Branding and ICA

By now you have:
• your vision broken down into achievable steps and organized (SMART Goals and Trello)
• your storage containers ready (Google Drive) to store and organize your assets.

Which brings us to Step Two:Branding and ICA

Branding:

These are the words, symbols, fonts, pictures, and messaging you are going to use to send out the right vibes to attract the right people to your creation. Your branding should send out the message that says "This is who I am, this is what I stand for, these are my values, this is what I believe in, this is my message, this is what I'm about"...."Are we a match?" This is the function and purpose of your branding.

If your symbols, messages, colors, are representing, or branding, is not representational of your heart compass but is instead representational of what others think you look like, sound like, feel like, you are not going to be able to effectively send out the correct signals to attract the correct audience.

If you are clear on who you are, what you are doing, and why you are doing it, you will be able to design and choose the right elements to effectively convey your unique vision, mission, and message. That is effective branding.

One of my favorite platforms for branding is Canva.
Canva:
https://www.canva.com/

Canva has developed over the last years to include a whole branding suite where you can store your brand colors and upload custom fonts. It also has a color picker feature that allows you to grab a color from anywhere on the web to determine the hex code. Once you have identified the hex code for your color their branding program will show you complimentary colors.

Branding Board:

I also encourage you, if you haven't already, on Canva or another platform, to create a branding board. Canva has lots of cool templates for branding boards.
https://www.canva.com/templates/EAFyACyOMuQ-black-minimalist-aesthetic-brand-board-style-guide-a4-document/

Creating a branding board allows you to have all your brand assets in one place such as your photos, fonts, colors with hex codes. And if you are going to outsource a project for example your web design, then you can send the web designer your branding board.

ICA (Ideal Client Avatar):

Your ICA is a lot like you. The better you are in touch with yourself, your heart compass, the better you know your struggles, the better you know what you stand for and why the more deeply you will connect with your audience.

Here are some questions to answer that will help you find your ideal client/fan.You can brainstorm more, but these are a few questions to get you started. Having these insights will help you search in the places they are most likely to hang out. If for example you are a celtic musician and your ideal client likes celtic music and everything about the celtic culture, then that is where you can find more people who are looking for what you have: celtic fairs, online groups for celtic lore, etc. It also helps you to refine your branding and messaging if you know exactly who you are talking to.

Questions to better understand your ICA: (Think of one person)

How old are they?
Are they married or single?
Do they have children?
Do they live in the country or city?
Are they spiritual/religious?
What are they worried about?
What do they love?
What are their hopes and dreams?
What do they do for fun?
What do they do for work?