

INTRODUCTION & IDENTITY

Hello!

Identity

What's your brand?

Image

How do you want people to think of you?

Aural Image

What's your music sound like?

Perception

What adjectives can be used to describe the way your music should be perceived?

Successes

What are three of your successful pieces?

AUDIENCE PROFILE

Who's it for?

Target Performers

What market are you writing for (educational/professional/orchestral)?

Target Audience

What audience are you writing for? Novice, specialists, composers, connoisseurs?

MUSIC & IMAGE

What are you saying?

Knowledge

What do you want the target audiences to know about your music?

Mimicry

Who are some composers whom you want to emulate?