

Visualization

Congratulations! You now know your core values, and that will help you a long way in your career. Now it is time to think about the visualization of your brand. As I told you earlier, a fan needs to get a certain feeling with your band, but they also need to recognize it. That is where visualization comes in.

Let's take Nike as an example again. You get a certain feeling when you buy Nikes, but at the same time, you recognize the swoosh because of the logo. That logo represents the brand Nike. How are you going to visualize your brand in images, photos, and videos? When you start thinking about your brand, you also think about your identity. Your identity consists of a few things, such as Artist Name, Logo, Photos, Stage performance, Tone of voice, sound, and online presence. Let's go ahead with the next chapter.