

BUILD YOUR BRAND WORKSHEET

The first step to being intentional with your online identity is to define your personal brand.



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What Is a Personal Brand?

Your brand is the story people tell about you. It's your values, goals and actions (beyond stats and scores). A strong brand shows coaches, teammates, and recruiters who you are beyond your stats.

Question: If a coach looked at your profile today, what story would it tell about you? Is that the story you want them to see?

Why Define Your Brand Now?

- **Stand out from other athletes!** Show recruiters why you're the right fit for their program.
- **Add purpose to every post, video, and message** so that your online identity clearly conveys who you are.
- **Build confidence** by aligning what you share with who you are and what makes you unique.
- **Start early, grow strong.** Lay a foundation now that you can keep building on.

REMEMBER

You are still growing and changing. Your brand isn't set in stone. It's something you'll revisit and update over time.



BUILD YOUR BRAND QUESTIONS

Answer these questions to help you get clear about the brand you want to build.



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Values: What are the 3 words that best describe the kind of person and athlete you want to be?

2

Strengths: What do you do really well on the field/court and in school/life?

3

Passion: Why do you love your sport?

4

Impact: How do you want teammates and coaches to describe you?

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Growth: What's one area you're working hard to improve?

6

Future Vision: When recruiters or future coaches look at your profile, what's the 1 thing you want them to know about you?

Next Steps

- Share your answers with a parent, coach, or mentor for feedback.
- Before posting, ask: Does this reflect my brand? Does this make me look like someone a coach would want on their team?
- Revisit this worksheet every season.



REMEMBER

Your brand is built every day by what you post, what you like, who you follow, and how you communicate.