



**Sports image  
advices to build a  
strong reputation**



## Sports image advices to build a strong reputation

When athletes project their sports image to society, they are communicating the best or the worst of it.

Their attitudes, words and behaviors will speak always for them, and the team or country they represent.

Here, are some tips:

### a. Personal care and hygiene

Accept a pill, when someone offers it.

After eating food made with garlic or onion, eat a piece of chocolate.

Check if the toilet has paper before using it.

When you are in front of others, your appearance is your "cover letter".

### b. Social behavior

Never change your integrity for money, power or fame.

Show a thankful attitude when you receive a small gift.

Say "bless you" when hear someone sneeze.

Respect to yourself, respect to others and responsibility for all your actions are hugely important.

If you are invited to a dinner, buy a small gift for the host.

Avoid getting photographed with a glass in hand.

Find a way to make a strong impression of your teammate, coach or club owner.

Avoid to have public problems.

Do not go in the same car if the driver has been drinking.

When boarding to the bus say "hello" to the driver and "thank you" when you go down.

It is not a valid recommendation to give a gift if it hasn't a nice wrapper.

When handshake a woman do not press more than she does.

Happiness is not comfort and wealth is not successful.

Be kind with cleaning staff as with team's president.

If you need professional advices consult experts, not your friends.

Take care of your attitude. It is the first thing that others see in you.

Take your sunglasses off when you are talking to someone.

Never lose your courage, temperament and car keys.

In a dinner, takes a second portion but never a third.

In the birthday of your girlfriend / wife sends flowers to their mom.

Do not worry so much about your rights if you forget your manners.

If you are invited to a dinner in a restaurant, do not order anything more expensive than your host.

Accept that sometimes, you will be right, but sometimes you will be wrong.

### c. Sports social responsibility

When you feel virtuous, say it.

It is convenient for your sports image, volunteer when you can.

Do not obstruct the passage of persons who use wheelchairs.

Dont drive recklessly or speeding.

Take every opportunity to train yourself.

Do not be surprised to realize that success favors to those who have more positive attitudes.

Invest money to help poor people or communities.

Send cards to several people that live in an orphanage or asylum.

If you win a lot of money use it to help others while living. It is an enormous satisfaction.

d. Interviews and press conferences

Talk slow but think quick.

Never reveal a secret.

When someone gives up, another person finds an exciting opportunity.

Avoid to have public problems.

When you realize you made a mistake correct it immediately with actions.

Never threaten if you do not comply.

If giving an excuse look into the eyes.

The best example is the best speech.

Keep your private thoughts as private.

How you say things is as powerful as what you say.

Do not interrupt when someone is flattering you.

Critics will always remain your feet on the ground. Listen to them.

Do not say anything to the press that you wouldn't want to see published.



“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