

**5 DAYS OF  
BRANDING  
WHAT U DO!**

**02**  
**DAY**

**BRANDING**

**4 PERFORMERS &  
CREATIVES**

**Show Notes**



**Discovering your own  
brand of YOU!**

**by brandi amara skyy**

# Discovering Your Brand

Yesterday we talked a lot about what a brand is and why as a performer and creative you need one. We also took a deep dive into our lives and all the things we love. Now we're going to tie that in together with who we are *now* — and who we are striving to be.

Because today is all about finding/discovering your very own brand of you.

But before we delve into that, i wanted to take a moment and share a few examples of what awesome performer and creative branding looks (and feels like)!

## BEYONCE

She's not just a brand, she's also an empire! Beyonce is known to her fans and the world as being **flawless, surprising, powerful and empowering**.

She shows the world her brand and sells her Queen Bey lifestyle in the songs she sings, the lyrics she writes, the behind-the-scenes pictures and post she shares on Instagram, and in the energy she brings to the stage. Beyonce's brand is flawless — just like she is!

## DITA VON TEESE

Dita has gone from queen of burlesque to author, lingerie, and perfume mogul — not to mention sold-out international performer, runway model, and pin-up. Dita has taken what she does, Burlesque, and turned it into her brand — just like RuPaul has done with drag! Three words that can be used to describe her brand?

**Vintage - Hollywood - Glam**

## STEVEN KING

As a writer Steven, is all about **horror, suspense, and unabashed creativity** all the time. We know that whenever we pick up one of his books THAT's exactly what we're going to get! And King NEVER disappoints!

## LOUBOUTIN

Hello “These expensive, these is red bottoms, these is bloody shoes!” Louboutin is such an iconic shoe brand that he has songs written about his stilettos. From Cardi B to JLO celebs, women, and queens can't enough of his shoes! They are perhaps the most coveted shoes on the market!

His three words we could use to describe his brand?

Sexy, sleek, trendsetter/innovator

## LANDON CIDER

i wanted to throw someone in our list who wasn't so heavy hitting famous to show you that you don't have to be Beyonce to know, build, and sell your brand. Landon Cider is a drag king who has made a name for himself (and all drag kings) in the world of drag and *RuPaul's Drag Race*. He has spoken at RuPaul's DragCon; runs Hamburger Mary's weekend brunch show and is often cited as the best — if not most famous — drag king name in the biz.

His drag is anything BUT ordinary. Three words to describe Landon's brand?

Creative, innovative, tastemaker

Each of these performers and creatives have a solid brand that keeps selling their shows, their products, and themselves long after the show is over or the book is done.

And i really believe that we can sell out or book out all our shit too. And the first step to doing that is creating a unique and memorable brand.

And that's exactly what we are going to start building today.

Ready?

Let's brand and roll, baby!

# Brand Werk

## Your Branding Assignment

Today's a big assignment so carve out an hour (or two) so you can specifically focus on you and your brand. It will pay off in the end — monetarily, emotionally, and energetically. I pinky promise you!

### REFLECT

Write down your answers to these questions. Keep your answers near you when you're done.

1. What kind of stories are you trying to tell?
2. What do you want to be known for?
3. Who do you want to be?
4. What kind of experience do you want to create for your audience?
5. What is your big dream and ultimate vision for you and your art?

Take however long you need to get to the good stuff with these questions.

### ASK

List 5 to 10 friends and ask them one (or all!) of these questions via text, email, or messenger.

1. What 3 words would you use to describe me?
2. What am I insanely good at?
3. When you're talking about me (in a good way!) to a friend, what and how do you describe me?
4. Who do I remind you of and why?

You can also throw out any of these questions to your Facebook and see what all your friends have to say.

To help you out so you can just focus purely on unearthing your brand, here are 2 short script templates you could use as a status update or as quick text or email to get your 'ask' out.

### FACEBOOK/ TEXT TEMPLATE

Hey Faceland! I'm working on my personal brand and was wondering if you could help me out by answering one super important question: What

three words would you use to describe me? (Or whatever question you want your friends on Facebook to answer.)

## EMAIL TEMPLATE

Hello {NAME}!

I hope all is beautiful in your end of the world!

I'm in the process of up-leveling myself as a performer {or creative, writer, etc.} by creating and building my personal brand. I was wondering if you could help me out by answering a few questions for me?

{INSERT THE QUESTIONS YOU WANT TO ASK}

Your answers are for my eyes only and will go a long way in helping me become a better performer/artist/writer/etc.

Thanks so much for taking time out of your day to help me slay the drag/burlesque/writing game!

Cheers!

{Name}

## COME UP WITH *YOUR* 3 WORDS

Grab all the work you've been doing these past two days and read through it all. Look for themes, reoccurring qualities, words, and phrases. Highlight or circle them.

As you begin reading back your words and other's feedback there will be some things that start to stick out or call out to you in some way. Write those down.

Keep reading, keep digging, and keep sitting with your words until you have three that feel like home. That feel like you. That feel like something you can grown into.

When you've found your three, write them down and share them in our Facebook group!

# Closing words, resources, & inspiration

Your brand is one of the most sacred gifts you can give to yourself and your art. Not to mention one of the best things you will ever do for your career.

So don't feel like you have to get it ALL RIGHT, RIGHT NOW. You don't. And you probably won't. The goal of today's challenge isn't just to get *any* three words written down so you can check it off some imaginary list. The goal is to find the most authentic words *for you*. The most real worlds you can find that mean something to you so you can start to build that empire you've always dreamt, talked about, and told yourself you were going to build "one day." ← That's a lot to ask in a day. And it may or may not happen today.

But what i know *will happen* is that you'll start to see yourself, what you do, and how you serve your fans and the world in a more profound way.

And that's a beautiful center to brand *into*.

Here are a few more resources to help you get there.

## MORE REFLECTION QUESTIONS

<https://www.business2community.com/branding/personal-branding-101-questions-ask-develop-brand-0982456#sjBQ8emCosVf0wWY.97>

## GOOD BRAND READS

Dita

<http://www.nytimes.com/2012/11/25/fashion/dita-von-teese-from-burlesque-to-a-brand.html>

RuPaul

<https://www.linkedin.com/pulse/rupauls-brand-image-what-fundamental-robyn-clark>