

FINDING YOUR LIGHT BULB - WORKSHEET 3 - **BRANDING DESCRIPTION** - WORKSHEET

What is your brand description?

No one has the time to do anything these days. Who you are as an act, a person, will be judged quickly. And it's super hard to ever make a second impression.

EVERYONE in show business needs a branding description...

This is a short phrase that takes you beyond "magician," or "juggler," "storyteller," "ventriloquist," "puppeteer," or "clown" in the client's mind and makes them think, "Oh, that's interesting ... I should look further."

This is exactly what you want.

Here are a few examples that I like...

Mario: The Maker Magician
The Passing Zone: Big Laughs, Powerful Message
Mario: The Maker Magician
Kenny Ahern - To Laugh is the Live
Paris: The Hip-Hop Juggler
The Passing Zone: Big Laughs, Powerful Message
Colin Cloud: The Forensic Mindreader
Mark Nizer: The Only Live 4D Show in this World
Apollo Robbins: The Gentleman Thief
Shin Lim: The Art of Illusion
Dan Sperry: Shock Illusionist
Avner the Eccentric
Piff The Magic Dragon
And mne... Steve Trash: Rockin' Eco Hero

To get there we need to describe who you are and what you do.

EXERCISE 3-1 Begin writing words and phrases that feel like "you" or what to "do". Brainstorm these words or phrases. Relax and have fun. This is not HOMEWORK... it's exploration. EXAMPLE - Yoli Pachenko - Two voices. Two languages. Too funny." Write your ideas down as fast as you think of them. Do NOT filter yourself. Do single words come to mind? Write them down. Do full phrases come to mind? Write them down. Made-up words come to mind?

Write it down. If he have a friend that's good at this... "spit-ball" the idea with him/her.
hat express you, your show, your vibe, your mojo... don't hold back. Just write.

EXERCISE 3-2 Try to make up some words by mixing two words together... Sometimes you can even conjugate words that don't belong together EDU-TAINMENT or JUNK-JUGGLING or Now take a break. Don't continue. Wait a day or so before you start EXERCISE 3-3. Allow your MUSE and LITTLE LIBRARIAN to go to work on these ideas.

EXERCISE 3-3 Re-read the words and phrases that you've written. Your words and phrases should have now ruminated for a day or so... maybe more. Now try to brainstorm some more branding descriptions bases on your previous work.

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