

# How to Brand Yourself as an Artist

Helping other see you, as you'd like to be seen

## Crafting your unique selling point (USP)

As an artist who loves to create, defining yourself, or your music isn't the easiest thing to do. But it is important because it will help you communicate your art with the rest of the world. If people don't know who you are, what you do, and why they should pay attention to you, they probably won't. So before moving on, answering the following 3 questions are key:

- Who are you?
- What do you do?
- Why does it matter?

## Choose a set of values

When you think of your favorite artist, there are certain words that come to mind. These words can be attributed to values. And it's these values that set different artists apart from each other. You'll become more relatable and trustworthy when people know what to expect from you.

What is it that you would like people to associate you with when they first come into contact with your art? Choosing your values beforehand will help you remain consistent with the image you are attempting to portray.

## The importance of genre

What kind of vibe do your creative expressions exude? As unique as you may think your art is, something similar exists. The point of this exercise isn't to box you in, it's to help others identify and relate.

You want to be able to gain as much traction as fast as possible, so sticking to a single genre or two, especially early on in your career is recommended. As you grow, you can start deviating from what people have come to expect from you, and take them along on your new journey.

## Creating a vision board

A vision board is a digital composition of media (usually images and text) that informs your direction as an artist. You'll change and refer back to the vision board throughout your career. It's made up of what you'd like to accomplish in the future coupled to a measurable timeline.