

Crafting the Brand Called You

Credit: Claire Jedrek

WHAT IS PERSONAL BRANDING?

Personal branding is the way you present yourself to the world personally and professionally. It's about showcasing your unique skills, experiences, and personality to establish a distinctive identity.



HOW IT HELPS YOU

Sponsorships: Companies want to partner with individuals who have a clear identity and influence, aligns with their values, products, or target audience.

Team recruitment: A clear personal brand shows your values and cultural fit, helping you stand out from similarly qualified candidates.

Career Growth: A strong personal brand builds credibility, makes you memorable in networks, and attracts more opportunities like jobs or collaborations.

Influence, Thought Leadership, Trust & Relationships: If you're seen as an expert, others will turn to you, trust you for advice, open doors to speaking gigs, leadership roles, or even partnerships that align with your values and expertise.

FIND OUT MORE BELOW

- Branding package checklist
- Branding guidelines
- Social media tools

If you wish to learn more, visit IOC's course:

[Building a Winning Personal Brand](#)

The Branding Package Checklist



BRAND FOUNDATION & SELF-DISCOVERY

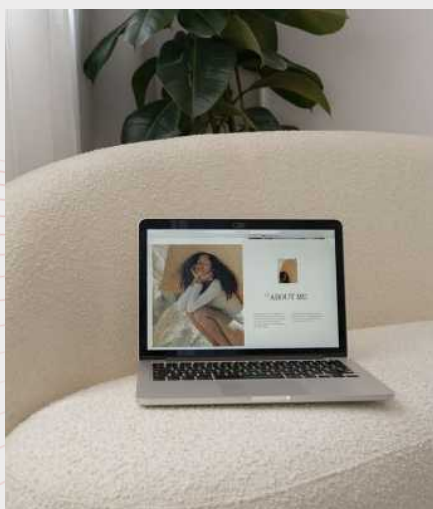
Core values: What matters to you (3 things)

- Strengths: Sports and personal
- Interests/passion outside of sport
- Role model and why. If none, what inspires you in terms of what you want people to see or know about you



CRAFT PERSONAL MISSION/STATEMENT

- Think about an opening line describing who you are as an athlete
- Write about your achievements (Important and meaningful ones)
- Add in core values that matter to you, or who you are as a person/athlete
- Describe who you are outside of sport and what you hope to deliver to others



ALIGN VALUES & ACTIONS WITH THE BRAND

Based on who you have identified yourself to be, partner only with brands you truly believe in. Fake endorsements or non-authentic posts are easy to spot--and they'll hurt your credibility. When your values genuinely match the brand's, the partnership feels real, earns more trust, and lasts longer.

Brand Expression Guidelines



BE MINDFUL OF YOUR IMAGE

Share authentic and behind-the-scenes moments, but avoid oversharing personal or sensitive details, and never use social media to vent or expose conflicts.



TAKE CONTROL OF YOUR EMOTIONS

Highlight achievements and celebrate milestones, but avoid posting impulsively or sharing emotional reactions after tough situations



ENGAGE YOUR AUDIENCE RESPECTFULLY

Engage and inspire your audience by sharing your hard work, struggles, and successes while avoiding negativity or publicly criticizing others.



BE WILLING TO LEARN FROM OTHERS

Be consistent, learn from others on social media (coaches, athletes, professionals, etc.), and avoid posting contradictory or inappropriate content.



PREPARATION BEFORE EVENTS/INTERVIEWS

Be prepared, punctual, and dressed appropriately; speak clearly and confidently. Maintain good posture, and use natural expressions to stay camera-ready.



BEHAVE PROFESSIONALLY

Show gratitude, engage positively, be honest yet optimistic, and respect every role to build strong, professional relationships.

SOCIAL MEDIA TOOLS



Visual storytelling - Share training and lifestyle content with Stories and Reels, tagging others to boost visibility and engagement.



Creativity + Personality - Great for sharing fun, behind-the-scenes moments and workouts, and for using viral content to help grow your audience quickly.



Long-form content - Share vlogs, highlights, and training sessions to show personality and build deeper fan connections.



Professional branding - Use this to share achievements and network with coaches or sponsors