

Creating Your Brand Platform and Brand Story.

PRE-WORKSHOP HOMEWORK

SEND A QUESTIONNAIRE TO 10 FRIENDS WITH THESE QUESTIONS. A SIMPLE EMAIL ASKING THEM WILL DO!



1. Describe me and my voice.
2. Why would you invite ME to your party?
3. How would you describe me to someone I've never met?
4. What things could I improve on? Name a few things that I'm NOT.

PREP A DEMO TO SHARE.



DO YOU HAVE ANY CURRENT BRANDING?



- Logo:
- HEX (color codes):
- Fonts:
- Etc.:

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DESCRIBE YOURSELF IN 50 ADJECTIVES.



- | | |
|-----|-----|
| 1. | 26. |
| 2. | 27. |
| 3. | 28. |
| 4. | 29. |
| 5. | 30. |
| 6. | 31. |
| 7. | 32. |
| 8. | 33. |
| 9. | 34. |
| 10. | 35. |
| 11. | 36. |
| 12. | 37. |
| 13. | 38. |
| 14. | 39. |
| 15. | 40. |
| 16. | 41. |
| 17. | 42. |
| 18. | 43. |
| 19. | 44. |
| 20. | 45. |
| 21. | 46. |
| 22. | 47. |
| 23. | 48. |
| 24. | 49. |
| 25. | 50. |

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BRAND FINDER

1. What do you want to accomplish? You must know where you are headed in order to get there. Be as specific as possible.

2. What makes you competitive and differentiates you from other talent? Voiceover is an extremely competitive business. Knowing what makes you unique will allow you to carve out your voiceover niche. Sameness makes every single audition like the lottery. Uniqueness makes you stand out, which gives you an edge.



3. If you could only audition for one style of copy, what would you want it to be?

Your main brand needs to appeal to your core audience. Pick a genre and start there. Nuanced changes in approach can be made for other genres.

4. What would you like advertising agencies/buyers to know about you + your style?

Why should anyone hire you? A clear answer to this question is imperative.



5. How would you describe your current image? What feels great? What's missing? What needs an upgrade? Be tough on yourself. Only by assessing yourself honestly will you be able to make improvements.

6. In your opinion, is there anything about your image that feels outdated or off? What message are you sending out now? Do you send the wrong message? What could be improved?



7. What words do you associate with your signature sound? Use detailed language to describe your voice. Be honest. Be bold. You'll be doing a lot more of this.

8. What colors, textures, moods or metaphors come to mind about your voice/image (your voice/image sounds, feels or is like _____). This is my sneaky way to get colorful images from you that you can use to create visuals.

9. What popular cultural icons (famous people, movie stars/eras, popular commercial products/trends, etc), contemporary or historical, could you align with your voice?

What does your story have in common with theirs? Find descriptions of the items on your list and note any clues.

10. What kind of music, fashions, stores, and what area of the country does your voice feel most comfortable in? Look at how the entities on your list advertise and again scour the ads for clues to your brand.

11. What brands (can be any product or service including other voice talent brands) do you personally like and why? This one is huge. If you're attracted to someone or something, you see your ideal self (brand) in it.

12. Make a list of all the character voices/roles, networks and commercial products that you see yourself as a perfect fit for.