

Brand Identity Music Alignment Questionnaire

In [Episode 60](#) of Marketing 100 on [The Salon Business Show](#) we explored how to create the perfect salon playlist that delights clients and energizes staff.

This worksheet helps you align your salon's music with your brand identity, creating a cohesive atmosphere that reinforces your business personality. When music matches your salon's character, clients subconsciously connect with your brand on a deeper level, enhancing their overall experience.

PART 1: DEFINING YOUR SALON'S PERSONALITY

Core Brand Character Exercise

If your salon were a person, how would you describe them? Circle 5-7 traits that best represent your salon:

Personality Traits:

- Sophisticated
- Playful
- Cutting-edge
- Traditional
- Nurturing
- Energetic
- Peaceful
- Luxurious
- Approachable
- Minimalist
- Artistic
- Professional
- Trendsetting
- Warm
- Innovative
- Classic
- Rejuvenating
- Bold
- Authentic
- Other: _____

Brand Voice & Tone

How does your salon "speak" to clients? Select the words that describe your communication style:

☐ Casual ☐ Formal ☐ Expert ☐ Friendly ☐ Humorous ☐ Serious ☐ Educational ☐ Inspirational ☐ Direct ☐ Poetic ☐ Enthusiastic ☐ Calming

Salon Atmosphere Goals

What feelings do you want clients to experience in your space? Rank your top 3:

___ Relaxation ___ Excitement ___ Confidence ___ Comfort ___ Inspiration ___ Luxury ___ Creativity ___
Rejuvenation ___ Community ___ Transformation ___ Escape ___ Other: _____

PART 2: MUSIC-BRAND COMPATIBILITY ANALYSIS

Genre Alignment Chart

Based on your salon personality traits, which music genres might naturally align with your brand? Check all that apply:

Salon Personality	Recommended Music Genres	✓
Sophisticated/Luxurious	Classical, Jazz, Opera, Orchestral	
Trendsetting/Cutting-edge	Indie, Electronic, Underground, Avant-garde	
Peaceful/Rejuvenating	Ambient, New Age, Acoustic, Nature Sounds	
Energetic/Bold	Upbeat Pop, Dance, Funk, Modern Rock	
Traditional/Classic	Vintage Jazz, Classic Rock, Folk, Oldies	
Artistic/Creative	World Music, Eclectic, Instrumental Fusion	
Approachable/Warm	Folk-Pop, Soft Rock, Familiar Hits, Country	

Brand-Music Storytelling Exercise

1. Write down three words that capture the essence of your salon's brand story:

- _____
- _____
- _____

2. What emotions do these words evoke? _____

3. What type of music typically evokes these same emotions? _____

4. If your salon had a theme song, what would it be and why?

PART 3: COMPETITIVE MUSIC ANALYSIS

Local Competitor Music Assessment

Visit 2-3 competing salons and note their music choices:

Competitor	Music Style	Volume	How It Fits Their Brand	How Yours Should Differ

Industry Inspiration

Research salons you admire (even in different markets) and their music approaches:

1. Salon name/location: _____
 - Music approach: _____
 - What works about it: _____
 - What you could adapt: _____
2. Salon name/location: _____
 - Music approach: _____
 - What works about it: _____
 - What you could adapt: _____

PART 4: MUSIC THAT CLASHES WITH YOUR BRAND

Identifying Misalignments

What music would create dissonance with your brand image? Check all that apply:

☐ Music with explicit lyrics ☐ Highly political content ☐ Controversial artists ☐ Extremely high-energy music in a relaxation-focused space ☐ Very slow, melancholy music in an energetic space ☐ Heavily lyric-focused songs (can distract from conversations) ☐ Unfamiliar experimental genres ☐ Other:

Client Sensitivity Analysis

Consider potential negative reactions from your client demographic:

1. Age sensitivities (e.g., very young or older clients): _____
 2. Cultural considerations for your location: _____
 3. Service-specific concerns (e.g., music during facials vs. haircuts): _____
-

PART 5: CREATING YOUR BRAND SOUND PROFILE

Sound Elements Worksheet

Beyond genre, what specific sound characteristics align with your brand? Rate each element from 1 (not important) to 5 (essential):

___ Tempo (fast vs. slow) ___ Instrumentation (acoustic vs. electronic) ___ Vocal vs. Instrumental ___
Familiar vs. Discovery ___ Energy level ___ Era/Time period ___ Cultural origin ___ Complexity
(minimalist vs. layered)

Your Brand's Signature Sound

Based on your answers throughout this worksheet, define your salon's signature sound in 2-3 sentences:

Musical Artists That Embody Your Brand

List 5-10 musical artists whose work aligns with your brand identity:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
-

PART 6: ACTION STEPS

Music Strategy Implementation Plan

1. Based on this worksheet, I will create playlists featuring: _____
 2. I will avoid these music types: _____
 3. I will obtain music legally through: _____
 4. I will review and update playlists: ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Seasonally
 5. Person responsible for music curation: _____
 6. Budget allocated for music services/licensing: _____
-

PART 7: TESTING & VALIDATION

Client Feedback Collection Plan

How will you gather feedback on your music choices? Check all you'll implement:

☐ Informal conversations with clients ☐ Brief survey at checkout ☐ Social media polls ☐ Focus group with regular clients ☐ Staff observations of client reactions ☐ Other: _____

Success Metrics

How will you measure if your music strategy is working? Check those you'll track:

☐ Positive client comments ☐ Length of client visits ☐ Retail sales ☐ Rebooking rates ☐ Staff satisfaction ☐ Social media mentions ☐ Client referrals ☐ Other: _____

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Looking for more strategies and resources? Check out the rest of our [Marketing 100](#) series.