

# SETTING YOUR BRAND GOALS AND VALUES

Use this simple plan to identify the key goals and objectives for your brand and to keep you on track with delivering your brand.

## WHAT ARE YOUR VALUES?

List your three top values to communicate (your interests/things you believe in).

(e.g. health and nutrition)

(e.g. sport achievements)

(e.g. mental health)

## WHAT'S YOUR PROPOSITION?

Simple clear message/tagline that describes what to expect from you and your communication.

(e.g. the rower with health advice and daily mindfulness tips)

## WHO IS YOUR AUDIENCE?

List your audience types and the characteristics of them.

(e.g. rowing fans, personal trainers, aspiring athletes)

## WHAT ARE YOUR TALKING POINTS?

List your content subjects (at least three, no more than five).

(e.g. physical and mental health)

(e.g. my hero and personal sporting achievements)

(e.g. inspiration for training)

## WHICH CHANNELS?

The channels you are using regularly and what to expect from each one.

(Instagram: my visual diary and video channel)

(Website: my biography, achievements and blog)

(Podcast: my series)

(Twitter: my conversation channel)

## NEW FORMAT IDEAS!

Channel-specific formats that can be repeated, daily, weekly or monthly for each channel used.

(e.g. healthy recipes/daily exercise tips/mental health positivity quotes)

(e.g. listing sporting dates/blog of training/monthly motivational music)

(e.g. interviewing other sports people)

(e.g. ask me anything – a space for people to ask health advice)

## WHAT DOES SUCCESS LOOK LIKE?

What is success for you? Short-, mid- and long-term channel follows/engagement or wider sponsorship opportunities.

(e.g. short-term: start regular posting and build audience)

(e.g. mid-term: start conversations with media and brands interested in the same values)

(e.g. long-term: create partnerships with other sportspeople; receive sponsorship deal with key brand)