



E L I T E

What Athletes Get **Wrong** With NIL





HAVE NO GOAL / PLAN

Most athletes get excited about the prospect of NIL, but don't take the time to establish any goals for what they actually want to accomplish with NIL, or have a plan to get there.

ONLY THINK OF THE \$

Athletes deserve to be fairly compensated based off their reputation, but solely thinking about the dollar signs ignores all the other advantages NIL offers the modern-athlete. Not enough athletes consider the critical life skills and experiences that they can gain through NIL.





TIME COMMITMENT



To successfully navigate NIL, athletes must dedicate time like they do with practice, training, school, etc. However, athletes also need to learn how to manage their time so they're not jeopardizing their main responsibilities of excelling in the classroom and on the field.

AGREE TO EVERY DEAL

As appealing as it is to accept every brand deal that comes your way, athletes need to be picky. Athletes should align themselves with brands that mirror their values and passions to build a cohesive personal brand. It's okay to say no if a brand doesn't vibe with who you are.





MISS THE FINE PRINT



Another consequence of jumping at deals is that athletes don't always know what they're signing. Whether it's representation or a brand deal, athletes need to ensure they surround themselves with trusted and experienced people so they're not agreeing to terms that can be detrimental to their future selves.

IGNORE TAXES

While NIL money is great, it's still not a free lunch. Athletes need to understand how much they should set aside for taxes from each deal, and get trusted support to help them correctly prepare their taxes.





ELITE

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