



**Beat Out  
the Competition  
BLUEPRINT  
For Song Choice  
That Counts**

**by Katti Powell**

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# WHAT'S YOUR POWER PERSONA?

➤ Take the Quiz!

Motivation: Provide structure to the world

## BEYONCÉ

### *The Ruler*

- Show-stopper
- Driven by 5-star reviews
- Rarely or never has stage fright
- Has authority to speak on a particular topic
- Has reasons why others should listen to them

## LADY GAGA

### *The Creator*

- Able to put on shows unlike anything anyone has ever seen before
- Values wardrobe as a tool for a better performance; wears attention-getting clothing
- Driven to use their voice to create something applicable or real in the world

## J.K. Rowling

### *The Caregiver*

- Supportive of co-stars
- Interacts with bandmates on the stage
- Lets other performers shine when it's their moment
- Always arrives to a show or to set on time
- Cares about the audience's happiness

Motivation: Leave a mark

## CHER

### *The Magician*

- Captures the audience's attention very quickly
- Can easily impress others with their talent
- Performances can be described as "unreal"
- Might use a slideshow to support speech

## Ellen DeGeneres

### *The Hero*

- Wants to speak/perform in front of large audiences
- Wants the world to know them
- Will continue walking toward the mic with confidence even if they stumble coming out onto the stage
- Believes their voice is key to proving their worth
- Biggest fears are bad reviews and boos from the audience

## Gwen Stefani

### *The Maverick*

- Has no fear to use their voice for something they believe in
- Has things to say that aren't popular or widely accepted in culture
- Never reads the reviews; opinions of others don't matter to them
- Takes time to be alone to get in the zone before stepping onto the stage
- Causes the audience to re-think their own opinions

Motivation: Yearn for paradise

## OPRAH WINFREY

### *The Sage*

- Listens and watches recordings of themselves to improve
- Knows a lot about the audience they are speaking to
- References quotes and facts to support messages
- Believes they can contribute to making the world a better place by logical arguments

## Audrey Hepburn

### *The Innocent*

- Walks onto the stage optimistic that everything will go well
- Uses metaphors and similes in speeches to illustrate messages
- The speeches they give are always of a positive perspective
- Captivates the audience with genuine smiles

## Meryl Streep

### *The Explorer*

- Dedicated to knowing their character inside and out, like a method actor
- Likes having the stage to themselves
- Dedicated to never missing a word in a memorized speech
- Fears being categorized with other performers/speakers

Motivation: Connect with others

## Norah Jones

### *The Lover*

- Lets the audience see their emotions on their face
- Audience relates to or feels connected to them
- Enjoys the sight of a sea of people in seats, the sound of the murmurs of the audience before the show starts
- Values classic attire for performances
- Wants the audience to sing along or participate

## LUCILLE BALL

### *The Jester*

- Likes to banter with the audience: make jokes, conversation
- Might spontaneously break into song and dance
- Most likely to take a stage dive
- Might wear something funny or weird
- Everyone in the audience likes them

## Jennifer Garner

### *The Everyday Person*

- Normal until thrown into the spotlight
- Surprises the audience when they aren't what others expect them to be
- Motivated to make sure their audience feels cared for
- Once in the spotlight, they're determined to not let others down
- Commands respect from the audience

## **Part I: Power Persona Quiz Answers**

- 1. Which persona did you get?**
  
  
  
  
  
  
  
  
  
  
- 2. Does it resonate with you? Why or why not?**
  
  
  
  
  
  
  
  
  
  
- 3. Where in your life do you see these personality traits showing up?**
  
  
  
  
  
  
  
  
  
  
- 4. Where do you need to make adjustments in how you show up?**
  
  
  
  
  
  
  
  
  
  
- 5. Fully describe this person as if she/he is someone you know:**

**6. How would you style her/him?**

**7. What would her/his favorite color(s) be?**

**8. What words best describe her/him?**

**9. What are her/his dominant personality traits?**

**10. What kind of font would you expect on a website all about her/him?**

**11. What singers does she/he listen to most?**

## **Part II: Your Strengths**

**1. Make a list of everything you can think of that is a strength of yours. It doesn't have to relate to your singing.**

**2. What are you excellent at doing compared to other people?**

**3. Where or how do you shine more than other people?**

**4. If you were in a lineup with 4 other singers you don't know, without ever hearing anyone, what would you KNOW you can do better than any of them?**

**5. What comes easy for you in singing?**

**6. If you were going to show off your abilities, what kinds of things would you be showing off?**

**7. Are there any songs that come to mind which showcase what you'd show off, what comes easy for you, and/or what you know you do best?**

**8. If someone who wanted you to lose were to assign you a song, what would be the things you'd hope the song DIDN'T require of you?**

**9. What kinds of songs do you avoid? And why?**

**10. What kinds of things do you find challenging in a song?**

## **Part III: Your Preferences**

**1. What do you like about your voice?**

**2. What are some things you like to do with your voice?**

**3. What kinds of songs light you up?**

**4. Are there any songs that come to mind which showcase what you like about your voice, that allow you to do things you enjoy with your voice, and/or that light you up?**

**5. What do you not like about your voice?**



**6. What kinds of singing do you NOT enjoy doing?**

**7. What kinds of songs do you find boring or annoying?**

**8. What are your preferences in the areas of:**

**a. Fashion**

**b. Stages you perform on**

**c. Performance opportunities**

**d. Fonts & lettering**

**e. Lingo**

## **Part IV: Your Star Quality**

**1. What artist's music do you find yourself singing a lot of?**

**2. Whether you like them or not, what artist (or combo of artists) do you think you sound like the most?**

**3. What songs or artists do you sing that surprise other people?**

## **Part V: Your Experiences**

**1. What is the most difficult thing you've faced in your life?**

**2. What is the happiest you've ever been in your life?**

**3. Who is the love of your life? Describe your love fully. It doesn't have to be a romantic love or even a person. It also doesn't have to be mutual.**

**4. Who is the love of your life? Describe your love fully. It doesn't have to be a romantic love or even a person. It also doesn't have to be mutual.**

**5. What is the most tragic loss you've experienced?**

**6. What is the greatest obstacle or challenge you ever overcame?**

**7. Describe the biggest heartbreak you've felt in your life.**

**8. Think of 2-3 songs that deal with the strongest emotion in each of these examples.**

## **Part VI: Outside Influence**

- 1. Who do other people say you remind them of?**
  
  
  
  
  
  
  
  
  
  
- 2. What do other people love about you? (in every respect)**
  
  
  
  
  
  
  
  
  
  
- 3. What do other people think you do extremely well?**
  
  
  
  
  
  
  
  
  
  
- 4. What are people's first impressions of you?**

**Awesome job so far! Now it's the part to get input from OTHERS.**

**For the next sections, have someone you know answer the following questions.**

## **Part VII: Others - Strengths**

**1. What can I do better than other singers?**

**2. What qualities about my singing impress you most?**

**3. If my singing were going to win YOU a lot of \$\$\$\$\$, what songs would YOU want me to pick?**

**4. Are there any songs you've heard me sing that you WOULDN'T want me to pick if my singing were able to win YOU a lot of money?**



## **Part VIII: Others - Preferences**

**1. What songs or types of songs are your favorites to hear ME sing?**

**2. What do you like most about my singing?**

## **Part IX: Others - Star Quality**

**1. Who do you think I sound like when I sing?**

**2. What songs remind you of me when you hear them?**

**3. What's something you have heard me sing that shocked you or that you didn't expect from me? (In a good way OR a bad way)**

## **Part X: Putting It All Together**

**First look at your OTHER answers. Are there any questions people answered the same way? Or similarly? Highlight those.**

**Look at YOUR answers. Are there any questions you answered the same way as the highlighted OTHER answers? Or any you answered the same as any of the OTHER answers? Highlight those.**

**Are there any common themes or qualities in the answers? Highlight those.**

**Read through all the things you highlighted. Imagine these are all written about someone you've never met before. Based on the highlighted items, write a description of this singer.**

**THIS IS YOUR ARTIST PROFILE!**

# Picking Your Best Songs

## EXHAUSTIVE LIST

**You can start on your exhaustive list before you get your answers from the others, but make sure to add to it once you have those answers. This list will be made up of 5 separate lists and it may take you awhile to make. Expect songs to show up on more than one list. The more songs on each of these lists, the better. Know that you'll be crossing off the bulk of them to get down to the top 5 or 6.**

- **Make a list of every song you like.**
- **Make a list of every song you can think of that is vocally impressive to you.**
- **Make a new list of every song you can think of that you can connect to emotionally, that you relate to the subject matter, that addresses experiences or emotions similar to ones you've had, or that you are able to confidently & believably convey its story to an audience.**
- **Make a new list of every song you can think of that has a sense of build or climax to it.**
- **Make a new list of every song you can think of based on what you highlighted in your artist profile.**

## Checklist

**Look through your lists and highlight anything that shows up in more than one list. \*\*\*Pay attention when you're making your lists – are you trying to “rig” your list when answering the questions or making your lists? Pay attention to what songs you seem to “want” to show up.\*\*\***

**Cross off anything you highlighted that has a long instrumental break or long instrumental intro.**

**Cross off anything you highlighted that fades out instead of actually ending.**

**Looking through your highlighted list of songs you like, check it against the other highlighted lists and cross off anything highlighted from those lists that doesn't also appear on your highlighted songs you like list.**

**Looking at what remains, underline anything that shows up in ALL of your lists.**

**How many songs do you have remaining?**

## Contest

1. Sing through the first two songs on your list and circle the one you like most of the two.
2. Take the winner of round one and sing it against each song until it loses.
3. Once a song has won against all but 5 songs, put it on a new list – your winner list.
4. With each song you add to the winner list, subtract one from the number the next song has to beat. For example, the first song has to beat all but 5 songs, the next song on the winner list has to beat all but 4, etc.
5. Sing these songs against each other until you have 6 songs on your winner list.
6. Of the songs on your winner list, rank the ones that are the most impressive in this order:
  - a. Competitive quality – has a climax and a big finish
  - b. You relate to it and can emotionally connect and tell the story
  - c. Shows you off vocally
7. These are your very best songs in order. \*\*\*If it's hard for you to rank your songs, even better – it means you've picked some amazing songs.\*\*\*



Any questions? Reach out to Katti at  
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