

0) Project Info

- Artist / Project Name: _____
 - Draft Date (YYYY-MM-DD): _____
-

1) Core Formula

- Genre (fan language): _____
- Emotion (dominant feeling): _____
- Use-Case (real-world moment): _____
- Reference Artist 1: _____
- Reference Artist 2: _____
- Play Situation (when fans hit play): _____
- Fan Promise (outcome after one song): _____

Auto-composed positioning (2 sentences):

I make _____ that feels _____ for _____.

Fans of _____ and _____ press play when _____.

Fan promise: After one song, you'll feel _____.

2) Comment Mining & Fan Language

Emotion words (copy verbatims):

- “ _____ ”
- “ _____ ”
- “ _____ ”

Situations / Use-Cases (verbatims):

- “ _____ ”

- “ _____ ”
- “ _____ ”

Top 3 Emotion Keywords: _____ / _____ / _____
 Top 3 Use-Cases: _____ / _____ / _____

3) Visual Identity Snapshot

- Palette (hex): _____
- Typefaces (display + body): _____
- Textures / Motifs (comma-sep): _____

Do (fits the lane):

- _____
- _____

Don't (clashes with lane):

- _____
 - _____
-

4) Proof Assets (0:01 matters)

Plan three clip openers that **prove the emotion** in the first second.

1. Opener #1:

2. Opener #2:

3. Opener #3:

5) Offers & Use-Case Magnet

- Free Magnet (align to use-case): _____
- Core Offer (\$20–\$50): _____
- Premium (\$100+): _____

Micro-Offer (\$7–\$9):

6) Funnel on One Page

- Discovery:

- Nurture:

- Conversion & Retention:

7) Copy Bank (paste-ready)

- Bio (1-liner): _____
- Bio (press/EPK — 3 lines):

- Short-form Hooks (3):

- Email Subject / Preview:

8) 7-Day Validation Plan

Checklist:

- ☐ A/B test bio on site/LIB for 48h each; track top-track CTR + opt-ins
- ☐ Post 3 lane-proof clips with “save for [moment]” captions
- ☐ Launch \$7–\$9 micro-offer matched to use-case
- ☐ Send 1 story-led email about the emotion behind your lane

Targets (benchmarks): Saves/Streams $\geq 12\text{--}18\%$ · Opt-ins $3\text{--}8\%$ · Welcome CTR $\geq 15\%$ · Micro-offer CR $1\text{--}3\%$

Results:

9) Next Sprint (2 weeks)

- **Three MITs (Most Important Tasks):**

1.

2.

3.

- **Risks & Mitigations:**
