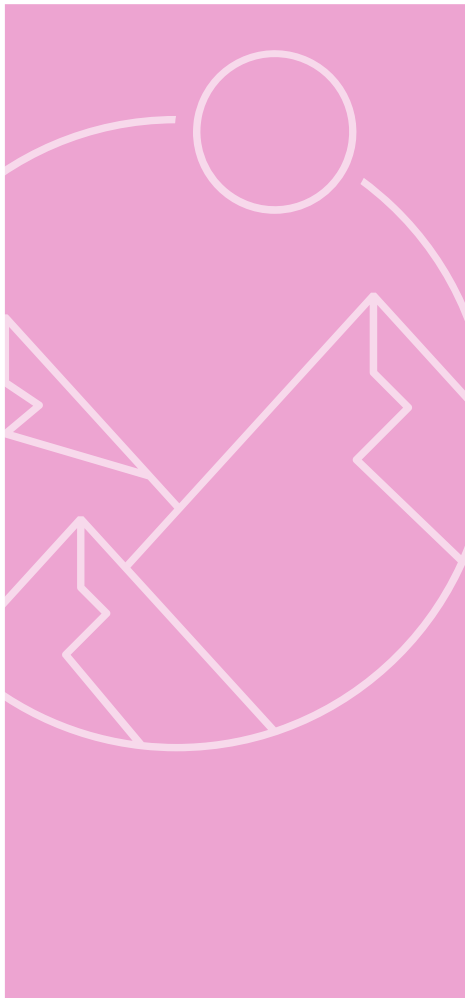




THE STORY OF ME



AN
ACTIVITY
BOOK FOR
EVERY
ATHLETE

Reflect, capture and create
**YOUR AMAZING
ATHLETE JOURNEY**



about this book

The NIL policy update has opened up a world of opportunity for ALL college athletes. Now it's time for you to tell your story and connect with the right opportunities for you.

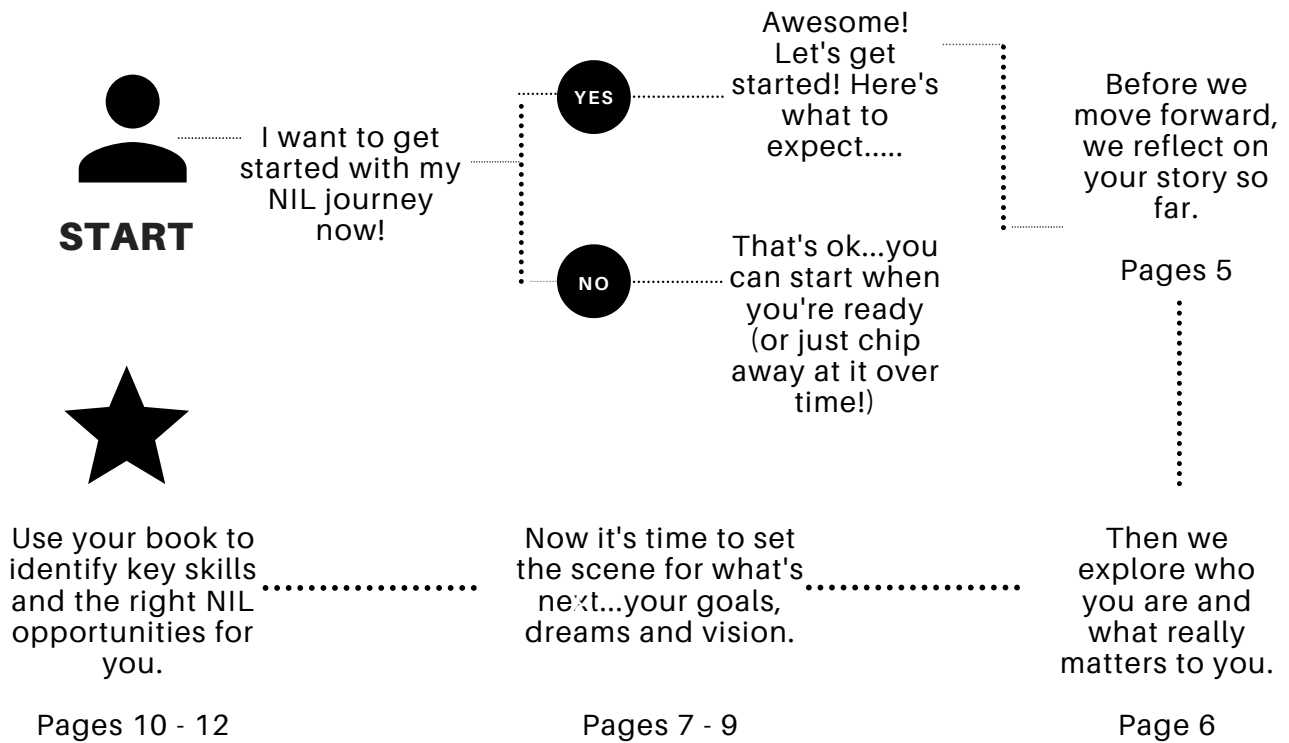
This activity will get you to identify what makes you unique, set goals, assess your skills and map out which NIL opportunities are right for you.

You can use it online or print it and put pen to paper. It's fun, easy to complete on your own or with a friend, and it will set you up to make your next move.

IT'S YOUR STORY

Every athlete has a unique story and a unique brand. We encourage you to reflect on what makes you, YOU. It's your story, your journey and your time to connect with opportunity. What are you waiting for? Let's get started.

How to use your book



TIPS



We encourage you to enjoy this activity. Take your time, reflect and allow yourself to daydream a little!



You can complete the pages in any order and there are no wrong answers. This is your story!



The key will be identifying the right NIL opportunities for you on page 10

MY ATHLETE SNAPSHOT

The highlights of my athlete journey so far...and a little about my future!

NAME	
SPORT	
TEAM / CLUB	
LEAGUE / DIVISION	
PROUDEST MOMENT	
BIGGEST ACHIEVEMENT	
FUTURE GOALS	

My Journey To Here

Significant times and memories in my life so far.

My greatest moment in sport

My happiest life memory

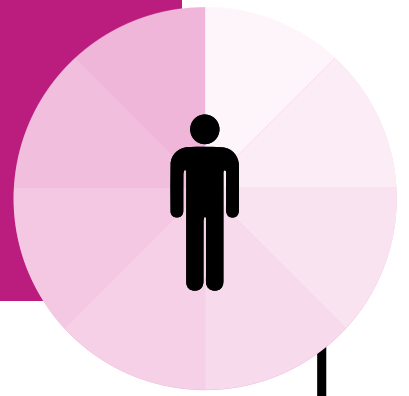
My proudest life moment

The greatest obstacle I've overcome

How I got started in my sport

The person who has influenced me

What makes me ME!



I'm an athlete, but I'm also so much more than that. Here's what else makes me who I am as a person:

MY CORE VALUES

Blank space for writing core values.

MY INTERESTS AND HOBBIES

Blank space for writing interests and hobbies.

WHAT I'M PASSIONATE ABOUT

Blank space for writing what you're passionate about.

HOW I WANT TO BE SEEN

Blank space for writing how you want to be seen.

HOW I BEHAVE AND TREAT OTHERS

Blank space for writing how you behave and treat others.

MY MESSAGE

Blank space for writing your message.

GOALS

In my life as an athlete I'm used to setting and working towards goals. I'm excited about working towards these goals in all areas of my life.

OTHER	
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SPONSORSHIP	
--------------------	--

FAMILY & FRIENDS	
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PERSONAL & WELLBEING	
---------------------------------	--

EDUCATION & PROFESSIONAL	
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SPORT	
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ACTIVITIES & EVENTS I'D LOVE TO GET INVOLVED IN

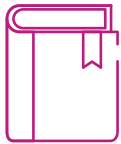
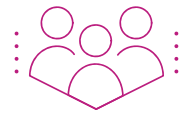


**CHARITY
AND
CAUSES**

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COMMUNITY



BUSINESS

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EDUCATION

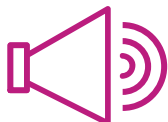


CREATIVE

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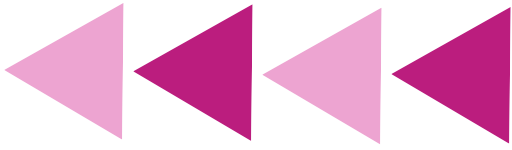
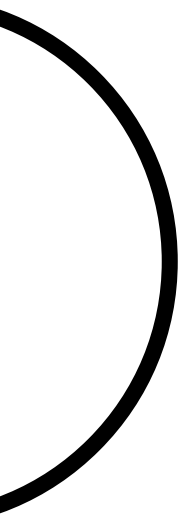
WELLBEING



OTHER

--





MY VISION

**I'D LIKE TO
BE KNOWN
FOR**

**I DREAM OF
ACHIEVING**

**I WANT TO
CREATE**

**I'D LOVE TO
HELP**

**I'D LIKE TO
LEARN**

SKILLS & KNOWLEDGE

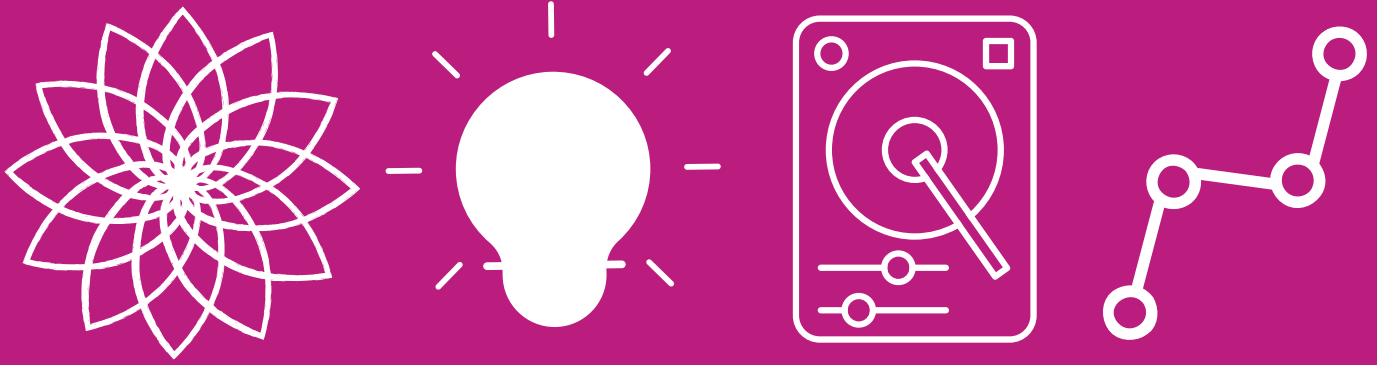
The things I'm good at or would like to learn about.that will help me achieve my goals in sport and life

	I HAVE THIS SKILL	I'D LIKE THIS SKILL!
WRITING - BLOGS, STORIES, ARTICLES, REVIEWS ETC	<input type="checkbox"/>	<input type="checkbox"/>
SPEAKING - MOTIVATIONAL TALKS, EDUCATIONAL, ETC	<input type="checkbox"/>	<input type="checkbox"/>
CREATIVE - PHOTOGRAPHY, VIDEOGRAPHY, GRAPHICS	<input type="checkbox"/>	<input type="checkbox"/>
SOCIAL MEDIA - CREATING CONTENT, ENGAGING AUDIENCE	<input type="checkbox"/>	<input type="checkbox"/>
MEDIA - INTERVIEWING OTHERS, BEING INTERVIEWED	<input type="checkbox"/>	<input type="checkbox"/>
BUSINESS SKILLS - SALES, MARKETING, MANAGEMENT ETC	<input type="checkbox"/>	<input type="checkbox"/>
ARTS - MUSIC, ILLUSTRATION, PAINTING, DANCE, SCUPTING	<input type="checkbox"/>	<input type="checkbox"/>
SPONSORSHIP - GETTING AND MANAGING SPONSORSHIP	<input type="checkbox"/>	<input type="checkbox"/>
QUALIFICATIONS - PHYSIO, DIETICIAN, ACCOUNTANT ETC	<input type="checkbox"/>	<input type="checkbox"/>
TRAINING & COACHING - SPORT, BUSINESS, MINDSET ETC	<input type="checkbox"/>	<input type="checkbox"/>
INTERPERSONAL SKILLS - NETWORKING, RELATIONSHIP MANAGEMENT ETC	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text" value="OTHER"/>	<input type="checkbox"/>	<input type="checkbox"/>

IDENTIFY YOUR NIL OPPORTUNITIES

The update to the NIL policy has opened up a world of opportunity for ALL college athletes. Now it's time to identify yours by connect what makes you unique to opportunity.

YOUR GOALS	
NIL OPPORTUNITIES	
SKILLS	
YOUR BRAND	
NIL GUIDELINES	Athletes can benefit from their name, image and likeness



FIVE FAST TIPS



Use your personal brand as a starting point to guide you towards the right kind of opportunities for you.



Think about the bigger picture. What opportunities will help you develop skills, networks and a reputation that you can leverage for future opportunities?



Consult the NIL policy and any guidelines your school provides to make sure your opportunity doesn't conflict with them.



There's more to NIL than just commercialising your social media. You don't need to become an influencer to make the most of NIL.



Embrace what makes you unique! It makes you memorable, connects you to opportunity and gives you a cutting edge in the commercial landscape.



THE NEXT CHAPTERS

Now it's up to you to choose what's next.

So take that next step, start exploring the NIL opportunities that excite and interest you most and work towards creating the next chapter of your amazing story.

Opportunity surrounds you! Where would YOU like to start?



**THE
BRAND
BUILDERS**

Athlete Brand Education



thebrandbuilders.com.au



[@wearethebrandbuilders](https://www.instagram.com/wearethebrandbuilders)