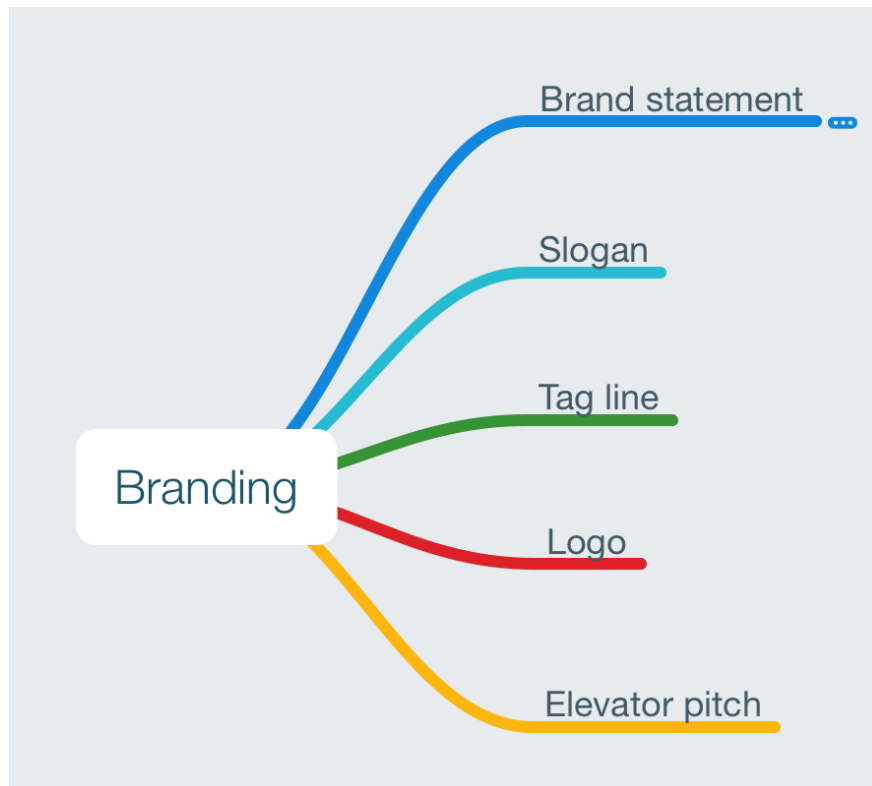




## Week 4: Sep 10–16

[Build Content](#)[Assessments](#)[Tools](#)

### Start Here



### Questions You Will Answer This Week

- How can you communicate the essence of your product or service to others in order to persuade, convince, and influence others to give something they have in exchange for what you have?
- How can you get and hold your audience's attention?
- How can you tailor your message to the particular situation you are delivering it in?
- What's the difference between a brand and a reputation?

### Specifications

- [ R-4 ] Post your answers as text in the appropriate space below to the following questions on Chapter 4. Separate each answer with a blank line. Turn in your work in the space below as per the instructions before class on Tuesday, September 18.
  1. What are the three main phases of consumer behavior influenced by touchpoints? What is something you think that an independent musician could do to help influence consumer's behavior on their own, if they

didn't have the support of a record label to do it for them?

2. What are the 8 elements that bands and Artists commonly include on their website?
3. What does the textbook say is the most thing to get visitors to do when they go to the website?
4. How can you give a visitor an incentive to sign up for a mailing list? What could your chosen band or Artist afford to do that might get you to sign up yourself?
5. What ideas from Chapter 3 could you apply to the way that you compose your own email? How could that help you communicate better with the people you write to?
6. What ideas from Chapter 3 about slogans, taglines, logos and/or fonts could you apply to the way you use social media platforms like Facebook, Instagram, and email in order to promote your personal brand? If you don't use these platforms yourself, what suggestions might you make to a friend or a musician?
7. Which one of the Artist team members discussed in Chapter 2 would you approach for material to incorporate into the artist/band's online presence? What could they contribute that might be helpful?
8. Why is blogging a good way to archive old information as well as keep a website current?
9. How can you a band make Facebook a two-way conversation? What are some things you can do in your postings to get more attention from readers? What is the advantage of advertising through Facebook instead of in a newspaper or magazine?
10. What are some examples of data that bands can get about people looking at their social media? What are some ways that you can use analytics to be more efficient and engaging
11. Watch the video clip below. What is a service that he offers through fiver.com? Read the [interview with Brandon Meeks](#) if you want more information on how he maintains his business playing bass, teaching, and producing.

- [ A-4 ]: Branding. Incorporating the information in Chapter 3, create a brand statement, elevator pitch, slogan, tagline, logo, and flier for the band or Artist you featured in Discussion [ D-I ], or pick someone new. See what you can learn about them from researching them and their music, and then fill in the details from your imagination as long as it is believable. See the model below for how the finished assignment might look.

Upload to Blackboard in the appropriate space below before class on Thursday, September 18th, or turn in on paper in class that day. If you turn it in on paper be sure your name is on it and that all pages are stapled together.

File specifications:

- A. Type "Brand statement" as the first heading at the top of your file. Underneath that, define the brand for your band or Artist in a compact form that emphasizes their best qualities while staying reasonably honest. Try to determine what their brand is by looking at their image and listening to their music.
- B. Type "Elevator pitch" as your next heading. Underneath that, type a script of what you might say if you had 20-30 seconds to try to spark the interest of someone else your age to listen to your band or Artist. Put your script in quotation marks to indicate that it is to be read out loud. It should take about 20-30 seconds to read. Be sure to include adjectives, something about their story, and the style of music they play. Be consistent with the brand that you defined in Part A.
- C. Type "Slogan" as your next heading. Underneath that, type a slogan that you have created for your band or Artist. The slogan should be a mini mission statement that sums up the brand that you defined in Part A, be simple to understand and remember, and something you come up with rather than one the band/Artist already uses.

D. Type "Tagline" as your next heading. Underneath that, type the tagline that you have created for your band or Artist. It should be fun and memorable, and something you come up with rather than one the band/Artist already uses.

E. Type "Logo" as your next heading. Underneath that, include your logo followed by your slogan or tag line. Choose a font that is appropriate for the band or Artist's brand that you defined in Part A. The logo should be your own design, don't just copy it from the band/Artist's website. See below for examples and a tutorial on how to make a logo. You may draw your logo by hand and scan it.

F. Start a new page for a flier for a flier you've designed for an event that your band or Artist will be, or could be doing. Fill the page and make it readable if printed from a distance. See below for examples, some of which didn't pass.

- You don't need a heading for your flier since it will be on a separate page.
- [Choose a venue](#) where your band or Artist could be playing, and give the reader all the information they need to know **who** will be presenting, **what** they will be doing, the name of the venue **where** it will take place, the time and date **when** it will happen, and a phone number they can call for more information.
- Your flier design should be big enough to fill a regular sheet of 8.5" x 11" sheet of paper if it were printed out, be visually engaging, and be legible from at least six feet away if it were printed and put up on a wall.
- Try to make the overall design consistent with the brand you defined in Part A. See below for examples of what students have done in the past if you need inspiration.
- Discussion [ D-2 ]. Post your design for a T-shirt with the logo you made in Activity [ A-4 ] for your band or Artist. Feel free to check out the [examples of shirts from last semester](#).
  - Part 1) Use an online service to design a T-shirt based on your logo from Part E of Activity assignment [ A-4 ], the name of your band/artist and/or your tagline from part D of [ A-4 ]. See suggestions for online sites like [Allied Shirts](#) on [the textbook's companion website](#). You are not required to actually produce a shirt, just upload [a screenshot](#) of how it on the Blackboard discussion board of how it appears when you're looking at it on the T shirt company's website. Due by Wednesday, September 12.
  - Part 2) Come on the Thursday that your Small Group is assigned to meet during weeks 4–6 and present your design to the class. See the Schedule linked in the left column for the date and time.



### Model for Activity [ A-4 ]

Enabled: Statistics Tracking

Attached Files:  [Model of Activity \[ A-4 \].pdf](#) (285.795 KB)

Here's an example of how your assignment for Activity [ A-4 ] might end up looking.



### Examples of Elevator Pitches

The Perfect Artist Pitch

Here are some examples of elevator pitches from past students, shown as videos:

<https://www.youtube.com/watch?v=ArEbi5aUKaA&feature=youtu.be>

<https://www.youtube.com/watch?v=5AlsTLwkcXg>

<https://www.youtube.com/watch?v=hjtxx1RkU5g>

<https://www.youtube.com/watch?v=7nBNRD-P-RA&feature=youtu.be>

<https://www.youtube.com/watch?v=3wsmYpanD8Y&feature=youtu.be>



## Tutorial for how to make your logo

Enabled: Statistics Tracking

Attached Files: [how to make a logo with dafont.pdf](#) (251.389 KB)

Here are instructions on how to make your logo using the dafont.com tool, and to take a screenshot when you're done.



## Examples of logos

Enabled: Statistics Tracking

Attached Files: [examples of logos.pdf](#) (1.53 MB)



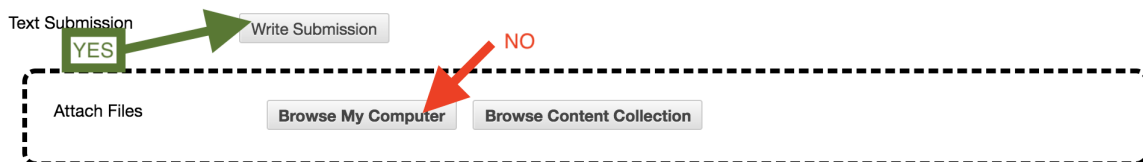
## Examples of fliers

Attached Files: [Examples of fliers.pdf](#) (4.528 MB)



## [R-4]

Reading assignment 4. Click on the red link "[ R-4 ]" above to open the place to submit your answers to the eight questions listed above in the specifications. Then click on the "Write Submission" button, not the "Browse My Computer" button:



You should then see an area under the "Write Submission" button where you can type or paste in your answers. Put a blank line between each of your answers, so that it looks something like this:

Text Submission

For the toolbar, press ALT+F10 (PC) or ALT+FN+F10 (Mac).

1. An "Artist" is someone who thinks they are more talented and better looking than anyone else. This year there's a band called Bruno Mars that is nominated for Album of the Year, Best R&B Album, Song of the Year, Best R&B Performance, Record of the Year, and Best R&B Song.

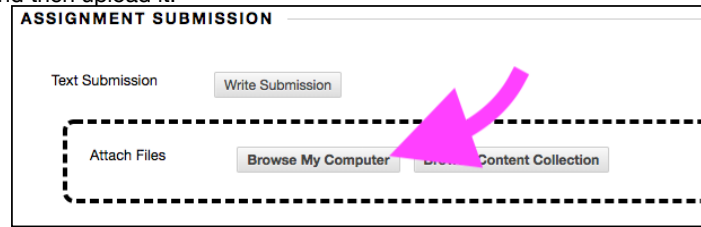
2. A personal manager's main job is to take care of an Artist's personal business, like walking their dog when they are busy in the studio.



### [A-4]

Activity assignment 4. Upload a single Word or PDF file with your work on Activity 4. If you prefer, you may turn it in on paper with your name on it and all the pages stapled together in class on Tuesday, September 18.

Click on the red "[A-4]" link above. Then click on the "Browse My Computer" button to the right of "Attach Files", find the file with your work, and then upload it.

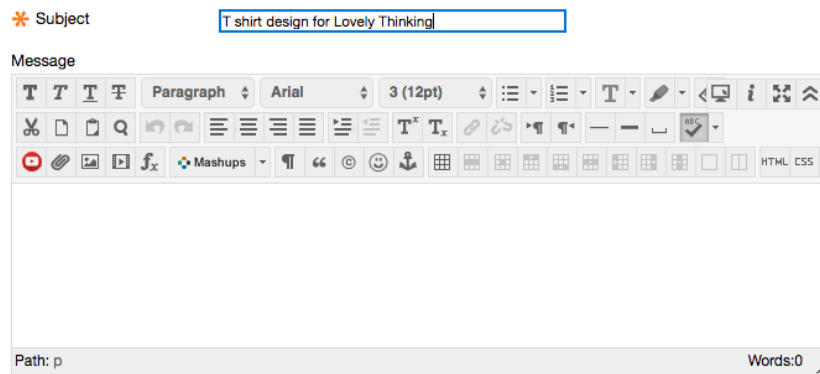


### [D-2]

Click on the "[D-2]" link in the title above, and then on the "Create Thread" button.

The subject of your new thread should be name of the group that you've designed the T shirt for.

Attach a file with a screenshot of your design after clicking on "Browse My Computer".



#### ATTACHMENTS

