



PLAYER ENGAGEMENT GAME PLAN

TRAINING TUESDAY

Week 2 | Tuesday, April 14, 2020

Today is Training Tuesday

We've heard from many around the league about the challenge of training and maintaining fitness while social distancing. Please know your hard work does not go unnoticed, and we applaud your resourcefulness, flexibility, and positive attitudes as we all adjust to this temporary "new normal" together.

That said, this disruption also provides a unique opportunity to spend time "training" for off-the-field endeavors. Thanks to some incredible resources provided by AthLife, we invite you to spend time today developing your personal brand.

Today's Topic: Personal Branding

Last week, we emphasized the importance of WHO you know. Also important—maybe even more so—is who knows YOU. And how do they know you? What comes to mind when they think of you?

Relationship management, also known as networking, is important in every aspect of our personal and professional lives. It's why the first line in a conversation or interview is often, "Tell me about yourself." Providing a clear, concise, and confident answer can be challenging. (Don't believe us? Try answering out loud!) To add to the challenge, keep in mind that your behavior, reputation, online presence, appearance, and countless other nonverbal cues are also telling them about yourself—whether you want them to or not.

To master personal branding and excel at networking, one must learn to communicate effectively, clearly, and cohesively across these various mediums. Thankfully, AthLife is here to help you do just that.

Kick It Off

Begin with this quick [*introductory video](#) on personal branding and networking. Then, take a look at the **attached PDF worksheet** to get you started on establishing your personal brand.

- If you're interested in enrolling in a free online course providing even more insight on networking and personal branding, also provided by AthLife, [sign up here](#).
- For more information about free one-on-one academic and career advising from AthLife, send an email to [REDACTED]

- Going forward, as we provide you with career development resources, let us know if there's a specific topic you'd like us to cover. Email [REDACTED] with your ideas.

Extra Time

Keep an eye on the [MLS WORKS Instagram](#) as they post various educational resources for parents and kids to do at home. Activities will range from coloring sheets, simple math exercises, and clips of players reading their favorite stories. If you have a young child at home, share their favorite story or complete coloring a page together. Snap a photo or video and tag @mlsworks to show our communities how #MLSUnites.

Take care out there.

All the best,
MLS Player Engagement

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PLAYER ENGAGEMENT GAME PLAN

TRAINING TUESDAY

Week 1 | Tuesday, April 7, 2020

Today is Training Tuesday

As a professional athlete, you train daily to achieve your goals on the pitch. On Tuesdays, we invite you to leverage league resources such as AthLife to train for non-playing careers *off* the pitch. We will provide you with career development resources on resume building, networking, social media, etc.

If there's a specific topic you'd like us to cover, respond to this email and let us know!

Today's Topic: Getting LinkedIn

In nearly any industry, there are two things that matter most when looking for a new opportunity: WHAT you know and WHO you know.

Great news! As a professional athlete, you know *way* more than you think you do, and you know *way more people* than you think you do. You can use this to your advantage when seeking new opportunities, now and beyond your playing career. And MLS Player Engagement is here to help you do it.

[LinkedIn](#), the social network for professionals, is arguably the best place to show off what you know and who you know. (Bonus: You can also learn more and meet more people on LinkedIn.) If you don't yet have a LinkedIn profile, now is a great time to create one! If you already have a profile, take a moment to revisit, edit, and improve it.

A great way to establish yourself as a professional off the field is building a LinkedIn profile that shows off the truth: that you're the best in the game.

Kick It Off

Watch this quick [introductory video](#) and take a look at the attached PDF guide to get you started on LinkedIn. There, you'll find several helpful tips and tricks to maximize your presence on LinkedIn, provided by AthLife, our career and academic advising team.

Extra Time

If you're interested in enrolling in a free online course providing even more insight on LinkedIn, also provided by AthLife, [sign up here](#).

For more information about free one-on-one academic and career advising from AthLife, send an email to [REDACTED].

Take care out there.

All the best,
MLS Player Engagement

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