

finding you

The title 'finding you' is rendered in a white, three-dimensional cursive font. The letters are filled with various images: 'f' shows a baseball, 'i' shows a person's face, 'n' shows a close-up of lips, 'd' shows a baseball, 'i' shows a person's face, 'n' shows a close-up of lips, 'g' shows a baseball, 'y' shows a person's face, and 'o' shows a close-up of lips. The text is set against a solid red background.

A Personal Branding
Workbook
for Emerging Musicians

*(written and designed
by tricia wibisana)*



*finding
you*

Copyright © Tricia Wibisana 2024

All rights reserved. You may not copy, store, distribute, transmit, reproduce or otherwise make available this publication (or any part of it) in any form, or by any means (electronic, digital, optical, mechanical, photocopying, recording or otherwise), without the prior written permission of the publisher. Any person who does any unauthorised act in relation to this publication may be liable to criminal prosecution and civil claims or damage.

Designed and Written by Tricia Wibisana

Illustration by Tricia Wibisana and Dennise Nathalie

Layout by Tricia Wibisana

Creating Finding You has been an inspiring and rewarding journey. I would like to express my deepest gratitude to everyone who supported and encouraged me throughout this project.

First and foremost, I extend my heartfelt thanks to my family and friends for their unwavering support and belief in my vision. Your love and encouragement have been my constant source of strength and motivation.

I am profoundly grateful to my professors and learning development tutor at the University for The Creative Arts, UK. Your guidance, insights, and constructive feedback have been invaluable in shaping this workbook and in my development as a designer and creative.

To my friends and colleagues in the creative industry, thank you for your inspiration, feedback, and the countless brainstorming sessions.

Special thanks to the musicians and people behind the industry who shared their stories, experiences, and challenges with me. Your insights were instrumental in understanding the real needs of emerging artists, and in tailoring this workbook to address those needs effectively.

Lastly, to everyone who believed in this project and contributed in any way, thank you. Your support has been crucial in bringing "Finding You" to life. I hope this workbook serves as a valuable resource for musicians everywhere, helping them to discover and express their unique identities in the music industry.

Thank you.

*tricia
wibisana*

belongs to:



content page



Introduction

Welcome to this book!

This work-book is going to be your friend, your journal, your keepsake, and companion in building your music career.

In this book we will together hand-in-hand build your personal branding whilst you do what you're good at-making music.

Please treat this book however you want, and believe that progress is more than perfection. You could always reuse this book whenever you're defining your new direction in music, or having a big change in your next album.

Lastly, have fun!



ground rules!

Before starting and ending in success, we need to set on ground rules before we go. Here's a set of rules that you should follow to ensure your journey in finding yourself.

01. Be honest

02. Appreciate your progress

03. Take your time

04. Be creative

05. HAVE FUN!

I hereby pledge to dive
into this personal
branding adventure,
valuing my progress over
perfection, moving at my
own unique speed, and
staying true to myself
throughout the journey.
Let's make a toast to
growth and authenticity!

(sign here)

part one:
knowing you



This part of the book is all about uncovering the heart and soul of your personal brand. Through fun exercises, you'll craft your unique brand purpose statement, revealing the big idea that makes you shine!

WHO . . . ARE .

My name

My ideal stage name

My song genre

My best song so far

Total of music I've produced

.. YOU?!?!?

I've been in the music industry for..

days / weeks / months / years

One favorite thing about myself

Music genre I want to try

Three words that best describe me

Ultimate goal in music

draw your music here:

Ugh, you must say that this is a weird prompt to answer, right?! What this page asks you to do is to draw whatever comes in your head when you need to describe your music. It is a countryside with mountains and ricefields, is it a citygirl on the trendiest event? You decide.

make your sound make sense

let's use the five senses concept on this exercise. it will visualise your music better, so you understand where your music is heading.

If you could see your music, what would it be?

If you could taste your music, what would it be?

If you could touch your music, what would it be?

If you could smell your music, what would it be?

If you could hear your music, what would it be?

*why did you
start...?*

Doodle or jot down why you dove into music! Let this playful vision steer your dreams and be your go-to boost when things get rocky.

3 qualities that sets
you from the crowd with
a dash of flair!

This will be your super power! The things that you have
differently will definitely bring you to unexpected
places. This set of quality you have, you can show
through your song, social media presence,

Get yourself reviewed!



I believe that you have names in mind already on who you will ask this to. Or you can make a twist. Ask some stranger you met in the park, let them hear your music and see you in a person and ask them to review you.

The reviews are a tool for you to help and navigate how people see you and your music. This will let people around you to help you to sort out what is different and unique about you in the eyes of the others.

You obviously can do more than four, have fun and discover something you cannot see before!

STRANGER 1

★★★★★

**i LIKE ON HOW
U TAKE DIFFERENT
TOPICS OTHER THAN
LOVE FOR YOUR MUSIC**

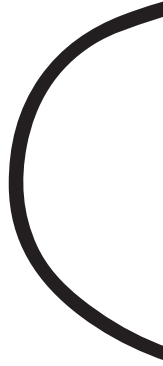
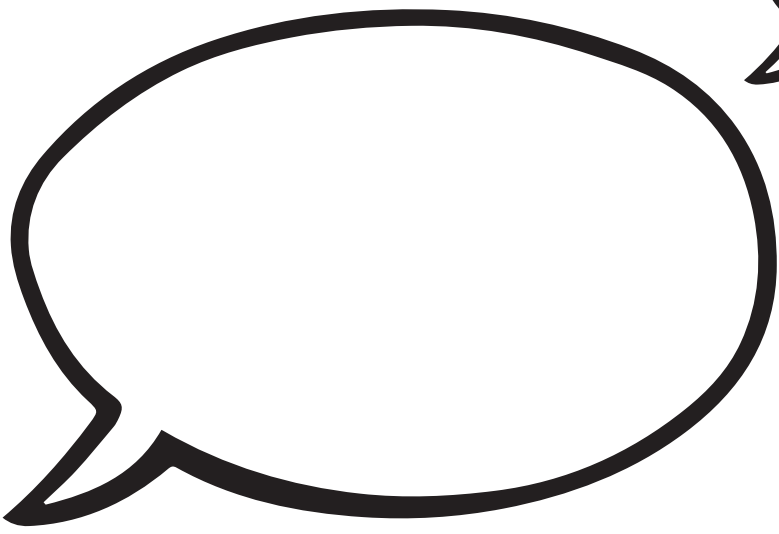
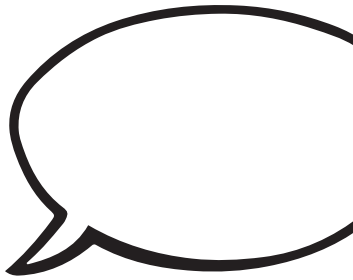
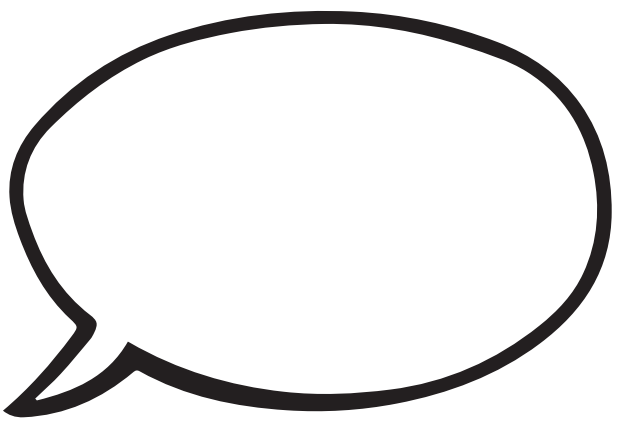
★ ★ ★ ★ ★

★ ★ ★ ★ ★

★ ★ ★ ★ ★

★ ★ ★ ★ ★

In the room of people
with your music on, what
do you want them to say
about you?



Picture how you want people to react when they hear your music—whether they're dancing, smiling, or feeling inspired. This will help you understand how you want to be perceived and give you the perfect keywords to present yourself both on stage and online.



this OR that

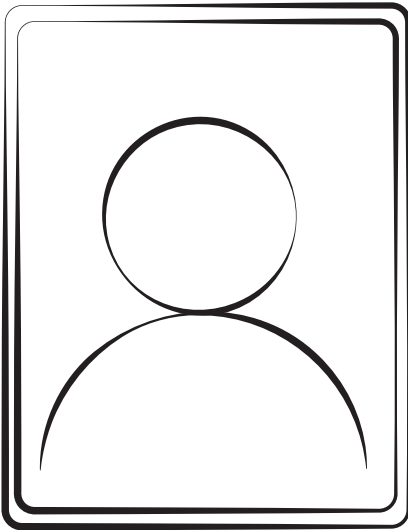
funny	or	cool
books	or	movies
call	or	text
coffee	or	tea
introvert	or	extrovert
eat out	or	cook
beach	or	mountain
summer	or	winter
suburb	or	city
noodles	or	pasta
breakfast	or	dinner

This fun exercise helps you pinpoint what you love in life, so you can create awesome content around those passions! Dive in and discover your favorite topics to share with the social media.

Key Takeaways

back to YOU!

Does your name reflect
the vibe of your music?
Thinking about a change?
Is your username
consistent across all
your social media?



my name is..

my stage name is..

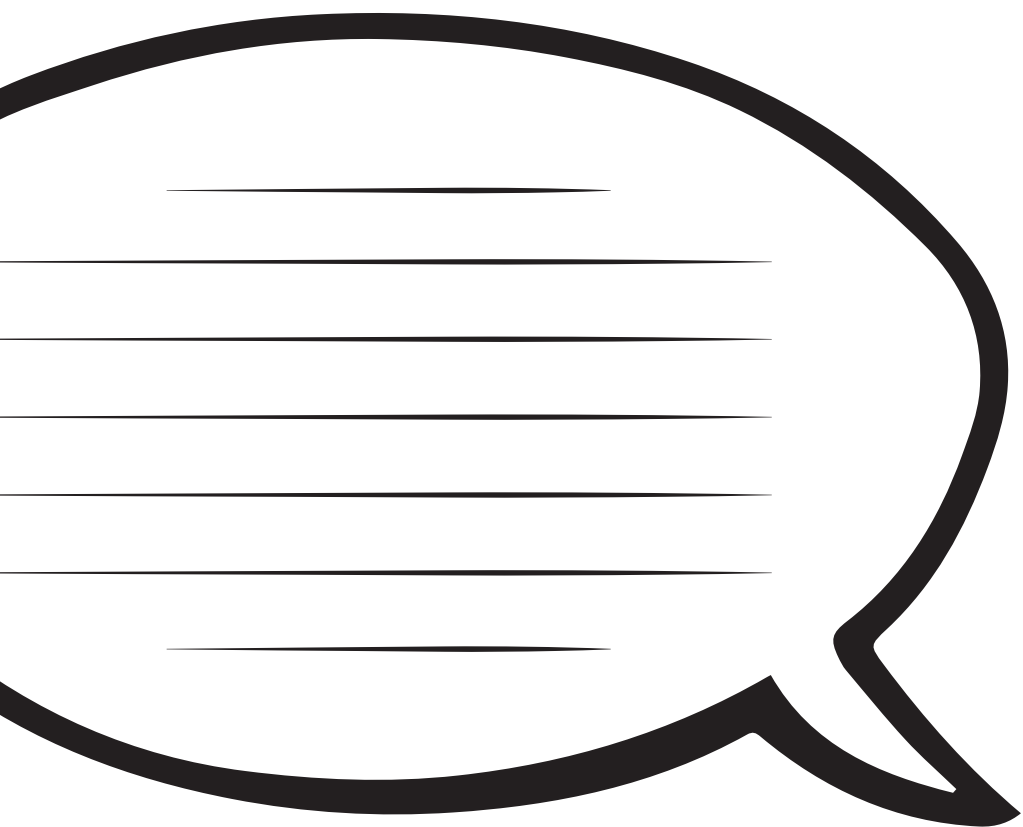
what does it mean?

For a consistent personal brand, your brand name is crucial. Ensure you love both the name and its meaning, as it will follow you throughout your career. This makes it easy and natural to use consistently.

key takeaway

Create a 2-3 sentence, compelling snapshot of who you are now inspired by the exercise. This vibrant statement will be the heartbeat of your personal brand, driving its strength and consistency.



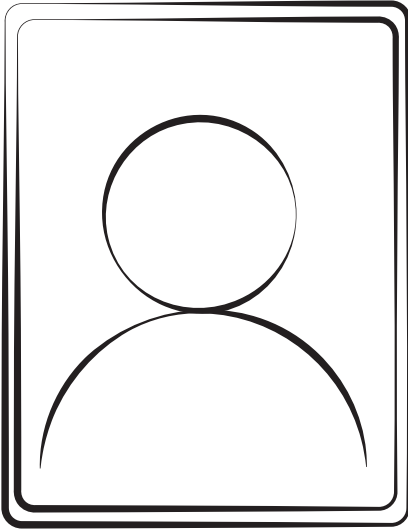


*part two:
defining*

you



This section of the book takes you on a tour of what's hot in the market right now. Then, we'll reveal the audience we're aiming to win over. With some fun and simple exercises, you'll quickly uncover who your target market is!

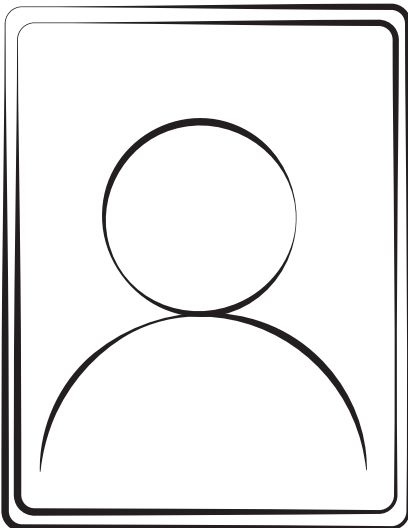


my idol is...

what i like about him/her...

three things i could take
from him/her

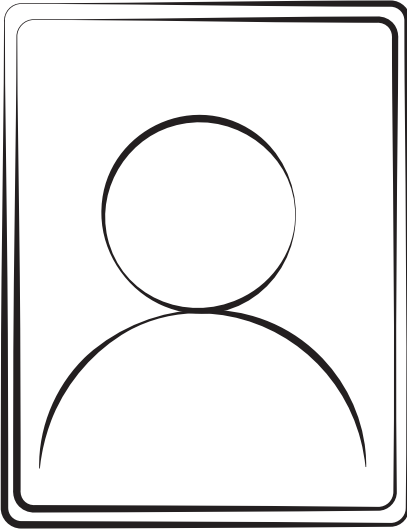
learn from



my idol is...

what i like about him/her...

three things i could take
from him/her

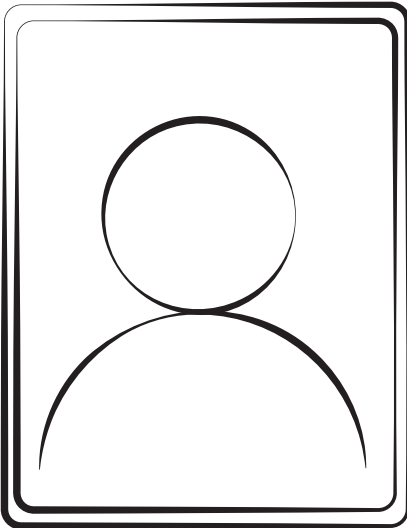


my idol is...

what i like about him/her...

three things i could take
from him/her

your idols



my idol is...

what i like about him/her...

three things i could take
from him/her

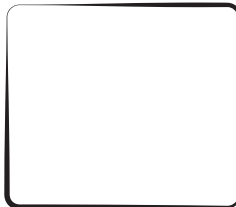
audience persona

Understanding your audience persona is like having a secret superpower as a musician! It helps you connect with the right people who will love your music. By knowing their tastes, habits, and vibes, you can create resonate tunes and keep them returning for more.

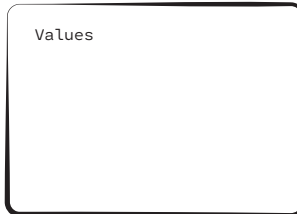
On this page, imagine your ideal fan—dive deep into their personality and qualities. Describe who they are, what they love, and what makes them tick. Then, jot down what you need to do as an artist to win their hearts and turn them into your biggest fan.



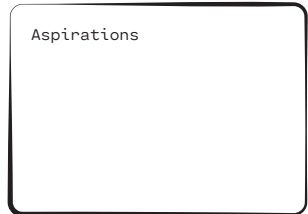
profile #00



Values



Aspirations

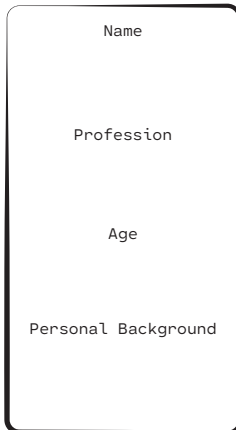


Name

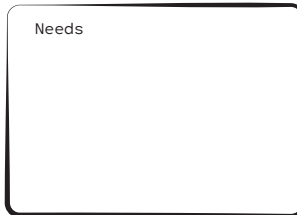
Profession

Age

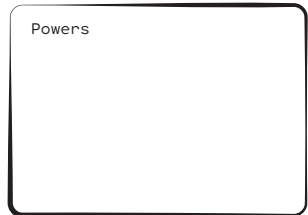
Personal Background



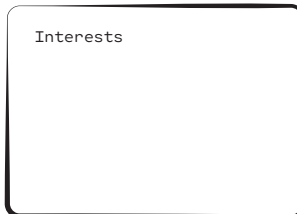
Needs



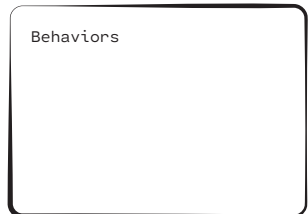
Powers



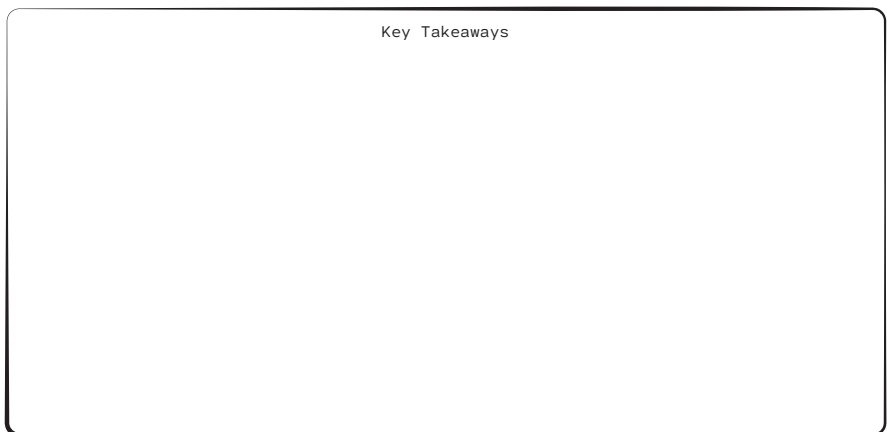
Interests



Behaviors



Key Takeaways



profile #01

Values

Aspirations

Name

Profession

Age

Personal Background

Needs

Powers

Interests

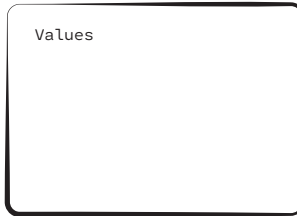
Behaviors

Key Takeaways

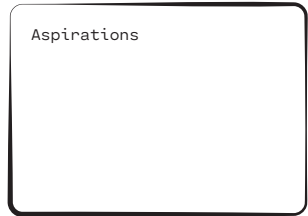
profile #02



Values



Aspirations

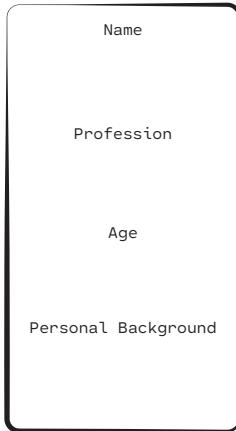


Name

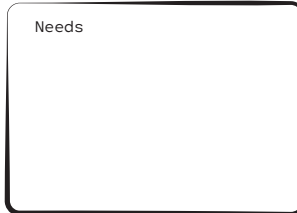
Profession

Age

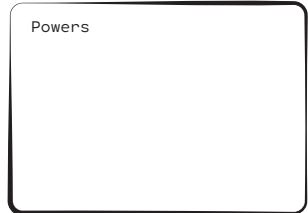
Personal Background



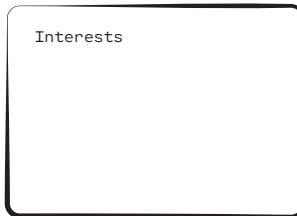
Needs



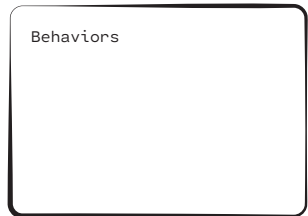
Powers



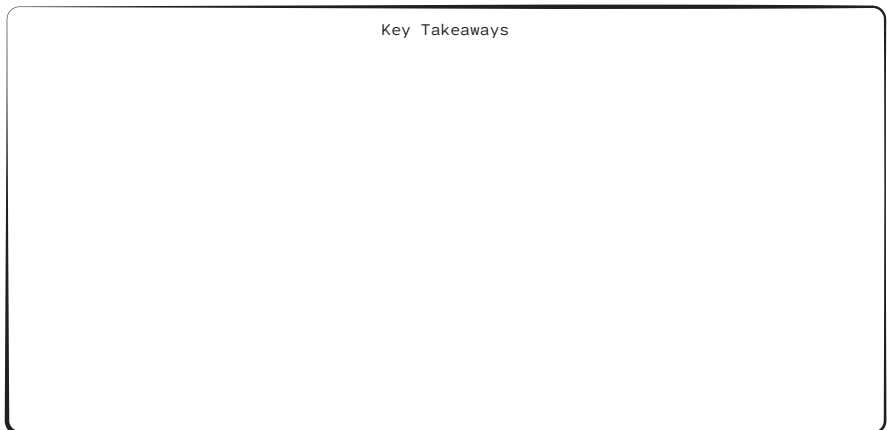
Interests



Behaviors



Key Takeaways



profile #03

Values

Aspirations

Name

Profession

Age

Personal Background

Needs

Powers

Interests

Behaviors

Key Takeaways

profile #04

Values

Aspirations

Name

Profession

Age

Personal Background

Needs

Powers

Interests

Behaviors

Key Takeaways

*part three:
designing*

you

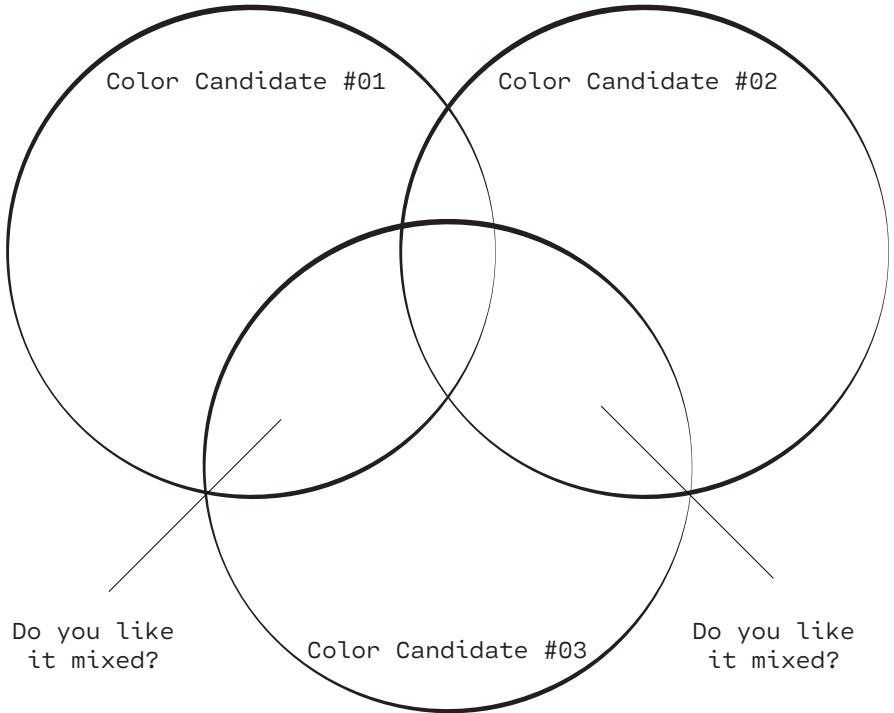


This is the most fun part of the book! Get ready to let your imagination run wild. Draw, sketch, and make collages to bring your ideas to life. You'll be visually defining yourself in the most creative way possible!

**moodboard
of you!**

This page is your playground to create a moodboard! Draw, paste, add colors, paint—let your creativity run wild. Fill it with your aesthetic, from graphics to outfits, and choose a signature item that screams “you.”

you as a color



Your color name & HEX code

Brand colors are like the secret sauce of your personal brand—they make your presence instantly recognizable and memorable! Colors evoke emotions and set the tone for how people perceive you. Choosing the right color can help convey your personality, values, and style, creating a powerful connection with your audience.

you as movie character

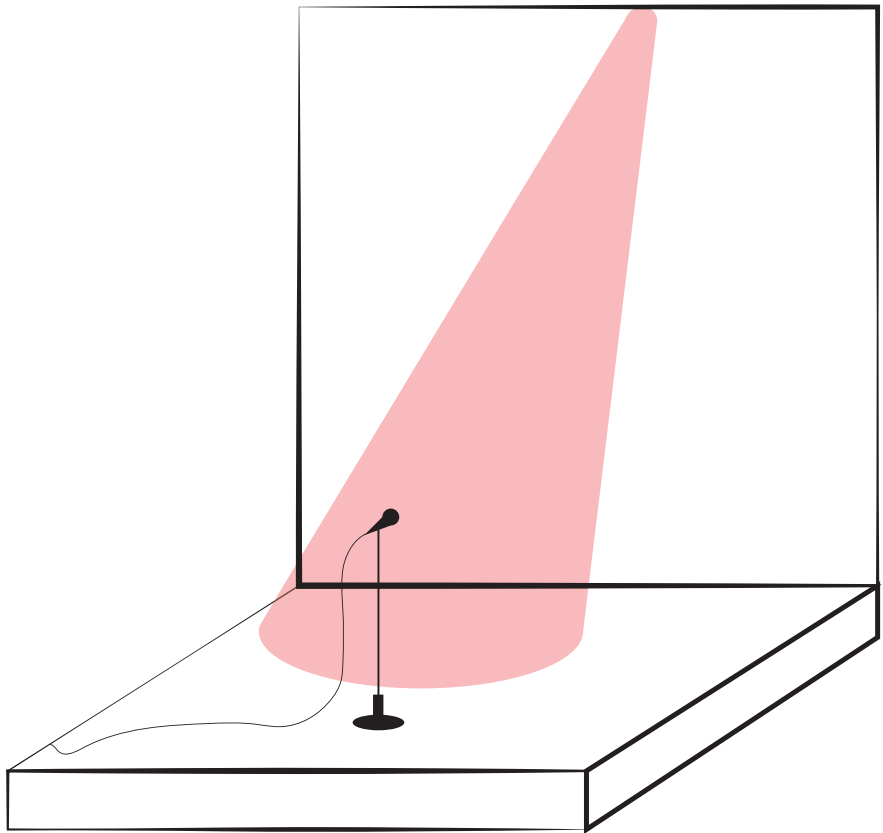
Imagine yourself as a movie character who perfectly embodies your personal brand. This character should reflect your unique qualities, strengths, and passions.

You can pick a character in a movie that resonates do you to guide your brand's development and storytelling.

Here's how to get started:

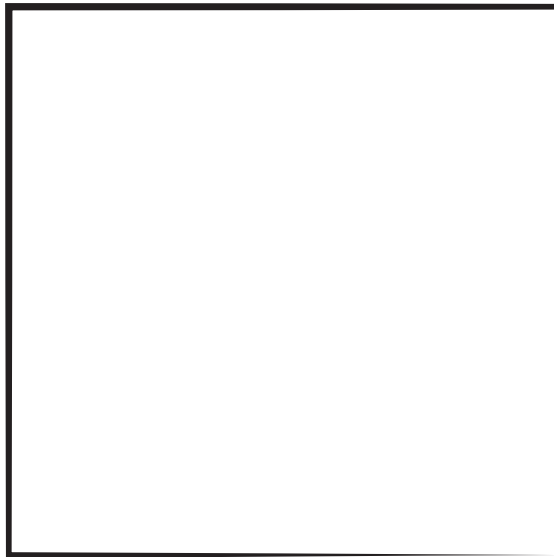
Movie title:	Values, Behaviors	Dreams, Aspirations
Name	Obstacles, Growth	Powers, Challenges
Profession		
Age	Influence, Legacy	Allies, Mentors
Personal Background		

you on **STAGE!**



Sketch a logo that screams “you” and place it on the backdrop of your personal stage. Picture this stage as your ultimate playground. With all the vibes from your moodboard, colors, and style, how do you imagine it shining and dazzling your audience?

cover artwork design!



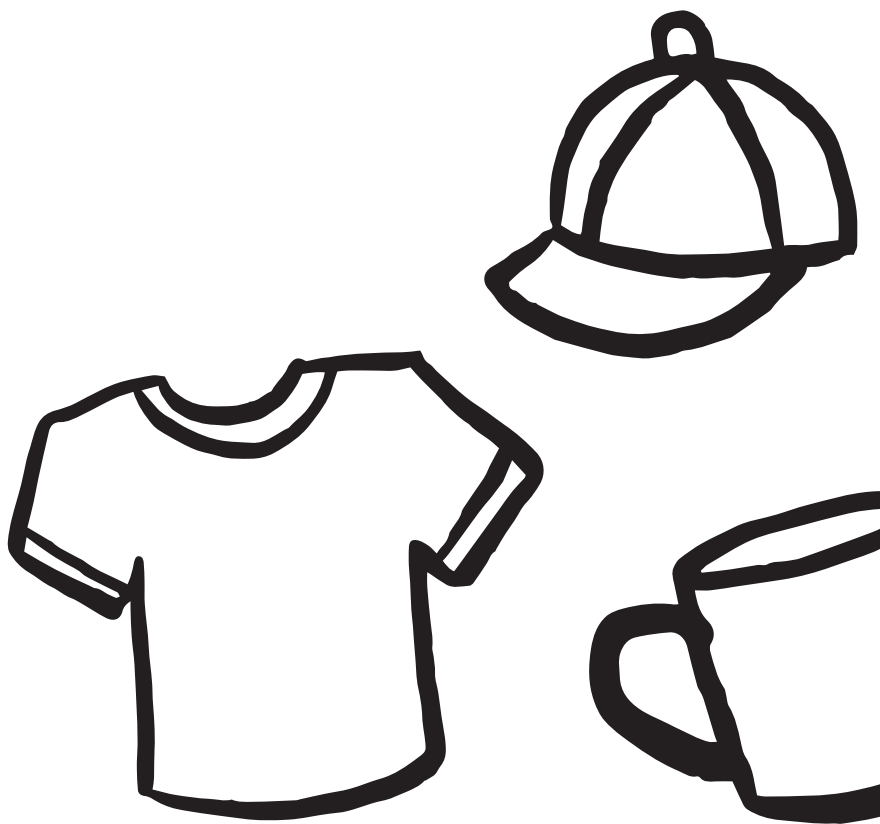
Say you are releasing an EP / album tomorrow, with your new personal branding and brand statement.. how would it look? Design it down here!

**your fit
on stage**

You can display, sketch, or showcase the outfits you'll wear at your gigs. Ensuring your brand colors are incorporated into each outfit helps reinforce your brand recognition.

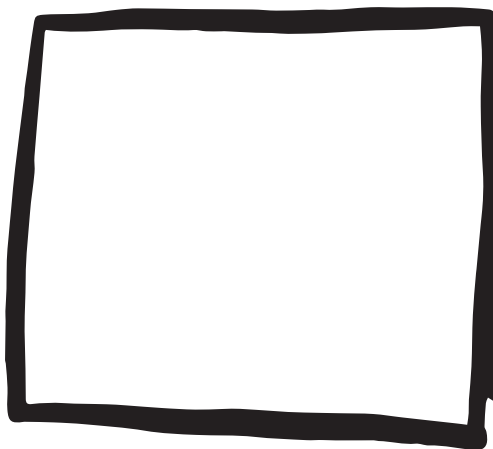
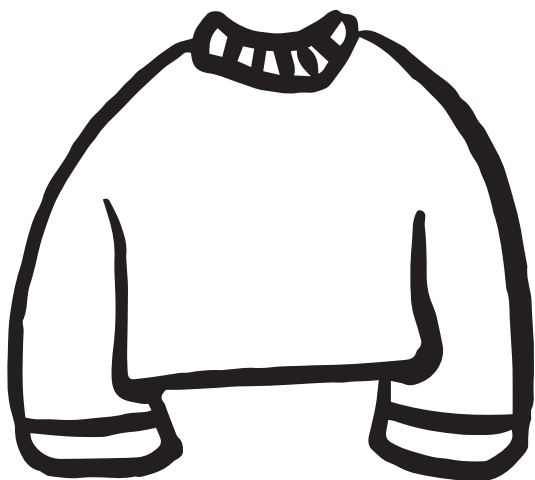
For example, I've decided my go-to signature item will be a checkered scarf. Have fun and make it uniquely yours!

**merchandise
store!**

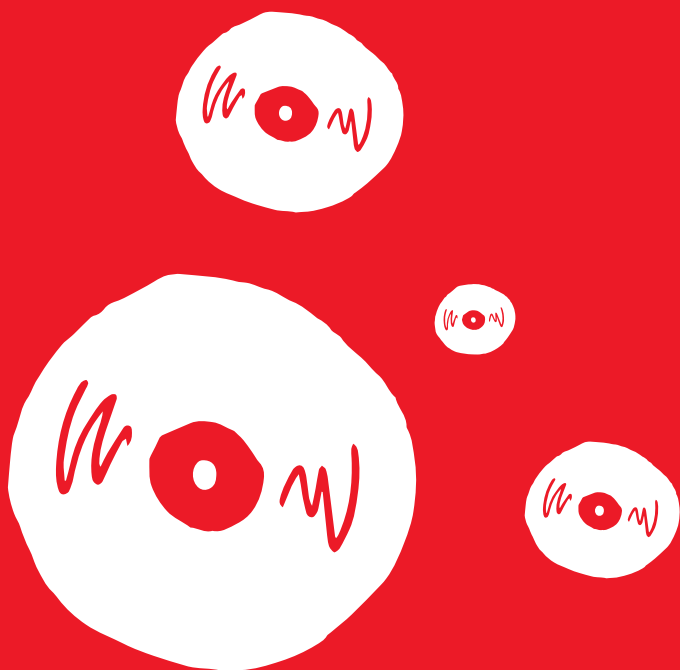


Imagine what you'll be selling at your concert. What would it look like? Design your merchandise with your unique logo and add fun elements like cute graphics, vibrant colors, or your lyrics. Picture your fans using these items and feeling connected to your music.

When deciding which merchandise to sell, consider your audience. Who are they and what do they love about your music? Tailor your products to their tastes and interests, ensuring each item resonates with them. This could include t-shirts, hoodies, posters, stickers, or custom accessories. Create merchandise that represents your brand and delights your fans.



part four: showcasing



g you



This section will guide you, step by step, to build a consistent and captivating social media presence. With your favorite platforms at your fingertips, you'll master the art of standing out online!

social media checklist

DIGITAL STREAMING PLATFORM

This is essential. Whether it's Spotify, Apple Music, or Soundcloud, you need to showcase your music everywhere. Having your tracks on all these platforms ensures everyone can hear your work. Make sure your content looks consistent across all of them.

INSTAGRAM

This is the hub where most people discover you. Instagram, renowned as one of the leading social media platforms, serves as your essential tool for sharing updates about your music and personal life. Utilize its features like polls, questions, and comments to engage with your audience actively. Responding to direct messages also plays a crucial role in cultivating connections and advancing your career!

YOUTUBE

Here's where your audio creations come to life visually. Whether it's music videos, lyric videos, or visualizers, showcase your work here.

Additionally, use these platforms to share glimpses of your personal life and other hobbies through vlog, and other content video.

TIKTOK

Known for its dynamic pace, this social media platform allows you to quickly share updates, showcase dance moves, and create engaging duet videos with your fans. Leveraging its distinctive algorithm can significantly boost your visibility and fame with each post and interaction. It's a powerful platform where your music could potentially go viral in a remarkably short span of time.

to internet and beyond!

Consistency is key in every aspect of life, including your digital presence. Even if your account is still small and you haven't yet built the audience you want, follow these steps to ensure your online persona is consistent across all platforms. You can go with your name or get creative to make it more distinctive. Be sure you're happy with the result so you won't need to change it later. Here's your space to perfect your internet handle!

Social media handles
candidates

Top 3 winner

The winner is..

to interne a

PROFILE PICTURE

Keep your profile picture consistent across all digital platforms! This makes it super easy for your audience to find and recognise you on every social media site.

BIO / ABOUT YOU

This space is your spotlight to tell your story! Whether it's your hobbies, goals, background, vision, or some fun facts, choose wisely what you want to share. Since you're new, a captivating introduction can make a great first impression. Remember to keep a hint of mystery to leave them wanting more!

POSTING FREQUENCY

Facebook 2 times per day
Twitter 5 times per day,
LinkedIn 1 time per day
Google+ 2 times per day
Pinterest 5 times per day
Instagram 1-2 times per day
(Kevan, 2015).

BANNERS

Banners give you a bigger canvas on social media to showcase your vibe! Use them to flaunt your brand's aesthetic or promote your latest song release. Make that space work for you!

LINK/URLs

This section on every social media platform allows you to seamlessly link your presence across various platforms. Connect with your audience by showcasing your other profiles here, making it easier for them to discover and follow you. Utilise tools like Linktree for managing multiple social media links efficiently.

et

and beyond!

pt 02

WEBSITE

Are you wondering if you really need a website? It's understandable—investing in one isn't free, and it might not be for everyone. You can wait until your account grows before taking the plunge. However, if you decide to go for it, here are some great content ideas for your site to get you started:

HOMEPAGE

This is considered as a main facade of you. Approach this page by providing your latest news and journey in your career, your update, and your highlighted works.

ABOUT YOU

Think of this space as your storytelling playground—it's where you can dive deeper than on social media. Share your goals, hit songs, and the stories behind them! Don't forget to add all of your social media here. Also, your contact for business inquiries.

TOURS / GIG

Keep your website up-to-date with the latest on your performances, both live and virtual. Make it easy for your fans to catch your shows by including links to buy tickets right there!

MERCHANDISE

This page is your goldmine! Fill it with all your merch, CDs, vinyl, and anything else fans can buy.

NEWSLETTER

Stay connected with your audience by sending occasional emails with exclusive news. Make them feel special and in the loop!

the national bank of **content**

Instagram Post

Selfie
OOTD
What's in my bag
BTS Music Production
BTS Recording
Favorite food/drink/item/
makeup

Youtube

Vlogs
A day in my life
Holiday videos
Home tour videos
Videos with family
Tutorials

Instagram Story

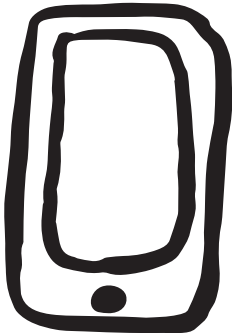
Daily life
BTS Recording
BTS Music Production
Poll with audience

Instagram Reels

A day in my life
Mini-Vlogs
Recording process
Song cover

TikTok

Mini-Vlogs
A day in my life
Videos with family
Tutorials
Cooking videos
Recording process
Song cover
Duet with other creators
Your own song duet



the instagram planner

Use this grid to strategically plan your Instagram content, whether it's a casual selfie, favorite food, or anything else that resonates with your audience. Sharing in a thoughtful way helps your audience recognise and connect with you more deeply.

the instagram planner

the instagram planner

the instagram planner

the instagram planner

the instagram planner

the instagram planner

plan ahead

Get ready to supercharge your content strategy! This section is all about planning your content in advance with a touch of fun and excitement. Break down each task and set clear goals for every piece of content. You can create a whole week's worth of content in a single day and schedule your posts, so you're not tied to content creation every day.

CONTENT TYPE

CONTENT BREAKDOWN

BTS RECORDING

15 second vertical video of me singing in the sound room. Spill the intro & bridge. Make it black and white so it's mysterious.

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

--

--

--

CONTENT TYPE

CONTENT BREAKDOWN

--

--

--

--

--

--

--

--

--

--

--

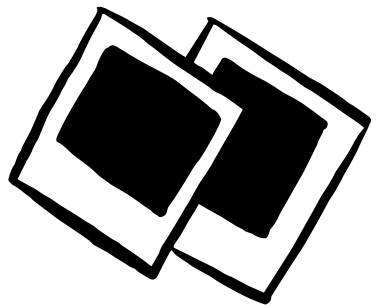
--

--

--

You can always re-do
this workbook until
you're satisfied, or
whenever you feel like
renewance to your
personal branding...

take this one
personally,
it's yours!



about the author

Tricia Wibisana is a brand designer based in London, currently studying Design Innovation and Brand Management at the University for the Creative Arts in the UK. With extensive experience at Yovie Widianto Music Factory, she has managed and branded artists, directed music and lyric videos, and led artist photoshoots. Her work in crafting compelling creative campaigns has significantly grown artist visibility and engagement.

Tricia's innovative approach stems from her passion for both music and design. She excels in blending strategic thinking with creative execution, ensuring each project resonates with the target audience. Her standout project involved rebranding a prominent artist, where she led a comprehensive campaign featuring a new visual identity, engaging music videos, and an effective social media strategy, significantly boosting the artist's online presence.

In addition to her professional achievements, Tricia enjoys coffee and the music itself. Her appreciation for good music and design fuels her creativity, making her a pivotal force in the intersection of music and branding. Tricia's dedication to her craft and innovative mindset continue to drive her success and influence in the industry.

