

Exercise 12: Below, list three people within the music space with brands that leave an impression on you. Then list two things about their brand that specifically catches your attention. These people can be artists and bands, musicians, songwriters, music producers, music business executives, etc.

PEOPLE	1st Brand Attention-Grabber	2nd Brand Attention-Grabber
_____	_____	_____
_____	_____	_____
_____	_____	_____

Similar to how you have listed the brand attention-grabbers in the chart above, you want others to be able to identify things about your story and your craft that are distinctly a reflection of your Brand. People’s ability to identify your brand provides them with an experience that they can relate to, engage with, talk about, and consume.

Exercise 13: Take some time to describe your target audience; you can write it in a sentence or by using some descriptive words.

My target audience is: _____

If you don’t have an answer, please take some time to think about and research who your target audience is and come up with a description you can develop over time.

Exercise 14: Take some time to answer the following questions about your Brand.

Why is your brand a good investment?

My brand is a good investment because: _____

How can your brand be a better investment?

I can strengthen the value of my brand by: _____
