

Brittney Jones CEO

**CHRIS
WILLIS'**

**BRANDING
GUIDE**



WHAT IS BRANDING?

Think of branding as the DNA of your business...it's the physical features combined with the personality of your business. It's the component that resonates with your community and builds your audience of loyal listeners.

Branding includes your colors, your fonts, your logo, your tone of voice, and the very reason as to why you are doing what you are doing. When you know the deeper meaning of why you are doing what you are doing, you can more easily write a brand story and design all your physical elements that allow you to connect with your audience without ever having to actually speak to them.

Social media is a great way to continue expanding your outreach and spreading your message. The information we have gathered in this guide, will help us build upon your online presence consistently and accurately as it pertains to your music and brand. The more you are consistent, the more you are recognizable and memorable to your audience.

CHRIS' WHY:

The Past-

Taking a look at your past helps us to further understand what it is that lead you to start your life as a musician initially. Often times, your experience is one that you can share with your audience through your social media in order to begin building a genuine connection.

- Becoming a musician was always in Chris' blood
- His Mom played the piano, it was natural for him to start playing the piano and eventually grow as a singer/songwriter
- “Something I didn’t have to work at but something I ended up putting the work in because I love it”

CHRIS' WHY:

The Present-

Taking a look at how you view your brand in the present, allows us to get to know your brand through your eyes and what it is you're so passionate about.

- Music is a strong passion of his
- Still being able to do the job that he can do in his sleep, it's part of his purpose
- "I love people, music gives me the opportunity to change their emotions, to make them think, I love the power to be able to do that."
- Music has the ability to promote hope and has the potential to influence others
- "There's a lot of negative messaging or overwhelm, I want to be a part of what's compassionate, passionate, and inspiring about life."

CHRIS' WHY...

The Future-

When we know your bigger visions for your business, brand, and lifestyle, we can be sure to align our efforts in developing your social media strategy with these goals in mind.

- Continue performing, writing, and collaborating
- Would love to evolve more into production, breaking new talent
 - Expand his brand so he's not just singing
- Small conferences for singers and songwriters to get their foot in the door, and to grow their bands
- Entertain different revenue streams, but also coaching other artist on how to be successful in this industry
 - "I want to be able to continue to share music and the inspiration that music brings."
- Would love to be able to market t-shirts or other products
 - Would also love to expand the use of his music to be included in more television and film

A note about genre transition:

- Felt that he wasn't able to bring the gospel audience into the dance world
 - Some confusion when he puts out a dance record
 - Missing a connection that this is the same artist
 - Is looking to reduce this confusion
- Wants his audience to know that there is something for every type of listener

WHAT ARE YOU HOPING TO COMMUNICATE WITH YOUR MUSIC?

- Insure joy
- Happiness
- To provide the opportunity for people to dance like no one is watching
 - Boost in your mood
 - An escape

BRAND PERSONALITY

Chris' Personality:

- Very introverted but likes looking at life as an extroverted person
 - Very focused, driven, and intelligent
 - Sensitive, passionate, and compassionate
 - Easily irritated
 - Not political but very civil minded
- Believes in community and people working together to accomplish things
 - Driven, creative, high energy, and intense
 - Fairness and equality
- Believes in a judgment free zone - pointed out that social media can be a tough place for this because an audience feels like they can be more forward or hide behind the screen
 - Practices what he preaches
 - Demanding, gives respect, but asks for it
- Centered around joy - "If it's no fun, I'm not interested"
 - Happiness is a motivating force
 - Success driven

BRAND PERSONALITY

Chris' Likes:

- Color
- Fun
- Light
- High energy
- Television
- Motivational books
- Motivational podcasts
- Movies and film: Period piece films, rom coms
- Photography
- Fashion
- Beauty
- Elegance
- Interior design
- Ethnicity
- Connecting with people
- Travel
- Enjoys both fine dining and foodie dining
- Organic food

BRAND PERSONALITY

Chris' Likes...

- Health concise
- Exercise, meditation
 - Outdoors
 - Beach
 - Sun
 - Summer
 - The environment
 - Real estate
 - Money, power, success
 - Christmas sparkle, gifts
 - Gucci
 - High end luxuries
- Millionaire and billionaire living
- “When you have the money to spend, why not?”
 - Clarity when it comes to the mind
 - Modalities that are built around spiritually
 - Ideologies and art behind religion
- Inspiration you get from being in a peaceful place

BRAND PERSONALITY

Characteristics of you as a Brand
(what you want to be known for, how you want people talking about you when you're not in the room)

- He's a really great singer
 - He really owns the music he's singing
- He delivers the performance that's exactly like the record but even better
 - "I like being the most consistent artists that I know"
 - Passionate
 - Gives me chills
 - "I love when people tell me that I can sing the phone book."
 - It's going to be beautiful
 - I love to hear him sing

COMMUNICATING FEELINGS

How do you want or expect your listeners to feel before during and after they experience your music?

Before:

- Searching
- Looking for something but may not know what they are looking for

During:

- They hear a powerful voice that may not be the genre they are used to but, they still are drawn in

After:

- They feel intrigued as to what's next
 - Curious to keep following along
 - Where is he going now?

THE VIBES

This exercise just gives us another inside look at how you view your business and brand, and what you are hoping to portray to your audience.

Touch: Smooth and shiny

Smell: Food, vetiver, silk, takes me to the middle east - oil money, really good air conditioning

Taste: Butter cream, baked chicken, soul food, fill up my stomach satisfaction

BRAND SUGGESTIONS:

CHRIS WILLIS

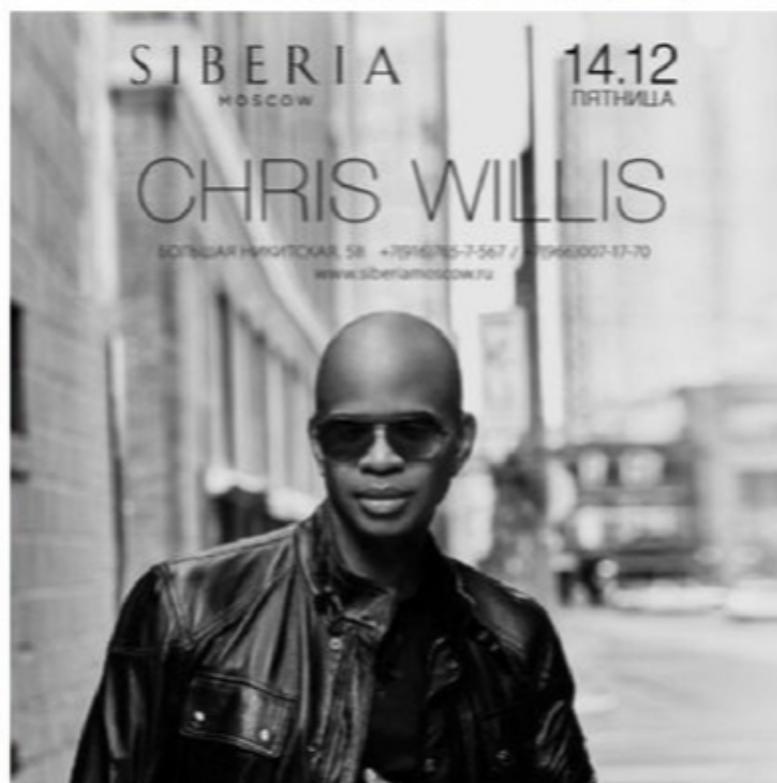
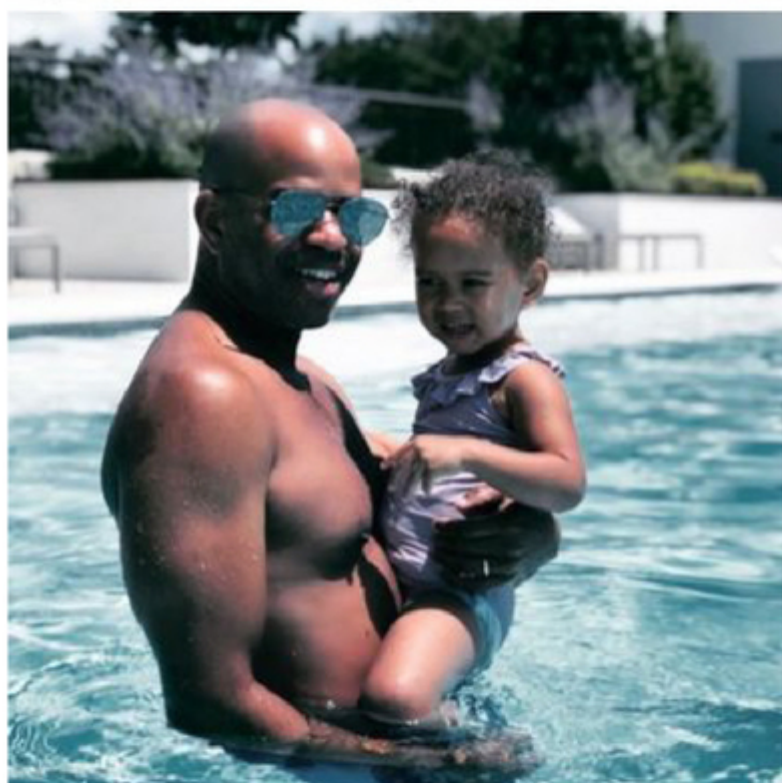
NEWEST
RELEASES

PRESS

FAMILY

TRAVEL

FASHION



ATTRACTING IDEAL CLIENTS/AUDIENCE

Branding is a very important piece of your essence as a musician but, it doesn't have to be hard. Once you know why you are doing what you're doing, who you want to reach, and how exactly you want to reach them through your music, it becomes much easier to keep all this information on brand.

Sharing your music on social media is a sure way to spread your artistry however, in today's digital world, humans crave connection. The more your audience starts to resonate with you, the more they begin to build a genuine connection with you. This makes them more inclined to become a loyal part of your community and keep listening and sharing your music.

When sharing new content on your social media, we are always conscious of keeping things consistent to the audience you wish to attract, your bigger goals and visions for your music and business as a whole, and of course, your brand voice and presence.