

Build a reputation that opens doors

YOUR NAME, YOUR BRAND

Round 3 | Your Reputation Workbook

How to become someone people remember,
recommend, and want to work with.



Created for the students of



Hey! I'm Lisa Tarrant

Welcome Back

With over 20 years of experience helping small businesses and entrepreneurs grow their online businesses, I specialize in turning passions into polished, profitable ventures.

I'm a collaborative problem-solver who values honesty, detail, and results, and I'm not afraid to turn down work if someone else is a better fit. Time and money matter, and I'm here to make sure neither is wasted.

I'm also the photographer behind the ENMU photos in this workbook, so some of these faces may look familiar.



How Can I Help You?

I'm passionate about helping people develop their online presence to support them in fulfilling their dreams. In your case, that might be grad school or a vocal performance role you've had your eye on.

Where We've Been

ROUND	THE FOCUS	THE GOAL
Round 1	Social media: building your professional presence one post at a time	Be visible
Round 2	Your website: a home base that tells the full story of who you are	Look professional
Round 3	Your reputation: what people say when your name comes up	Become memorable

Missed a round? The Round 1 and 2 workbook is at HelpMeLisa.com/enmu, and the social media and website AI prompts from those rounds are now on pages 46 to 48 of this workbook.

Inside This Workbook

Table of Contents

- | | | |
|----|---------|--|
| 4 | OPENING | Your Brand Is Not Your Instagram
The question that sets up the whole hour. |
| 5 | PART 1 | What Do You Want to Be Known For?
Define your artistic identity beyond your voice type. |
| 9 | PART 2 | You Already Have a Brand
A live exercise, your everyday habits, and how to keep growing. |
| 15 | PART 3 | The 10-Second Google Test
Audit what a stranger finds when they search for you. |
| 18 | PART 4 | Relationships Create Careers
How to network, step by step, plus 25 messages you can send. |
| 25 | PART 5 | Make Yourself Easy to Recommend
Real examples of every Opportunity Kit item, then the checklist. |
| 40 | PART 6 | AI Without Losing Your Voice
Copy-and-paste coaching prompts for all three rounds, plus an AI checklist. |
| 52 | CLOSE | Your Next Steps
The Reputation Challenge, a 7-day tracker, and a semester plan. |

How to Use This Workbook

This workbook follows the presentation, section by section. Write in it during the workshop, then come back to it this week to finish the Reputation Challenge. There are no wrong answers here, only honest ones.

OPENING

Your Brand Is Not Your Instagram

Your brand isn't your website. It isn't your logo. It isn't your Instagram.

If someone in this room recommended you for an opportunity tomorrow, what would they say about you?

Now, what do you WANT them to say?

What is the gap between those two answers?

TRUTH QUOTE

*Your brand is what people say about you
when you're not in the room.*

What Do You Want to Be Known For?

BE VISIBLE.

BE MEMORABLE.

BE RECOMMENDABLE.

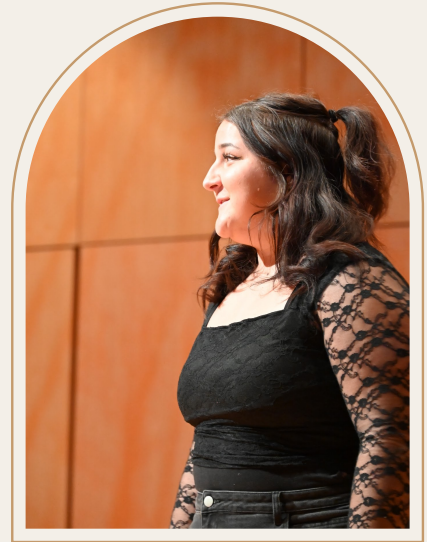
Talent gets attention.

Identity makes you memorable.

"I'm a soprano" is a fact. There are lots of sopranos.

"I'm a soprano who _____" is an identity.

This isn't a marketing tagline. It's about understanding who you are as an artist, so people remember you after hearing 20 other singers.



Ask Yourself

What kind of performer are you?

What do you bring to a room besides your voice?

What kinds of stories do you love telling?

What do people consistently compliment you on?

What do you care about?

What makes you different from another equally talented singer?

Finish These Sentences

Take three minutes. Write the first answer that feels true, then refine it.

I want to be known as the artist who...

Three words I want people to associate with me are:

Need ideas? Turn to the word bank on page 7. Circle every word that feels true, then choose your top three. Pick words you can back up with a real example.

Word 1

Word 2

Word 3

Now put it together:

I'm a [voice type] who _____

Examples:

"I'm a mezzo-soprano who brings dark humor and heart to character roles."

"I'm a baritone who makes every audience feel like I'm singing just to them."

"I'm a soprano who sings in three languages and loves telling my family's stories."

Need Ideas? Start Here

Read all three columns and circle every word that sounds like you on a good day. Then narrow it to your top three: ideally one from each column.

MY ARTISTRY	MY WORK ETHIC	MY PRESENCE IN A ROOM
Expressive	Prepared	Kind
Storyteller	Reliable	Warm
Dramatic	Punctual	Generous
Nuanced	Coachable	Encouraging
Lyrical	Consistent	Joyful
Bold	Organized	Calm
Imaginative	Focused	Funny
Fearless	Thorough	Gracious
Comedic	Responsive	Grounded
Soulful	Disciplined	Genuine
Elegant	Resilient	Supportive
Playful	Detail-oriented	Positive
Intense	Hardworking	Respectful
Curious	Professional	Collaborative
Musical	Dependable	Confident
Theatrical	Adaptable	Humble
Heartfelt	Proactive	Approachable
Vibrant	Persistent	Friendly
Poetic	Committed	Patient
Polished	Accountable	Upbeat
Daring	Driven	Empathetic
Graceful	Diligent	Welcoming
Emotive	Flexible	Thoughtful
Charismatic	Quick learner	Easygoing

Still stuck? Ask yourself: "What would my voice teacher say about me? What would my closest friend in the program say?"

Make It Specific

Generic words describe everyone. Specific words describe you. If a word could appear in any singer's bio, push yourself to find something more precise.

INSTEAD OF	TRY SOMETHING LIKE
Passionate	Fearless with contemporary repertoire
Dedicated	The first one off book, every time
Talented	Known for a warm tone and clear diction
Versatile	Equally at home in art song and musical theatre
Hardworking	Practices with a recorder and a plan, five days a week
Kind	The person who texts the new transfer student the rehearsal schedule

My Word, Made Specific

Take one of your three words and prove it with a real example.

MY WORD	A SPECIFIC EXAMPLE THAT PROVES IT

You Already Have a Brand

We'll do this together, right now. Bring your workbook and a pen. It takes about five minutes.

Ask Three People

- 1 Stand up and move around the room. Find someone you've sung, rehearsed, or taken a class with.
- 2 Trade workbooks. Open theirs to this page.
- 3 Write three words that describe them professionally in the next empty row, then sign your first name.
- 4 Trade back and move on. Repeat until three different people have written in your workbook.
- 5 Sit down and compare their words to the three words you chose for yourself.



*You don't get to decide whether you have a personal brand.
You only get to decide whether you're intentional about it.*

Your Three Words Results

WHO	WORD 1	WORD 2	WORD 3
Me (from page 6)			
Person 1:			
Person 2:			
Person 3:			

Which words showed up more than once?

Which of their words surprised you?

Did any of their words match the three you chose for yourself? What does that tell you?

Those repeated words are evidence of the brand you already have. This week, you'll ask two people outside this room (page 49).

Reputation Self-Audit

Your reputation is built offline, too. A director may not remember your perfectly branded Instagram, but they will absolutely remember "She was fantastic to work with." Be honest, and check the box that describes you right now.

WHEN I...	ALWAYS	SOMETIMES	WORKING ON IT
Walk into a lesson, class, or rehearsal, I'm on time and prepared	☐	☐	☐
Am assigned new music, I learn it before the first rehearsal	☐	☐	☐
Work with a collaborative pianist, I'm prepared, clear, and I thank them	☐	☐	☐
Get an email from a professor or director, I respond within a day	☐	☐	☐
Receive feedback in a lesson, studio class, or masterclass, I listen and try it without getting defensive	☐	☐	☐
Am not cast or don't get the solo, I stay gracious and ask for feedback on how I could improve	☐	☐	☐
See a classmate succeed, I congratulate and support them	☐	☐	☐
Receive a scholarship or grant, I send a thank-you note to the benefactor	☐	☐	☐
Think about my teachers and faculty members, I show my appreciation	☐	☐	☐
Can't make a commitment, I let people know as early as possible	☐	☐	☐
Make a promise, I follow through	☐	☐	☐
Attend a classmate's recital or concert, I'm an attentive, supportive audience member	☐	☐	☐
Post online, it reflects how I want to be known	☐	☐	☐

Showing Appreciation Can Be Simple

- Thank your collaborative pianist after every jury, recital, and lesson they play for.
- Send a short email or handwritten card to a professor at the end of the semester. Name one specific thing they taught you.
- When a donor funds your scholarship, write them a thank-you note within two weeks (there's a sample on page 24).

Looking at your audit, which two habits do you want to move to "Always" this semester?

Who Gets Recommended?

Singer A

An extraordinary voice, but regularly arrives unprepared, is difficult in rehearsals, and doesn't respond to emails.

Singer B

May not have the biggest voice in the room, but is prepared, professional, takes direction beautifully, and makes everyone around them better.

You have one person you can recommend for a paid opportunity. Who are you sending, and why?

Which singer are you most like right now? Be honest.

You Can Always Improve

Every lesson, studio class, jury, coaching, and masterclass is a chance to get better, and you can always improve. Even professional singers keep taking lessons and coachings for their entire careers.

Needing to improve doesn't mean you're behind. It means you're a working artist.

Feedback is information, not a judgment of your worth.

Absorb it, apply it, and let it make you better.



How to Take Feedback Like a Professional

- 1 Listen all the way through. Don't explain or defend. Just take it in.
- 2 Write it down. Keep a lesson journal or a note on your phone for every lesson and studio class.
- 3 Ask one clarifying question. "Can you show me what that sounds like?"
- 4 Try it right away. Teachers and directors remember singers who adjust in the moment.
- 5 Say thank you. "Thank you, I'll work on that" is always the right answer.
- 6 Record your lessons (ask first), and listen back within a day.
- 7 Follow up. "I've been working on what you said about my breath support" shows you listened.

My Feedback Log

Use this log after lessons, studio class, juries, and masterclasses. Patterns will show up fast, and those patterns are your next growth goals.

Questions you can ask your teacher, director, or panel:

"What is the one thing I should focus on this week?"

"What would make this piece performance ready?"

"I wasn't cast this time. What could I work on to be more competitive next time?"

DATE AND SETTING	FEEDBACK I RECEIVED	WHAT I'LL TRY	HOW IT WENT

The feedback I hear most often is:

The 10-Second Google Test

BE VISIBLE.

BE MEMORABLE.

BE RECOMMENDABLE.

*"I hear you sing. I think you're incredible.
After the performance I can't remember
your website, but I remember your name.
So I Google you."*

What happens in the next 10 seconds? They see your Google results, social profiles, website, YouTube, bio, and clips.

*The question isn't "Do you have all of these?"
It's "Do they all tell me the same story about
you?"*



How to Run Your Google Test

- 1 Open a private or incognito browser window so the results aren't personalized to you.
- 2 Search your full name. Then search your name plus your voice type, and your name plus ENMU.
- 3 Check the Images and Videos tabs, too.
- 4 Click through the way a stranger would, and pretend you know nothing about yourself. What would you conclude in 10 seconds?

Your Audit

WHERE THEY LOOK	WHAT SOMEONE SEES	MATCHES MY STORY?	I WILL FIX IT BY
Google results			
Instagram / TikTok			
Website (if you have one)			
YouTube			
Bio			
Performance clips			

When the Story Doesn't Match

Here are some common disconnects. Do any of these sound like you?

WHAT THEY SEE FIRST	WHAT UNDERCUTS IT	ME?
A professional website	A chaotic social media presence	☐
A beautiful Instagram	Nowhere to hear you sing	☐
Great performance clips	A username from seventh grade	☐
A headshot online	It doesn't look like you anymore	☐
A bio on your site	It could describe any music student	☐

Consistency Checklist

- ☐ My name and handle are the same (or close) on every platform.
- ☐ My headshot is current and looks like me today.
- ☐ My bio sounds like the same person everywhere.
- ☐ Someone can hear me sing within one click.
- ☐ My social profiles link to my website or portfolio (if applicable).
- ☐ My contact information is current, and I check it.
- ☐ Old or off-brand posts are removed, archived, or private.

Quick Fixes You Can Make Tonight

- Use the same name or handle everywhere you can.
- Buy your name as your website domain (like yourname.com) if you haven't yet and it's available. It's usually about \$8 to \$14 a year, and it's yours even before you build a site.
- Put one link to your best clip or your website in every bio.
- Replace any headshot that's more than about two years old.
- Archive or make private any old posts that don't match who you are now.
- Set a free Google Alert for your own name ([google.com/alerts](https://www.google.com/alerts)) so you know when something new appears.

After my Google Test, the one thing I will fix first is:

Relationships Create Careers

Networking doesn't mean approaching important people and asking them for things. It means building genuine professional relationships before you need something.

Your network is already forming. Ten years from now, your classmates may be the directors, teachers, performers, and arts administrators recommending other artists.

Networking is really just becoming someone people know, like, trust, and remember.



Map Your Network

Write down at least one name in each category.

Professors and voice teachers

Collaborative pianists

ENMU alumni

Directors and conductors

Classmates and studio-mates

Visiting and guest artists

How to Network, Step by Step

You don't need to be outgoing to be good at this. You need to be curious, consistent, and kind. Here's exactly how to do it.

- 1 Start with the people already around you. Learn the names of everyone in your studio, ensemble, and classes. Sit next to someone new. Introduce yourself to the collaborative pianists by name.
- 2 Show up. Go to classmates' recitals, studio classes, masterclasses, guest artist events, and faculty concerts. Being in the audience counts. People notice who supports them.
- 3 Prepare before events. Before a masterclass or guest artist visit, look the artist up and write down one genuine question you'd like to ask them.
- 4 Introduce yourself in 15 seconds. Use the formula on page 20. Then listen more than you talk.
- 5 Ask for advice, not favors. "How did you choose your grad program?" builds a relationship. "Can you get me an audition?" ends one.
- 6 Follow up within 48 hours. Send a short email or message that mentions one specific thing you talked about. Use the messages that follow.
- 7 Keep a simple contact tracker. A Google Sheet with name, where you met, the date, what you talked about, and when you last followed up.
- 8 Stay in touch without asking. Two or three times a year, congratulate them, share an update, or send something they'd enjoy.
- 9 Give first. Share audition notices that fit someone else. Promote your classmates' recitals. Celebrate their wins publicly.
- 10 When you do need something, make it easy. Ask clearly, give the deadline, attach your Opportunity Kit, and thank them afterward. Then tell them how it turned out.

Your 15-Second Introduction

When you meet someone new, at a masterclass, festival, or reception, you only need three things: who you are, one specific detail, and a question about them. The best networkers are curious.

"Hi, I'm [name]. I'm a [year and voice type] at ENMU, and I [one specific thing: love, sing, am preparing]. [A question about them.]"

Example: "Hi, I'm Maria. I'm a sophomore mezzo at ENMU, and I'm preparing for my first studio recital this spring. What's one thing you wish you'd known as a voice student?"

My 15-second introduction:

Practice it with a partner twice. The second time, change your question.

Follow-Up Rhythm

WHEN	WHAT TO DO
Within 48 hours	Send a short thank-you or nice-to-meet-you message with one specific detail.
Within a month	Follow them on Instagram or LinkedIn, and support their work.
Two or three times a year	Share an update, congratulate them, or send something they'd enjoy.
Before you need something	Make sure the relationship is already warm.

Good to know: use "Dr." or "Professor" until someone invites you to use their first name. Find faculty emails in the ENMU directory, and guest artists' contact information on their websites or LinkedIn.

Messages You Can Actually Send

Keep it short, specific, and sincere. Replace the brackets with real details. Specific details are what make a message memorable.

After working together

SAMPLE MESSAGES

- 1 "I loved working with you on [production or concert]. Your [specific thing] made rehearsals so much fun, and I hope we get to work together again."
- 2 "Thank you for being such a generous scene partner in [show]. I learned so much from watching how you [specific]."
- 3 *(To a collaborative pianist)* "Thank you for all your work on my [jury or recital] pieces. I especially appreciated [specific], and I felt so supported on stage."
- 4 *(To a director)* "Thank you for directing [production]. Your note about [specific] changed how I approach my characters, and I'm still using it."
- 5 "It was a joy singing next to you in [ensemble] this semester. Let me know when your recital is so I can be there."

After a masterclass or visiting artist

SAMPLE MESSAGES

- 1 "Thank you for your masterclass at ENMU on [date]. Your comment about [specific] changed how I think about [topic]. I'd love to stay in touch."
- 2 "Thank you for working with me on [piece] in your masterclass. I've been practicing your suggestion about [specific], and I can already feel a difference."
- 3 "I attended your talk on [topic] and wanted to say thank you. Hearing you describe [specific] gave me a lot to think about as I plan my next steps."
- 4 "Thank you for visiting ENMU. I'm a [year] [voice type], and I'm interested in [program you mentioned]. Would you be open to one quick question by email about how you prepared for it?"
- 5 "I attended your masterclass at ENMU last [month]. I just performed [piece] and used your advice about [specific]. Thank you again."

After an audition or jury

SAMPLE MESSAGES

- 1 "Thank you for the opportunity to sing for you today. I enjoyed preparing [piece] and appreciated your time."
- 2 *(If you weren't cast)* "Thank you for considering me for [production], and congratulations to the cast. If you have a moment, I'd be grateful for any feedback on what I could work on for next time."
- 3 *(If you were cast)* "Thank you so much for casting me as [role]. I'm excited to get started, and I'll have my music learned by [date]."
- 4 *(After a jury)* "Thank you for listening to my jury today and for your comments. I'm going to focus on [specific feedback] this summer."
- 5 *(After a program or school audition)* "Thank you for the chance to audition for [program] on [date]. I enjoyed meeting the faculty and learning about [specific], and I hope to study with you."

Celebrating a classmate

SAMPLE MESSAGES

- 1 "Congratulations on [achievement]! You were incredible in [performance], and I'm so happy for you."
- 2 "Your [song] in studio class today was beautiful. The way you [specific] gave me chills."
- 3 "I just heard you got into [program]. That is huge, and you earned it. Congratulations!"
- 4 "Congratulations on your recital! I loved [piece], and I could tell how much work you put into it."
- 5 "I saw your post about [news]. I'm so proud of you. Let me know the date so I can come cheer you on."

Checking in with a former teacher

SAMPLE MESSAGES

- 1 "I wanted to share an update. I just [news], and I thought of what you taught me about [specific]. Thank you."
- 2 "I'm now a [year] studying vocal performance at ENMU, and I still use the warm-up you taught me. I wanted you to know how much your class meant to me."
- 3 "I'm applying to [programs] this fall. You know my work so well. Would you be willing to write a recommendation? I'm happy to send my résumé, a brag sheet, and the deadlines."
- 4 "Thank you for writing my recommendation for [program]. I wanted to let you know I was accepted, and I'm so grateful for your support."
- 5 "I'm singing [role or recital] on [date] at ENMU. I'd love for you to come if you're able, and no pressure at all if not."

Before You Hit Send

- Send it within 48 hours, while the moment is still fresh for both of you.
- Use a clear subject line, like "Thank you for the masterclass on March 4."
- Proofread names, titles, and pieces. Spelling someone's name right matters.
- Keep it short. Three to five sentences is plenty.
- Don't ask for anything in a thank-you. Just say thank you.

Thank a Scholarship Donor

If you receive a named scholarship or grant, ask the music office or the ENMU Foundation how to reach the donor, then write within two weeks. Handwritten is best.

SAMPLE

Dear [Donor Name],

Thank you so much for supporting the [Scholarship Name]. I'm a [year] studying vocal performance at Eastern New Mexico University, and your generosity means I can [specific impact: take voice lessons, spend more time practicing, attend a summer program].

This semester I'm preparing [piece or recital], and I'm working toward [goal]. I hope I'll have the chance to sing for you someday. Thank you for believing in students like me.

With gratitude,
[Your Name]

Tips for a Thank-You Note People Remember

- Use the scholarship's exact name, and spell the donor's name correctly.
- Name one specific thing the scholarship makes possible for you.
- Share what you're working on right now, so they feel part of your progress.
- Keep it to one short card or one page, and write it by hand if you can.
- Send an update at the end of the year, too. Donors love hearing how their students are doing.

*Your next opportunity may not come from someone discovering you.
It may come from someone remembering you.*

Make Yourself Easy to Recommend

BE VISIBLE.

BE MEMORABLE.

BE RECOMMENDABLE.

Imagine someone calls one of your professors tonight and says, "I need a singer for _____. Do you know anyone?"

Your professor says your name. Then comes: "Great. Send me their stuff."

Could you send it tonight?

Don't make people work to help you.

Your Opportunity Kit has seven pieces. On the next pages you'll find a real example of each one, how to make it if you don't have it yet, and then the checklist.



THE SEVEN PIECES	PAGE
Headshot	26
Short bio and full bio	28
Performance résumé	31
Performance clips and repertoire list	34
Contact information and links	35
References and brag sheet	36 and 37

Example student: the samples use a made-up ENMU student named Ava Martinez. Every detail about her is fictional.

Your Headshot

What good looks like: high resolution, looks like you today, in color, with your eyes in focus and a simple background. These are ENMU students photographed on campus.



Photos by Lisa Tarrant. Notice what they share: natural light or warm wood, shoulders angled, a genuine expression, and nothing distracting.

FREE PHOTOSHOOT GUIDE

Getting ready for a headshot session? My photoshoot guide covers what to wear, how to prepare, and how to get photos that look like you on your best day.

HelpMeLisa.com/enmuphoto

Don't Have One? Make One Today

Grab a friend and a cell phone. A clear, current phone headshot is far better than a professional one from three years ago.

Phone Headshot, Step by Step

- 1 Find soft light. Face a window, or go outside in open shade or about an hour before sunset. Avoid harsh midday sun and overhead lights.
- 2 Pick a simple background. A plain wall, wood paneling, trees, or a brick building a few feet behind you.
- 3 Use the back camera, not the selfie camera. Turn on portrait mode if you have it, and wipe the lens.
- 4 Hold the phone at your eye level, about four to six feet away. Zoom to 2x instead of stepping closer, so your face isn't distorted.
- 5 Frame from mid-chest up, vertically, with a little space above your head.
- 6 Angle your shoulders slightly away from the camera, then turn your face back toward it.
- 7 Wear solid colors you love, with simple necklines. Skip logos and busy patterns.
- 8 Take 50 or more shots. Think of someone you like, and let the smile reach your eyes.
- 9 Choose one that looks like you on a good day. Light edits only: crop, brightness, and contrast. No face-altering filters or AI edits.
- 10 Save the full-resolution original as FirstLast_Headshot_2026.jpg.

Quick test: if someone met you tomorrow, would they recognize you from this photo instantly? If not, take a new one.

Your Short Bio and Full Bio

Both are written in the third person. The short bio (50 to 75 words) goes in programs and introductions. The full bio (150 to 300 words) goes on your website and in applications.

Sample Short Bio (62 words)

SAMPLE

Ava Martinez is a mezzo-soprano known for her warm, rich tone and her gift for comic timing. A junior studying Vocal Performance at Eastern New Mexico University, Ava sings with the ENMU Chamber Singers and was the alto soloist in Vivaldi's *Gloria*. Raised in Clovis, she loves songs and characters that make audiences laugh first and then surprise them.

Sample Full Bio (about 200 words)

SAMPLE

Mezzo-soprano Ava Martinez is known for her warm, rich tone and a gift for comic timing that her directors describe as "fearless." A junior in Vocal Performance at Eastern New Mexico University, she studies voice with Dr. [Teacher Name].

At ENMU, Ava sings with the ENMU Chamber Singers, where she was the alto soloist in Vivaldi's *Gloria*, and she played Marian in scenes from *The Music Man*. In spring 2026 she placed second in her division at the [State] NATS Student Auditions and received the [Name] Music Scholarship.

Ava grew up in Clovis, New Mexico, singing in her church choir and in her grandmother's kitchen, where she first learned that a song can tell a whole family's story. That love of storytelling shapes everything she sings, from Brahms to mariachi.

She has performed in masterclasses with visiting artists [Name] and [Name], and she is preparing her junior recital of songs by Brahms, Obradors, and Ricky Ian Gordon. After ENMU, Ava plans to pursue a master's degree in voice and a career in performance and music education.

Draft Your Bios

Short Bio Template

[Your Full Name] is a [voice type] known for [a vocal or artistic quality]. A [year] studying [degree] at Eastern New Mexico University, [First Name] has performed [a role, solo, or highlight]. [One sentence about where you're from or what drives you as an artist.]

My Short Bio (50 to 75 words)

Full Bio: Four Paragraphs

- 1 Who you are: voice type, what you're known for, school and teacher.
- 2 What you've done: solos, ensembles, productions, competitions, scholarships. Early in college, studio recitals, scenes, and choir solos all count.
- 3 Your story: where you're from and why you sing. This is the part only you can write.
- 4 What's next: upcoming performances and your goals.

Bio tips: read it out loud, cut any sentence that could describe any singer, keep every fact true, and update it every semester.

My Full Bio

150 to 300 words, in the third person. Follow the four paragraphs: who you are, what you've done, your story, and what's next.

Paragraph 1: Who you are

Paragraph 2: What you've done

Paragraph 3: Your story

Paragraph 4: What's next

Your Performance Résumé

A performance résumé is not a job résumé. It's one page that shows a director, teacher, or panel what you've sung, where, and who you've trained with. The next two pages show two strong layouts for a college singer: a classic one and a modern one.

What Goes on It, in This Order

- 1 Your name, large, at the top, with your voice type and one line of contact information: phone, email, and website.
- 2 Performance experience: role or credit, production or event, school or company, and year, lined up in clean columns.
- 3 Concert, choral, and recital work: solos, ensembles, and studio recitals.
- 4 Education: your degree, school, and expected graduation date.
- 5 Training: voice teacher, choral conductor, directors, and masterclasses.
- 6 Awards and scholarships.
- 7 Special skills: languages, instruments, dance, and anything else that's true and useful.

Résumé Tips

- Keep it to one page, in one clean font, and save it as a PDF named FirstLast_Resume.pdf.
- Don't have many credits yet? Include ensembles, studio recitals, choir solos, church or community performances, and competitions. Everyone starts here.
- Mark scenes as "(scenes)" so it's honest. Never pad or invent a credit.
- Print it, trim it to 8 by 10 inches, and attach it to the back of your headshot when an audition asks for both.

AVA MARTINEZ

Mezzo-Soprano

(575) 555-0123 | avamartinez@gmail.com | avamartinez.com

PERFORMANCE EXPERIENCE

Marian (scenes)	<i>The Music Man</i>	ENMU Musical Theatre Scenes	2025
Featured Soloist	<i>Spring Showcase</i>	ENMU Department of Music	2026
Ensemble	<i>Into the Woods</i>	Clovis Community Theatre	2024

CONCERT, CHORAL, AND RECITAL

Alto Soloist	<i>Gloria (Vivaldi)</i>	ENMU Chamber Singers	2025
Alto Section Leader	<i>Chamber Singers</i>	ENMU Department of Music	2025 to 2026
Studio Recital	<i>Brahms, Obradors</i>	ENMU Voice Studio	2025

EDUCATION

B.M., Vocal Performance	Eastern New Mexico University	Expected May 2027
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TRAINING

Voice	<i>Dr. [Teacher Name]</i>
Choral Conducting	<i>Dr. [Conductor Name]</i>
Masterclasses	<i>[Visiting Artist] (2026), [Visiting Artist] (2025)</i>

AWARDS AND SCHOLARSHIPS

2nd Place, College Division	<i>[State] NATS Student Auditions</i>	2026
[Name] Music Scholarship	<i>ENMU Department of Music</i>	2025 to 2026

SPECIAL SKILLS

Languages: Spanish (fluent); Italian, German, and French diction
Piano (intermediate) | Strong sight-reader | Mariachi vocal style | Valid driver's license

Why This Works

- Everything fits on one page, and the name is the biggest thing on it.
- Every section lines up in the same clean columns, so a panel can scan it in seconds.
- Every credit is real. Scenes are labeled as scenes, and ensemble work counts.
- No photos or colors, so it prints cleanly and looks right attached to the back of a headshot.

A Second Style

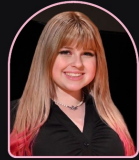
This is a real résumé from ENMU student Haley Tarrant. Same rules, different look. Pick one style and use it everywhere.

SOPRANO

Haley Tarrant

haley@haleytarrant.com · 505-385-5471 · HaleyTarrant.com

Soprano pursuing Music Education and Vocal Performance at Eastern New Mexico University, passionate about uplifting music by women composers and making classical music more inclusive for the next generation.



OPERA & THEATRE		
From Seuss to Sondheim Mary Lane, Reefer Madness - April, Company - Ilse, Spring Awakening	Eastern New Mexico University	January 2026
Voices of Shekhinah - Lila	Santa Fe, New Mexico	January 2026
L'elisir d'amore Chorus; Giannetta (Understudy) - Gaetano Donizetti	Eastern New Mexico University	March 2025
Voices of Shekhinah - Lila	Santa Fe, New Mexico	September 2024
CONCERT & CHORAL		
Global Ambassador Choir San Manuel y San Benito - El Buen Pastor - Sant Jaume	Madrid · Valencia · Barcelona	June 2026
ENMU Chamber Singers	Alice Tully Hall, Lincoln Center	March 2026
ENMU Chamber Singers	NM State Capitol - Santa Fe	October 2025
ENMU Chamber Singers State Capitol - Cathedral Basilica of St. Francis	Santa Fe, New Mexico	October 2024
Global Ambassador Choir Victoria Embankment Gardens - St. Matthew's, Bayswater	Concert Tour · London, England	July 2024
Global Ambassador Choir Eglise Saint-Séverin - Eglise de la Madeleine	Concert Tour · Paris, France	July 2024
Honor Choir USA	Honolulu, Hawaii	June 2022
LEADERSHIP, HONORS & SCHOLARSHIPS		
President, ENMU ACDA American Choral Directors Association - Current	NATS Musical Theatre Masterclass Selected participant - with CJ Greer - 2026	
Department of Music Chair's Award Eastern New Mexico University - April 2026	NATS Regional Auditions · Fourth Place 2nd Year Classical Treble - 2026	
University Friends of Music Competition Eastern New Mexico University - April 2026	NATS Regional Auditions · Third Place (Tie) 1st Year Classical Treble (CL SA) - 2025	
Lorraine Schula Scholarship in Music Eastern New Mexico University - April 2026	James Hesse Scholarship Santa Fe Opera - April 2024	
University Friends of Music Competition Eastern New Mexico University - April 2025	New Mexico All-State Treble Choir Soprano 1 - 2024	
Jan and Web Smartnick Music Endowment Eastern New Mexico University - April 2025	New Mexico All-State Mixed Choir Soprano 1 - Cleveland High School - 2023	
EDUCATION & TRAINING		
Eastern New Mexico University Music Education and Vocal Performance - Junior	Portales, New Mexico	Current
Santa Fe Opera Young Voices	Santa Fe, New Mexico	Aug 2022 to May 2024
Cleveland High School Choir	Rio Rancho, New Mexico	High School

What's Different

- A small headshot and one accent color.
- A short summary at the top.
- Titles on the left, dates on the right.

When to Use Each

- Classic: printed auditions, or stapled to a headshot.
- Modern: emails, your website, and PDF applications.

Performance Clips and Repertoire

Choose your best two or three, and label every one the same way:

Name, voice type | Title, from Work (Composer) | Event, Month Year

SAMPLE CLIP LABELS

Ava Martinez, mezzo-soprano | "Del cabello más sutil" (Obradors) | ENMU Studio Recital, March 2026

Ava Martinez, mezzo-soprano | "Till There Was You" from *The Music Man* (Willson) | ENMU Musical Theatre Scenes, November 2025

Ava Martinez, mezzo-soprano | "Canción de cuna para dormir a un negrito" (Montsalvatge) | NATS Auditions, February 2026

- Record horizontally on a tripod or a stable surface, about 10 to 15 feet away, with the pianist in the frame if you can.
- Do a 10-second test first and listen back for sound quality.
- Upload to YouTube as "Unlisted" (or Public), and paste the label above as the video title.

Repertoire List

COMPOSER	TITLE	FROM	LANGUAGE
Giulio Caccini	"Amarilli, mia bella"	Le nuove musiche	Italian
Johannes Brahms	"Von ewiger Liebe"	Op. 43, No. 1	German
Fernando Obradors	"Del cabello más sutil"	<i>Canciones clásicas españolas</i>	Spanish
Antonio Vivaldi	"Domine Deus, Rex coelestis"	<i>Gloria</i> , RV 589	Latin
Meredith Willson	"Till There Was You"	<i>The Music Man</i>	English

Contact Information and Links

Contact Information

USE THIS	NOT THIS
avamartinez@gmail.com or your ENMU email	sparklesinger2009@...
A phone number with a clear voicemail greeting: "Hi, you've reached Ava Martinez..."	A full mailbox or no greeting
An email signature with your name, voice type, website, and phone	No signature at all

SAMPLE EMAIL SIGNATURE

Ava Martinez
 Mezzo-Soprano | Eastern New Mexico University
 avamartinez.com | (575) 555-0123

Website and Social Links

Keep one "Links" document in your kit so anyone can find everything in one place.

SAMPLE LINKS DOCUMENT

Ava Martinez, mezzo-soprano

Website: avamartinez.com

YouTube: youtube.com/@avamartinez

Instagram: @avamartinez

Clip 1: "Del cabello más sutil" (Obradors), March 2026: [YouTube link]

Clip 2: "Till There Was You" (Willson), November 2025: [YouTube link]

No website yet? That's okay. Your YouTube channel and a clean Instagram can be your links for now. Round 2 covers building a website (HelpMeLisa.com/enmu).

Help People Vouch for You

- Ask before you list someone as a reference, every time.
- Keep a list of at least three, with their current title and contact information.
- Ask for recommendation letters at least three to four weeks ahead.
- Send a brag sheet (next page) so they can write a specific, strong letter.
- Close the loop. Thank them, and tell them how it turned out. People keep recommending people who follow up.

My References

You need at least three references who said yes. List more than three in case someone says no, and write the date you asked so you know when to follow up.

NAME	TITLE	EMAIL AND PHONE	DATE ASKED	SAID YES?
				☐
				☐
				☐
				☐
				☐
				☐

SAMPLE REFERENCE LIST

Dr. [Teacher Name], Associate Professor of Voice, Eastern New Mexico University
[teacher email] | (575) 555-0144

[Director Name], Director of Choral Activities, Eastern New Mexico University
[director email] | (575) 555-0177

[Name], Artistic Director, Clovis Community Theatre
[email] | (575) 555-0190

Put this on its own page, not on your résumé. Send it only when someone asks for references.

Your Brag Sheet

A brag sheet is a one-page cheat sheet you send to the person writing your recommendation letter. It tells them what you're applying for, when it's due, and what to say, so they can write a strong, specific letter instead of a general one.

SAMPLE BRAG SHEET

What I'm applying for: Master of Music in Vocal Performance, [University Name]

Letter deadline: December 1, 2026 (I'll send a reminder on November 20)

How to submit: The school will email you a link to upload your letter.

Why this program: Lots of performance opportunities, and I want to study with [Teacher Name].

What I'm preparing: "Del cabello más sutil" (Obradors) and "Von ewiger Liebe" (Brahms)

Please mention: my growth this year, my role as alto section leader, and that I'm always prepared.

My Brag Sheet

What I'm applying for (program, school, or role)	
Letter deadline	
How to submit the letter	
Why I want this	
Repertoire I'm preparing	
Two or three things I hope you'll mention	
Attached	Résumé Short bio Link to my Opportunity Kit

Your Opportunity Kit Checklist

Now that you've seen an example of each piece, check off what you have. If you're missing something, the third column tells you where to start.

ITEM	WHAT GOOD LOOKS LIKE	DON'T HAVE IT YET?	DONE
Current headshot	High resolution, looks like you today, in color	Grab a friend and a phone (page 27)	☐
Résumé	One page, PDF, updated this semester	Copy the sample layout (page 32)	☐
Short bio	50 to 75 words, third person	Use the template (page 29)	☐
Full bio	150 to 300 words, tells your story	Follow the four paragraphs (page 29)	☐
Performance clips	Your best 2 or 3, clearly labeled	Record studio class or a lesson (page 34)	☐
Repertoire list	If the opportunity asks for one	List what you've sung in lessons	☐
Contact information	Professional email, a number you answer	Make a name-based email today	☐
Website and social links	Current, public, and consistent	Start a Links document (page 35)	☐

Organize It Once, Send It Anytime

Create one folder in Google Drive (or Dropbox) and set sharing to "Anyone with the link can view" so people never have to request access. Here's how to set it up:

FOLDER	WHAT GOES IN IT	EXAMPLE FILE NAME
Ava Martinez - Press and Audition Kit	The main folder you share	
01 Headshots	One or two current headshots	AvaMartinez_Headshot_2026.jpg
02 Resume	Your one-page PDF	AvaMartinez_Resume.pdf
03 Bios	Short and full bio	AvaMartinez_Bio_Short.pdf
04 Clips	Download your performance videos into this folder, or keep a Links document that lists every clip URL	AvaMartinez_Obradors_2026.mp4 or AvaMartinez_Clip_Links.pdf
05 Repertoire	Your repertoire list	AvaMartinez_Repertoire.pdf

Update your kit at the start of every semester and after every major performance.

My kit link (paste it into your phone notes so you can send it anywhere):

AI Without Losing Your Voice

AI is a tool, and a good one. The goal is to use it without sounding like everyone else who used it too.

Spot the Problem

"Jane Doe is a passionate and dedicated vocalist whose lifelong love of music inspires audiences through powerful and authentic performances..."



AI can help you find the words.

It cannot be the reason you have something worth saying.

How many singers could that describe? Everyone. If everyone uses AI to sound professional, everyone starts sounding exactly the same, which makes your personality even more important.

Rewrite it with one real detail only you could include:

Words and Habits to Delete

OFTEN SIGNALS AI	WHY IT HURTS YOU
Em dashes everywhere	They are the fastest giveaway that AI wrote it. Use a comma, period, or "and."
Passionate, dedicated, lifelong love	Every singer says this, so no one remembers it.
Powerful, authentic, captivating	These tell instead of show. Name the song or the moment.
Journey, elevate, testament, delve	Phrases that sound polished but say nothing.
Invented credits or experience	Never. One false detail can cost you an opportunity and your reputation.
AI-altered headshots	If it doesn't look like you, it breaks trust the moment you walk in.

Before You Use Anything AI Wrote

Before you send, post, or submit anything AI helped you write, go through this checklist. If you can't check every box, keep editing.

- ☐ I read it out loud, and it sounds like me.
- ☐ Every fact is true.
- ☐ I removed every em dash.
- ☐ I added at least one detail only I could write.
- ☐ I would be comfortable if the reader knew exactly how I wrote it.

Power Words to Use Instead

Now that you know what to delete, here's what to use. Strong writing starts with action words and adds real details: who, what, and where. Circle the words that fit things you've actually done.

WHAT YOU DID	HOW YOU GREW	HOW YOU WORK WITH OTHERS
Performed	Studied	Collaborated
Premiered	Trained	Led
Sang	Earned	Supported
Toured	Placed	Organized
Recorded	Prepared	Mentored
Debuted	Advanced to	Partnered with
Featured as	Completed	Coached
Soloed with	Mastered	Welcomed

From Generic to Specific

INSTEAD OF	TRY
"A passionate singer with a lifelong love of music."	"Sang the alto solo in Vivaldi's <i>Gloria</i> with the ENMU Chamber Singers."
"A dedicated and hardworking student."	"Prepared four languages of repertoire for my junior recital."
"An authentic, captivating performer."	"Placed second at the [State] NATS Student Auditions."
"A caring team player."	"Led weekly sectionals as alto section leader."

Your turn. Rewrite one generic sentence about yourself with a power word and a real detail:

Your AI Reputation Coach

You don't need a special app or a website for this. These prompts work in any free AI tool, like ChatGPT, Gemini, Claude, Copilot, or Perplexity. They turn the AI into a coach that asks you questions first, keeps your real details, and never invents credits.

How to Use Your Coach

- 1 Open a new chat in the AI tool you like best, and paste the Coach Setup Prompt below (or type it in). Do this once at the start of every new chat.
- 2 Then paste one of the coaching prompts starting on page 44, or a social media or website prompt from Rounds 1 and 2 starting on page 46. Fill in the [brackets] with your real details.
- 3 Answer its questions honestly and in your own words. The more real detail you give, the more it sounds like you.
- 4 Run everything through the checklist on page 41 before you use it.

COACH SETUP PROMPT | PASTE THIS FIRST

You are my reputation coach. I'm a college vocal performance student at Eastern New Mexico University. Follow these rules every time. Ask me questions before you write anything, one or two at a time. Use only details I give you. Never invent roles, awards, teachers, or dates; leave a [bracket] instead. Never use em dashes or en dashes. Avoid generic words like passionate, dedicated, journey, elevate, captivating, and authentic. Make everything sound like a real college student: warm, clear, and professional. Keep my experience honest, and label scenes as scenes. Don't create or edit AI headshots. After each draft, offer to make it shorter or more casual, or to give me 3 options. Reply "Ready" when you understand.

If It Doesn't Sound Like You Yet, Say:

- "Make it sound like a college student."
- "Give me 3 options."
- "Make it shorter."
- "That isn't true. Remove it."
- "Ask me another question."
- "Make it more casual."

Prompts You Can Use

Paste the Coach Setup Prompt first, then any of these. Change the words in [brackets] to your real details.

FIND MY STORY

Help me find my story. Ask me these questions one or two at a time: my voice type and year; what first made me want to sing; the music I love most and why; what people compliment me on more than once; a performance I'm proud of (any size counts); where I'm from and how it shows up in my singing; and what I want to do next. Then give me three words that fit me, with the evidence for each, and one "I'm a [voice type] who..." sentence.

WRITE MY BIOS

Using only what I've told you, write a short bio (50 to 75 words) and a full bio (150 to 300 words) in third person. The full bio should have four paragraphs: who I am, what I've done, my story, and what's next. Use [brackets] for anything missing, then list the facts I should double-check.

SHORTEN MY BIO

Here is my bio. Make a 60-word version in third person. Keep my specific details and my tone, and remove anything generic: [paste your bio]

WRITE A MESSAGE

Help me write a short, sincere [email or note] to [who] after [what happened]. Keep it under 120 words. Include this specific detail: [detail]. Use "Dr." or "Professor" unless I say otherwise, and suggest a subject line.

THANK A DONOR

Help me write a thank-you note to the donor of the [scholarship name]. Mention one specific way it helped me, [detail], and what I'm working on now, [piece or goal]. Keep it under 120 words.

MY 15-SECOND INTRODUCTION

Help me write a 15-second introduction for [event]. Use this format: "Hi, I'm [name]. I'm a [year and voice type] at ENMU, and I [one specific thing]. [A question about them.]" Then let me practice it. You play the other person and give me feedback.

AUDITION INTERVIEW PRACTICE

Act as a [grad school, summer program, or scholarship] panel. Ask me one interview question at a time and wait for my answer. After each answer, tell me one thing that worked and one thing to improve.

CHECK FOR AI GIVEAWAYS

Check this for anything that sounds generic or AI-written. Flag any em dashes, and suggest where I could add a real detail. Don't rewrite the whole thing: [paste your writing]

BUILD MY OPPORTUNITY KIT

Help me build my Opportunity Kit: headshot, short and full bio, performance résumé, 2 or 3 labeled clips, repertoire list, contact information, and website and social links. Ask me what I already have, then give me a step-by-step plan for what's missing.

MY GOOGLE TEST

Walk me through a Google Test of my name, one step at a time. Then help me pick the one thing to fix first.

Social Media and Website Prompts

These go with Rounds 1 and 2. Paste the Coach Setup Prompt on page 43 first, then any of these. Change the words in [brackets] to your real details.

Round 1: Social Media

30-DAY CONTENT PLAN

Create a 30-day social media content plan for a vocal performer building a personal brand. I'm a [college or early career] singer. My goals are to show my voice, build confidence, and create opportunities like performances, auditions, and collaborations. I only want to post 2 times per week. Before you make the plan, ask me 5 questions about my voice type, goals, experience, and the music or roles I love. Include a mix of performance clips, behind-the-scenes moments, personal posts, and opportunities. For each post, give me what to post, a strong hook (the first line), a short caption of 3 to 5 natural sentences, and a simple call to action that isn't salesy. Make it sound like a real performer sharing how they're growing, not a business or an influencer.

WRITE A POST FOR THIS

Write an Instagram post for this [photo or video]. It's from [the event or moment]. Give me a hook, a caption of 3 to 5 sentences, and 3 to 5 hashtags. I want to thank or tag [people].

GIVE ME 3 CAPTION OPTIONS

Give me 3 caption options for this post: [describe the photo or video]. Make one short, one heartfelt, and one fun.

WHAT SHOULD I POST THIS WEEK?

What should I post this week? Here's what's coming up: [lessons, rehearsals, performances, or deadlines]. Give me 2 post ideas I can make with just my phone.

TURN THIS INTO A POST

Turn this into a post for [Instagram, TikTok, YouTube, or LinkedIn]: [paste your idea or caption]. Keep my words and my tone, and adjust the length for that platform.

MY PROFILE BIO AND HANDLE

Help me write my [Instagram or TikTok] profile bio in under 150 characters. Include my voice type, my school, and one thing I love to sing. Then suggest 5 professional handle ideas based on my name: [your full name].

ANNOUNCE A PERFORMANCE

Help me write a post announcing my [recital, concert, or competition] on [date] at [place]. Thank [my teacher, pianist, or ensemble] by name, and keep it under 100 words.

Round 2: Your Website

MY HOMEPAGE HEADLINE

Help me write the headline for the top of my website. Give me 5 short options in the style of "Soprano. Storyteller. Emerging Artist." based on these details: [voice type, style, and the music I love].

MY WEBSITE STORY BIO

Help me write the story bio for my website's About page. First ask me these questions, one or two at a time: what inspired me to pursue vocal performance, the music or roles that mean the most to me, a performance I'm proud of, what I want audiences to feel when they hear me, how my teachers would describe me, and my goals. Then write it in third person using only my answers.

ACADEMIC AND PERFORMANCE HIGHLIGHTS

Organize these into two website sections, Academic Highlights and Performance Highlights, with the newest items first: [paste your degree, school, graduation year, scholarships, masterclasses, roles, ensembles, competitions, and festivals].

MY CONTACT SECTION

Write a short, professional contact section for my website. Include my email, [email], links to my [YouTube, Instagram, and LinkedIn], and one friendly sentence inviting directors and collaborators to reach out.

MY MEDIA PAGE AND EVENTS

Help me organize the Media page on my website. Here are my videos, photos, and recordings: [list them]. Group them by category and write a one-line label for each. Then write an Upcoming Events listing for [event, date, and place].

Save Your Setup

Tired of pasting the setup prompt every time? Many AI tools let you save instructions. In ChatGPT, create a Project (name it something like "My Singer Content") and paste the Coach Setup Prompt into the Project's instructions. Keep your bios, content plan, photos, and drafts there too, so everything lives in one place.

*You don't need to be perfect.
You don't need to post every day.
You just need to show up consistently.*

CLOSE

The Reputation Challenge

BE VISIBLE.

BE MEMORABLE.

BE RECOMMENDABLE.

Do these three things this week:

	CHALLENGE	DONE
1	Google yourself. Use the audit on page 16 to see what someone else sees.	☐
2	Create or update your Opportunity Kit. Use the examples and checklist in Part 5.	☐
3	Ask two people outside this room for three words. A professor, director, or someone you've worked with: "What three words would you use to describe me professionally?"	☐

Three Words From Outside This Room

WHO I ASKED	THEIR THREE WORDS

How do their words compare to your own three words and to the words from the live exercise (page 10)?

Small Steps, Real Reputation

Reputation is built in small, consistent moments. Track one intentional action each day this week.

DAY	ONE INTENTIONAL ACTION I TOOK	HOW IT FELT
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		

Need ideas? Thank your pianist. Answer an email within a day. Go to a classmate's recital. Update your bio. Ask one question in studio class.

Your Semester Plan

A reputation isn't built in one week. Here's a simple rhythm that keeps everything from this workbook working for you all year.

WHEN	WHAT TO DO
Every week	Show up prepared, follow through on every promise, and send at least one thank-you or congratulations.
Every month	Add new feedback to your log, post one thing that shows your growth, and check in with one person in your network.
Every semester	Update your bio, résumé, and repertoire list. Replace any clip that no longer shows your best singing. Run your Google Test again.
Every year	Take a new headshot, send your donors an update, and thank the teachers who shaped your year.

My Goals for This Semester

The one habit I'm committing to:

The one person I'll reconnect with:

The one piece of my Opportunity Kit I'll finish first, and by when:

Thank You You've Got This



Over three rounds, you've learned how to be visible, look professional, and become memorable. The singers who get recommended aren't always the loudest or the most talented in the room. They're the ones people trust, remember, and want to work with again.

Your name is already starting to mean something. Now you get to decide what. I can't wait to see where your voice takes you.

Lisa

*Your brand isn't what you tell people you are.
It's the expectation your name creates.*



Round 1 and 2 Workbook
HelpMeLisa.com/enmu



Photoshoot Guide
HelpMeLisa.com/enmuphoto

Your AI coaching prompts for all three rounds are on pages 43 to 48.

Questions, wins, or a new headshot to show off? I'd love to hear from you: Lisa@HelpMeLisa.com | HelpMeLisa.com