



E L I T E

How Parents Can Help Their Kids Navigate NIL





EDUCATE YOURSELF

Parents should take the time to familiarize and educate themselves on NIL, its benefits, and their local NIL laws/rules. They should also stay informed on recent developments in NIL and connect with other parents going through the NIL process. This will help parents feel more comfortable with NIL, be an informed advisor for their child, and formulate a smart NIL plan that best pursues their child's goals.



DEVELOP A PLAN

Sit down with your kid to identify their short and long-term goals - both in sports and beyond. Then, determine how NIL can support those goals. A strong NIL plan includes defining a personal brand, clarifying expectations, selecting the right brand partnerships, and balancing NIL activities with key commitments such as training, academics, and personal time.



BE INVOLVED

While NIL is ultimately about the athletes, parents should remain actively engaged by offering guidance and support. For example, parents are a great resource for helping an athlete discover what their personal brand is since no one can give a more honest and accurate assessment than one's parent. Parents can also use their own life experiences to teach lessons in financial literacy, career planning, and time management. Encouraging thoughtful decision-making will set young athletes up for long-term success.



ENSURE THEIR PROTECTION

Since many NIL opportunities arise through social media, parents should educate their child on managing their online presence responsibly. This includes setting healthy boundaries, understanding public scrutiny that comes from being an athlete, and navigating online interactions safely. Additionally, parents must vet any third parties - such as agents, advisors, or brands - to ensure they have the athlete's best interests at heart.



MAINTAIN ACCOUNTABILITY

Help your child stay focused on their primary responsibilities and **keep the main thing the main thing**. NIL can be exciting, but young athletes may become distracted or feel pressure to prioritize NIL over their main goals. This is why having a well thought out plan that everyone is committed to early on is crucial. If an athlete starts to feel overwhelmed, parents can step in, encourage reflection, and ensure that NIL remains a positive and manageable experience.



BE THEIR SUPPORT SYSTEM

NIL is an incredible opportunity for young athletes to grow, build confidence, and explore new possibilities. If an athlete is interested in partaking in NIL, parents should keep an open dialogue with them on it and offer encouragement. Parents should support their kids to take smart risks during their journey, and empower them to make their own decisions. After all, it is *their* name, *their* image, and *their* likeness. NIL should be a **fun** and **rewarding** experience for young athletes to pursue their dreams on and off the field.



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