CALIFORNIA

HIGH SCHOOL ATHLETE

MONTHLY PLANNING GUIDE

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CREATED FOR THE **BUSY ENTREPRENEURIAL-MINDED ATHLETE'S PARENTS READY TO**

HELP THEIR TEENS PROFIT OFF THEIR NAME, IMAGE & LIKENESS

DOWNLOAD FOR FREE



PAY WHAT YOU CAN



Visit www.highschoolnildeals.llc or text (888) 699-1581 to start planning today.

TEAM FUNDRAISING CODE

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Name of High School Athlete

HIGH SCHOOL NIL DEALS Monthly Planning Guide

October 2024

01

Know the CIF bylaws to prevent your athlete from losing eligibility.

Do NOT Lose Eligibility

NOTE: Given that your athletic eligibility may be jeopardized when dealing with third-party organizations, please be advised that not all third-party NIL groups understand specific CIF rules about a student-athletes amateur status. Student-athletes must seek out advice regarding possible violations of NIL opportunities with their school athletic director.

Who and where are the deals coming from?

Need help understanding how to break down a high school nil deal? Don't worry, it's not as complex as you think. Anyone that can read at a fifth grade level can understand it. 02

Know the local, regional and national NIL Deals
Pulse.

03

Know your High School Athlete's Value Proposition Why should a brand partner with your athlete?

Are you expecting more local, regional or national exposure this month?

Social media presence?

PIE: Performance • Influence • Exposure

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Name of High School Athlete

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04

Know your Athlete's Target NIL Business Partner Wishlist Find the perfect match

Open up a new spreadsheet and start listing the businesses, brands, charities and organizations your athlete wants partner with.

Sell • Protect • Grow

Do you have any friends, family or supporters of your athlete that would like to help sell, protect and grow the athletes NIL brand?

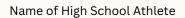
05

Know who's on your High School Athlete's NIL Business Team

06

Know your High School Athlete's NIL Business Sales & Marketing Strategy How will you attract NIL deals for your high school athlete this month?

Take a look at our sales and marketing strategies that have helped athletes attract more NIL deal opportunitie.



HIGH SCHOOL NIL DEALS Monthly Planning Guide

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07

Know your Goals & Results before moving forward

Goals & Results

Put together a short list of some individual and team goals you'd like to accomplish this upcoming month with your high school athlete.