:

contact@yvonnehartmann.com.