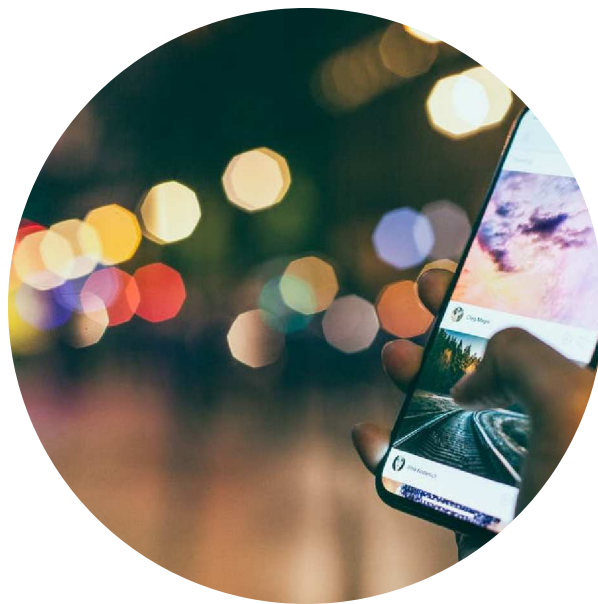




Brand Management

What is branding?

Branding is the process of creating a brand identity for a person or a company. It is how you project your image and its value to the world and ensure that your target audience knows who you are, what you stand for, and why it's worth choosing you over your competitors.





“Your brand is what people say about you when you're not in the room.”

Personal Brand

A coach looking to grow their influence with the aim of collaborating with various businesses and organizations. You must understand that:

Your **BRAND** is something that revolves around an audience. Your brand will represent a product or service that serves the needs of a particular audience better than its competitors, so that more attention is retained and, ultimately, money can be made.

Essentially your brand will help you establish:

Recognition
Credibility
Influence
Trust

Research

To successfully grow your personal brand you must have an understanding of your audience.

Ask yourself these questions:

1. Who's paying attention to me?
2. What is the demographic of my audience?
3. What is the size of my audience?
4. How does my audience behave?
5. What is my audience most interested in?
6. What are they watching?
7. What are they listening to?

Example

Robert Jones

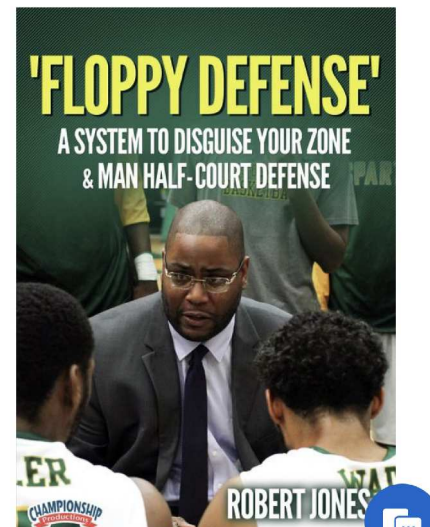
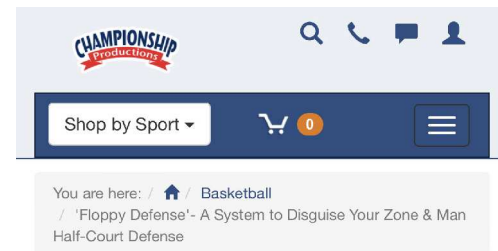
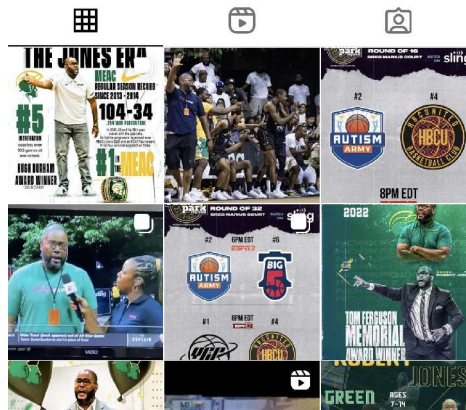
Norfolk State University
Head Men's Basketball Coach

Here is an example of how Norfolk State University Head Men's Basketball Coach Robert Jones leverages his personal brand.

Coach Jones highlights his accomplishments and maintains an active presence on social media.

Any media coverage, links, updates on his players and/or coaching staff, camps and clinics are posted on his account. He shares his journey as a coach in real-time to connect with his audience.

Robert Jones is represented by CAA Sports



Market Analysis

While you are building your personal brand, you want to understand how many people are engaging with a specific topic so you know where to focus your efforts.

Market analysis tools such as **Statista**, **Facebook Insights**, **LinkedIn**, **Google Trends**, **Consumer Barometer** and **Pew Research Center** can be used to better understand your market.



Competitor Analysis

Once you have an idea of your market, now you must learn the audience experience of your competitors and identify the key drivers of their behavior.

Develop a deep understanding of the following questions:

1. Who already has a strong presence in the eye of the public?
2. How do they interact with their audience?
3. What are they not doing that you can optimize and improve?

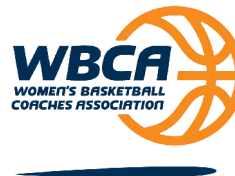
Identifying your competitors can help you better position your brand as a coach.

Targeting

This is where you should focus on which segments of your audience you would ideally like to target and grow in.

Search for multiple avenues that have garnered the attention of your audience and will help establish your brand positioning.

1. Non-profit organizations focused on the advancement of coaches
2. Media outlets where you can develop your voice and share your story
3. Brands affiliated with your sport



Apple
Podcasts

Positioning

Ultimately your brand positioning needs to be understood and communicated by your target audience.

Assessing your brand positioning:

1. **Relevance:** Is my audience interested?
2. **Clarity:** Will my audience understand my positioning?
3. **Credibility:** Will my audience believe in what I do/say?
4. **Distinctiveness:** Does my brand position set me apart from my competitors?
5. **Attainability:** Are my actions consistent with what I am attempting to deliver?
6. **Sustainability:** How will I maintain my brand position long-term?

Strategy

Developing obtainable goals and objectives are vital to your brand positioning strategy. Define what exactly it is you are attempting to achieve.

Use the S.M.A.R.T. acronym to identify your objectives:

1. **Specific:** Make your goals specific and narrow for more effective planning
2. **Measurable:** Define what metrics will prove you're making progress
3. **Attainable:** Make sure you can reasonably accomplish your goal within a certain time
4. **Relevant:** Your goals should align with your values and long-term objectives
5. **Time-based:** Set a realistic ambitious end-date for task prioritization and motivation

THANK YOU!

Investing in your personal brand is essential in your success as a coach. We are here to help and hope that you found this information useful.

Feel free to contact us directly with questions at:

atyson@vcomgroup.com

(302)298-4737

www.vcomgroup.com

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