PLAY VISUAL

A booklet for DJs personal branding



IS THIS YOUR DREAM?

BUT PEOPLE DON'T KNOW YOU?



WORK ON YOUR PERSONAL BRANDING!

WHAT IS BRANDING?

"A brand is an idea system, a network of associations that represent any entity, organization, or person."

Christy Macleod - Percolate

YOU ARE YOUR OWN BRAND



WHAT ARE BRANDS MADE OF?

IDENTITY

Stand out of the crowd

Be unique

Be consistent



CONCEPT

Create a disruptive concept, create something people will remember



STRATEGY

Mix online and offline branding to bring audiences together.



ENGAGE YOUR AUDIENCE!

HOW TO CREATE ENGAGEMENT?

IMAGE

How you are perceived by your audience?



FANS RETENTION

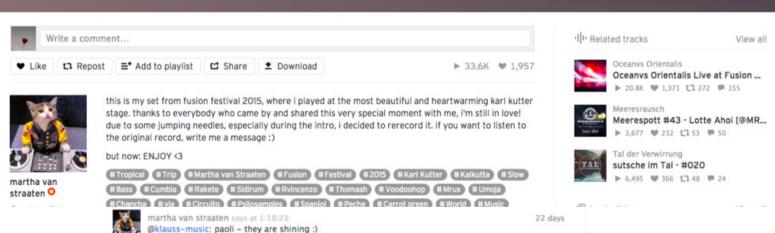
How do you relate with your audience?

2 months





@marthavanstraaten: yes that is so fantastic ... next year gonna go to fusion :D



@marthavanstraaten: omg thank you so much ! Your set is brilliant btw

tinabeh says at 1:18:23:

klauss-music says at 1:18:23:

18 days

22 days

PROFESSIONALISM

How about your work ethics?



TELL A STORY, GO VISUAL

"Images are the pathways to human emotions, and emotions govern how people make decisions."

Persuade with visual metaphors

5 TYPES OF VISUALS

pictures
videos
images (illustrations, memes etc)
infografics
presentations

GET ATTENTION,

TELL A RELEVANT STORY IN THE RIGHT CONTEXT

CONTEXT

When and where you tell your story is crucial.

Different media has diffrent rules.

HAVE YOU TRIED VISUAL METAPHORS?

Trigger "aha" reward by using double meaning





CATEGORIZE THIS VIDEO

TAG A PORNSTAR

LINK YOUR VISUAL STORYTELLING TO OFFLINE EVENTS



PLAY

VISUAL

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