**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)