

## WEEK 5

# ~DIFFERENTIATION & BRAND CORE~

### YOUR DIFFERENTIATORS

What are five things about your music that your most die-hard fans would notice and love? (You don't have to answer this again if you've already done this)

What are five unique perspectives or ideas you have?

What are five unique experiences you've had in life / your career?

What are five uncommon personality or behavioural quirks you have?

**What are five uncommon interests you have?**

**NOTES:**

## **DIFFERENTIATION STRATEGIES**

**Could you go up against a 'competitor' / do the opposite to them?**

**Brainstorm here:**

**Could you get super super niche with your brand? This is not the same as being specific about describing your music. Brainstorm here:**

**Could you be a leader / pioneer / thought leader? Could you be the "something—est"? Brainstorm here:**

**Could you be disruptive in some way? Brainstorm here:**

**Could you align yourself with a feeling / word / moment / experience? Brainstorm here:**

**Could you differentiate yourself by price, quality, benefits, convenience or value? Brainstorm here:**

**Could you offer a unique experience to your audience or exceed expectations? Brainstorm here:**

**Could you be shocking or controversial in some way? Brainstorm here:**

## **YOUR BRAND CORE**

**Your Brand Core Pillars:**

**EXTRA NOTES:**