

Unique Message

Action Sheet

Action Step 2:

Answer the questions below while keeping the following in mind.

Announce to the world you can make them feel like nobody else can make them feel and/or solve a problem nobody else can solve.

Make them think *“when I want to feel _____ I listen to _____.”* or *“When I want relief from _____ I throw on some _____ because he/she/they _____ like nobody else.”*

Focus on differences, promote those. Plus, the more unique or fascinating you are, the more the more you can make. Remember, people will pay 400% more if they are fascinated by your product. Shoot for fascinating.

Step 1: Tell me who are you and include a story for that supports each of the following points.

1. **what you stand for** – your brand essence

2. **what you believe in** – your defining values

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3. **what people you seek to engage** – your target audience(s). Your avatar. The person you are singing to. Who gets you. The person you are writing too. (I am sending another sheet to further break this down. More on that later).

4. **what distinguishes you** – your key differentiators (can you make a claim that nobody else can?)

5. **what you offer** – your overarching experience

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6. **what is fascinating about you or your music** - what about you/your music/your mission would fascinate your audience and make them want to know more and/or participate? (image is everything).

Step 2. Name 3-5 bands/artists that you are most compared to?

You've probably heard this one before. It is important and will help us to start thinking about good places to promote your stuff. Plus learning more about those types of fans might help us find a "non-music" related topic that your avatar tends to gravitate to.