

TAKE THE STAGE

A CREATIVE CAREER FRAMEWORK BY AYA HOJADOVA

BRAND BRIDGE

Brand Bridge

Translating Identity into Perception

AYA'S BRAND NOTE

Branding is not performance. It is alignment. Use this page to clarify what you are offering, who it is for, and the message you want people to remember after they encounter you.

1) What I Want to Be Known For

Complete this sentence with simplicity and honesty:

I want to be known for:

2) My Core Offering

In the world of my work, the clearest description of what I do is:

My core offering is:

Examples: actor specializing in ___, model for ___, artist focused on ___, creative collaborator for ___.

3) My Features and Strengths

These are the qualities I reliably bring into rooms, sets, collaborations, and conversations.

My top strengths are:

1.

2.

3.

4.

What differentiates me is:

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Brand Bridge, continued

4) My People

Branding is relational. Clarity makes connection easier.

The people I want to connect with are:

☐ Casting directors ☐ Producers ☐ Agents ☐ Collaborators

☐ Audiences ☐ Clients ☐ Other: _____

Where they spend time (platforms, places, communities):

5) My Message

This is the story I repeat consistently, so the right people can recognize me.

I want people to feel / understand that I am:

Three themes I return to in my work are:

1. _____
2. _____
3. _____

6) My Invitation

A call to action is simply a clear next step; an invitation that makes connection easier.

After encountering my work, I want people to:

☐ Follow ☐ Connect ☐ Collaborate ☐ Book ☐ Inquire

☐ Subscribe ☐ Listen ☐ Other: _____

My simplest next-step invitation is:

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7) Consistency Check

Brand becomes clearer over time when your actions match your message.

One way I will reinforce my brand this week is:

One thing I will stop doing because it dilutes my presence is:

My Brand Bridge Statement

Put the pieces together in one clear sentence:

I want to be known for _____ by offering _____ to _____ so they remember _____.

NEXT STAGE ACTION

Choose one brand message and one place to repeat it this week. Consistency does not have to be loud. It has to be aligned.

CONTINUE THE WORK BEYOND THE PAGE

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