Marketing yourself Worksheet

What is your favorite commercial? (car? Sports? iTunes? Phone?)

Why do you like it?

Why do you remember it?

What part of the commercial caught your attention?

Do you actually remember the product being advertised or just the commercial?

Did you buy a product because of the ‘cool’ factor?

Good commercials tend to sell a ‘feeling’ or ‘attitude’ or ‘image’. What feeling, or attitude is seen in any of these brands.

Examples:

Nike:

Calvin Klein:

Starbucks:
Please name the 5 best things you like about yourself and what image do you WANT to have.

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The Image I want:

__________________________________________________________________________

Think POSITIVE. What are you GREAT at? Name everything, right down to your organizational skills and social interactions.

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Make a list of your personal strengths and weaknesses.

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Then ask your friend to make a list of your strengths, weaknesses and what THEY think you are great at.

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**Compare the two.** Look for the common theme. How can you use these to create your desired image?

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**Other things to consider when developing your image is:**


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What is your **target audience/clients/customers**? What do they need or want to know about you? Whatever image you have or wish to portray should fit in with what the target market expects. **Give it to them.**

- Will you mostly be facing a committee on the orchestra board? Of course, your technical performances are first, but they also want to know your character. Reliable? Comply with rules?
- Will you be playing for a young audience? They may want the WOW factor? Clothing/costume? Staging?
- Will your audience be musically educated? They may want to hear finer nuances and performance perfection.
- Will you be performing for an Artsy audience? They may value creativity more than the technique or the venue.
- Do you have art that will be displayed in a Museum? The end product is most important. The type of art could determine the type of museum or gallery showing.
- Will you freelance in graphic arts and photography? You will be working with the public AND dealing with businesses. You will need to be personable and maybe persuasive.

My target audience will most likely be ______________________________

**Your interests:**
Think about the things you REALLY like: What draws YOUR attention? Do you have any social goals or projects you are passionate about? Knowing about these things helps your audience identify with you. Join groups you can identify with to increase your exposure and networking.

I am really interested in these outside activities: