

# BRAND

It all starts here



if you don't know your group identity (how would describe the character of the group if you were writing a book and in the first paragraph you had to describe them to the reader), then how would you know what songs to sing or how to perform them in a way that supports that brand/identity/fingerprint?

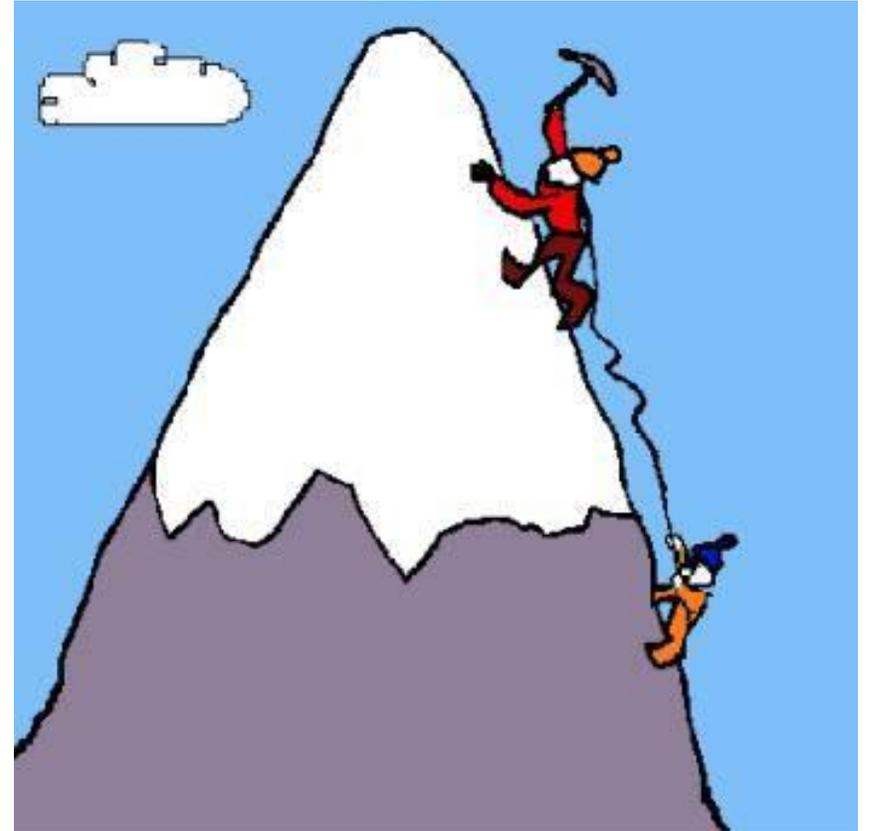
If it helps, please see Harmonizer articles I wrote at <https://tinyurl.com/GroupBranding>.

Go to page 15 and use the +/- keys at the bottom to zoom in or out or download the entire edition and read offline.

# Naming the Mountain

Whether it is an arduous journey, or bit of fun, “naming the mountain” intrinsically implies that there is commitment, unforeseen challenges, risk is involved and, in many cases, the potential for a great internal success. The climb is the journey upon which we take our audiences.

Discovering the names of mountains we like to climb can help a great deal in developing our brand.



# Audience & Performer Satisfaction/Experience

Choosing to think less

Think

Capable of thinking more

Feel

Do

## Artistry

## Technique

Again, width at any point along the journey is the maximum number of things we are concentrating on during a performance.

Easiest level of all. Very little to worry about. Creates an experience for and a connection between the audience and the performer alike. The music is creating itself and we're along for the ride. We're just swimming in the music.

It feels easier than previous levels & this can be counter intuitive. Creates Subtext, vocal texturing, onomatopoeic singing, flowing lines

Feels like more work, but it's rewarding. Some level of ownership, allows for natural movements, flow emerges, discovery of actionable words.

Posture, onsets, target vowels, diphthongs, turn body here, get louder/softer, goal of becoming technically proficient. It can take years and years of work to attain the highest levels of "Do".

The  
Performance  
Sphere

Artistry

Technique

