

Artist Name

It is time to come up with the name of your brand or, in your case, your artist name. It's important not to overthink this. Everything is wired until it's not! If you already have an artist name, you might want to skip this chapter.

- Start writing down a few options that come to mind.
- Ask for feedback from other people.
- Check the internet if all web pages / social media channels are still available.
- Check if it's easy for people to say and write.

Since many people tend to overthink this, I would like to highlight this again; everything is wired until it's not. This means everything you come up with sounds wired in the beginning because it's new. People don't like new things because they cause change, and they don't like change; it takes them out of their comfort zone, which is not what most people want. Do you think the name 'Apple' didn't sound weird when they started the company? A name grows on you along the way. It's not about the name; it's about what the name represents. Artists also tend to tweak their names to make them sound more excited. A few examples:

Thijs > Tiësto
Martijn Garritsen > Martin Garrix
Willem & Ward > W&W
Alessandro > Alesso

So don't overthink it!