



BRAND UNIVERSITY

Athlete's Brand Checklist

- Define your values + passions
- Declare your goals both short + long term
- Purchase "yourname".com
- Pick 2 social platforms to build on
- Follow those who influences you
- Create your social calender
- Get tools for content creating + posting
- Follow coaches + team on social media
- Set social followers growth goals
- 90 day check up on above list

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