

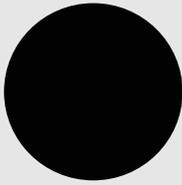


# SONIC IDENTITY WORKBOOK



WORKBOOK

WORKBOOK



TO BRANDING

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

# B

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.

# R

# A

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.

# N

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.

# D

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.

# I

# N

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.

# G

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

A grayscale illustration of a hand holding a pencil. The hand is rendered in a realistic style. The pencil is held in a tripod grip. There are two purple circular accents: one on the side of the hand where the pencil is held, and another at the wrist. The pencil has a black eraser and a black tip.

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



# BRAND DEFINITION

## 01

### YOUR CORE (P. 05)

#### Values - 06

What is important to you?

#### Strengths - 08

What makes you special?

#### Weaknesses - 09

Where can you improve?

## 02

### YOUR AUDIENCE (P. 10)

#### Audience - 11

Who is your audience?  
What are their interests,  
needs and habits?

## 03

### YOUR STRATEGY (P. 12)

#### Purpose - 13

What are your goals?

#### Mission Statement - 14

How do you want to achieve  
your goals?

## 04

### YOUR TONE OF VOICE (P. 15)

#### Tone of Voice - 16

How does your brand feel?

#### Brand Mind Map - 17

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?

01

---

02

---

03

---

04

---

05

---

# 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.

01

---

02

---

03

---

04

---

05

---

# 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.

01

---

02

---

03

---

04

---

05

---



# 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.



01

---

02

---

03

---

04

---

05

---

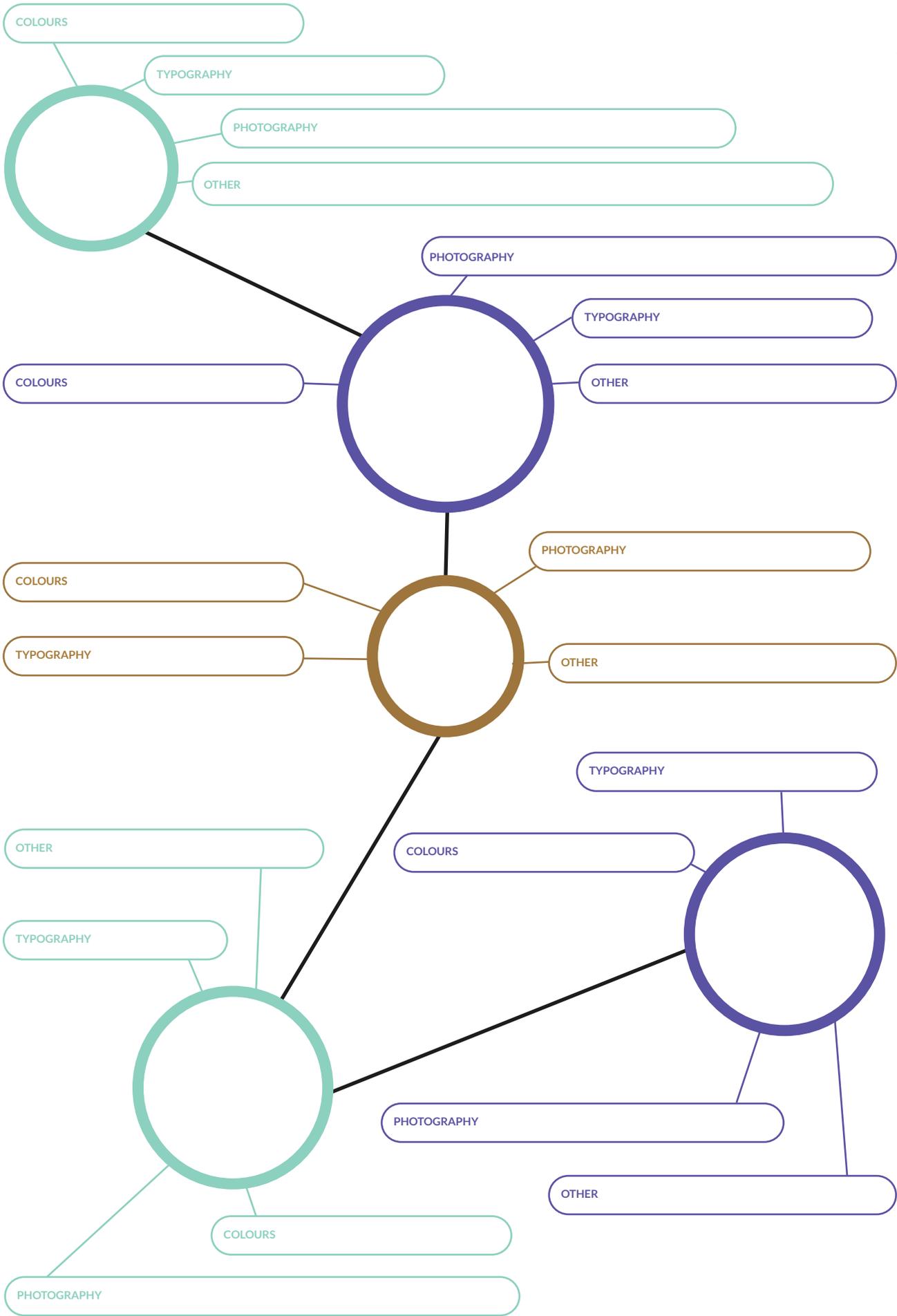
# BRAND MIND MAP

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.





YVONNEHARTMANN.COM



# MODULE 02

# BRAND ALIGN- MENT

**Aligning your actions and  
decisions to your brand.**





# BRAND ALIGNMENT

## 01

### YOUR BRAND ALIGNMENT (P. 21)

#### Aligning actions - 22

Are all your actions aligned with your brand?

#### Communicating strengths - 23

Are you telling/showing your audience what you're good at?

#### Minimizing weaknesses - 24

Are you minimizing your weak spots?

## 02

### YOUR BRAND COLOURS (P. 25)

#### Colour palette - 26

Use colour psychology and colour harmony strategically to define a harmonious brand colour palette that resonates with your tone of voice.

## 03

### YOUR BRAND TYPOGRAPHY (P. 27)

#### Primary + secondary Font - 28

Define a meaningful brand typography that resonates with your brand values and tone of voice.

## 04

### YOUR BRAND PHOTOGRAPHY (P. 29)

#### Photo directions - 30

Translate your brand values and tone of voice into a unique and purposeful photography style.



# 1. YOUR BRAND ALIGNMENT

Aligning daily business activities with brand values is essential for musicians to maintain consistency, authenticity, and integrity in their careers.

Whenever you face choices or make decisions related to your music career, consider how they align with your brand values. Ask yourself whether a particular opportunity, collaboration, or business practice reflects your core principles. Make decisions that are in line with your values, even if they may involve turning down lucrative but incompatible opportunities.

Focus on communicating your strengths to differentiate yourself from others in the industry. By highlighting your unique abilities, you can create an identity that stands out and attracts the attention of fans, collaborators, and industry professionals.

Last but not least, by minimizing your weaknesses you will allocate your resources more effectively.

# ALIGNING ACTIONS

Align your daily brand activities with your values and your goals. Make a list of all activities and areas of your daily work as an artist. Then check if each of them is aligned with your values and purpose. If they do not, define how to adjust them to better represent your brand. The following questions might help you make a start:



Are your bio, website copies and press releases aligned with your values, your purpose and your core statement?

Do your press photos and music videos represent your brand and your message or do they send a different message?

Is your lifestyle aligned with your values?

Are you collaborating with artists, labels, or other partners that share the same or similar values?

Do you support organizations that share the same values?

Does your communication create a coherent look and feel across all channels?

Does your visual identity communicate your brand values?

| ALIGNMENT AREA | VALUES                   | GOALS                    | ACTION PLAN |
|----------------|--------------------------|--------------------------|-------------|
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |
| <hr/>          | <input type="checkbox"/> | <input type="checkbox"/> | <hr/>       |

# COMMUNICATING STRENGTHS

Analyze your communication channels to check if you are telling the world what makes you an outstanding musician and artist. Make an action plan to improve your communication. The following questions might help you.



Are your top 5 strengths mentioned in your bio, on your website and social profile pages?

Are you posting content showing your strengths and skills?

Do your photos and videos foster your strengths and values?

Are you seeking opportunities and projects according to your strengths?

|    | ACTION PLAN | DEADLINE |
|----|-------------|----------|
| 01 |             |          |
| 02 |             |          |
| 03 |             |          |
| 04 |             |          |
| 05 |             |          |
| 06 |             |          |
| 07 |             |          |

# MINIMIZING WEAKNESSES

Focus on the weaknesses that keep you from achieving your goals. Minimize their impact by avoiding projects that require these weak skills or outsource them. Find opportunities to turn your weaknesses into strength, for example by additional education, the help of a coach, etc.



- Which tasks within your weak areas can you outsource?
- Who can you ask for help?
- Where do you see potential to improve?
- How can you turn a weakness into a strength?
- Why are these areas keeping you from achieving your goals?
- How can you minimize their impact?

| WEAK AREA | ACTION PLAN | DEADLINE |
|-----------|-------------|----------|
|           |             |          |
|           |             |          |
|           |             |          |
|           |             |          |
|           |             |          |
|           |             |          |

# 2. YOUR BRAND COLOURS



As a music artist, your brand colours serve as an integral part of your visual storytelling. Just like a melody or lyrics, they have the ability to evoke emotions, convey your personality, and become a signature element.

The psychology of colour plays a crucial role in shaping perceptions and influencing human behavior. Each colour carries its own symbolism and associations, and by carefully selecting your brand colours, you can communicate specific messages and create a cohesive visual language that aligns with your musical style and persona.

For example, vibrant and energetic colours like red or yellow may be ideal for artists whose music exudes passion and high intensity. Soft pastel tones, on the other hand, can evoke a sense of tranquility and dreaminess, perfect for artists with a more ethereal or introspective sound. By understanding the emotional impact of colours, you can strategically choose hues that resonate with your music and help establish a strong connection with your audience.

Note that the colour associations presented in this course are based on Western culture and can be different in other cultures.

# YOUR BRAND COLOURS

Based on your tone of voice and what you've learned about colour psychology, create your brand colour palette. Double-check the colours you have written down in your mindmap. Do these colours represent your tone of voice? If so, create your harmonic palette, (using a tool like Colors.co) and write down the respective values of the different colour spectrums (HEX, RGB + CMYK) in the list below.



**YELLOW:** joy, optimism, happiness, enthusiasm, impulsive

**BLUE:** safe, calm, reliability, competence, cold, melancholy

**GREEN:** fresh, nature, health, environment

**RED:** love, vitality, passion, energetic

**ORANGE:** fun, energy, warmth, excitement

**PINK:** sweet, young, kindness, feminine

**PURPLE:** luxury, imagination, royalty, spirituality, wisdom, power

**TURQUOISE:** harmony, creativity, generosity, diversity

**GREY:** solid, neutral, corporate, professional

**BROWN:** warmth, organic, wholesome, ruggedness

**WHITE:** purity, softness, sincerity, innocence, plain, sterile, cold

**BLACK:** Sophistication, elegance, power, mystery, serious

(Colour associations based on Western culture; note that different associations might apply in other cultures)

| 01 | HEX # | RGB | CMYK |
|----|-------|-----|------|
| 02 | HEX # | RGB | CMYK |
| 03 | HEX # | RGB | CMYK |
| 04 | HEX # | RGB | CMYK |
| 05 | HEX # | RGB | CMYK |



# 3. YOUR BRAND TYPOGRAPHY

Typography adds another visual layer to the storytelling experience. The right typography can evoke emotions, convey energy or serenity, and establish a visual language that resonates with your fans.

Consider the wide range of music genres, from pop to rock, hip-hop to classical. Each genre carries its own unique vibe and sonic characteristics. Similarly, typography can reflect and complement these sonic qualities, allowing you to visually communicate the essence of your music. Typography also plays a vital role in creating a consistent and cohesive brand image, it helps build recognition and establishes a visual identity that becomes synonymous with your music.

Bold and edgy typography may suit artists whose music is raw and rebellious, while elegant and flowing letterforms can align with artists who create soothing and melodic sounds. The typography you choose becomes a visual representation of your musical identity and can instantly convey a sense of what your music stands for.

# YOUR BRAND TYPOGRAPHY

Based on your brand values and tone of voice, choose a 1-2 typefaces that best represent your brand. Check your mindmap, what characteristics did you specify that represent best your brand in terms of typography? If it's sans serif, make a research on sans serif fonts. I recommend using google fonts as they are mostly free for personal and commercial use.

Creating harmonic typeface pairings is not easy and requires a good eye. If you're not working with a graphic designer it is preferable to start with one serif or sans serif typeface to keep things simple and not overload your communication. You can always hierarchize your designs with the different styles/fonts of the selected typeface.

If you think you need to define two typefaces for your brand, make sure you have at least one sans serif font in your brand typography. **Never pair two different serif or display fonts.**

Assign different **roles** to your primary and secondary typeface/font. For example: Primary typeface/font for headlines, secondary typeface for body copy, taglines, etc.



01  
TYPE  
FACE

---

Fonts / Styles: \_\_\_\_\_ Roles: \_\_\_\_\_

02  
TYPE  
FACE

---

Fonts / Styles: \_\_\_\_\_ Roles: \_\_\_\_\_



# 4. YOUR BRAND PHOTOGRAPHY

In an industry driven by visual storytelling and personal connection, photography emerges as a powerful medium that allows musicians to convey their unique essence, capture emotions, and engage with their audience on a deeper level.

Photography serves as a window into your world as an artist, offering a glimpse into your personality, style, and musical journey. Through carefully crafted and curated images, you can create a visual narrative that complements and enhances your music, leaving a lasting impression on your fans.

The images captured through photography can evoke emotions, tell stories, and showcase the your authenticity. They can capture the energy and passion of a live performance, the introspection and vulnerability of a studio session, or the essence of a specific musical g

# YOUR BRAND PHOTOGRAPHY

Based on the photo techniques you've learned, think about 1-3 directions to translate your brand values and tone of voice into your photo and video content.



What compositions, light, effects, mood and locations represent best your brand? Visualize your thoughts with a moodboard of references that capture the directions.

If your budget allows to work with a professionals, make a research on photographers / videographers with the artistic style you're looking for and contact them to get a quotation.

What type of photos communicate well your strengths? (live photos, BTS photos of show or in music studio, collaborating with others, ...)

How can you reflect your brand in the composition? (think of angles, negative space, diagonals, ...)

What kind of lighting fits best to your tone of voice? (soft vs hard light, low vs high key, contrast, silhouettes, ...)

Which colours represent your tone of voice?

Can you amplify your brand with certain effects? (double exposure, fisheye, grain, filters, ...)

What kind of props might be helpful?

What kind of locations work best to represent your brand?

01

---

Composition: \_\_\_\_\_

Props: \_\_\_\_\_

Lighting: \_\_\_\_\_

Colours: \_\_\_\_\_

Locations: \_\_\_\_\_

Mood: \_\_\_\_\_

Photographers: \_\_\_\_\_

Videographers: \_\_\_\_\_



# 02

---

Composition: \_\_\_\_\_ Props: \_\_\_\_\_

Lighting: \_\_\_\_\_ Colours: \_\_\_\_\_

Locations: \_\_\_\_\_ Mood: \_\_\_\_\_

Photographers: \_\_\_\_\_

Videographers: \_\_\_\_\_

# 03

---

Composition: \_\_\_\_\_ Props: \_\_\_\_\_

Lighting: \_\_\_\_\_ Colours: \_\_\_\_\_

Locations: \_\_\_\_\_ Mood: \_\_\_\_\_

Photographers: \_\_\_\_\_

Videographers: \_\_\_\_\_



MODULE **03**

**BRAND  
BUILDING**



**Growing your brand  
through visual storytelling.**



# BRAND BUILDING

## 01

### YOUR STORY (P. 34)

#### WHY? - 35

Find your why, the story around your music.

## 02

### YOUR MICRO-STORIES (P. 36)

#### HOW? - 37

How can you tell your story? Brainstorm different micro-stories.

## 03

### YOUR CHANNELS (P. 40)

#### WHERE? - 41

Where do you want to tell your story? Define your communication channels.

## 04

### YOUR ASSETS (P. 43)

#### WHAT? - 44

What kind of assets do you need to tell your story?

## 05

### YOUR TEAM (P. 45)

#### WHO? - 46

Who is going to create all the campaign assets? Assign your creative team.

## 06

### YOUR RESOURCES (P. 47)

#### HOW MUCH? - 48

Plan and manage time and financial resources..



# 1. YOUR STORY

As a music artist, mastering the art of storytelling can elevate your work to new heights, enabling you to captivate your audience.

One of the key aspects of storytelling in music is authenticity. Your personal experiences, emotions, and perspectives are the building blocks of your unique story. By embracing your truth and sharing it through your music, you create a genuine connection with your audience. They can relate to your vulnerability, find solace in your struggles, and celebrate your triumphs. Authentic storytelling allows your listeners to see themselves reflected in your art, forging a deep bond that goes beyond the surface.

Everyone has a story to tell, in the next chapter you will find yours.

# YOUR STORY

Find 1-3 stories/topics you can tell with your release (for example: independence, loss, equality, ...). If you haven't found your story yet, get inspired by the examples mentioned in the course.



## MUSIC:

Topics outlined in your album / EP. Emotions and feelings you experienced while writing the album / EP. Experiences and events have you processed. Message you want to send with your music. Anything special to tell about the production process. People involved in the production. Special connections.

## INTERESTS / NEEDS:

Topics and concerns that move you as a person and as an artist.

## YOUR AUDIENCE

Topics and concerns that move your audience. External and internal problems they might want to solve.

## YOUR USP

Your strengths. What makes you special / stand out.

01

---

02

---

03

---

Write the 1-3 stories into the circles of the mindmap on page 39.



# 1. YOUR MICRO- STORY

Storytelling enables you to provide context to your art. It allows you to share the inspiration behind your songs, the meaning infused in your lyrics, and the vision that drives your creative process. By giving your audience a glimpse into your creative world, you invite them to become active participants, interpreting and unraveling the layers of your story, finding their own meaning within the melodies.

The art of authentic storytelling is finding ways to tell your story / stories over and over again in different ways and on many different levels and with the help of visual elements like colours, materials, graphics, photography, text, video, as well as specific activities, collaborations, locations, etc.

# YOUR MICRO-STORIES

For each of your stories, find 1-3 methods to tell this story within your release campaign.



Think out of the box. What could be interesting for this particular release in terms of:

- media
- assets
- PR + promo activities
- material
- collaborations
- locations
- graphic design (colours, typography, visuals)
- photos / videos
- actions

01 STORY

YVONNEHARTMANN.COM

---

---

---

---

---

---

---

---

STORY  
02



---

---

---

---

---

---

---

---

STORY  
03

YVONNEHARTMANN.COM

---

---

---

---

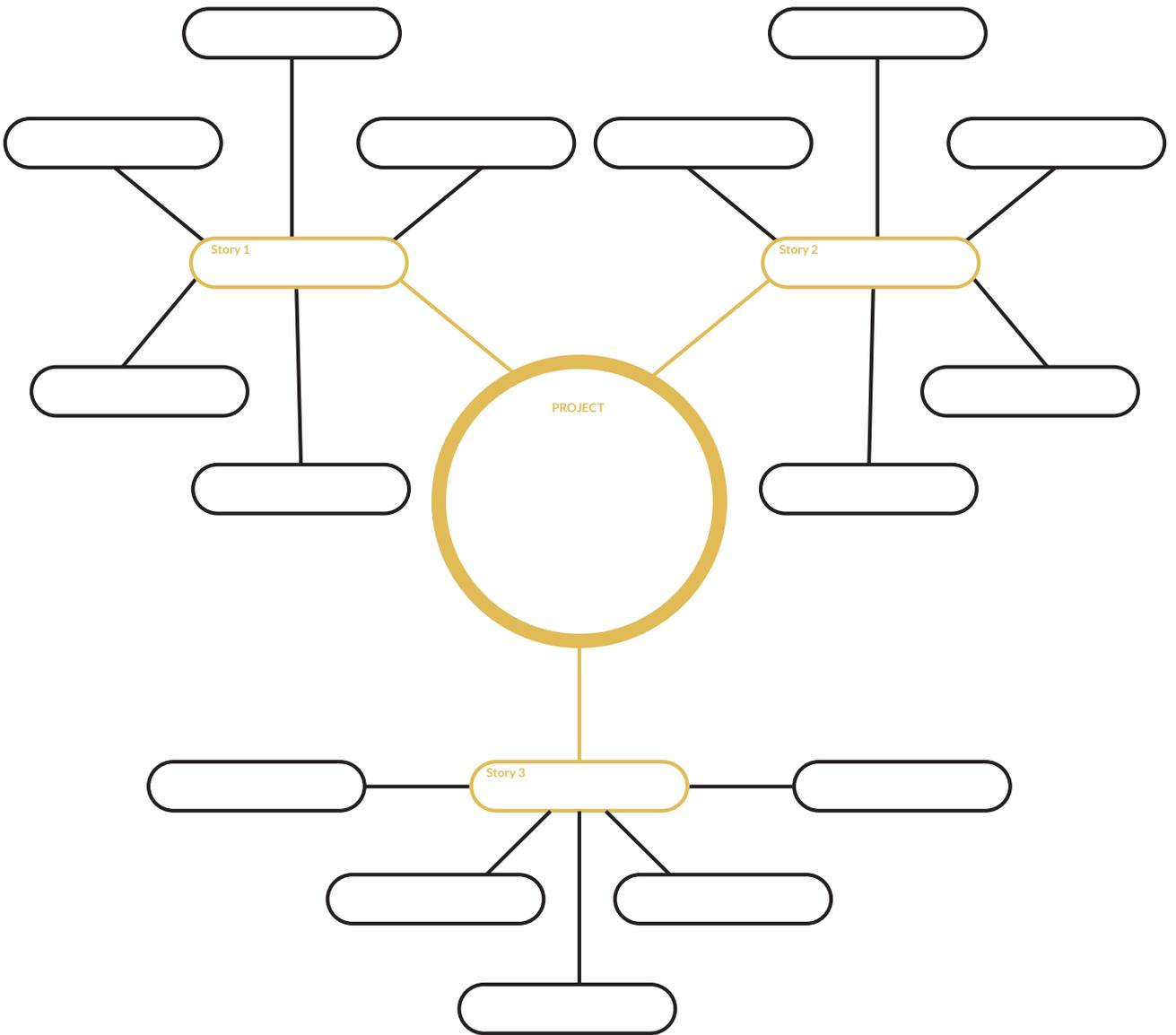
---

---

---

---

Write these ideas on the according level of your story mindmap on the next page.



YVONNEHARTMANN.COM



# 3. YOUR CHANNELS

Selecting the appropriate communication channels allows you to target your desired audience effectively. Different platforms cater to specific demographics and user behaviors. Understanding the preferences and habits of your target audience enables you to strategically choose the channels where they are most likely to be present. This focused approach ensures that your message reaches the right ears, maximizing the impact of your communication efforts.

Furthermore, different communication channels offer unique features and formats that can enhance your storytelling as a music artist. By leveraging the strengths of each channel, you can create a multi-dimensional experience for your listeners, bringing your story to life through various mediums.

# YOUR CHANNELS

Find out which communication channels (online and offline) are best to reach your audience.

Make a list of the corresponding dimensions / formats.

You can find some social media formats here:

<https://www.pixx.io/blog/social-media-bildgroessen>



CHANNEL / MEDIUM

FORMAT

DIMENSIONS

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |





# 4. YOUR ASSETS

In the complex dance between creativity and promotion, the significance of a cohesive campaign cannot be overstated. A well-crafted music release campaign ensures that every asset plays a distinctive role in telling the overarching story.

From the captivating visuals of album artwork to the rhythmic cadence of teaser trailers, from lyric videos to social media posts—each asset is a note in the composition. This not only builds anticipation but also immerses the audience in an experiential journey, where every element contributes to the immersive storytelling of the album.

# YOUR ASSETS

Make a list of campaign assets. How can you tell your story like a red line throughout the entire release campaign?

Prioritise the assets.



| ASSET                        | YES/NO                   | NOTES |
|------------------------------|--------------------------|-------|
| Cover Artwork                | <input type="checkbox"/> | _____ |
| Vinyl / CD                   | <input type="checkbox"/> | _____ |
| Press Shots                  | <input type="checkbox"/> | _____ |
| Music Videos                 | <input type="checkbox"/> | _____ |
| Spotify Canvas               | <input type="checkbox"/> | _____ |
| Newsletter                   | <input type="checkbox"/> | _____ |
| Print (Posters, Flyers, ...) | <input type="checkbox"/> | _____ |
| Merch                        | <input type="checkbox"/> | _____ |
| Social Media                 | <input type="checkbox"/> | _____ |
| Others: _____                | <input type="checkbox"/> | _____ |



# 5. YOUR TEAM

Armed with creative autonomy and a hands-on approach, as a DIY artist you navigate the intricacies of production, promotion, and every nuanced detail of the campaign. It's a process that fosters self-discovery and creative expression.

On the flip side, the collaborative approach involves curating a team of professionals—each a specialist in their area. From graphic designers to social media managers, publicists to video directors, the team embodies a collective force that elevates the release to new heights. The synergy of diverse talents creates a professional and comprehensive campaign, but it also demands a certain level of relinquishing control in favor of shared expertise.

And finally, budget and time resources are two factors to consider when allocating the different tasks to either yourself or a professional team.

In this section you will assign the different assets to your team and find professionals that resonate with your brand and are suitable for your campaign.

# YOUR TEAM

Review your list of campaign assets. Assign each task to either yourself, a person of your team (if applicable) or mark as "TBD".



Ask yourself the following questions:

Regarding the tasks you assigned to yourself, do you really have the resources to do these tasks (time, skills,...)?

Which tasks have to be outsourced and why?

Do you know people in your network that would be appropriate for these tasks?

Are the assigned people appropriate for these tasks in terms of creative style, skills, experience, etc.?

| TASK / ASSET | DIY                      | TEAM                     | NOTES / POTENTIAL CANDIDATES |
|--------------|--------------------------|--------------------------|------------------------------|
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |
|              | <input type="checkbox"/> | <input type="checkbox"/> |                              |



# 6. YOUR RESSOURCES

Time and budget management orchestrate the harmony between creativity and strategic planning.

In this complex and dynamic landscape, where attention is a scarce commodity and trends evolve at a rapid pace, a strategic allocation is essential for the success of a campaign.

**Time management** is crucial for a successful music release, especially if the campaign includes print material such vinyl, posters or merch. Ideally, planning for the visual and promotional side of your release starts at least six months before the release date to ensure all aspects of the project are well-coordinated and executed in a timely manner.

Similarly, **budget** resources, whether modest or substantial, become the fuel propelling your release forward, necessitating a thoughtful distribution across various elements.

# TIME MANAGEMENT

**Schedule your release. Speak to all stakeholders involved in the campaign (creatives, suppliers, etc.) and make sure they can meet their deadlines.**



This time management plan is focussed on the visual campaign assets and should be integrated into your global campaign schedule. It gives you a rough guideline for timings, including a buffer for unexpected delays.

|  | Deadline | Done                     | Notes |
|--|----------|--------------------------|-------|
| <b>Find team, get quotes...</b><br>(print release: x-7 months)<br>(online release: x-4 months) | _____    | <input type="checkbox"/> | _____ |
| <b>Brief cover artwork</b><br>(print release: x-6 months)<br>(online release: x-3 months)      | _____    | <input type="checkbox"/> | _____ |
| <b>Brief music video</b> (x-8-12 weeks)  | _____    | <input type="checkbox"/> | _____ |
| <b>Brief graphic material</b><br>(print release: x-12 weeks)<br>(online release: x-8 weeks)    | _____    | <input type="checkbox"/> | _____ |
| <b>Order print material (posters, merch, ...)</b><br>(x-8 weeks)                               | _____    | <input type="checkbox"/> | _____ |
| <b>Final assets</b> (x-2 weeks)  | _____    | <input type="checkbox"/> | _____ |
| <b>Upload all assets</b> (x-1 week)  | _____    | <input type="checkbox"/> | _____ |
| <b>Release date</b> (x)  | _____    | <input type="checkbox"/> | _____ |

# BUDGET MANAGEMENT

Allocate your budget. Depending on your previous prioritization of the assets that are most suitable for your release try to split your global marketing accordingly. Focus on quality, not quantity.



|   | Yes / No                 | %   | €/\$/£/... |
|---|--------------------------|-----|------------|
| <b>Total budget for visual assets</b>   |                          | 100 |            |
| Cover artwork   | <input type="checkbox"/> |     |            |
| Press photos  | <input type="checkbox"/> |     |            |
| Music videos, Spotify canvas  | <input type="checkbox"/> |     |            |
| Vinyl / CD packaging<br>(graphic design + production costs)                               | <input type="checkbox"/> |     |            |
| Print material like flyers, posters, stickers,<br>... (graphic design + production costs) | <input type="checkbox"/> |     |            |
| Merch   | <input type="checkbox"/> |     |            |
| Social Media Assets   | <input type="checkbox"/> |     |            |
| Others: _____   | <input type="checkbox"/> |     |            |



Keep it simple and clear.

Take your time! Don't start implementing your brand until you're not 100% confident with its definition.

S

Make sure people you work with understand and respect your brand.

Be inspired by your idols and competitors, but don't copy them!

U

The goal is not to invent something that doesn't exist like some sort of fake identity, but to bring your own personality to the surface and make it tangible, creating an experience that your audience resonates with.

Your values and goals can change over the years, so expect your brand identity to evolve with them, just as your music does.

M

Don't dismiss branding as some sort of useless exercise. Actually it is quite the opposite - it is a tool to translate the energy of your music into other areas of your business.

E

YVONNEHARTMANN.COM



**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](mailto:contact@yvonnehartmann.com).