

Artist Brand Fundamentals Checklist

Purpose: This checklist helps you shape how people perceive you as an artist — before they ever press play.

Take your time. Write honestly. This is about clarity, not perfection.

1. Artist Name & Identity (The Anchor)

- My artist name is locked in (no variations, no second-guessing)

Artist name (exact spelling): _____

- I use the same name across all platforms

Platforms checked: _____

- My name matches the energy of my music

In one sentence, my music feels like: _____

- I am not hiding behind numbers, symbols, or extra words unless intentional

Notes / changes I need to make: _____

2. First Impression Audit

- My profile photo clearly shows me and matches my music's tone

- My bio explains who I am and what kind of artist I am

Current bio: _____

Rewritten bio: _____

- My cover art and visuals feel connected to my sound

Visual feeling: _____

Music feeling: _____

Do these match? ■ Yes ■ Somewhat ■ No

3. Alignment Check (Say • Show • Sound)

What I say my music is about: _____

What I show visually: _____

What my music actually sounds like: _____

- All three point in the same direction

If not, what feels misaligned? _____

4. Confusion Removal

- I've identified branding elements that may confuse new listeners

Noise / distractions to remove: _____

- I'm willing to remove or archive things that don't serve my direction

What I will remove or update: _____

5. Consistency Commitment

- I understand that consistency builds familiarity

- I understand that familiarity builds trust

Visual tone I'm committing to: _____

Core message people should remember: _____

Final Check

- A new listener would quickly understand what kind of artist I am

- Nothing important would feel confusing or random

- My brand feels intentional, even if it's still growing

One sentence I want people to think after seeing my brand: _____

You don't need to look big. You need to look clear.