✦ ATHLETES · CREATORS · COACHES ✦

PERSONAL BRAND AUDIT SCORECARD

Score your brand in 15 minutes and find the three fixes that matter most.

Rate each statement from 1 (not true yet) to 5 (nailed it). Be honest. The goal is a short list of fixes, not a perfect score. Redo the audit every season.

1 · IDENTITY

Statement	1 · 2 · 3 · 4 · 5
I can describe what I stand for in one sentence.	○ ○ ○ ○ ○
My name, handle and photo are the same on every platform.	○ ○ ○ ○ ○
I have a short bio that says who I am, my sport and what I'm working toward.	○ ○ ○ ○ ○
Someone who finds me for the first time knows what kind of content to expect.	○ ○ ○ ○ ○

2 · PROFILES

Statement	1 · 2 · 3 · 4 · 5
Every profile has a clear, recent, well-lit photo.	○ ○ ○ ○ ○
My link-in-bio works and points to my most important page first.	○ ○ ○ ○ ○
There is a professional way to contact me (or my parent/agent) listed.	○ ○ ○ ○ ○
Old posts that don't fit who I am now are archived or removed.	○ ○ ○ ○ ○

3 · CONTENT

Statement	1 · 2 · 3 · 4 · 5
I post on a consistent schedule I can actually keep.	○ ○ ○ ○ ○
My content mixes training, competition, personality and community.	○ ○ ○ ○ ○
My videos have captions or on-screen text so they work with sound off.	○ ○ ○ ○ ○
I know which three posts performed best in the last 90 days, and why.	○ ○ ○ ○ ○

4 · COMMUNITY

Statement	1 · 2 · 3 · 4 · 5
I reply to comments and messages from fans within a few days.	○ ○ ○ ○ ○
I support teammates, my program and local causes publicly.	○ ○ ○ ○ ○
I would be comfortable with a coach, sponsor or employer reading my posts.	○ ○ ○ ○ ○
I tag and credit photographers, teammates and partners.	○ ○ ○ ○ ○

5 · PARTNERSHIPS

Statement	1 · 2 · 3 · 4 · 5
I have a one-page media kit that is up to date.	○ ○ ○ ○ ○
I know my average views and engagement rate on my main platform.	○ ○ ○ ○ ○
I understand the NIL rules that apply to me (school, state, association).	○ ○ ○ ○ ○
I disclose paid or gifted posts clearly (for example #ad or the platform's paid-partnership label).	○ ○ ○ ○ ○

ADD IT UP

Section	Your score (out of 20)
1 · Identity	
2 · Profiles	
3 · Content	
4 · Community	
5 · Partnerships	
Total (out of 100)	

How to read it: your lowest section is where to start. Any single statement you rated 1 or 2 is a quick win. Fix those before chasing new followers.

My top fix #1 _____ My top fix #2 _____

My top fix #3 _____ Date to re-audit _____

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.