

Branding/Messaging Exercise

This is not meant to replace an all-encompassing branding process (photography, website, visual identity) but it will help guide me as I recommend new approaches for your marketing, communications, and design needs.

Don't labor over your answers, the first things that come to mind tend to be the most authentic. Some may feel frivolous. We will use this as a way to start our conversation, not our final verdict, and no one else will see your responses.

Favorite city or space to spend time in?

Favorite TV show or film?

Style of Music? Musician?

Do you have a favorite color/s that you feel define you?

Cultural/ethnicity-related styles, fonts, colors: any that you feel define your style? Elements you want to stay away from?

If your style/art is an animal, which one?

If your style/art is food, which kind?

If your style/art is a piece of clothing, what does it look like?

Please list (and link to, if possible) a few of your favorite works of visual art.

What are the first 5-10 words that come to mind to describe your work? (think about active words that describe the way your audiences and students feel after seeing or dancing your work)

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

- 7)
- 8)
- 9)
- 10)

Share five words that do NOT describe your work OR feelings or adjectives you want to avoid.

- 1)
- 2)
- 3)
- 4)
- 5)

What are the first 5 words that come to mind to describe your teaching style or lecture style?
Feel free to separate if you feel they are distinct.

- 1)
- 2)
- 3)
- 4)
- 5)

Think about the people who LOVE working with you. How would they describe your top three strengths? Feel free to provide context/description.

- 1)
- 2)
- 3)

How is your work distinctly different from other work or artists?

- 1)
- 2)
- 3)

What sorts of values/ethics are core to your work?

- 1)
- 2)
- 3)

Please list (and link to) a few artists/companies whose branding and messaging you admire.
What do you appreciate about the way they present themselves?

- 1)
- 2)
- 3)
- 4)

5)

On the opposite side of this coin, please list and link to sites/identities you don't prefer/would like to avoid as inspiration. Why?

- 1)
- 2)
- 3)

When someone views your website and social media, how do you want them to feel?

- 1)
- 2)
- 3)
- 4)
- 5)

What sorts of topics would you like to be considered an expert on? Think about a dance writer looking for experts to interview for various stories.

- 1)
- 2)
- 3)
- 4)
- 5)

What kinds of jobs/commissions/bookings are you interested in pursuing for the next few years?

What is your dream choreographic opportunity? Teaching opportunity? Speaking opportunity?

Please link to or send me 3 of your favorite photos of yourself. What do you like about these images?

Do you have a current logo? Do you like it and would you like to keep using it? Why do you think it does or does not represent you well?