

RADMEDIA ENTERTAINMENT LLC

# Artist Brand Clarity Audit

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Before you post more content,  
**get clear on your artist brand.**

A quick self-assessment for artists and bands who want stronger identity, audience clarity, visuals, message, and content direction.

Music. Media. Strategy. Content.



# Why This Audit Matters

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Most artists think they need more content.

More posts. More Reels. More promo. More links.

But if your artist brand is unclear, more content will not fix the problem. It will only make the confusion louder.

Before people follow, stream, book, share, or support you, they need to understand:

- Who you are
- What your music feels like
- Who your music is for
- What makes you different
- What your visuals represent
- What your content is leading them toward

This audit helps you check the foundation of your artist brand before you build more content on top of it.

**Answer honestly. If a question is hard, that is usually where the work begins.**

# Artist Brand Questions

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## 1. Who are you as an artist?

Use this sentence: I/we create \_\_\_\_\_ music for people who \_\_\_\_\_.

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## 2. What do you want people to feel when they hear your music?

Pick 3: Inspired / Energized / Understood / Emotional / Confident / Joyful / Motivated / Connected / Peaceful / Empowered / Other:

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## 3. Who is your music really for?

Do not write "everybody." That is not clarity. That is panic with a playlist. Describe your ideal listener.

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## 4. What makes you different from other artists in your lane?

Think about your story, sound, message, culture, voice, visuals, personality, or live show.

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## 5. What is the main message behind your artist brand?

Examples: Keep going. Healing is possible. Celebrate where you come from. Be confident in who you are. Life is hard, but joy still exists.

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# Visuals, Content & Promotion

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## 6. What 3 words should describe your artist visuals?

Examples: Bold / Clean / Raw / Premium / Cultural / Cinematic / Spiritual / Colorful / Street / Elegant / Futuristic / Vintage / Emotional

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## 7. What colors and font style fit your artist brand?

Colors: \_\_\_\_\_ Font style: Bold / Clean / Luxury / Street / Handwritten / Futuristic / Vintage / Editorial / Other: \_\_\_\_\_

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## 8. What do you currently post too much of?

Examples: flyers, selfies, reposts, random clips, links, studio footage with no context.

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## 9. What do you not post enough of?

Examples: story, personality, lyrics, process, live performance, fan reactions, behind the scenes, meaning behind the music.

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## 10. What are you promoting right now?

Single / EP / Album / Video / Show / Tour / Merch / Brand awareness / Nothing specific / Other: \_\_\_\_\_

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## 11. What is stopping you from posting consistently?

No ideas / No visuals / No captions / No time / No plan / No confidence / No clear brand direction / Other: \_\_\_\_\_

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## 12. What action do you want people to take after seeing your content?

Listen / Follow / Save / Share / Comment / DM / Buy tickets / Book me / Watch video / Join email list / Other: \_\_\_\_\_

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# Score Your Artist Brand Clarity

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Rate each statement from 1 to 5.

1 = Not clear   3 = Somewhat clear   5 = Very clear

Brand Area	Score
I can clearly describe who I am as an artist	___
I know who my ideal audience is	___
I know what makes me different	___
I know my main message	___
I know what my visuals should feel like	___
I know what content I should post	___
I know what I am promoting	___
I know what action I want people to take	___

**Total Score:** \_\_\_\_\_ / 40

# What Your Score Means

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## 8 to 18: Unclear Artist Brand

Your artist brand needs more clarity before more content. Focus on artist identity, audience, message, and visual direction.

## 19 to 30: Developing Artist Brand

You have a foundation, but your content direction needs more structure. Focus on content pillars, better visuals, clear CTAs, and stronger posting consistency.

## 31 to 40: Clear Artist Brand

You have direction. Now you need a system that turns that clarity into consistent content. Focus on 30-day content planning, Reels, captions, templates, and release promotion.

## Want RadMedia to Review Your Audit?

Copy your answers and paste them into the review form. Include your artist or band name, email, Instagram or website, clarity score, your answers, and what you need the most help with.

**You do not need more random posts. You need a clear artist content system.**

**Next step:** RadMedia Music Brand Content OS: Artist Edition. A paid system that helps turn your audit answers into a 30-day content plan, caption direction, Reel hooks, CTAs, Canva templates, and posting structure.