



The brand of YOU and your ART.

## Artist Branding – Session One Action Outline

<b>Artist</b>	James Libera
<b>Type</b>	Musician (vocalist)
<b>Website</b>	<a href="http://www.jameslibera.com">http://www.jameslibera.com</a>
<b>Location</b>	Chicago
<b>Reach</b>	Chicago area
<b>Audience</b>	Establishments and events featuring higher-end entertainment
<b>Genres</b>	Pop, classical pop, R&B, rock, country, opera

## Background

Beginning to establish himself as a solo performer/entertainer in the Chicago area, James Libera offers a wide variety of musical genres for any venue or event (pop, classical pop, R&B, rock, country, opera). Well-rounded and coached for nearly 20 years, he is now in a position to begin to grow his client and audience base, develop long-term relationships and command higher fees. Above and beyond the pure musicianship and entertainment, James reads the audience and environment, and adjusts to bring not only the best possible entertainment to the audience, but also increasing value and revenue to the establishment. He also brings a human element to his performances. He accomplishes this through audience interaction. Walking the room and interacting while performing, inviting audience members to sing with him, inviting audience members to the stage, etc. are just some of the ways he incorporates this human element.

## Primary Goals

- Grow client and audience base
- Keep performance calendar full and pipeline strong
- Increase revenue





## Brand Summary and Assets

The unique and differentiating tangible and intangible characteristics of the James Libera brand. Your brand assets act as your guidebook and strategic checkpoint for all communication and interaction moving forward. Use your own words but keep the meaning and concepts of the below intact. Through every conversation, email, show, social media post, etc., these assets must be supported and communicated. In doing so, your brand, through this consistency and repetition, will strengthen over time.

James Libera, The Best Show in Chicago.

A high quality, top-tier entertainer, James offers a wide variety of musical genres for any venue or event. (pop, classical pop, R&B, rock, country, opera).

- A quality, consistent and top-tier, Chicago-area performer/entertainer
  - The utmost professional and charismatic showman
  - Diversity of song offering, organic set lists and performances based on audience and environment
- An establishment's partner and entertainer
  - Brings a wide variety of genres, value and increased revenue to the establishment
  - A conduit of relationship-building between the establishment and their patrons
  - Assists establishment through best business practices for in-house entertainment (not overbooking and burning out audience, organic performances, etc.)

The James Libera Brand Promise is

- An extension of an establishment, venue or event bringing value
- A promise of high-quality musicianship and unmatched diversity of entertainment.
- A promise of integrity and sound business practices
- A reflection of personality and character of James Libera





## Brand Growth Steps

Through our initial discovery session, your survey responses and our Session One conversation, Babacita has outlined the following steps to brand development and growth.

- Brand
  - Develop 3-4 one liners, :30 second blurbs, and 2 minute conversation bites that support your brand assets that you can use in conversation, negotiation and overall marketing
  - Incorporate Mancow advice – Refer to yourself and your brand as “we.” We communicates that you have a team behind you (agent, manager, consultants, peers, vendors)
- Client and audience growth
  - Business cards and self-promotion at shows and events (yours and where you hang/visit)
  - Outline a map of Chicago zones
    - Where you currently perform
    - Where you have relationships
    - Where you need to introduce yourself
  - Create a list of client touchpoints (where and how you reach potential clients), for example (in person at establishment, before/during/after performances, auditions, music festivals, etc.)
  - Create a list of audience touchpoints (some may be the same)
  - Explore and add 10-12 additional touchpoints to your client and audience touchpoint lists (what additional ways can you reach/meet/attract new clients/audience members)
  - Promotion of “bring a friend to James Libera, the Best Show in Chicago” – bring a friend and then sing a song with James, person who brings the most/20 people get a 1 hour private performance for you and your friends, etc. (little promotions to get your existing audience to bring new people to expand this audience)
- Marketing activities supporting primary goals
  - Website
    - Review and refresh content to reflect brand assets
    - Activate your blog by writing items that may interest your fan base as well as your clients. New gigs you just book, memorable moments from a recent show, random thoughts (a moment in the life of a musician), etc. Quick little things with increased frequency. Also incorporate photos and video clips in these posts where appropriate
    - Add additional testimonials, add listing of venues and establishments that you have played (this adds additional credibility to your brand)
    - Review and refresh your SEO (search engine optimization) to encourage organic search results
  - Social media
    - Increase Facebook and Twitter frequency to 1-2x per day with hashtags such as #chicago #entertainer (for searches), short glimpses in the life of a working musician (ex. “Performed at XXX last night and brought two girls on stage to sing a Frozen song! Magical moment!”, include picture if available)
    - Can set up a free Hootsuite.com account that you add your Facebook and Twitter accounts so you have one place to publish but your post gets pushed to



- both Facebook and Twitter. Can also set up the RSS/Atom feed which automatically publishes (to Facebook and Twitter) and new blog posts you write
- Establish a new email address, [james@jameslibera.com](mailto:james@jameslibera.com), then update website, business cards, etc. (use up any old printed material though)
  - Create (and use) a contract for direct to client agreements (adds level of professionalism and protection for you in case of a dispute)
  - Utilize an excel spreadsheet to track show attendance. For each show include a column of that night's average audience and then another column of the night's audience when you perform. Keep this over time to use in negotiations the value and increase in audience that you bring to a venue. This will give you another leverage tool for an increased flat fee and % of bar, etc.
  - Develop (and stick to) a daily or weekly plan of
    - Introducing yourself to 5-8 new venues/establishments
    - A (weekly) blog post
    - Daily (1-2x) social media posts

It's been an absolute pleasure to provide you with this Artist Branding – Session One Report. Use the above coaching as a “next steps” guide to further developing your brand or work with Babacita to develop a customized program to assist in bringing your brand to the next level while creating a sustainable system of brand, career and revenue growth.

Sincerely,

John Kowalski  
babacita.com

