



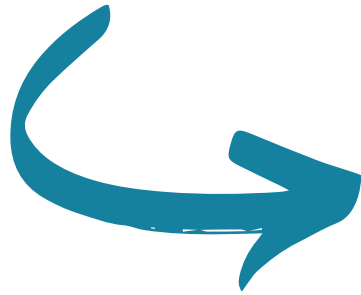
Know Yourself Brand Yourself

Personal Branding Toolkit
for Musicians

Canvas 1 Me, the Musician

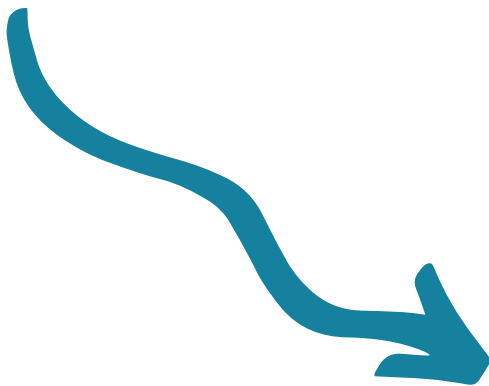


Who am I?



What do I do?

Why do I love music?



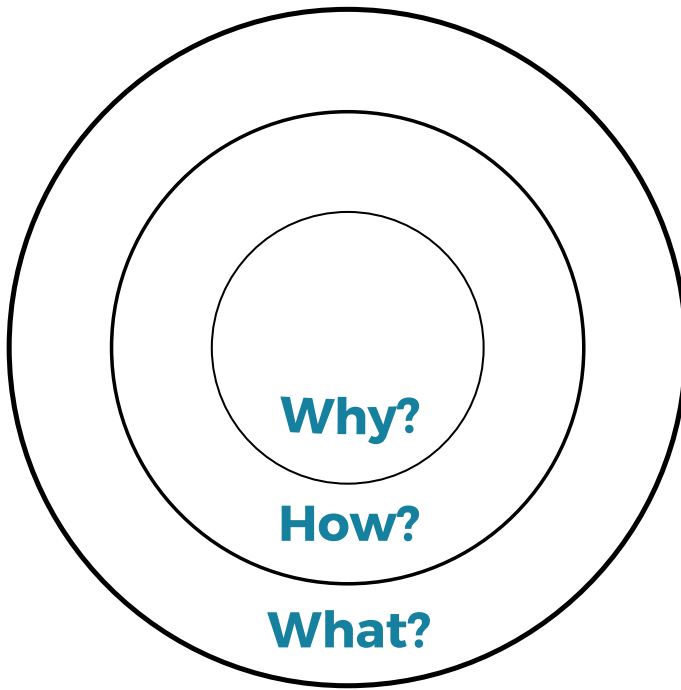
How do I like to
play music?



Where do I like to
play music?

Canvas 2 - Find your 'why'

For Concert Planning adapted from Simon Sinek 'The Golden Circle' (2009)



Why = The Purpose

1. Why are you putting on this concert?
2. Why did you choose this programme?
3. Why did you choose this venue?
4. Why do you believe your audience will come to this concert?

How = The Process

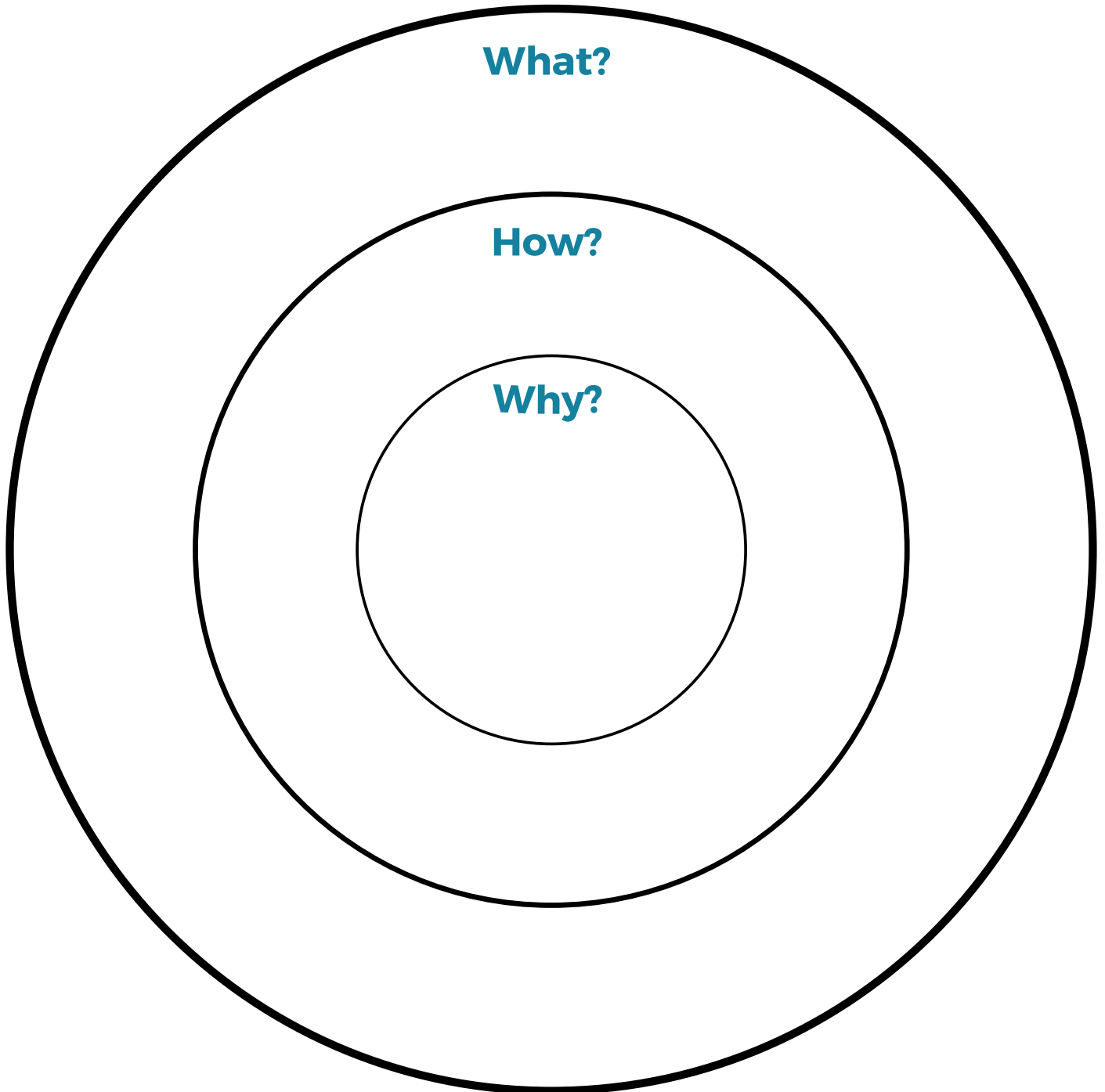
1. How will you communicate with your potential audience?
2. How will you measure your success?
3. How will you promote the concert?

What = The Result

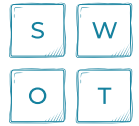
1. What do you do?
2. What are you offering to the audience?
3. What do you want the audience to experience at your concert?
4. What do you want the audience to feel/hear/say about your concert?

Canvas 2 - Find your 'why'

For Concert Planning adapted from Simon Sinek 'The Golden Circle' (2009)



Canvas 3 Personal SWOT Analysis



S - Strengths

- What strengths do you have which others do not have? This could include skills, education, connections, traits.
- What are you better at than anyone else?
- What personal resources do you have access to?
- What do other people see as your strengths?
- Which achievements are you most proud of?
- What are your core values?
- What is your Creative Manifesto?

W - Weaknesses

- What work do you usually avoid because of lack of confidence?
- What do people think your weaknesses are?
- Are you happy with your education and skills training?
- Do you have any negative work habits?
- Which of your personality traits hold you back?
- Are you lacking skills in an area of work (tech, promotion, leadership)?

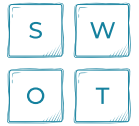
O - Opportunities

- What new technology can assist you?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Is there a need in society which no other musician is filling?
- Could you create an opportunity by offering solutions to problems?

T - Threats

- What hindrances do you currently face as a musician?
- Are any of your peers competing with you for projects or performance opportunities?
- Is your role as a musician changing?
- Can technological changes threaten you as a musician?
- Could any of your weaknesses lead to threats?

Canvas 3 Personal SWOT Analysis



S - Strengths

W - Weaknesses

O - Opportunities

T - Threats

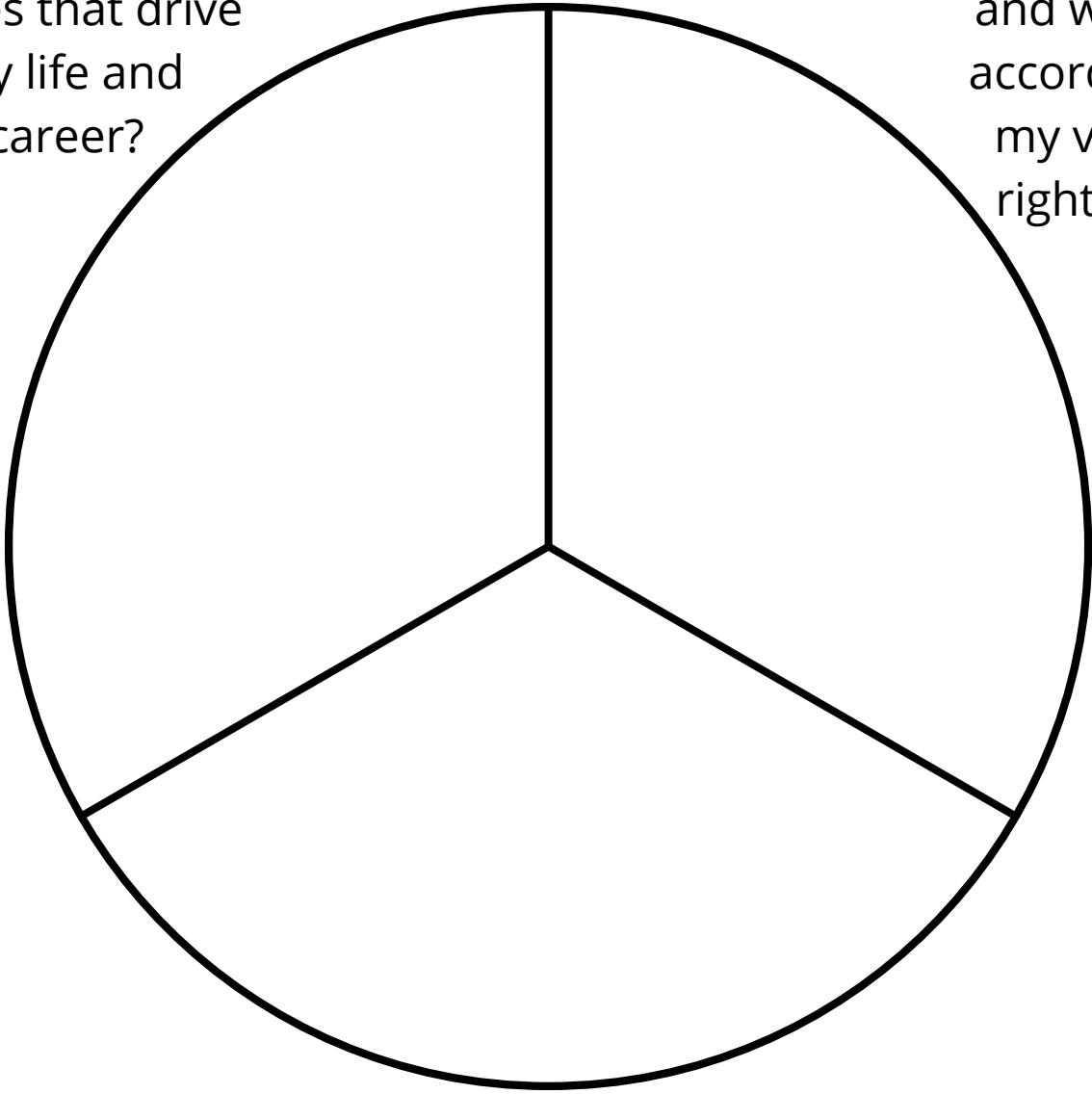


Canvas 4 Values



What are the core values that drive my life and career?

How am I living and working according to my values right now?



How can I live and work according to my values in the future?

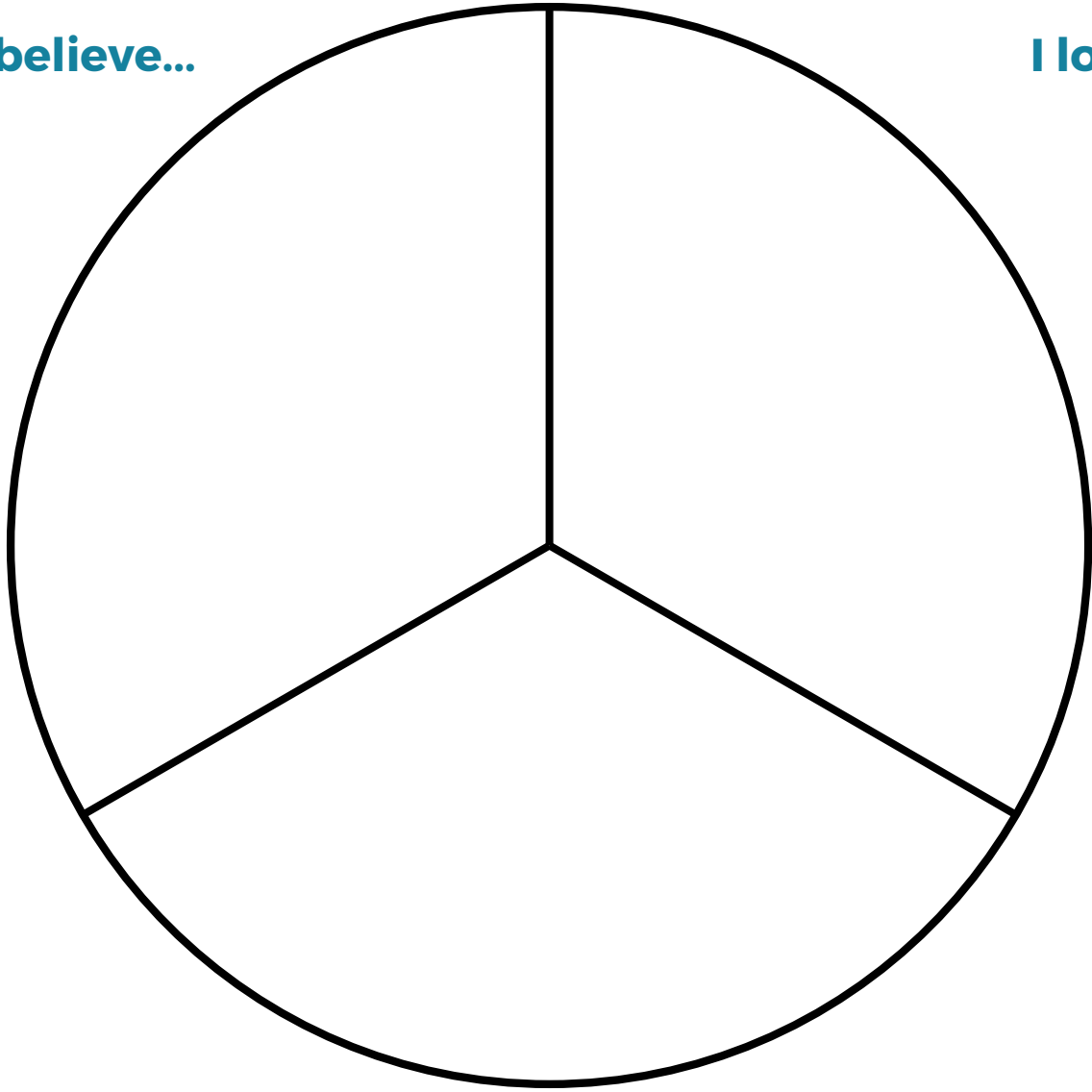


Canvas 5 Creative Manifesto



I believe...

I love...



I am committed to...



Canvas 6 Personal Branding Brainstorm



<p>What can you do? What capabilities have you? and/or know-how and skills?</p>	<p>Who are you? What makes you special to Your Audience?</p>
<p>What do you give? What are your products and/or services?</p>	<p>Why are you credible? What makes you trustworthy to your Audience?</p>
<p>Where are you competing? What is your market?</p>	<p>What do you promise to Your Audience? What kind of idea of your value should your Audience make?</p>
<p>Why you? What distinctive element do you emphasize in order to be considered by your Audience?</p>	<p>How do they know you? How do you become known by your Audience?</p>
<p>Who needs to know you? Who are the most important people to influence?</p>	<p>Who are your competitors? What kind of brand, companies, services or products are you compared to?</p>
<p>What do you need? In what activities, resources, and/or partners do you invest in order to Brand successfully?</p>	<p>What do you get? What results do you get through Branding?</p>

Canvas 6 Personal Branding Brainstorm





Canvas 7 Personal Mission Statement

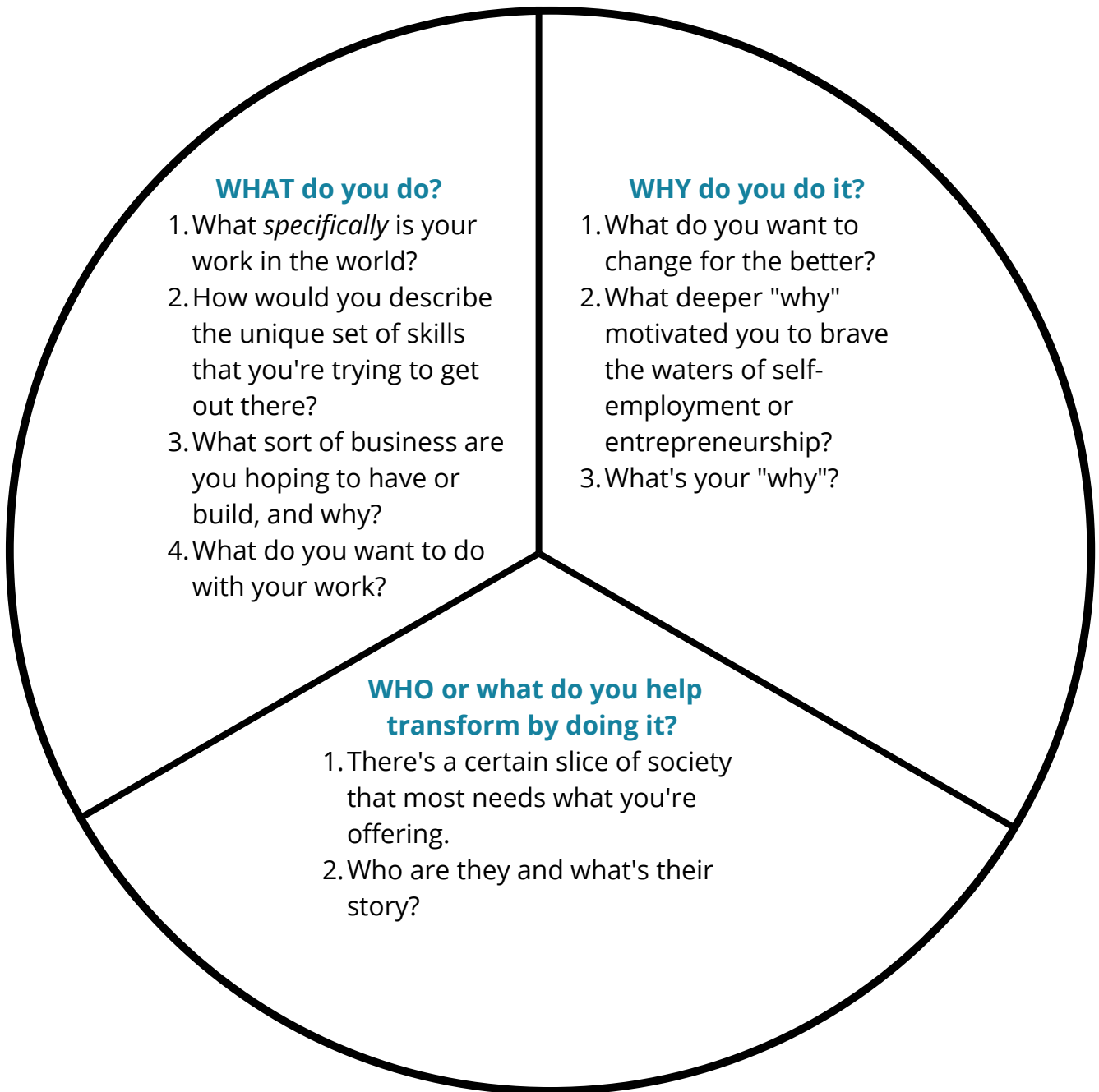
Adapted from Baumgardner, 2019



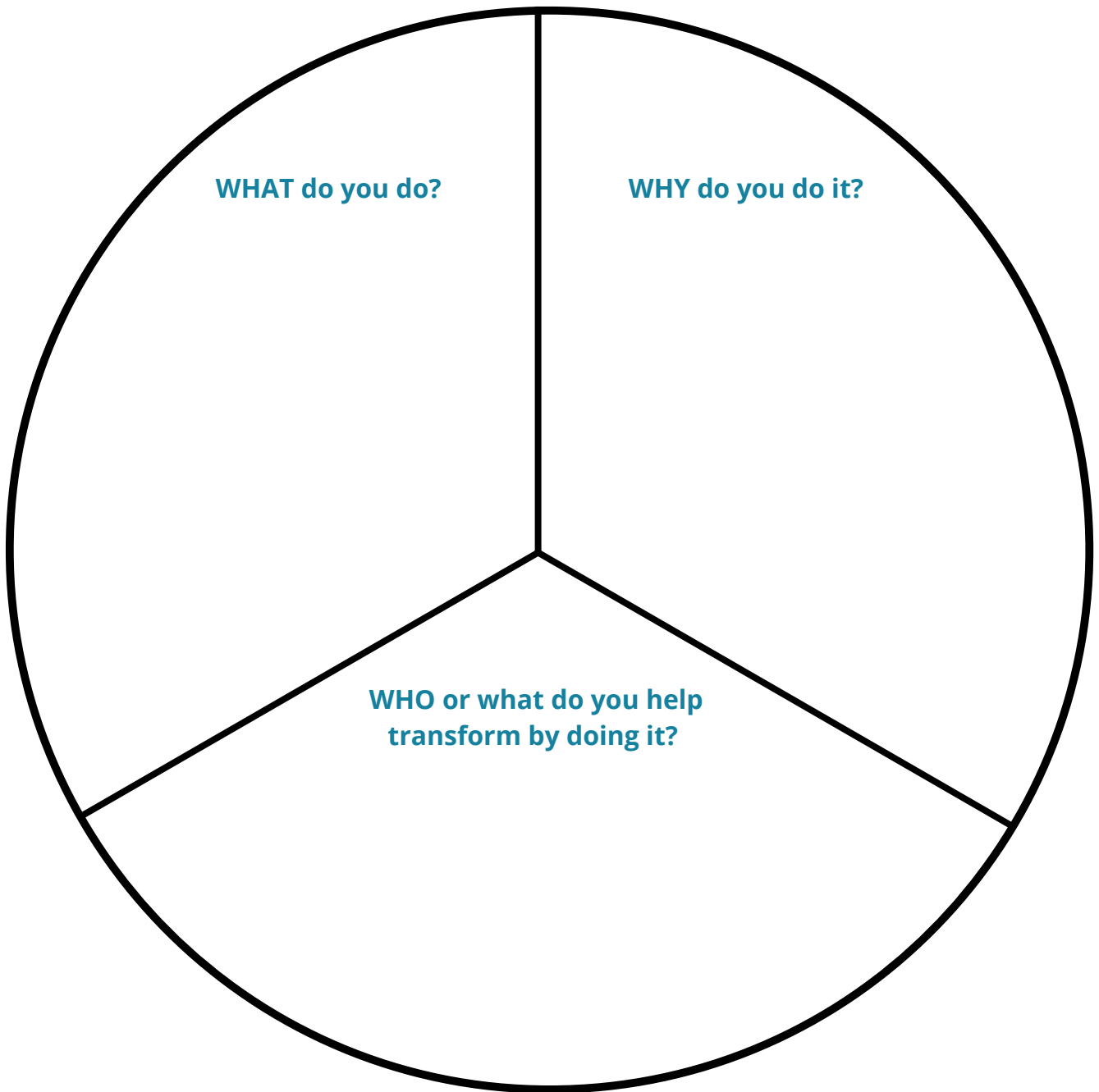
<p>1. Your skills and abilities (what you like to do)</p>	<p>2. Your personality traits</p>
<p>3. Your values, dreams and passions (why you want to do what you do)</p>	
<p>PERSONAL MISSION STATEMENT (why you want to do what you do)</p> <p>To.... (what you would like to do)</p> <p>So that.... (The impact of what you would like to do)</p>	



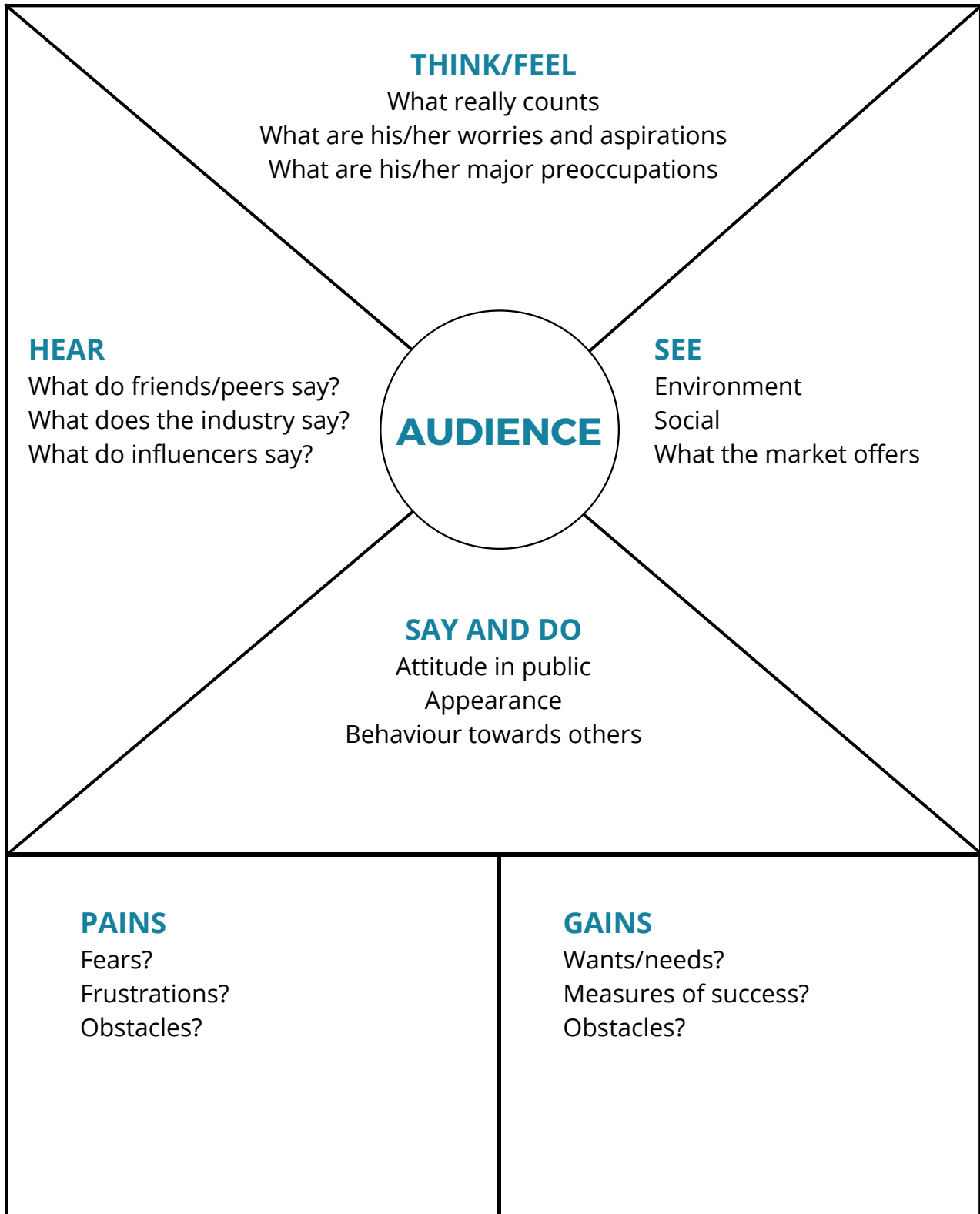
Canvas 8 'Your Brand Story'



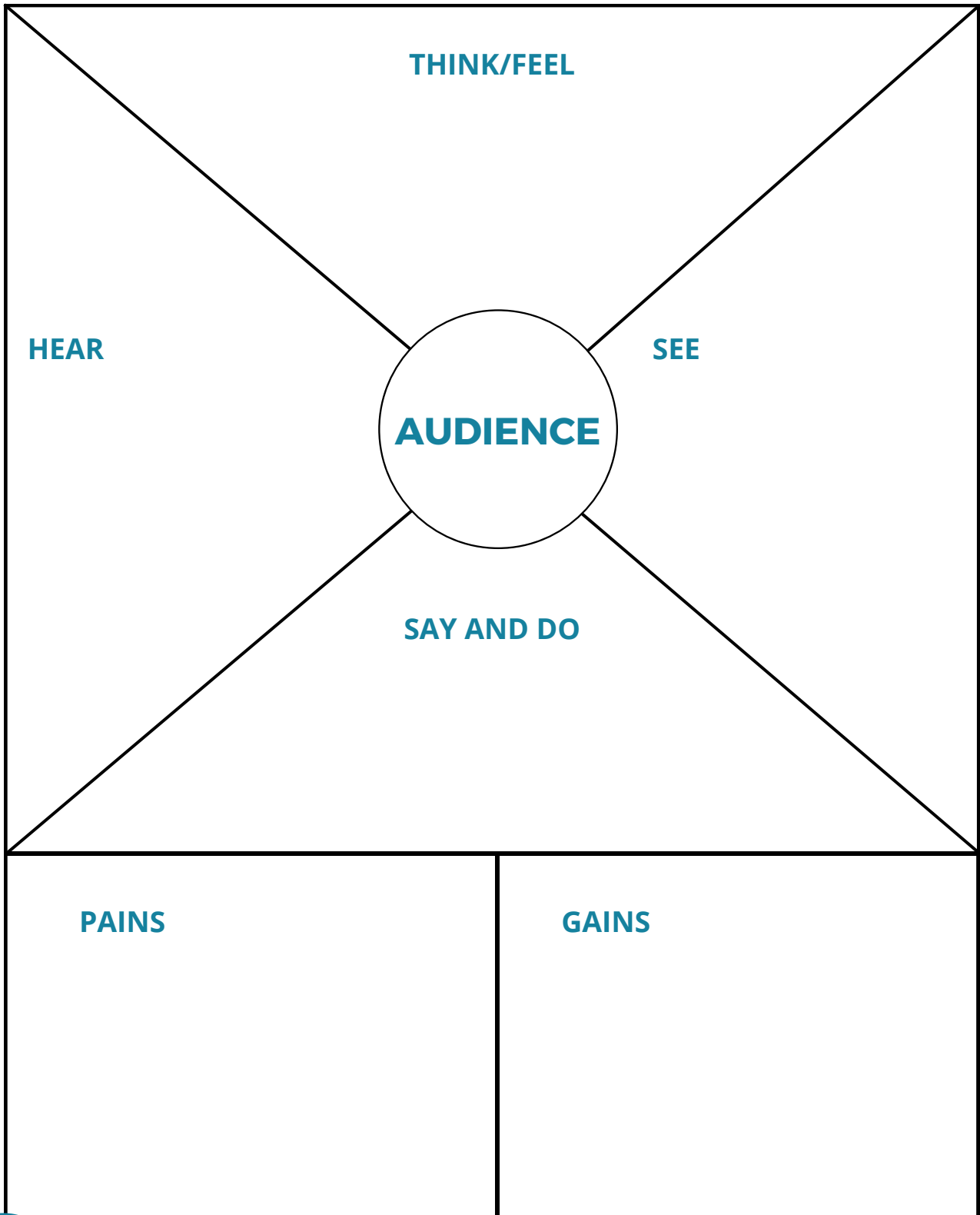
Canvas 8 'Your Brand Story'



Canvas 9 Know Your Audience



Canvas 9 Know Your Audience



Canvas 10 Personal Branding Roadmap

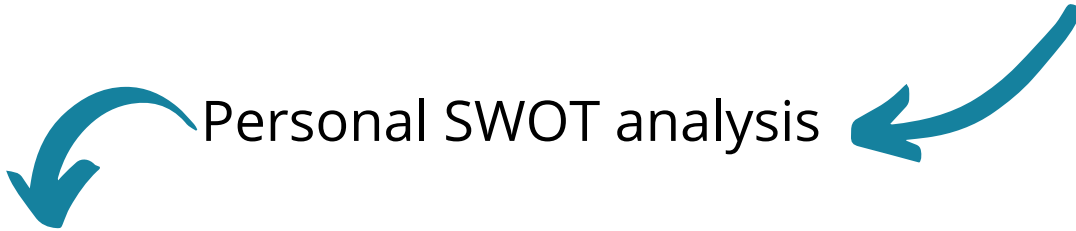
From *Brand You* to your audience = Result



Me, the musician



Find your 'Why'



Personal SWOT analysis

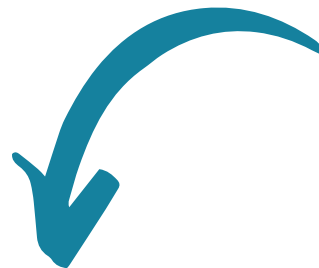
Working with your values



Personal Branding Brainstorm



Personal Mission Statement



Your Brand Story



Know Your Audience



Connect your brand story to your audience = RESULT

Notes & Scribbles



