

MUSIC ENTREPRENEURSHIP

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MUSIC ENTREPRENEURSHIP

Chapter 2: Brand Development

Chapter 2

BRAND DEVELOPMENT

The 2nd skill of being an independent artist is Brand Development. In this Chapter students will learn the fundamentals of developing a brand, and apply these fundamentals to develop their own brand. Students will gain an understanding for the importance of creating a brand identity, and establish a foundation for building a brand as an independent music artist.

Chapter Highlights:

Building a Brand

Attributes of a Brand

Color Characteristics

Logos

Catch-Phrases

Brand Identity

Brand Development Jargon List

Brand Development How-To Tutorial

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Chapter 2: Brand Development

<u>Objective:</u> An introductory assessment on your current knowledge of brand development	Section 1 ASSESSMENT TEST	Section 1: Test Section 2: Content Section 2.1: Terms Section 3: Tutorial Section 4: Project Section 5: Exam
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Brand Development Entry Test

No.	Test Questions	Test Answers
1.	Font, colors, and logo are a brand's	
2.	The amount of time it takes to complete a task and deliver a result	
3.	Goods and services are	
4.	The typeface of letters	
5.	A folder that showcases someone's work is a	
6.	A word or phrase that identifies a person	
7.	A name that distinguishes a product	
8.	Letters styled with a unique font is	
9.	A word or phrase that identifies a brand	
10.	Lettering that can be read by anyone is in	
11.	A brand name in special character form is a	
12.	Emotional trigger words associated to a color make up	
13.	A logo, mark or design that identifies and represents an artist is an	
14.	A fanciful name is	
15.	Detailed information about a graphic such as: color, shape, and size are	
16.	A design, image, mark, or symbol that identifies and represents is a	
17.	A person who specializes in the profession of graphic design art	
18.	Lettering that can be easily read is	
19.	Something that provokes a sudden emotional reaction has	
20.	Suggestive names	
21.	Unoriginal and lacking a brand name	
22.	An artist is a	
23.	The business of promoting, advertising, and selling a product	
24.	Original and different from others	

MUSIC ENTREPRENEURSHIP

Chapter 2: Brand Development

TEST WORD BANK

1. Artist Tag
2. Brand
3. Brand Name
4. Catch-Phrase
5. Color Characteristics
6. Distinct
7. Font
8. Generic
9. Graphic Designer
10. Identity
11. Imply
12. Legible
13. Logo
14. Marketing
16. Portfolio
17. Products
18. Shock Value
19. Special Character Form
20. Specs
21. Standard Character Form
22. Tagline
23. Turn-around Time
24. Unique
25. Wordmark

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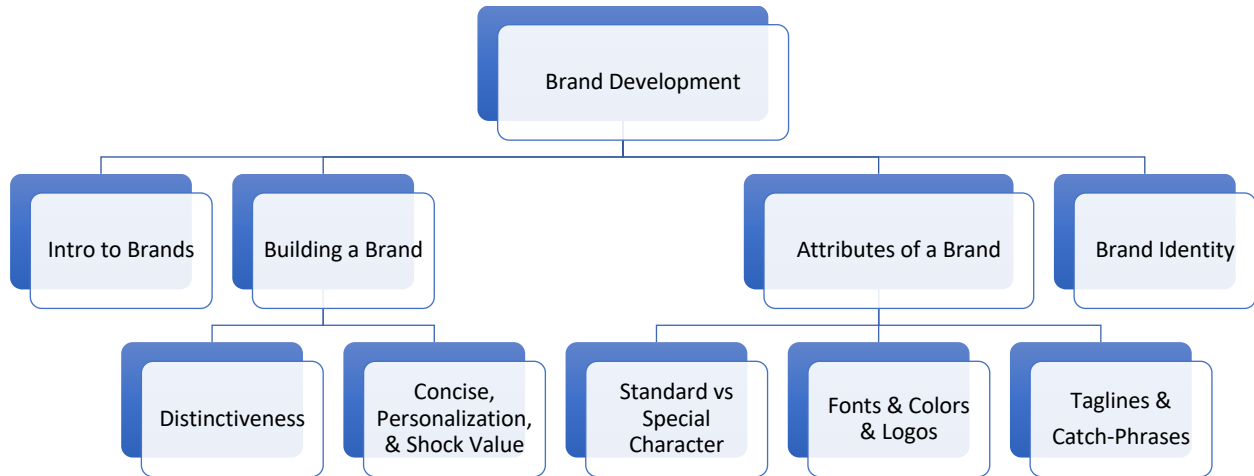
MUSIC ENTREPRENEURSHIP

Chapter 2: Brand Development

Objective: To learn the fundamentals of building a brand

Section 2
CLASS-CONTENT

Section 1: Test
Section 2: **Content**
Section 2.1: Terms
Section 3: Tutorial
Section 4: Project
Section 5: Exam



<p><u>Intro to Brands</u> Brand Artist Name Brand Name</p> <p><u>Building a Brand</u> Distinctiveness Distinct Fanciful Suggestive Arbitrary Generic</p> <p>Concise Personalize Shock Value</p>	<p><u>Attributes of a Brand</u> Standard Character Legible Typeface Special Character Form</p> <p>Font Wordmark</p> <p>Color Characteristics 8 Basic Colors</p> <p>Logo Artist Symbol Specs Shape Size Angle</p>	<p><u>Taglines & Catch-Phrases</u> Tagline Catch-Phrase</p> <p><u>Brand Identity</u></p> <p><u>Review</u></p> <p><u>Tutorial</u> Graphic Designer Portfolio Turn-around Time</p>
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MUSIC ENTREPRENEURSHIP

Chapter 2: Brand Development

I. Introduction to Brands

A **brand** is a word, name, mark, symbol, or design that identifies a **product**. A brand is displayed, or printed on the package of a product to distinguish it from other products. Examples of brand products are: *Pepsi, Gucci, Def Jam, BMW*



In the music industry, the artist is the brand. The **artist name** is the brand name that identifies products.

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II. Building a Brand

A brand starts with a name. A brand name must be distinct, short & simple, personalized, and/or have shock value.
Distinctiveness

A brand name must be **distinct** - meaning original and different from others. The distinctiveness of a brand name distinguishes it from other brand names. There are three levels of distinctiveness:

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Chapter 2: Brand Development

III. Attribute of a Brand

Colors Characteristics

After choosing a font, colors are added. There are 8 basic colors in branding: White, Black, Blue, Purple, Red, Orange, Yellow, and Green. Each color is associated with traits, feelings, and emotional trigger words. Each color has **color characteristics**.

PURITY	LUXURY	LEADERSHIP	ROYALTY	LOVE	ENERGY	HAPPINESS	HEALTH
INNOCENCE	SOPHISTICATED	LOYALTY	PRESTIGE	CONFLICT	LIFE	JOY	WEALTH
C O L O R C H A R A C T E R I S T I C S							

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III. Brand Identity

A brand's name, font, colors, logo, and tagline create a **brand identity**. In the same way, the artist name, font, colors, logo, and catch-phrase create an artist identity.

The most important aspect of building a brand is deciding a name. Why, because the speech version of a name is more present than the visible version of the name. This means, people will hear an artist name *more* than they will see it.

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Chapter 2: Brand Development

Objective: To identify key terms associated with brand development

Section 2.1
TERMS

Section 1: Test
Section 2: Content
Section 2.1: **Terms**
Section 3: Tutorial
Section 4: Project
Section 5: Exam

KEY TERMS

1. **Brand** - a word, name, mark, symbol, or design that identifies a product
2. **Product** - goods or services
3. **Artist Name** - the brand name of an artist
4. **Distinct** - different from others; unique in kind
5. **Generic** - unoriginal; a product without a brand name
6. **Personalize** - to make personal; to use one's name or initial
7. **Shock Value** - to provoke an emotional reaction
8. **Standard Character Form** - lettering that can be read by any person; plain penmanship
9. **Legible** - able to be read; the quality of a typeface that allows a person to read its lettering
10. **Typeface** - the font of letters; the appearance of letters
11. **Font** - the typeface of letters
12. **Specialized Character Form** - letters styled with a unique font
13. **Wordmark** - a brand's name in special character form; a brand name with a distinct font
14. **Color Characteristic** - the traits, feelings, and emotional trigger words associated to a color
15. **Logo** - a design, image, mark or symbol that identifies and represents something

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MUSIC ENTREPRENEURSHIP

Chapter 2: Brand Development

Objective: To create a brand

Section 3
TUTORIAL

Section 1: Test
Section 2: Content
Section 2.1: Terms
Section 3: **Tutorial**
Section 4: Project
Section 5: Exam

HOW TO CREATE A BRAND NAME

<u>TOOLS</u>	<u>BUDGET</u>	<u>PLACE</u>	<u>TIME</u>
1. Distinctiveness	\$0	Anywhere	Open

PROCEDURES:

1. Brainstorm and create an artist name by using distinctiveness...

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MUSIC ENTREPRENEURSHIP

Chapter 2: Brand Development

Objective: To create your brand name

Section 4
PROJECT ASSIGNMENT

Section 1: Test
Section 2: Content
Section 2.1: Terms
Section 3: Tutorial
Section 4: **Project**
Section 5: Exam

CREATE YOUR BRAND NAME

<u>TOOLS</u>	<u>BUDGET</u>	<u>PLACE</u>	<u>TIME</u>
1. Brand Development Worksheet	\$0 USD	Anywhere	Open

To Do List:

1. Create an artist name
2. Choose a font for your name
3. Choose a color(s) for your name
4. Complete the Brand Development Worksheet

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Chapter 2: Brand Development

Objective: To examine your knowledge of brand development

Section 5 EXAMINATION

Section 1: Test
Section 2: Content
Section 2.1: Terms
Section 3: Tutorial
Section 4: Project
Section 5: **Exam**

Brand Development Exit Exam

No.	Exam Questions	Exam Answers
1.	A brand name in special character form is a	
2.	A design, image, mark, or symbol that identifies and represents is a	
3.	A fanciful name is	
4.	A folder that showcases someone's work is a	
5.	A logo, mark or design that identifies and represents an artist is an	
6.	A name that distinguishes a product	
7.	A person who specializes in the profession of graphic design art	
8.	A word or phrase that identifies a brand	
9.	A word or phrase that identifies a person	
10.	An artist is a	
11.	The business of promoting, advertising, and selling a product	
12.	Detailed information about a graphic such as: color, shape, and size are	
13.	Emotional trigger words associated to a color make up	
14.	Font, colors, and logo are a brand's	
15.	Goods and services are	
16.	Lettering that can be easily read is	
17.	Lettering that can be read by anyone is in	
18.	Letters styled with a unique font is	
19.	Original and different from others	
20.	Something that provokes a sudden emotional reaction has	
21.	Suggestive names	
22.	The amount of time it takes to complete a task and deliver a result	
23.	The typeface of letters	
24.	Unoriginal and lacking a brand name	

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Chapter 2: Brand Development

EXAM WORD BANK

1. Artist Tag
2. Brand
3. Brand Name
4. Catch-Phrase
5. Color Characteristics
6. Distinct
7. Font
8. Generic
9. Graphic Designer
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18. Special Character Form
19. Specs
20. Standard Character Form
21. Tagline
22. Turn-around Time
23. Unique
24. Wordmark

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MUSIC ENTREPRENEURSHIP

Chapter 10: Music Distribution

Chapter 9

MUSIC PUBLISHING

The 9th skill of being an independent artist is Music Publishing. In this chapter you will learn the fundamentals of publishing music, and how to apply these fundamentals to publish your own music. Gain an understanding for the importance of publishing, and establish a foundation for publishing music as an independent artist.

Chapter Highlights:

Music Publishing Process

Music Licensing

Royalty-Collection Organizations

Music Publishing Jargon List

Music Publishing How-To Tutorial

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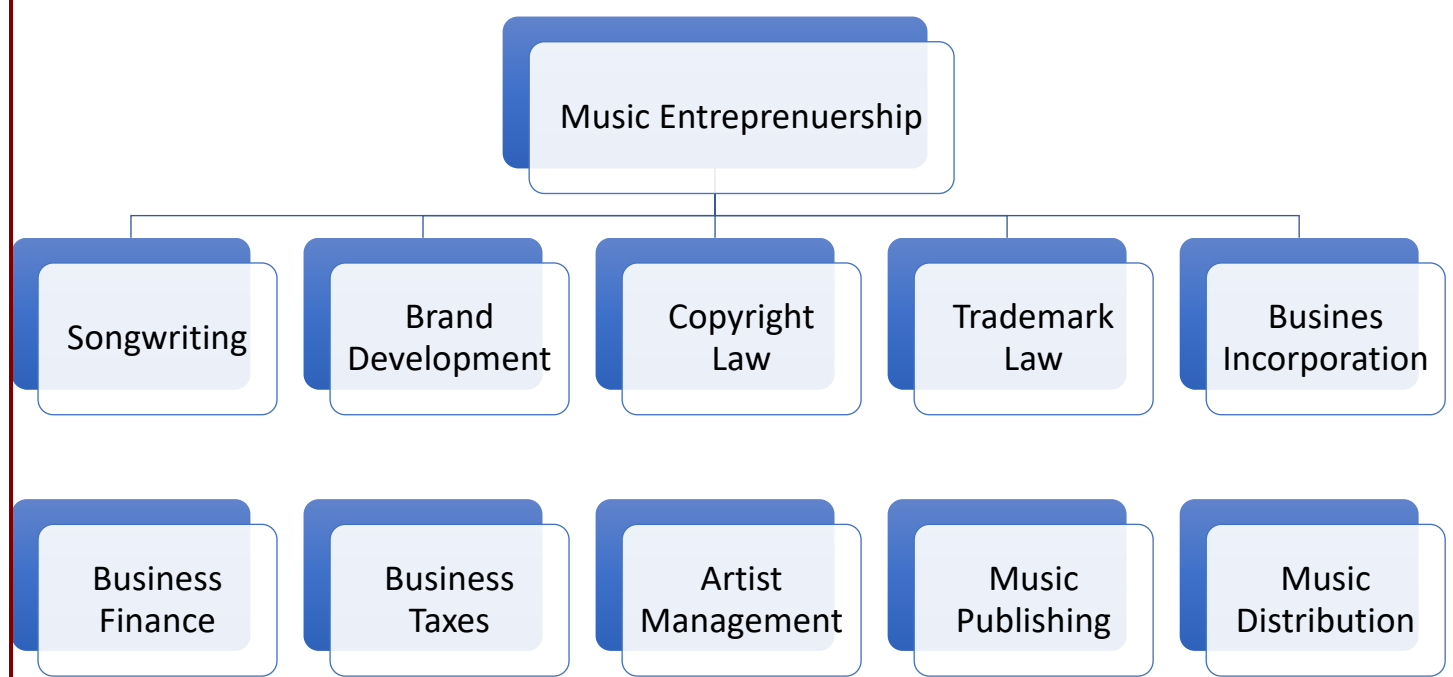
Chapter 10: Music Distribution

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Chapter 11

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EXIT EXAM

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Chapter 11: Exit Exam

Objective: To examine your knowledge on being an independent artist

Section 5 **EXAMINATION**

Section 1: Test
Section 2: Content
Section 2.1: Terms
Section 3: Tutorial
Section 4: Project
Section 5: **Exam**

Music Entrepreneurship Exit Exam

No.	Exam Questions	Exam Answers
1.	A union of professional songwriters is a	
2.	Songwriters file their songs with the	
3.	A category that identify a type of song is a	
4.	Language that exaggerates the literal meaning of a word is	
5.	Profits songwriters earn for their creative work	
6.	An artist is a	
7.	A design, image, mark, or symbol that identifies and represents is a	
8.	Emotional trigger words associated to a color	
9.	A brand name in special character form is a	
10.	Unoriginal and lacking a brand name	
11.	The legal rights to copy creative work	
12.	Piracy, plagiarism, bootlegging is	
13.	Original work created by its author are	
14.	An official public record of a copyright claim is a	
15.	The legal owner of copyrights is the	

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Chapter 11: Exit Exam

EXAM WORD BANK

Guild	Business Bank Account
Copyright Office	Finance
Genre	Bookkeeper
Wordplay	Co-mingling
Royalties	Expense Ledger
Brand	Tax Evasion
Logo	IRS Audit
Color Characteristics	Tax Lawyer
Wordmark	Deductible Business Expenses
Generic	Income Tax Return
Copyrights	Income Tax
Copyright Infringement	CPA

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Appendix II

Industry Vocab List

- **®** - the symbol used for trademarks registered with the USPTO
- **1st Person Narration** - a story told from the point of view of the writer using “I”, “Me”, “My”, “We”, “Us”, “Our”, and “Ours”
- **2nd Person Narration** - a story told from the point of view addressing the reader or listener using “You”, “You’re”, “Your”, and “Yours”
- **3rd Person Narration** - a story told from the perspective using “He”, “Him”, “She”, “Her”, “They”, and “Their”
- **Alliteration** - words with the same beginning letter used together
- **Allusion** - a phrase or statement that makes reference to a person, place, or event
- **American Society of Composers, Artists, and Performers (ASCAP)** - an organization that collects licensing fees and distributes royalties for music published in live performance formats
- **Analogy** - a comparison between two or more things
- **Antonyms** - words with opposite definitions
- **Articles of organization** - a legal document that incorporates a business when filed with a state government; certification of formation; articles of formation
- **Artist Management** - the business profession of managing the career of a music artist
- **Artist Management Team** - individual professionals who service the career of a music artist
- **Artist Manager** - a manager who handles the “personal” business affairs of a music artist; the representative of a music artist
- **Artist Name** - the brand name of an artist
- **Artist Tag** - a mark, symbol, design, or logo that identifies and represents an artist
- **Asset** - any thing of value
- **Audiovisual Work** - creative work that contains both sound and visual components
- **Bar** - a line of lyrics
- **Berne Convention for the Protection of Literary and Artistic Works** - an international agreement that governs the laws of copyrights between countries
- **Billboard Music Charts** - a graphic summary of music sales in the United States
- **Bookkeeper** - a certified public accountant or financial specialist who is experienced in bookkeeping and accounting
- **Bookkeeping** - a system for recording, updating, managing, and safekeeping the financial books of a business; record keeping
- **Bookkeeping** - a system for recording, updating, managing, and safekeeping the financial receipts, statements, and ledgers books of a business
- **Brainstorm** - to create and list new ideas without judgment
- **Brand** - a word, name, mark, symbol, or design that identifies a product
- **Brand Identity** - specific attributes of a brand i.e. font, color, logo etc.
- **Bridge** - the section of lyrics in a song between 2nd verse and 3rd verse
- **Broadcast Music Incorporated (BMI)** - an organization that collects licensing fees and distributes royalties for music published in live performance formats
- **Business Bank Account** - a bank account for managing business finances

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Appendix II

- **Business Expense** - an expense associated with forming and operating of a business; expenditures
- **Business Incorporation** - the process of registering a business; business registration
- **Business License** - a permit issued by the government that allows an individuals or company to conduct business
- **Business Manager** - a manager who handles the financial business affairs of an artist
- **Business Structure** - a legal entity i.e. sole proprietorship, corporation, or LLC
- **Capital** - money invested in a business; money for business
- **Capital** - money invested in a business; money for business
- **Catch-Phrase** - a word or phrase that identifies and associates with a person
- **Certified Public Accountant (CPA)** - a person certified and licensed in rendering public accounting services; one who handles the accounting affairs of a business i.e. bookkeeping
- **Certified Public Accountant (CPA)** - a person certified and licensed in public accounting; a professional who manages the accounting affairs of a business
- **Chorus** - the reoccurring and repetitive lyrics of a song; refrain; hook

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