

FOR ATHLETES AGES 8 – 18

Building Your Athletic Brand

A complete self-discovery workbook to help young athletes stand out to college coaches, recruiters, and the world — before you ever step on their campus.

WORKBOOK • SELF-
DISCOVERY

HIGHLIGHT REEL • NIL •
RECRUITING



FLOYD MILEY

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STRENGTHS VALUES STORY PROMISE

Why Your Brand Matters to Coaches

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

— Jeff Bezos

\$2.5B

NIL spending projected annually — your brand has real dollar value

8,000

Athletes on a coach's initial list — yours needs to stand out

3

Things coaches recruit: Talent · Academics · Character

Your personal brand is the living, breathing impression you leave on every coach, scout, and tournament you enter. It's the sum of your values, your story, your hustle — and the promise you make to every program that considers you.

Coaches are watching your brand BEFORE they watch your highlight reel. This workbook helps you take control of that story — at whatever age you start.



Your Game Plan

01	Strengths Inventory Map your athletic superpowers
02	Passions & Interests Discover what fuels you beyond the game
03	Core Values The character that drives your decisions
04	Proud Moments Your past is your blueprint — own it
05	The 'Only I' Statement Pinpoint what makes you irreplaceable
06	The Mirror Test See yourself the way coaches do

07	Athlete Mood Board Build your visual brand identity
08	Highlight Reel Blueprint A coach-focused guide to your recruiting video
09	Recruiting Timeline What to do — and when — ages 8 to 18
10	Personal Mission Statement Define who you are and why it matters
11	Your Brand Promise The statement coaches remember

SECTION 1 OF 11

01

Strengths Inventory

"Talent, academics, and coachability — I want athletes who know themselves."

— Men's Basketball Coach, Skidmore College

YOUR TOP 5 ATHLETIC STRENGTHS OR SKILLS

1

2

3

4

5

 **PRO TIP** Stuck? Think about the last time a coach pulled you aside to say something positive. What were you doing? Compliments from coaches are clues to your most recruitable traits.

WHAT COACHES & TEAMMATES SAY YOU'RE GOOD AT?:

WHEN DO YOU FEEL MOST IN YOUR ELEMENT?

Passions & Core Values

PASSIONS & INTERESTS

WHAT TOPICS OR CAUSES EXCITE YOU OUTSIDE OF SPORTS?

WHAT MAKES YOU LOSE TRACK OF TIME?

IF SPORTS DIDN'T EXIST, HOW WOULD YOU SPEND YOUR DAYS?

WHY THIS MATTERS FOR NIL & RECRUITING?

NIL

College athletes can now profit from their Name, Image & Likeness. Brands partner with athletes who have clear values and audiences. Knowing your passions NOW gives you a head start before you ever step on a college campus.

CORE VALUES

VALUE 1

VALUE 2

VALUE 3

VALUE 4

WHY ARE THESE VALUES IMPORTANT TO YOU? (give a real example):

Proud Moments & Unique Qualities

DESCRIBE A TIME YOU FELT ESPECIALLY PROUD OF YOURSELF (sport or life)?:

WHAT STRENGTHS OR VALUES DID YOU DRAW ON IN THAT MOMENT?

UNIQUE QUALITIES

WHAT MAKES YOU DIFFERENT FROM OTHER ATHLETES AT YOUR POSITION OR LEVEL?

WHAT DO COACHES, TEACHERS & TEAMMATES MOST OFTEN COMPLIMENT YOU ON?



PRO TIP

What feels easy to you often looks extraordinary to others. The thing you do automatically — calling out plays, calming the team — is probably your biggest brand asset. Don't overlook the obvious.

The "Only I" Statement

This is the most powerful exercise in the workbook. The "Only I" statement forces you to put your differentiator into a single, unforgettable sentence — the one you lead with in every coach email.

"I prioritize athletes who are the easiest to recruit — show me exactly who you are, upfront."

— Gregory Hughes, Princeton Heavyweight Rowing Coach

"Only I can...

Write what only YOU can bring to a college program...

...because...

Explain what life experience or training makes this uniquely possible for you...

 **USE IT IN YOUR COACH EMAIL** Drop a version of your 'Only I' statement into the first paragraph of every coach email you send. Coaches see hundreds of templates. One specific, personal sentence cuts through everything.

The Mirror Test + Athlete Mood Board

ASK 3 PEOPLE: COACH, TEAMMATE, PARENT/TEACHER — WHAT 3 WORDS DESCRIBE ME?

COACH / TRAINER	TEAMMATE	PARENT / TEACHER
WORD 1		
WORD 2		
WORD 3		

GAP ANALYSIS — Where do their words align? Where were you surprised?

ATHLETE MOOD BOARD — 5–10 images, words, or colors that feel like YOU

1

2

3

4

5

6

7

8

Highlight Reel Blueprint

Coaches use your reel to decide whether to watch you live, invite you to camp, or move on. Build one that works.

TITLE CARD (First 5 sec)

Full name · Grad year · Position · High school & club team

TOTAL LENGTH: 3–5 MIN MAX

Coaches watch dozens daily. Compelling in 30 sec or they move on.

BEST PLAY FIRST, ALWAYS

Lead with your single most impressive clip. Don't save the best for last.

SHOW SKILL VARIETY

Speed, decision-making, IQ, defense, offense — not one thing 10 times.

ISOLATE YOURSELF

Use circles or arrows. Help the coach's eye find you. Keep it clean.

ONLY 4–5 STAR CLIPS

If you hesitated before including a clip, cut it. Every play = your best.

INCLUDE FULL GAME FILM

Alongside highlights, coaches want to see you when the ball isn't in your hands.

UPDATE EVERY SEASON

Outdated footage signals you've stopped growing. Show who you are NOW.

MY REEL PLANNING NOTES

TOP 3 MUST-INCLUDE PLAYS:

HOST PLATFORM (YouTube/Hudl/NCSA):

WHO WILL HELP ME FILM/EDIT:

Your Recruiting Timeline

Ages 8–11

Build the Foundation

Focus on character, coachability, and joy of the game. Try multiple sports. Start a journal. Learn to handle losses graciously.

Ages 12–13

Get Serious About Identity

Define your values. Build academic habits. Ask: who do I want to be known as? Begin social media with parent guidance.

Ages 14–15
(Fr/Soph)

Start Your Recruiting Profile

Create NCSA/Hudl profiles. Record highlight footage. Research programs. Attend showcases and camps.

Age 16 (Junior
Year)

Active Outreach Mode

Contact coaches with schedule updates and your reel. Register with NCAA Eligibility Center. Take official visits.

Ages 17–18
(Senior Year)

Decide & Sign

Make official visits, evaluate offers across athletics + academics + NIL. Sign your National Letter of Intent.

Your Personal Mission Statement

The most recruited athletes know exactly what they stand for — and say it clearly in coach emails, campus visits, and their recruiting profile.

BUILD IT PIECE BY PIECE

ONE YEAR FROM NOW, A COACH WHO SEARCHES MY NAME WILL FIND / FEEL / KNOW:

I AM AN ATHLETE WHO HELPS (my team / my community)...

...TO (what outcome or transformation)...

...BECAUSE I BELIEVE (your core why)...

MY PERSONAL MISSION STATEMENT

Your Brand Promise

Using everything you've discovered, craft a Brand Promise that captures the full athlete you are. This is what you send to coaches. This is what coaches remember.

MY BRAND PROMISE

MY NAME IS		PLUS	
I AM A		MY BRAND STANDS FOR	
I BRING		COACHES TRUST ME BECAUSE	

WRITE YOUR COMPLETE BRAND PROMISE IN YOUR OWN WORDS:

YOU'VE DONE THE WORK!

NOW GO WIN!

You now have a clear map of your strengths, values, story, and your unique position among every athlete a coach will evaluate. That is powerful. Don't waste it.



SHARE IT

Put your Brand Promise in every coach email, your NCSA profile, and somewhere you see it every day.



LIVE IT

Let your values guide your decisions — on the field, in the classroom, and on social media.



GROW IT

Revisit this workbook every season. Your brand evolves as your game does.

"The most powerful brand you will ever build is the one that is unapologetically, authentically, unmistakably YOU."

