



Athlete Media Academy - Personal Brand Audit Checklist

Identity & Messaging

- ☐ I have a clear personal brand statement that reflects my identity and values
- ☐ My core values are evident in the way I speak, post, and carry myself
- ☐ I consistently use 2-3 descriptive traits (e.g., focused, resilient, community-driven) when talking about myself
- ☐ I can explain what makes me unique in a few sentences
- ☐ I know what kind of impact I want to make both on and off the field

Social Media Presence

- ☐ My bio clearly reflects who I am and what I stand for
- ☐ My photos and videos represent me professionally and authentically
- ☐ My posts are consistent with my personal brand message
- ☐ I avoid content that conflicts with my values or goals
- ☐ I regularly engage with my audience in a positive and respectful way
- ☐ I'm mindful of what I like, share, and comment on

Visual Consistency

- ☐ My profile pictures are clean, high quality, and similar across platforms
- ☐ My personal or team colors, styles, or logos are used consistently (if applicable)
- ☐ I use professional or branded templates when sharing graphics or content (e.g., highlights, announcements)

Offline Behavior

- ☐ I represent my brand well in interviews, appearances, and community events
- ☐ My body language, attitude, and speech are consistent with my values
- ☐ I've received positive feedback from coaches, teammates, or mentors about how I carry myself
- ☐ I show respect to fans, opponents, and media regardless of the situation

Growth & Influence

- ☐ I've collaborated with others who align with my brand
- ☐ I've been recognized or featured for something that reflects my values
- ☐ I actively look for opportunities to expand my platform or give back
- ☐ I have a plan or vision for how I want to grow my brand over the next year

Final Reflection

- ☐ I feel proud of the way my brand currently shows up
- ☐ I know what areas need improvement
- ☐ I'm committed to strengthening and refining my personal brand