



Athlete Media Academy - Personal Brand Reflection Worksheet

Section 1: Core Identity

1. What 3 words best describe who you are - on and off the field?
2. What values do you live by? (Examples: discipline, loyalty, growth, honesty, creativity)
3. What are you most passionate about outside of your sport?
4. What do you want people to feel or think when they hear your name?

Section 2: Strengths and Skills

5. What are your top 3 strengths as an athlete?
6. What skills or traits set you apart from others (on your team or in your sport)?
7. How do you handle challenges or adversity? Describe a moment that reflects this.

Section 3: Brand Perception

8. How do your teammates or coaches describe you?
9. What do your followers or fans often say about you on social media?
10. Is how people see you consistent with how you want to be seen? Why or why not?

Section 4: Vision and Impact

11. What kind of legacy do you want to leave - in your sport and beyond?
12. Who inspires you, and what do you admire about their brand?
13. What causes or messages do you want to stand for publicly?

Section 5: Brand Statement Draft

Using your responses above, write a 2-3 sentence Personal Brand Statement that captures who you are, what you stand for, and how you want to be seen.

"I am _____, a _____ athlete who stands for _____. I bring _____ to my sport and community, and I aim to inspire others by _____."