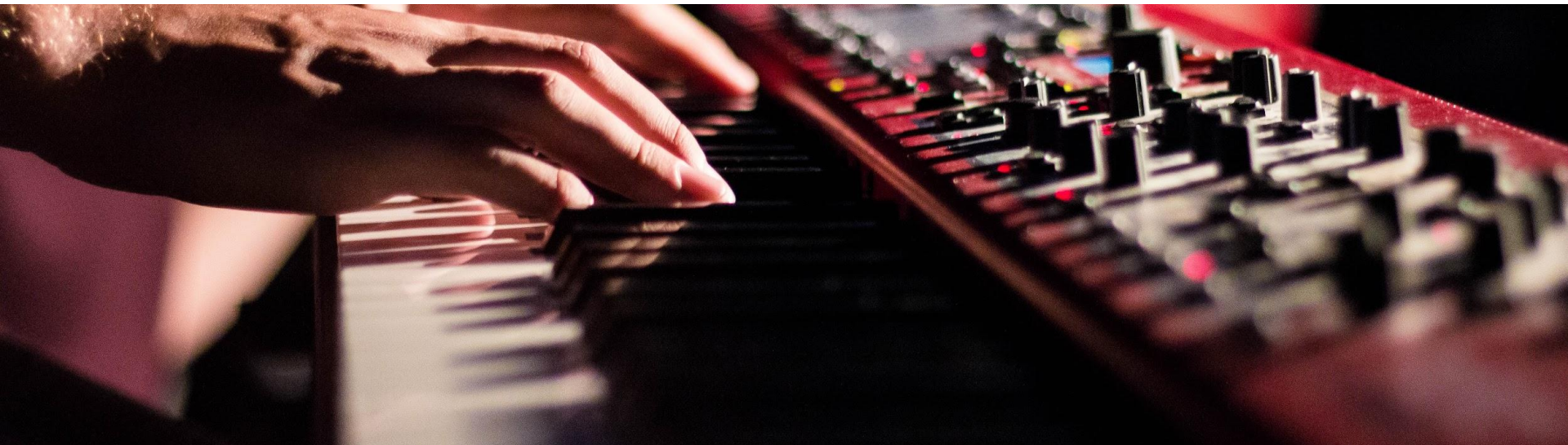


# Music Branding & Marketing Strategy Guide / WORKSHEETS

How to get fans & start making money with your music.



# Identify your goals /

- What do you want out of this?
- Fame, money, impact, a good living?
- Define long and short term actionable goals.
- Break them down into smaller chunks of activities.



# Your Goals /

State your long-term goals (within 5 yrs)

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What would you like to accomplish in the mid-term? (2-3 yrs)

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What would you like to achieve in the short-term? (within 1 yr)

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# Standing Out /

- Do you follow the popular crowd?
- Who relates to you?
- Find your space
- Define your brand



# Your Brand Values /

What I stand for

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Why I do music

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Who I'm for

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# Who Are Your Fans /

Being able to related to their lives is what will help you and your music to resonate and connect with them at deeper level.

- What do they like?
- Why would they care?



# Ideal Fans Profile /

Gender % /Age Group/Location/Culture

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Music Needs/Taste

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Other Info

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