

THE WORKBOOK

A TOOL FOR WORKING ALONGSIDE
YOUR VIDEO WORKSHOP

The Unsigned Artist

M A N A G I N G Y O U R C A R E E R

WELCOME!

It is a pleasure to have you with us and I can not wait to take you through this workshop, making sure to always drive home and remind you that the passion for what you are trying to accomplish needs to be at the forefront.

After all, that's why we all bought our ticket onto this crazy ride, right?

Because we love it!

We love that electricity that we feel during a live performance and the way we get to express ourselves artistically when the words we try to speak, won't come out.

This is what I want you to remember as we go through this training and even in the harder exercises, you should know that it's all working towards that final goal!

As a musician in the digital era of music, it can be difficult when there are 100,000 ways that we can expose our music to potential new fans, I'm here to simplify, support and guide you through the process, and by the end of this, you will feel much more confident and ready to take on the industry by yourself.

When it's time, and you'll know when it is, you will be much more equipped to allow a professional team into your hard earned success.

I can not wait to meet and support you all on your journeys!

Music & Love,

Nikki Pope

Musician, Creator & Founder of 'The Unsigned Artist'



JOIN US IN OUR FACEBOOK GROUP!

Our private Facebook Group is for aspiring, determined artists who have attended our events or have bought our products!

You'll receive up to date news, secret content, participate in open discussions, networking and discount offers!

**REQUEST TO
JOIN HERE!**

COURSE OUTLINE

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3

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- 3.3 Booking Agent
- 3.4 Publicist
- 3.5 Radio Plugger
- 3.6 Publisher
- 3.7 Distributer
- 3.8 Accountant
- 3.9 Entertainment Lawyer

COURSE OUTLINE

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TRACK 1

THE DREAM EXERCISE

OBJECTIVES

- To establish, honestly, your career aspirations and GOALS
- To recognise the OBSTACLES that could get in the way of you achieving your goals and how to best prevent them.

THE DREAM EXERCISE

The only way to fully drive our dreams towards a reality is to have a strategy in place to fulfil those goals as smoothly as possible.

First though, we need to acknowledge what they are!

It's easy to get lost in this rollercoaster of an industry and we do tend to guard ourselves from fear of failure or rejection, but to achieve your dreams you must throw it out into the universe for it to manifest.

For this exercise to fully work, you need to be completely honest with yourself, challenge and delve deep into your imagination and overall, enjoy this process!

On the next page, in pencil, write down the top 10 things you want to accomplish in your career.

Start with the smaller, more manageable goals and build them up to your wildest dreams.

LETS GO!

...and don't worry, these are for your eyes only! Treat this as a living, breathing document because as you progress and as the opportunities come your way, things are bound to change here and there!

TIPS

- A google doc is a perfect tool for this exercise if you don't want to print this template off!
- Be as extravagant as you wish, the artists we look up to now, always had wild aspirations!

NOTES

YOUR TOP 10 CAREER GOALS

Start off with smaller, more manageable goals building up to your wildest dreams! What did you dream of as a child? Is that still your honest truth?

1

2

3

4

5

6

7

8

9

10

YOUR OBSTACLES

With every aspiration comes an obstacle (or 2, or 3, or 4...) and that's okay. Don't let it deter you.

Even the greatest inventions had to overcome the obstacles placed in front of them, do not fall at the first hurdle.

Breathe, be patient and go back to basics.

How can you fix this problem in the smoothest way possible? There will be a solution, you just need to find it.

On the next page, you'll find two columns.

The first column should link up with your *Career Goals* on the previous page. For every goal you made, think of potential obstacles that could get in the way of you achieving it and write them down in the same format on the next page.

The second column is your solution section, try and forecast potential ways to remedy each problem. By doing so, you can optimise your chances for avoiding the pitfalls, and if you do fall short, then you can refer back to here for advice and strategy solutions.

THE OBSTACLES

Try to be specific with the problems that could prevent you from obtaining the corresponding goal. You may find that your answers repeat, next to them try to think of ways you can divert these potential issues.

	OBSTACLE	SOLUTION
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

TRACK 2

ARTIST BRANDING

OBJECTIVES

- To create an IMAGE that we are most comfortable with and one of which best describes our style of music
- To find our STORY and what makes us relatable
- To fully acknowledge our IDENTITY when it comes to the music we create and where we belong in the music industry

ARTIST BRANDING

The definition of branding means to create an identity that is unique to you or your product.

For an artist, it is about cultivating a strong IMAGE, STORY & IDENTITY. This is reflective of you, your music and your overall product.

To really break things down and make them easy to understand, we are going to look at Artist Branding in those three sections:

Follow each step carefully, really think about the qualities that best describe you and your sound and by the end of this process, you should understand your brand much more clearly, meaning you'll be able to better serve your fans.

Let's get started...



ARTIST BRANDING: IMAGE

Your image should quickly portray your personality and it should give us an indication of your style of music.

These elements should be consistent across the board, from Posters and Social Networks, to EP's and Album artwork.

Consider your colours, fonts and textures.

Head on over to *The Unsigned Artist* Pinterest account, and you'll see that on the **ARTIST BRANDING** board, I have pinned a number of images to give you an understanding of the types of examples I mean when piecing together your overall image.

You'll notice that I have split the board into two, covering graphics and style separately. The **GRAPHICS** includes fonts, artist examples and my favourite, colour psychology boards.

A brand psychology board describes the personalities behind the different colours which could in turn, help you choose what would best suit your brand.

The second board on the **ARTIST BRANDING** Pinterest is predominantly for **STYLING**. This is where an artist will use the way they dress as a form of expression that best suits the style of music they create.

Why does Ed Sheeran always wear his famous plaid shirt?

Could Lana Del Rey make us swoon any more with her vintage 60's inspired retro-style?

Did Fleetwood Mac's Stevie Nicks start the boho craze and how did Elvis Presley become the 'King of Fashion'?

These outfits are not by coincidence, they have been carefully constructed to add a bow to the package that is, the commercial artist.

They spark us to ask questions or to make us feel like we can relate to the musician, thus more followers and in turn (the die hard truth) more sales...

ARTIST BRANDING: IMAGE



To start, simply sit back and take a listen to your own music and then answer these questions below to gain a clearer idea of which direction you should head in when deciding what your image should be!

1

What key words best describe the style, the tone?

Are you the next big indie-rock band?

Pop? Jazz? Grime?

Acoustic Singer/Songwriter?

Is the tone dark? Mellow? Fun?

Ethereal? Harsh or Brassy?

2

When you perform live, what do you naturally choose to wear on stage?

Do you go for a comfortable jeans and t-shirt?

A vintage inspired dress or maybe something completely outrageous?

3

Build your own collage board, include ideas for live show outfits and promo shoots.

4

Research stores that are similar to your desired style. There are lots of options now that serve those unique clothes you might be looking for.

ARTIST BRANDING: STORY

I know that for some people, this part will fill them with dread so if that is you...Do Not Panic!

I am about to clean this all up for you and if you answer the questions in each of these sections then by the end of this exercise, you will have found or confirmed those qualities that make you relatable and accessible to your followers, let alone becoming a PR persons dream!

Everyone has a story...you just need to find yours.

I have pulled together a few questions that you can answer below and by the end of it, you should be able to piece together a story that will draw in an audience of like minded people, wishing and wanting to hear more from you...



ARTIST BRANDING: STORY

QUESTIONS

1. Where were you born?

2. What made you fall in love with music?

3. When did your musical journey begin and how?

4. What's the best compliment you've ever received about your music?

5. Does music run in your family?

6. Which artists inspired you as a child and why?

7. Did you move from a small town to a big city to pursue your dreams?

8. Have you made monumental sacrifices for your career? What happened?

9. What is your core message? What do you want your fans to take away from listening to your music?

10. What are you working on now?

ANSWERS

[illegible]

ARTIST BRANDING: IDENTITY

Your identity is your **STYLE** of music and **WHO** listens to it.

What kind of music have you created or want to create in the future?

What genres excite you?

Who is your target audience and what other artists are they listening to also?

Get clued up with your fans, know what they want to see and hear, and you'll be one step ahead of the rest.

Answer the questions below to build a bigger and clearer picture for yourself!

01. Which artists influenced you?

Have you replicated a similar style for your own music?

02. Write down 5 words that best describe you or your bands music?

ARTIST BRANDING: IDENTITY

03. Write down 5 words that best describe you or your bands personality?

04. What genre of music are you creating?

05. What is your target audience age range?

Use your social media analytics/insights to learn more about your fans!

06. What makes you different to other artists?

07. What is your purpose?

Where do you see you or your band's career in 2, 5 and 10 years time?
