

The Art of Music Business (Reggae Edition)

Book One: Branding & Storytelling

CHAPTER THREE WORKBOOK



The Art of Storytelling

When the seed rises into light, guide the branches.

The story grows in the direction you shape.

—The Rhythm of Wisdom

CHAPTER THREE

The Art of Storytelling

Stories are always being told.

Through lyrics.

Through silence.

Through visuals, interviews, captions, performances, and decisions.

The question is not whether your audience is receiving a story.

The question is whether that story is being shaped intentionally.

Some artists spend years allowing other people to define them:

- algorithms,
- audiences,
- assumptions,
- industry expectations,
- fragmented online identities.

But storytelling is not about creating a character.

It is about learning how to carry truth consistently across every place your audience encounters you.

This workbook is designed to help you recognize:

- what your story already communicates,



- where your narrative feels fragmented,
- and where your voice is asking for clearer ownership.

Because strong storytelling does not simply describe identity.

It transmits it.



How to Use This Workbook

Move slowly.

Write honestly.

Do not edit yourself too quickly.

Some answers may feel unfinished.

Some may feel uncomfortable.

That is part of the process.

This workbook is not about sounding impressive.

It is about recognizing what is already alive beneath your creative voice.

You are not building fiction here.

You are clarifying:

- your message,
- your perspective,
- your emotional truth,
- and the narrative patterns that already follow your work.

As you move through these exercises, pay attention to consistency.



Does your story remain recognizable:

- across platforms,
- across interviews,
- across visuals,
- across performance,
- and across time?

Narrative clarity grows when identity stops shifting to fit the room.

The goal is not perfection.

The goal is coherence.

**Companion Workbook for *The Art of Music Business (Reggae Edition): Book One*
— *Branding & Storytelling***

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Narrative Coherence

Strong storytelling is rarely loud.

It moves through repetition.

Through emotional residue.

Through consistency between what is spoken, performed, shown, and carried.

Some artists describe themselves clearly.

Others transmit something larger than themselves without needing explanation.

In this section, you will observe how narrative can remain consistent across music, interviews, performance, visuals, and public presence without feeling forced or manufactured.

Pay attention not only to what is being said.

Pay attention to what remains felt afterward.

Because storytelling becomes powerful when identity stops performing for attention and begins communicating with intention.



Research Assignment

Narrative Coherence

Now study Jesse Royal.

Storytelling does not live in lyrics alone.

It lives in what is carried consistently.

You can find his platform links at backstageblueprint.org/spotlights.

Your Task:

Watch one live performance of *Modern Day Judas* or *Blessing*.

Then explore one interview.

Then read his official bio.

As you move through each, observe:

Does his tone shift depending on the platform?

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Does the story feel consistent across song, speech, and presentation?

Is he describing himself — or carrying something larger?

Where do you see transmissive storytelling in action?

Notice not just what he says — but how it feels.

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Reflection:

Now turn the lens inward.

Where does your own story live most clearly right now — in your music, your visuals, your interviews, or nowhere consistently?

If someone watched you perform with the sound muted, what identity would still be visible? Why?

Are you declaring who you are? How?

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Or transmitting what you carry? In what way?

And are you doing it intentionally?

♪ Continue Your Journey at:



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Journal Prompt

Claiming Narrative Authority

Your story does not wait for permission. It waits for ownership.

Your story does not begin when others recognize it.

It begins the moment you decide to name it.

Take a quiet pause before you write.

This is not about performance.

It's about ownership.

Choose your mode:

- Declarative** — I am naming who I am.

- Transmissive** — I am carrying what shaped me.



Now write freely, without editing:

What truth am I claiming authority over?

What part of my identity am I no longer allowing others to define?



The Three Layers of Your Story

Bio Creation Workbook

Say It clearly. Say It honestly. Say It like you mean it.

Your bio is not decoration. It is orientation.

It introduces your music, your message, and your identity to people who may be discovering you for the first time. In a few sentences, it helps them understand who you are and why your voice matters.

This workbook will guide you through **three versions** of your story:

- **A short snapshot**
- **A mid-length narrative**
- **A full story**

Each one serves a different purpose, but all are rooted in the same truth.

You are not inventing a character.
You are clarifying your narrative.

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SNAPSHOT BIO (50–75 Words)

Purpose

Use this version for:

- Streaming profiles
- Social media bios
- YouTube descriptions

Step 1: Define Your Core Elements

Fill in each field:

Your Name:

City / Location:

Genre / Sub-genre:

Influences (2–3):

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Distinct Style (What makes you different?):

Defining Trait or Message:

Key Achievement or Milestone:

Emotional or Cultural Impact:



Step 2: Write Your Snapshot Bio (Heading 3)

(50–75 words)

Step 3: Refine Your Bio (Heading 3)

- Clear and easy to read
- Sounds like me
- Includes one real achievement
- Communicates my message

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MID-LENGTH BIO (150–250 Words)

Purpose

Use this version for:

- **Press kits**
- **Booking inquiries**
- **Festival submissions**
- **Website “About” section**

Step 1: Build Your Story (Heading 3)

Answer each prompt:

Where were you born?

Where are you based now?

How did you start making music?



Who influenced you?

What does your music express or stand for?

Key releases or projects:

Achievements (streams, radio, press, etc.):

Performance style:

Notable shows or venues:

Community involvement or mission:

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FULL STORY BIO (300–500 Words)

Purpose

Use this version for:

- **Websites**
- **Interviews**
- **Grant applications**
- **Media features**

Step 1: Deep Reflection

Early life & cultural influences:

First connection to music:

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Evolution of your sound:

Defining projects:

Key milestones:



Live performance identity:

Collaborations:

Role beyond music (mentor, activist, etc.):



Step 3: Alignment Check

- Feels honest and grounded
- Connects past → present → future
- Reflects my values
- Ready for press or media use



NEXT STEPS FOR YOUR BIO SYSTEM

Keep all three versions in one document.

Update them regularly as your story evolves.

*****See *The Art of Music Business (Reggae Edition) Book One: Branding & Storytelling* for templates and samples of these bios.**



The 3 Layers of a Professional Bio Templates

Your bio is your introduction to the world. It doesn't need to be long, but it does need to be clear, consistent, and tailored to the situation. Think of it like versions of the same song — acoustic, extended mix, and live performance. Same truth, different length.

Snapshot Bio (50–75 words)

This should be used for platforms like: streaming profiles, social media, and YouTube descriptions. Keep it short, clear, and easy to read.

Template:

“[Your Name] is a [city]-based [genre/sub-genre] artist blending [influences] and [distinct style]. Known for [one defining trait or message], they have [achievement or milestone]. Their music [emotional or cultural impact], making them a rising voice in [scene or region].”

Sample:

“A Boston-based reggae-soul artist blending roots reggae with R&B influences. Known for conscious lyrics and uplifting stage presence, their debut single crossed 50,000 streams and earned airplay on community radio. Their music blends cultural pride and resilience, making them a rising voice in New England reggae.”

Mid-Length Bio (150–250 words)

For press kits, booking inquiries, festival submissions, and your website's “About” page.

This version expands on your background, key achievements, and current focus.

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Template:

“Born in [birthplace] and now based in [current location], [Your Name] began [brief origin story]. Inspired by [artists/influences], they create music that [emotional, cultural, or thematic focus].

Their releases, including [highlight 1–2 singles, albums, or projects], have [achievement: streams, playlist features, press mentions]. On stage, [Your Name] is known for [performance trait], performing at [key events or venues].

Beyond the stage, they are committed to [community work, teaching, or personal mission]. Currently preparing [upcoming project], they continue to [mission statement].”

Sample:

“Raised in Kingston and now based in Miami, this reggae artist began singing in church choirs before fusing roots reggae with American R&B influences. Inspired by icons like Marcia Griffiths and Lauryn Hill, they write music that celebrates resilience, cultural pride, and love.

Their 2024 EP was featured on local reggae blogs and drew attention on community radio, with the lead single surpassing 100,000 streams. Known for high-energy performances and soulful delivery, they’ve played regional festivals and community stages alike.

Offstage, they mentor youth through music programs, blending artistry with activism. Currently preparing their debut album, they aim to carve a sound that bridges roots tradition with new-generation expression.”

Full Story Bio (300–500 words)

For websites, interviews, grant applications, and media features. This is the long version that gives readers a full picture of your story, values, and mission.

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Template:

“[Your Name] is a [city]-based [genre/sub-genre] artist whose music blends [main influences]. Born in [birthplace], they grew up [early cultural or musical influences]. Inspired by [specific artists/genres], they began [how they started making music].

Their [debut EP/album/project], [Title], introduced listeners to [defining sound or themes], with [highlight: streams, media features, charting]. Follow-up projects like [Title] expanded their reach, gaining attention from [blogs, radio, playlists].

Live, [Your Name] is known for [performance style], appearing at [venues/festivals]. Their collaborations with [artists/producers] further showcase their versatility while staying rooted in reggae.

Beyond performance, they are committed to [community role, activism, or mentorship], reflecting a belief that music is [mission statement]. Looking forward, they are preparing [upcoming project], aiming to [goal/impact statement].”

Sample:

“[Artist Name] is a Miami-based reggae-soul artist whose music blends the grooves of roots reggae with the smooth emotion of R&B and the uplifting spirit of conscious storytelling. Born in Kingston, Jamaica, and raised in a Jamaican-American household, they grew up immersed in both Caribbean rhythms and American soul, carrying these influences into their songwriting and performance.

*From early performances in community churches and open mic nights, [Artist Name] honed a voice that is both powerful and soulful. Their debut EP, *Roots & Roses* (2024), introduced a fusion of reggae rhythms with R&B melodies and was praised by reggae blogs for its authenticity and lyrical depth. The single “Higher Ground” surpassed 100,000 streams across*

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platforms, gaining steady airplay on community radio and landing features on independent reggae playlists.

On stage, [Artist Name] is known for their vibrant yet intimate performances, weaving themes of resilience, love, and cultural pride into every show. They have performed at regional festivals such as Florida Jerk Fest and Afro-Carib Fest, as well as smaller grassroots venues that support emerging Caribbean talent. Collaborations with local producers have further shaped their sound, blending afrobeats and soul with roots reggae.

Beyond their music career, [Artist Name] is committed to mentorship and activism. They work with youth arts programs in Miami, teaching songwriting and performance workshops to young women and underserved communities. Their mission is to use music not only as entertainment but as empowerment — a tool to uplift voices that are often overlooked.

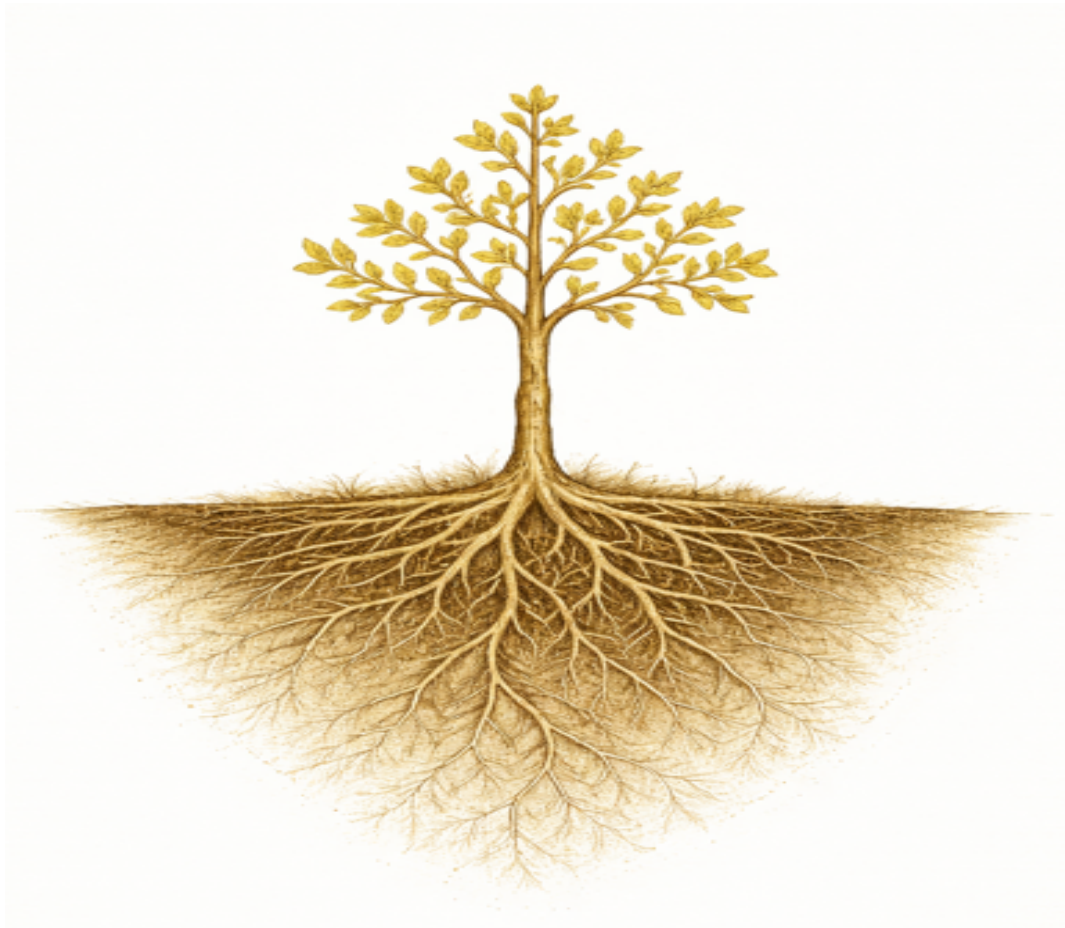
Looking ahead, [Artist Name] is preparing their first full-length album, a project exploring themes of heritage, spirituality, and resilience. Through this work, they aim to honor their roots while creating music that resonates with a global audience, building a legacy grounded in authenticity, empowerment, and unity.”

You don't need a professional writer to capture your story. The truth is, no one knows your journey better than you. The goal is not to sound perfect — it's to sound *real*. To help you put this into practice, here are three editable bio templates. Think of them as starting points: you fill in the details with your own voice, your own milestones, and your own mission.

Save all three versions (short, mid-length, long) in one document so you're always ready. You can add it to your google docs folder for branding you created in the previous chapter.

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Branches grow toward whatever light they are given.
Stories do the same.
What you shape consistently becomes what the world
remembers.

— **The Rhythm of Wisdom**