



**11 elements about sports image**

## Eleven elements to know about Sports image

1. It is impossible not to have a sports image.
2. Sports image should be made in time and requires creation, management and control.
3. A positive sports image can never be bought.
4. Sports image is fleeting, relative and dynamic.
5. An athlete or a sports institution's image not lasts forever. It could fall when least is expected.
6. Should clearly define the objectives of sports image (be nearby, discrete or selfish, hated or loved, discrete profile, charming).
7. Media influences public opinion and creates the image of an athlete or sports institution even if it is acceptable or unacceptable.
8. Sports image is formed by prestige, fame, myths, stories and rumors that influence in public opinion.
9. Athletes must take control over their impulses, remain calm in critical situations and know how to respond to them on time.
10. The image created about clubs, national teams or sports institutions affect all members.
11. Athletes or sports institutions could have an outstanding reputation, but his members could destroy everything.



“El rostro real del deportista”

[www.identidaddeportiva.com.mx](http://www.identidaddeportiva.com.mx)  
[contacto@identidaddeportiva.com.mx](mailto:contacto@identidaddeportiva.com.mx)

T. 5393 0194