



CLARITY



COMMUNICATE

C4

CONFIDENCE



CHECK-IN



C4

ATHLETE PATHWAY

EDUCATION PROGRAM

FOR GYMNASTICS SINGAPORE

Presented by The Brand Builders

WORKBOOK FOR ATHLETES

GROUP WORK SESSION #3

"Create Your Unique Content Ideas"

GROUP WORK SESSION #1 - ACTIVITY #1 INSTRUCTIONS

THEME	WRITE YOUR BRAND ELEMENT HERE:
MOTIVATIONAL	Write your snippet of content that is motivational here about your brand element..
EDUCATIONAL	Write your snippet of content that is educational here about your brand element..
FUNNY	Write your snippet of content that is funny here about your brand element..

This session is all about content creation!

You will be creating a content library using the brand elements you identified in session 1.

Using **three themes** (motivational, educational and funny) you will create a **snippet of content** for one of your **passions, interests, values and your message**.

Don't worry about creating a 'perfect' piece of content or making your idea look like the final product. We're just creating a 'snippet' that you can use to create a great post in the future.

ACTIVITY #1 EXAMPLE

Brand Element: Passion

Step 1. Choose a passion you identified in session 1 to create content for.

Step 2. Create a snippet of content about your passion using the three themes: motivational, educational and funny.

THEME	WRITE YOUR PASSION HERE: Sustainable fashion
MOTIVATIONAL	<p>I'm setting myself a challenge in 2021 to ONLY buy from thrift shops so I can cut down on my consumption of fast fashion.</p> <p>Ask my followers if they've set a challenge for 2021 (doesn't have to be fashion related).</p>
EDUCATIONAL	<p>Most clothes that are returned online end up in landfill. Quote from the article I read recently from Edie Online. Talk about my experience with online shopping and the temptation to buy more than I need.</p>
FUNNY	<p>My fashion fails from when I was younger. I could bring it back to how shopping sustainably also prevents fashion fails because you're looking for long-life items, not just following trends that will go out of style soon.</p>

ACTIVITY #1 Topic: GYMNASTICS

Let's start with a topic we know you'll have some great content ideas for – gymnastics!

Create a snippet of content about gymnastics using the three themes: motivational, educational and funny.

THEME

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Passion

Step 1. Choose a passion you identified in session 1 to create content for.

Step 2. Create a snippet of content about your passion using the three themes: motivational, educational and funny.

THEME

WRITE YOUR PASSION HERE:

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Interest

Step 1. Choose an interest you identified in session 1 to create content for.

Step 2. Create a snippet of content about your interest using the three themes: motivational, educational and funny.

THEME	WRITE YOUR INTEREST HERE:
MOTIVATIONAL	
EDUCATIONAL	
FUNNY	

ACTIVITY #1

Brand Element: Message

Step 1. Choose a message you identified in session 1 to create content for.

Step 2. Create a snippet of content about your message using the three themes: motivational, educational and funny.

THEME

WRITE YOUR MESSAGE HERE:

MOTIVATIONAL

EDUCATIONAL

FUNNY

ACTIVITY #1

Brand Element: Values

Step 1. Choose a value you identified in session 1 to create content for.

Step 2. Create a snippet of content about your message using the three themes: motivational, educational and funny.

THEME

WRITE YOUR VALUE HERE:

MOTIVATIONAL

EDUCATIONAL

FUNNY

What Your Content Library Can Look Like In Action

MOTIVATIONAL



melodyrunsfast • Follow



melodyrunsfast This year, I want to make a BIG change and cut down on my contribution to fast fashion.

So, I've set myself a fun challenge. In 2021 I will ONLY be buying clothes from thrift shops.

My first funky find? This beret that makes me feel like I'm living in the Madeline tv series (anyone else obsessed with that show as a kiddo?)



What challenge are you setting yourself in 2021? For me, this year is all about conscious, deliberate action that positively impacts my world and the planet 🌍

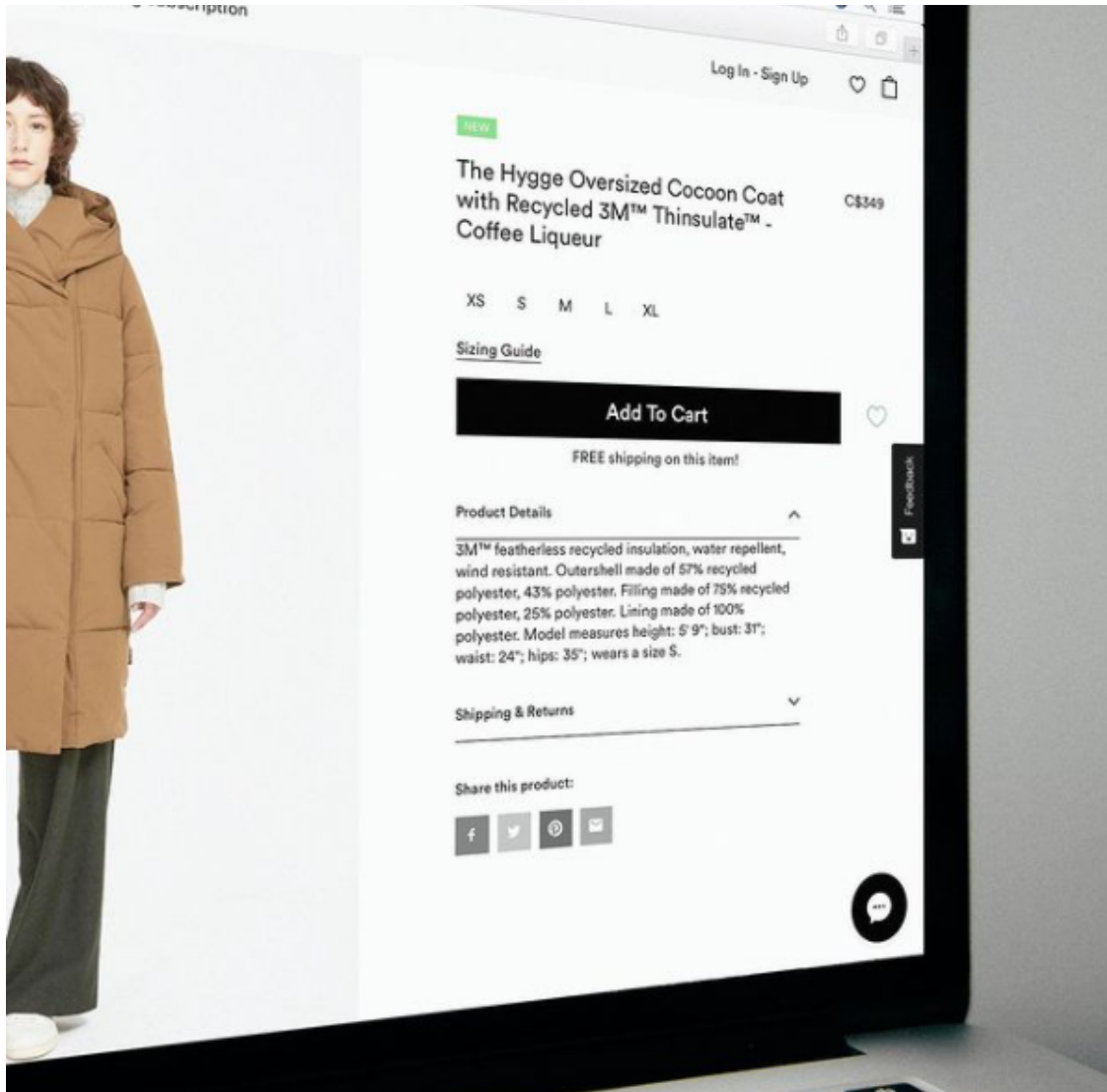


Add a comment...

Post

What Your Content Library Can Look Like In Action

EDUCATIONAL



melodyrunsfast • Follow



I have to admit, I L.O.V.E the ease and convenience of online shopping (plus the great discounts!!). I often use online shopping as a reward for a big win or to relax after a heavy week of training.

But I always end up returning 90% of what I order. I thought that was no big deal until recently.

I read an article from @edie.com that said many, many returns end up in landfill. Did you know this?

Personally, I'm going to make a better effort now to shop in person and buy items online that I know I'll ❤️

#shopsustainable



Add a comment...

Post

What Your Content Library Can Look Like In Action



FUNNY



melodyrunsfast • Follow



melodyrunsfast When I was younger I was a trend follower (now I like to think I'm a trendsetter 😂).

Check-out some of my most cringe-worthy fashion fails throughout the years. Drop a 📌 in the comments when you find the double denim moment!!

I've learned recently, that when I shop I shop with purpose (and avoid 5 minute trends) I'm not as embarrassed of my throwback pics. Who knew that avoiding fast fashion could help you stay fashion mishap free? Not me (clearly) 😂

16h



Add a comment...

Post

**CONGRATULATIONS! YOU'VE COMPLETED BOTH ACTIVITIES,
AND YOU NOW HAVE YOUR ATHLETE BRAND IDENTIFIED!**

**There's no homework! Please pass your workbook back to
your workshop facilitator so they can keep it safe for you!**

**Your next online workshop with Vickie and Charlotte is on
Saturday 24th of April, from 12.30-1.30pm on Zoom.**

End of session.

