

CHAMPIONING YOUR BRAND

w/ Rachael McIntosh

ONLINE - If you are super keen to build a strong online brand, the best advice I can give you is to BE YOU and share LOTS!

My top tips are:

- Post often and on many different channels (you need to be top of mind when they're thinking of an athlete for freebie shoes, or a commercial, or an event!)
- If you struggle with making content find a local up and coming photographer (or friend) looking to do some creative work and it will benefit you both!!
- Every time you post, stop and think "Would I want my Parent, Coach, or Boss to see this?" They don't have to care about the content, but make sure you'd be okay with them seeing it.
- Tag brands if you're using them. In many of my posts ([MY INSTAGRAM](#)) you will see a variety of brands tagged.

OFFLINE - Show up and don't stop showing up!

My top tips are:

- Go to an event a month if you can find one! (That can seem like a lot, but they're out there waiting for you!)
- Open conversation, engage with others in the room, don't be afraid to tell your story (but LISTEN as well)
- Follow-up. Connect on LinkedIn or Twitter or Instagram with people you meet. Send some a note if it feels right. Ask when you can see them next!

The ART of the Follow-up

- If anyone supports you financially, ask for their mailing address to send a thank you card. Keep an excel doc with everyone's addresses and send xmas cards, or spontaneous updates from competitions or even just LIFE if it feels right. Keep in touch and remain top of mind.
- If someone supports you ask how you can support them? Many will say no, but listen closely and if they have a son or daughter you can spend a day at the track with it always adds value to the relationship! I even took my sponsors two daughters to do outdoor go-karting before!! Give back and it will go a long way!

BONUS FUNDING TIP!

- One thing I forgot to mention regarding applying for funding is that many bursaries want to see you giving back as well. I would highly recommend finding a way to volunteer in your community. (Not just for the bursary!!! This can teach you a lot, and give you a lot of joy as well)
- I was a Big Sister with Big Brothers Big Sisters, volunteered with adults with mental illnesses making crafts, I coached track, Special Olympic softball, and was sure to give back as often as I could! I definitely think this helped me with getting the grants and bursaries I applied for.
- **I was a full-time student, full-time athlete, working part-time, and volunteering all at once! I am now a standout employee at every company I work for, and I believe it was all due to this period of my life.**

MAIN TAKEAWAY

- None of this should feel like work. Online or offline. If it starts to feel like work or like it's too much, pull back. Enjoying the journey HAS to be #1 above any money or success.

It was great to meet you all! I am looking forward to cheering you all on, and open to chat with any of you about my journey if you need!

Cheers,
Rach

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