



Personal Brand Brief

Your one-page game plan. Fill it in as we go — you walk out with this.

NAME _____

SCHOOL / SPORT _____

DATE _____

1

Identity — three words that aren't your sport

Who you are beyond the game. Not your position, not your stats. These become the filter for every post.

word 1

word 2

word 3

2

Your three lanes

The repeatable themes fans follow you for — e.g. the grind, game day, off the field, skills, faith & family.

- _____
- _____
- _____

3

Your signature post

The one post only you could make this week — the first piece of your brand, run on purpose.

Lane

which of your three lanes is it in?

The hook

the first line that makes someone stop scrolling

The moment

what we see — a clip, a photo, a piece to camera

Why it's me

the line that ties it back to your three words

MAKE IT REAL

My Formative handle: _____

Then scan → claim your handle → post your signature piece this week.



SCAN TO START

