



THE WELL-NOURISHED ATHLETE

Kristen Sanderson

BRAND GUIDEBOOK

BRAND POSITIONING



what you do

Blog about personal fitness journey

Support women in sports

Help women balance training & life

Empower women to stay healthy & active

Embrace a community of like-minded women

Coach female athletes on:

- strength training
- better performance
- improved mobility
- proper recovery
- nutrition, health & wellness
- mindset

your title

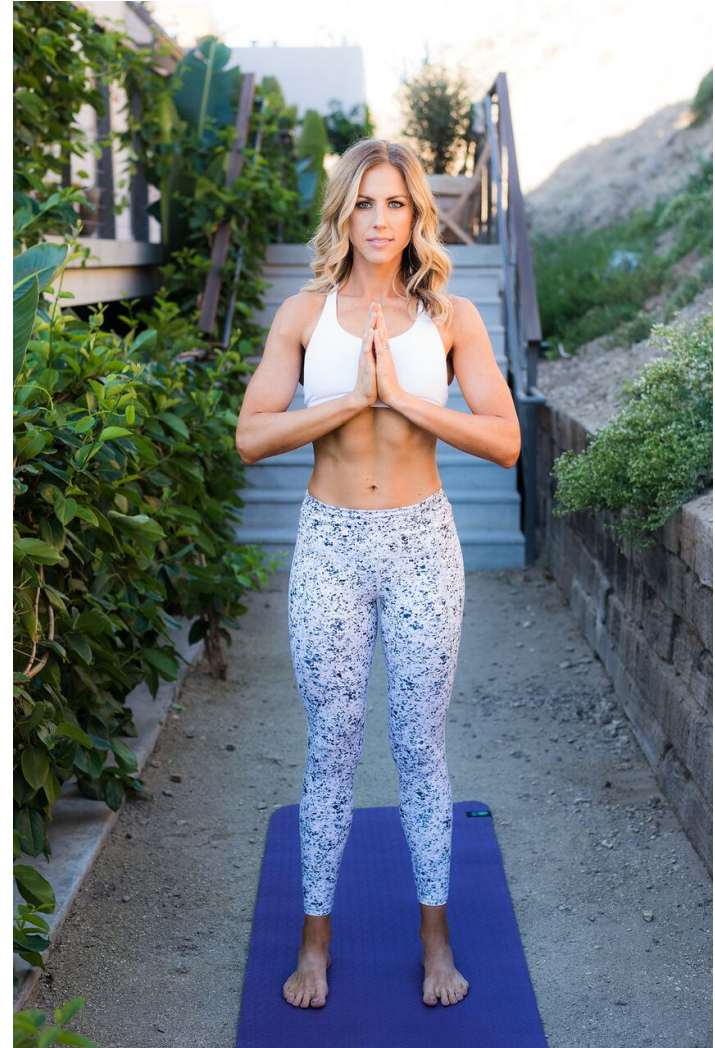
Online Strength & Nutrition Coach

IDEAL CLIENTS

who it's for

FEMALE ATHLETES who are:

- looking to optimize their health
- desiring better athletic performance
- wanting a coach to help get them to the next level of their athletic journey
- ready to focus on optimizing health & performance through corrective exercise, strength training, mobility work, gut health and mindset



BRAND POSITIONING



key brand words

INTEGRATIVE

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HEALTH

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THRIVE

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ADVENTURE

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COMMUNITY

positioning statement

THE WELL-NOURISHED ATHLETE
A fitness & lifestyle blog for female athletes on the rise

brand mission

I work with female athletes looking to optimize their health and performance through mobility & strength work, gut health and cultivating a stronger mindset

BRAND POSITIONING



how you're different

The combination of my education, athletic journey and health & wellness experience gives me a unique perspective and expertise in training female athletes.

EDUCATION & EXPERIENCE

Exercise physiologist B.S., RN B.S.N., Institute for Integrative Nutrition and Certified Health & Wellness Coach, Working as a physical therapy assistant in PT Office

ATHLETIC JOURNEY

Overcoming physical challenges, including: broken ankle playing high school soccer, personal muscular imbalances, GI distress issues, Patella-femoral syndrome

An athlete all my life...

Current and former triathlete with high placings in age group

Former competitive road cyclist and mountain bike racer

Former collegiate soccer player

Runner (all distances, up to half marathon - soon to be marathon)

Former bikini competitor (familiar with what it takes to change body composition through diet and exercise)

Weight loss journey (gained 40 lbs post-college sports, and successfully found my way to a healthy and active lifestyle outside of sports w/ guidance from others)

BRAND MESSAGING



brand + marketing taglines

BECOME A BETTER ATHLETE & HUMAN

OPTIMIZE YOUR HEALTH & PERFORMANCE

CULTIVATE STRENGTH. PRIORITIZE HEALTH.
MASTER YOUR MINDSET.

brand vision

Supporting women in sports and female athletes everywhere
by giving them the tools they need to succeed.



BRAND VALUES

core values

Create a healthier and more fulfilling life in and out of sports
Applying an integrative approach to health, wellness & fitness training
Providing positive, constructive feedback for athletic improvement
Taking responsibility for your own actions
Preventing injuries is the name of the game
All women are strong & deserve to live life on their own terms
Diets aren't necessary to look and feel your best
Getting your mindset right is essential
Community rocks

BRAND PROMISE:

To provide an integrative approach in the improvement of one's health and athletic performance through strength training, recovery, nutrition and mindset practices.

BRAND VOICE



voice + personality

Relatable (not preachy)

Supportive + Encouraging + Motivating

Happy + Healthy + Strong + Positive

Easygoing + humor to balance serious topics

Educational, yet conversational

Addressing your audience casually: "Hey, Girl!"

VISUAL STRATEGY

look & feel

Clean, crisp, modern, lots of white space

fonts

To use sans serif fonts

colors

Turquoise, pinky-purple, tan, white

photography

Outdoors, natural light, surrounded by nature

Color comes through in clothing

Always active



social & beyond

Platforms: Instagram, Facebook (Pinterest in time), Blogging and Vlogging, Email Newsletter

Featuring educational & inspirational content

Content Topic Themes include:

- Exercises for strength/flexibility/mobility
- Types of Nutrition
- Mindset Tips & Tricks
- Benefits of Anti-Inflammatory Diet
- My Athletic Training & Competing Journey alongside Lifestyle (balancing)

offerings

Freebies, Quick Buys, E-Book showing exercises, recovery, focused goals

1:1 Coaching

Membership / FB group

BRAND PHOTOGRAPHY

