

ONE/76

STUDIOS . ON  
LENO .

# PERSONAL BRANDING

BY BROK NEILSEN

HOW TO GET A GIG



# NO.1

# ARTIST NAME

- Don't spend too much time on the name
- If the name doesn't feel right, just go with your own name
- You can always change your name down the track
- Don't take time on something that doesn't matter

## **ADVICE**

People just want to know what to call you when you play. So if the name you come up with doesn't feel right just go with your own name.

- Brok Neilsen

# NO.2

# ARTIST SHOTS

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- Get yourself some simple, clean photos
- If you don't have the money to hire a photographer. Get a friend with an iPhone and spend a few hours having some fun
- Make sure the looks you go for are what you'd wear to a gig



# NO.3

# YOUR LOGO

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- This is a business, so take some time to navigate your way around the website [Canva](#) to whip up your own logo (not too much, it's not insanely important early on)
- Find something that you feel you like
- Change the letters, style and colours to suit you, and off you go

## EXAMPLES



WE ARE ISO

# NO.4

# SOCIAL LINKS

- Make all of your social links the same - So that if a fan/venue wants to find you on a particular site they can check your usual @ and find you

## **ADVICE**

Once you start accumulating a few accounts, take the time to find out what's available and match them up. Most social networks allow you to change your handle.

**DO NOT USE YOUR PERSONAL ACCOUNTS!**

- Brok Neilsen

# NO.5 PRESS PACK

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Hit up Canva again (it's free) and make up a one-page document that has all your info on it, including:

1. Bio
2. Social links
3. Press shots
4. Mixtape link
5. Styles of music you play

As time goes on add venues/events you've played to it.

## EXAMPLES



[DOWNLOAD >](#)



[DOWNLOAD >](#)

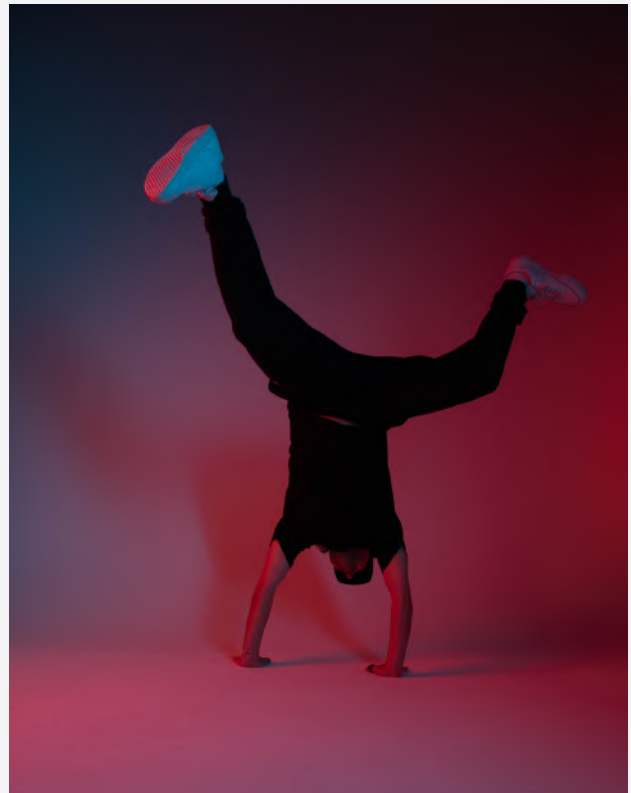
# PERSONAL BRANDING CHECKLIST

- ARTIST NAME**
- ARTIST SHOTS**
- YOUR LOGO**
- SOCIAL LINKS**
- PRESS PACK**

# NEED FRESH ARTIST SHOTS?

One76 Photo Studio has the space for any style of shoot + in-house photographer to help you with the creative process and getting the perfect shot.

**LET'S CHAT**



Studio Location: 12/76 Township Drive, Burleigh Heads

[hello@one76.com](mailto:hello@one76.com)