

Building your artist identity

Objective

Create a clear and recognizable identity that helps venues, labels and fans understand your music quickly.

Why It Matters

People in the music industry receive many submissions every week. A strong identity helps you stand out and makes your project easier to promote.

Good practices

Define 3-4 musical references and 1-2 cultural influences outside music

Mix old and new influences to create curiosity.

Prepare a short biography, quality photos, streaming links and live videos.

Keep your communication consistent across platforms.

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Common mistakes

Copying another band completely

Using outdated biographies or visuals

Poor-quality photos

Inconsistent branding



- ☐ Short bio ready
- ☐ Profile pictures updated
- ☐ Streaming links organized

- ☐ Social media accounts active
- ☐ Live video available

Interreg



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TRANS4MUZIQ



LES
4ÉCLUSES



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1. Musical influences

Place yourself on the music map + analyze your scene to reach the right network

- Choose 3-4 artists/genres you identify with:
 - artists should not be very close in terms of style
 - it should create a « clash » and bringing curiosity
 - mix historical figures and contemporary artists
 - add one adjective about what make you close to them
- Choose 1-2 directors, writers, books, pop culture reference, ... you identify with
 - add one adjective about what make you close to them

2. Band bio

- Make a short, medium and long bio
- Make it reverse chronological (recent to past)
- Maybe explain the band name
- Mention important shows
- Name emotions/vibes your music creates