

# ARTIST BRANDING PLAYBOOK

## A REFLECTIVE GUIDE **TO HELP YOU**

Define your artistic identity,  
aesthetic, and direction.

## FOUR STEPS OF **ARTIST BRANDING**

Check out our accompanying  
YouTube video [HERE](#). Learn  
the four steps of artist  
branding:

- Identifying your audience
- Identifying your brand
- Using your brand
- Consistency



## HOW TO USE **THIS GUIDE**

This PlayBook is your space to reflect on who you are as an artist and how you want to show up in the world. Use it to clarify your story, your sound, and how your brand connects with others. There are no wrong answers – only authentic ones.

You can fill it out on your own or book a coaching session to work through it with us. We invite you to explore our 1:1 coaching to help you develop artistic voice, visual branding, release strategy, audience growth and much more.

Book a free coaching introduction session now: [www.theartistguides.net](http://www.theartistguides.net)

## **MAKE YOUR VISION A REALITY TODAY**

# WHY BRANDING MATTERS FOR ARTISTS

**DEVELOPING YOUR OWN BRANDING GUIDELINES ARE VITAL TO BUILDING AN AUDIENCE.**

Your music is your soul – your brand is the bridge that brings others into your world. In a saturated music industry, branding helps you stand out and stay true. It builds recognition, helps fans remember and relate to you, and gives your career direction.

A clear brand makes it easier for the right audience to find and love you. It also gives your content, visuals, and campaigns focus.

## **MUSIC → BRAND → AUDIENCE → FANBASE**



### **YOUR MUSIC IS THE CORE**

From there, your brand gives it context and style. That brand resonates with an audience. And when the connection deepens – fans are born.

### **MUSIC SPARKS EMOTION**

- Brand makes that emotion visible and shareable
- Audience responds to that message
- Fanbase forms when people feel seen, inspired, or understood

Want guidance developing a fanbase? Our audience-building coaching covers this in depth.

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**MAKE YOUR VISION  
A REALITY TODAY**

## 1. ARTIST VISION

How do you see your future self as an artist?

What are your key talents?

How might others describe you and your work?

How do you want to behave and present yourself publicly?

## 2. VALUES & MISSION

What are you hoping to achieve with your music, both personally and for your audience?

What values are at the heart of your work?

What experience or transformation are you offering your fans?

### 3. ARTISTIC VOICE

Describe your artistry in emotional terms

What themes or messages run through your music?

How would you describe your personal attitude and perspective as an artist?

#### 4. SONIC IDENTITY

How would you describe your sound to someone who's never heard you before?

Who are your key influences?

What genres, instrumentation, arrangements, rhythms, or tones define your music?

## 5. LIVE SHOWS & PERFORMANCE VISION

How do you currently perform live?

What concepts or ideas would shape your future stage shows?

How would your visuals, energy, and audience interaction evolve as you grow?

## 6. YOUR STORY

What's your background and personal journey to becoming an artist?

What key experiences and moments led to where you are now artistically?

What's the emotional arc or thread that ties your story together?

## 7. STYLE & IMAGE

How do you dress and present yourself visually?

Are there elements of your look that reflect your sound or message?

What statement do you want your image to make before people hear your music?

## 8. DESIGN, CONTENT, & AESTHETIC

What kind of visuals are you drawn to (photography, cover art, content)?

What stylistic references, moods, or artists influence your content?

Are there rules you follow to create a consistent aesthetic?

## 9. COLOURS, FONTS, & DESIGN DETAILS

What colours, fonts, and design features do you associate with your brand?

If working with a designer, photographer or director, how would you summarise your Branding PlayBook to explain your brand?

Do you have moodboards or visual references? Provide links:

## 10. NEXT STEPS & BRANDING GOALS

What 3 branding actions will you take in the next month?

What tools or support do you need to get there?

### FINAL TIP

**BRANDING ISN'T ABOUT  
PACKAGING, IT'S ABOUT  
PRESENCE!**

The more you understand  
yourself, the more your  
audience will too.

We're here to help you  
articulate your long-term  
vision, develop clarity and  
apply it with purpose.

We've coached thousands of artists  
just like you and understand your  
real-world challenges.



We provide unrivalled, expert coaching to  
help you develop your music, manage  
release campaigns, grow your fanbase,  
monetize your art, and understand the  
music business.

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