

ASCEND LEGACY GROUP



The Recruitable Brand Checklist

A Guide to Evaluating Your Visibility, Positioning, and Recruiting Readiness



Protecting What You Build. Preserving What Matters.

Talent Gets Attention.
Preparation Creates Opportunity.

Why Your Brand Matters

Today's athletes are evaluated long before a coach attends a game.

Your social media presence, communication, and overall professionalism contribute to how others perceive you.

This checklist was created to help athletes identify opportunities to strengthen their personal brand and recruiting visibility.



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Social Media Readiness

CHECK EVERY ITEM THAT APPLIES.

- Profile picture is clear and professional
- Username is appropriate
- Bio includes athlete Information
- Graduation year listed
- Position listed
- School listed
- Contact information available
- Profile is easy to navigate
- Content reflects positive character
- No inappropriate content visible

Score: /10

0-3 Needs Attention

4-7 Developing

8-10 Strong Foundation



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Recruiting Visibility

CHECK EVERY ITEM THAT APPLIES.

- Highlights easily accessible
- Recent game footage available
- Hudl account updated
- Statistics available
- Academic information available
- Contact information visible
- Coaches can easily evaluate performance
- Online presence reflects athletic goals
- Consistent posting schedule
- Clear athletic identity

Score: /10

0-3 Needs Attention

4-7 Developing

8-10 Strong Foundation



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Personal Brand Evaluation

CHECK EVERY ITEM THAT APPLIES.

- I know what I want to be known for
- My content reflects my goals
- My values are visible
- My leadership is visible
- My work ethic is visible
- My story is clear
- My online presence feels authentic
- I consistently represent myself professionally
- My brand differentiates me
- My profile reflects who I am becoming

Score: /10

0-3 Needs Attention

4-7 Developing

8-10 Strong Foundation



NIL Readiness Evaluation

CHECK EVERY ITEM THAT APPLIES.

- Professional profile
- Consistent content
- Clear audience
- Strong engagement
- Personal brand identity
- Community involvement
- Positive reputation
- Professional communication
- Understanding of NIL Basics
- Long-term mindset

Score: /10

0-3 Needs Attention

4-7 Developing

8-10 Strong Foundation



Your Recruitable Brand Score

Social Media Score	/10
Recruiting Visibility Score	/10
Personal Brand Score	/10
NIL Readiness Score	/10
TOTAL	/40

Rating Scale:

- 0-15 Development Needed
- 16-25 Emerging Brand
- 26-35 Opportunity Ready
- 36-40 Elite Positioning



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What's Next?

Completing this checklist is only the first step.

The most successful athletes continuously evaluate and strengthen their visibility, positioning, and preparation.

Ready for a deeper assessment?

Athlete Brand Audit

Receive:

- **Personalized Evaluation**
- **Recruiting Visibility Review**
- **Social Media Assessment**
- **Brand Scoreboard**
- **30-Day Action Plan**



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