

MINI-WORKSHOP



How to leverage your CIF-SS Ford Academic Award for **NIL & CAREER SUCCESS**

Unlocking the potential of your achievement for future opportunities.



LESSON 1.0

Turn influence
into value.

LESSON 1.0 - Course 1: **Building a Premium NIL Brand**

- Identify Your Unique Story & Values
- Content Strategy & Social Media Presence
- Building a Resilient Digital Reputation



LESSON 1.0

Plan your
long-term path.

LESSON 1.0 - Course 2: **Strategic Career Development**

- Career Exploration & Skills Mapping
- Networking in the Sports Industry
- Professionalism & Personal Leadership



LESSON 1.0

Secure your
collegiate
future.

LESSON 1.0 - Course 3: **College Recruitment & The NIL Portal**

- Navigating NIL Opportunities
- Engaging with Potential Partners
- College Coaches & Program Fit



Transform recognition
into real-world gains.

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CLOSING SUMMARY: **Learning the Pivot from Award to Asset**

- Actionable Strategies for immediate use
- Synthesizing all courses
- Realizing and Maximizing Your Full Potential

Text **“BOOK COACH”** to **(888)275-9711**

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