

Coachmaitland.com
Twitter: coach_maitland
Instagram: brightertraining

Design brief

Coach Maitland profile

Coach Maitland is a coach and educator who offers skill development training for elite minded basketball players and coaches of all levels. I work with players from as young as 8 years old to adults.

As a skills trainer, I offer 1 to 1 and small group workouts for players who are serious about developing their skills. I am currently working with professional athletes, top amateur players, college/university students, young teenagers, adult beginners and I've recently worked with an actress working on her character development in her next movie role.

I share my own content through my website and through social media. These videos and images share best practice with my followers and also promotes my services.

I have been developing as a skills trainer for approx. 5 years and the interest and number of clients I work with continue to grow.

There aren't many people in the country who do what I do. I feel as if I'm leading by example and I want to stay ahead of the rest in how I deliver my sessions, how I market myself and how I share content with the world.

My aims

I want to add value to developing basketball players and help them reach the next level above them.

I want to get into mid to long contractual agreements with professional players so that I can have more of an impact on their skill development throughout the season but especially during the offseason.

I want to gain more followers on my social media accounts to ensure my content reaches a wider audience and I want them to share more information that I publish.

My target audience

Age: 10 – 50 year olds

Gender: Male and Female

Location: Worldwide (because I can travel to offer my service) and London (as that is where I'm based)

Key words: Elite, Skills, Trainer, Offseason, Practice, Development, Hard work, Resilience, Commitment, Invest, Motivation, Coaching, Teaching, Detail

Social Networks

Regular use of Facebook, Twitter, Instagram, Youtube, LinkedIn, Snapchat. I share my coaching content on all of these apps.

Design

Colours I like – black, blue, red, white

I would like my designs to be strong, electrifying without looking too busy and cluttered. I want the design to feel like the viewer is looking at exclusive content. I would like a basketball to feature in the logo however it must be subtle.