



29

*Days*  
to  
*Div a*

THE WORKSHEETS

# *Project Brand Outline*

29 Days to Diva | #29DTD | Day 10

## **10 Word Sentences:**

Write ten descriptive sentences of ten words each about your project. Your project can be any type of performance you have coming up: a recital, an audition, a recording, etc.

## **Personal Branding**

What will people think of when they think of your singing business?  
Let's see how your personal brand stacks up:

Have you created both personal and professional goals, short and long-term, with measures to track your progress?

Yes | No

Have you created a project outline to track strategies and tactics?

Yes | No

Can you clearly describe your target audience with both demographics (age, location, etc) and psychographics (media preferences, personal values, pain points, etc)?

Yes | No

Do you have any competitors for this project? Do you know what differentiates your work from theirs?

Yes | No



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## **Project Outlining**

FOR MORE INSPIRATION CHECK OUT **BRAIN TATTOOS:  
CREATING BRANDS THAT STICK IN YOUR CUSTOMERS'  
MINDS.**

### **KNOW WHO YOU ARE**

Set Your Goals  
Define Your Voice and Vision  
Define Your Purpose  
Define Your Personality

### **BE UNIQUE**

Determine Your 'Points of Distinction'

### **CONNECT WITH THOSE WHO WANT WHAT YOU HAVE**

Most Brands Have Multiple Buyers  
Buyers of a Feather Flock Together  
Make Data Gathering a Priority

### **DELIVER A GREAT EXPERIENCE**

Points of Contact  
Create a Three-Part Experience  
Exceed Expectation