

FOR PARENTS AND FAMILIES

# The NIL Readiness *Guide for Families.*

A parent-focused breakdown of what NIL actually is, what to do (and not do) before college, and how to tell the difference between a real partner and a sales pitch. **Read this before you spend a dollar on NIL.**

## A note before you read.

This space has too many people promising too much. We don't. This guide is education-first — written so you can make an informed decision, whether or not you ever work with us. No pressure, no urgency tactics, no fine print.

## 01 What NIL Actually Is

NIL stands for **Name, Image, and Likeness**. Since 2021, college athletes — and in many states, high school athletes — have been allowed to earn money from their personal brand. That can mean sponsorships, social media partnerships, autograph deals, camps, merchandise, or any opportunity where a company pays an athlete for their identity.

NIL is **not** a paycheck for playing. It's not a recruiting bonus. And it's not automatic — an athlete has to be findable, professional, and trusted before brands will work with them. **That's where the real work happens, long before any deal is signed.**

## 02 What to Do (and Not Do) Before College

### Do this

- Lock down a clean, consistent social media presence on the platforms your athlete actually uses.
- Use the same name, photo, and bio across every platform.
- Post highlights, training, academics, and community — show the full athlete.
- Learn the NIL rules in your state and conference. They change often.
- Keep records of every brand interaction, message, and offer.

### Don't do this

- Don't accept any payment, free gear, or "gift" before checking compliance with the school.
- Don't sign anything without an adult reading the contract end to end.
- Don't chase virality — one viral post built on the wrong image can cost real opportunities.
- Don't let anyone manage your athlete's social media without a written agreement.
- Don't assume a coach, agent, or "advisor" knows the current rules. Verify.

### 03 How to Evaluate the People Offering to Help

Anyone can call themselves an NIL expert. Here are the four questions every family should ask before signing anything.

#### **Can you explain — in plain language — what you'll actually do for my athlete?**

If the answer involves vague promises ("we'll get you exposure," "we'll make you go viral"), that's a warning sign. A real partner can name the specific deliverables, timeline, and what success looks like.

#### **How do you handle compliance?**

NIL rules vary by state, conference, and school — and they change often. A real partner can name the current rules for your situation, will coordinate with your school's compliance office, and will never recommend anything that risks eligibility.

#### **Are you guaranteeing deals?**

Run from anyone who says yes. Real partners build the brand that attracts opportunities — they don't promise specific contracts they don't control. Guarantees are a sales tactic, not a strategy.

#### **Who owns the work — and what happens if we part ways?**

Get every answer in writing before signing. Who owns the social accounts? The content? The contact list? If the answer is anything other than "the family does," that's a structural problem worth questioning.

### THE THREE PRINCIPLES WE BUILD AROUND

**EDUCATION FIRST** Every decision is explained so the family stays informed and in control.

**COMPLIANCE AWARE** Nothing we recommend ever puts NCAA, state, or school eligibility at risk.

**LONG-TERM THINKING** Every decision is made with the athlete's future in mind — not short-term attention.

#### NEXT STEP

### Have questions? Let's talk — no commitment.

Book a free 15-minute family consultation. We'll talk through where the athlete is now, what's possible, and what the right next step looks like for your family.

**BOOK YOUR FREE CONSULTATION**