

## **BUILD YOUR BRAND: HOW TO TELL YOUR STORY**

### **6-Week Program**

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#### **Overview**

Now more than ever, musicians, songwriters, and music entrepreneurs must know how to connect with an audience not only with sound, but with visual content and a unique story. At times, an artist's image is every bit as meaningful as their musical catalogue. This class will explore how to **BUILD YOUR BRAND** as an artist and/or artist manager!

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#### **What will I learn on the Course?**

- How to identify and establish the core values of your brand.
  - How to name your project and create specialized content relating to it, including social media pages and a bio.
  - How to create a brand logo and style guide.
  - How to create visuals that align with your brand.
  - How to create and distribute content.
  - How to tell your story through traditional and social media.
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#### **Instructor**

Ramona Caldwell is a motivated and experienced booking agent and concert promoter from Detroit. Currently she is a booking agent at Atomic Music Group and is the owner of her own booking agency, Black Iris Booking. She has worked with artists such as My Chemical Romance, Taking Back Sunday, and Dashboard Confessional. Ramona will offer professional insight from her experiences of booking big acts, tours, and will guide you down the right path of artists branding and marketing.

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#### **Important Information**

**COST:** \$149

**DURATION:** 7pm - 9pm, every Tuesday for 6 weeks

**LOCATION:** DIME Detroit Campus, 1265 Griswold Street, 48226

## COURSE OUTLINE

Week	Description
1	<b>Establishing Your Core Values</b> What is in the heart of your project that drives the business forward? Identifying those deep, intrinsic values can help create the rest of the brand. This class will focus on how to name and illustrate the things most important to you as a business owner.
2	<b>Naming Your Project and Writing a Bio</b> Using the core values identified in the last class as a guide, we will discuss naming your project, writing an initial bio, and creating social media pages. The skeleton of the brand and the bio will guide logo and content creation.
3	<b>Developing a Logo and Style Guide</b> Creating a logo and style guide can facilitate other decisions, like merch, album art, and website. This week, we will talk about how to create a logo with longevity, what to include in a style guide, and what resources are available to make it easier.
4	<b>Photos, Videos and Other Visuals</b> Once a style guide is created, a range of other content will follow. How can we be sure that the new content fits the guide? In this class we will discuss creating visuals that align with your brand.
5	<b>Creating Other Content</b> Merch, posters, podcasts, books, movies – these days, the content possibilities are endless. What content fits best with your brand, and how will you distribute it?
6	<b>Telling Your Story on Social and Traditional Media</b> Now that we have the entire brand developed, what are the best ways to spread the word? Traditional media – TV, Radio, Magazines – still come into play. Do these need to be approached differently than an Instagram story? How can we create content that all aligns? This week, we will wrap everything up in a nice branding package and will be ready to present it to the world!

