



## PODCAST #31 – SHOW NOTES

### YOUR ARTIST BRAND

#### Hey creatives!

You're listening to **Podcast #31 of the Coffee With Camilla** podcast where we will discuss the music industry.

I'm your host Camilla Kleindienst of Banner Music in Nashville TN

If I asked you to describe who you are as an artist, can you tell me in a sentence or two? What you are describing is your "BRAND".

Developing your brand as an artist comes easier to some artists than others. Some might say, if its authentic, it comes easy and if it isn't instinctual and easily obtained, the artist brand is manufactured and not authentic which won't hold up in time.

My perspective is that there is some truth to that position but I don't like to come of too judgmental. My perspective is we can analyze artists and their brand all day long and we don't know for sure if its manufactured or not. Not really. If we, as the public and listeners become a fan of the artist, we somehow are convinced they are who we think they are as a brand. And that's all the artist can hope for.

If you think about music artists in our history, most if not all of them, grew up and developed in a time where there were not as many distractions and options as artists today are involved in.

In other words, most if not all rock bands we all know and love who became household names simply started making music in their garage and playing dive clubs because it was all there was to do. They developed "naturally" through those efforts. So you can argue that they weren't manufactured in their brand because their plugging away at their music and sound and image all came together naturally. But if you watch the "Behind The Scenes" films about their bands, their

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managers and record labels saw the direction the band was headed and convinced them to take it to the next level (which would be “manufactured”).

But every artist has a brand, even if the brand has no direction and is a mess....that is who they are and that is their brand. But that “mess” won’t help them work toward a major household name notoriety. And arguably within business side of music will say the artist has NO BRAND.

So if you are working toward major stardom or major artist level career, having a solid brand is paramount. It is a major priority for you.

Here are some basics in developing your brand:

- Is there a common thread throughout your music?
  - Specific production sounds or arrangements
  - Similar vocal style/arrangements
- Does your lyrical content have a commonality?
- If your music is played on terrestrial radio what artist would play before and after your songs. If there are too many genres involved, I would say you are too broad in your music.
- Can you identify hard ticket buyers? This is your music demographic

I have only discussed your artist brand connection to your music. As an artist there is also the connection between your music and your image, artwork and social media content. It’s all tied together.

Thank you for listening to Podcast #31 *“Your Artist Brand”*. I hope that this information helps you as you develop your artist brand.

Please don’t forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

Look for show notes on my website: **CoffeeWithCamilla.com**

We’ll talk again soon! Stay Creative!