

FINDING YOUR LIGHT BULB - WORKSHEET 1 - THE 4 UNIQUE QUESTIONS

Do want to be so unique they have to ask for YOU? The only way you can do this is to know exactly what the marketplace looks like and exactly what will make your work different. Think of it this way, if everyone in your market is a color, and you look around and everyone seems to be green... then you'll need to be red, or blue, or yellow... but FIRST... you need to - KNOW - that everyone is green. So let's get to work.

What are others doing?
Who is your audience?
What venues will you play?
Who are you?

These are THE most important questions to ask. If you don't know the answer... pass over the question and come back. Eventually you need to answer ALL of them.

WORKSHEET QUESTION 1-1. Unique Question 1: What Are Others Doing?

WORKSHEET QUESTION 1-2. List your DIRECT COMPETITORS here.

WORKSHEET QUESTION 1-3. What are your DIRECT COMPETITORS doing well?

WORKSHEET QUESTION 1-4. What are your DIRECT COMPETITORS doing poorly? Is there a market advantage here?

WORKSHEET QUESTION 1-5. List the BIG TIME folks that you'd LIKE to be in competition with.

WORKSHEET QUESTION 1-6. Now what are they doing? Describe it. If you LOVE IT... write it. If you HATE IT. Write it... All that is good because it will show you what you want to capitalize on or what you'd like to try and replicate. All art is imitation, but it's imitation with the artist own interpretation!

Unique Question 2: Who is Your Audience? Be specific.

WORKSHEET QUESTION 1-7. What is the age range of audience?

WORKSHEET QUESTION 1-8. What is their Income range?

WORKSHEET QUESTION 1-9. What is their Zip Code?

Unique Question 3: What Venues Will You Play?

WORKSHEET QUESTION 1-10. Homes (birthday parties)

WORKSHEET QUESTION 1-11. Theaters

WORKSHEET QUESTION 1-12. Large Performing Arts Halls

WORKSHEET QUESTION 1-13. Recreation Centers

WORKSHEET QUESTION 1-14. Fairs (county or state)

WORKSHEET QUESTION 1-15. Colleges or Universities

WORKSHEET QUESTION 1-16. Schools

WORKSHEET QUESTION 1-17. Corporate Events (picnic, retreat, conference)

WORKSHEET QUESTION 1-18. Festivals

WORKSHEET QUESTION 1-19. Senior Centers

Size Matters

Work to the Back of the Room

Time How Long Your Show Should Be

Know the People Who Will Come to That Venue

All of These

Unique Question 4: Who Are You? What Describes Your Best Characteristics?

WORKSHEET QUESTION 1-20. Are you funny?

WORKSHEET QUESTION 1-21. Are you fun?

WORKSHEET QUESTION 1-22. Are you mysterious?

WORKSHEET QUESTION 1-23. Are you slick?

WORKSHEET QUESTION 1-24. Are you sophisticated?

WORKSHEET QUESTION 1-25. Do you need a stage name to make you more memorable?

Branding Description. You need something that makes you readily identifiable. People can see the description and say... “that seems interesting”.

EXAMPLE - Mario - the Maker Magician

EXAMPLE - Steve Trash - Rockin’ Eco Hero - Magic Music Recycling
Mayhem

EXAMPLE - Paris - The HipHop Juggler

Choose words that are unique to you. You can even make-up words if that works. Rockin’ Eco Hero is totally made up... but it works.

WORKSHEET QUESTION 26. What is your Branding Description?