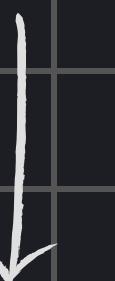




FREE NIL MONETIZATION CHECKLIST

Turn Your Passion Into Profit Even in High School!

Join 500+ athletes earning through brand deals, social growth, and smart strategies.





Why and How NIL Can Be Beneficial

- 📢 The introduction of Name, Image, and Likeness (NIL) rights has revolutionized college athletics.
- 🌟 NIL empowers student-athletes to take control of their personal brands .
- 💰 Opens up new financial opportunities for athletes during their college careers.
- 🧠 Offers long-term personal development benefits beyond sports.
- 🎓 Prepares athletes for future career success and professional growth.
- 💻 Contributes to the growth and visibility of athletic programs and institutions.





STEP 1: DEFINE YOUR PERSONAL BRAND



Identify Your Unique Value

- ✓ List 3 keywords: e.g., “versatile athlete,” “community leader”
- ✓ Highlight what makes you uniquely YOU (sport, story, audience, skills).





STEP 1: DEFINE YOUR PERSONAL BRAND



Create a Brand Statement



Example: "I'm a HS basketball player with 10K followers, connecting Gen Z with brands."





STEP 1: DEFINE YOUR PERSONAL BRAND



Build Visual Identity



✓ Use Canva for logos, color schemes, and social templates.



✓ Keep branding consistent across platforms!





STEP 2: BUILD YOUR ONLINE PRESENCE

■ Optimize Profiles

- ✓ Pro pic + bio with keywords: “NIL athlete,” “brand collaborator.”
- ✓ Link to your landing page (e.g., “Download My Free NIL Guide”).





STEP 2: BUILD YOUR ONLINE PRESENCE



Content Calendar

Post 3–4x/week:

- ✓ Behind-the-scenes training
- ✓ Tips for aspiring athletes
- ✓ Fan shoutouts (user-generated content)



Schedule with Later (free plan!).





STEP 3: LAND SPONSORSHIPS



Research Brands

- ✓ Target 10 local/niche brands (sports stores, gyms, supplements).
- ✓ Find contacts via LinkedIn/Google.

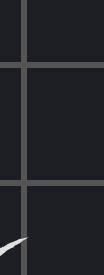
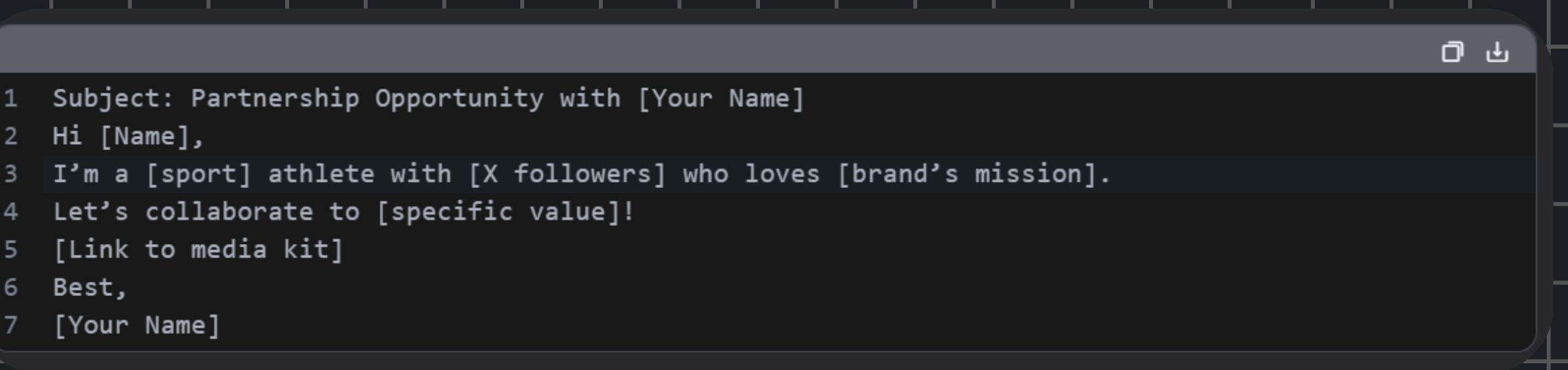




STEP 3: LAND SPONSORSHIPS



Pitch Perfect Email





STEP 3: LAND SPONSORSHIPS



Track Outreach



Use Google Sheets to log contacts, responses, and follow-ups.



💰 STEP 4: NEGOTIATE DEALS LIKE A PRO

⚖️ Know Your Worth

- ✓ Price using: follower count, engagement rate, audience demographics.
- ✓ Example: \$X/post + performance bonuses (sales, clicks) .





STEP 4: NEGOTIATE DEALS LIKE A PRO



Review Contracts

- ✓ Avoid exclusivity unless well-paid.
- ✓ Sign securely with [DocHub](#). 





STEP 4: NEGOTIATE DEALS LIKE A PRO



Demand Creative Freedom



Keep promotions authentic to your voice/style.



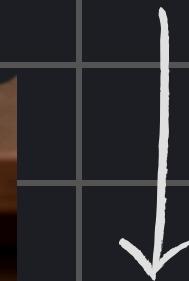


STEP 5: STAY COMPLIANT & LEGAL



Learn NIL Laws

- ✓ Download your state's compliance guide [[link](#)].
- ✓ Always disclose: #Ad #Sponsored





STEP 5: STAY COMPLIANT & LEGAL



Track Income & Taxes

- Use [Wave Accounting](#) (free) to log earnings/expenses.
- Save 25-30% for taxes!





STEP 6: SCALE YOUR BRAND



Passive Income Ideas

- ✓ Launch merch (Teespring, Printful)
- ✓ Sell digital guides (workouts, NIL templates)

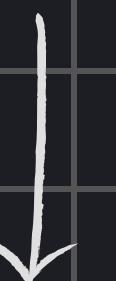




STEP 6: SCALE YOUR BRAND

👤 Collaborate

✓ Teammate campaigns or cross-promos with athletes in other sports.





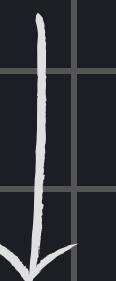
STEP 6: SCALE YOUR BRAND



Invest in Skills



✓ Free courses: Coursera , YouTube (marketing, finance, content creation)





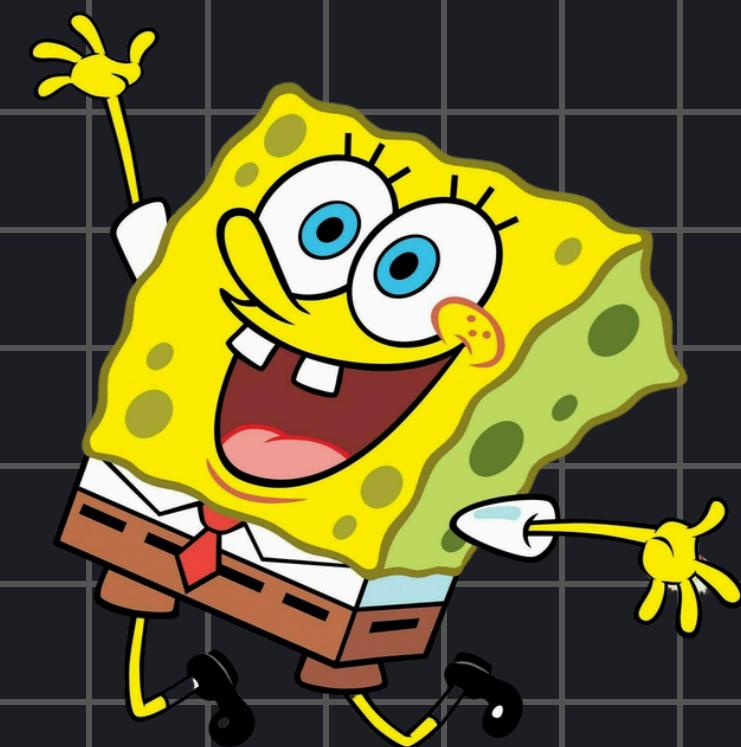
BONUS TOOLS & RESOURCES

✓ Design : [Canva](#) | [Adobe Express](#)

✓ Social Media : [Later](#) | [CapCut](#) (video editing)

✓ Contracts : [DocHub](#) | [PandaDoc](#)

✓ Learn : [NIL University](#) Or [PESA](#) | YouTube tutorials





YOU GOT THIS!

This checklist is your roadmap to turning passion into profit.

Need more help? Join the [NIL Blueprint Program](#) for coaching, templates, and support!



Get Instant Access to the Full NIL Blueprint!

Download the 250-page guide, audiobook, and MiCard setup (\$197 value) for \$29.99 →
👉 [Get Instant Access Now]





HOW TO USE THIS CHECKLIST

- Print it or save to your phone 
- Check off weekly wins 
- Share with teammates/mentors for accountability 
- Tag us in your success story! [@TyreeMcGhee_PESA](#) 

