



STUDENT-ATHLETES GUIDE TO

NEXT LEVEL SUCCESS

*Plays to Execute
While on the Sideline*

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Successful strategies for the game of life!



INTRODUCTORY QUESTIONS

Are you a Student-Athlete or the parent of a Student-Athlete between the ages of 14 - 18 and laser focused on playing a single sport in college and/or professionally?

Are you preparing yourself for the off court/field dynamics of college and/or professional sports while in high school?

Are you faced with uncertainties beyond athletics?

Are you faced with challenges balancing athletics and life?

Are you feeling the pressure of "making it" to the next level?

Are you prepared for the complexity of Name, Image, Likeness?

Student-Athlete responses to the Introductory Questions are critical in the assessment of where the player is outside of the game, or more importantly where they are in preparation for the game of life!



Student-Athletes who aspire to achieve next level success have been focused on sports since as early as pre-teen, and some as young as a toddler. In reality, most Student-Athletes have played their sport for at least 10 years before graduating from high school.

With this level of time commitment and dedication to the game, Student-Athletes don't recognize the importance of life outside of the game, training, and practice. Failure to prepare for life outside of the sport can be extremely costly, including drug/alcohol abuse, poor self-esteem, lack of life skills, living in poverty, no community involvement or mental anguish.

For many Student-Athletes sport challenges may include difficult relationships with teammates or coaches, unrealistic or unclear performance expectations, time demands, lack of clarity regarding role on team, consistent critical feedback, little or no support or encouragement when mistakes are made, expectations of perfections, or fear of failure.

Other challenges for Student-Athletes include family pressure, injuries, recruiting concerns, relationship issues, and academic pressures; these are on top of normal pressures for Student-Athletes.

Oftentimes, adults who have encouraged and supported knowingly or unknowingly push their Student-Athlete to the sport. Assuring them, that they will succeed if they remain focused on the "work" for countless hours outside of school and studies. Adult and peers have been known to encourage more focus on the "sport" than being a student while in high school.

The reality is...this typically leads to Student-Athletes who don't have vision to see life beyond the game with no game plan on how to manage and balance the challenges of being a Student-Athlete who is preparing to go to the next level.

Next Level Success

Success starts with your mindset!

Student-Athletes who desire achievement at the highest level must have a mental game to do something different or be something different. Next Level Success in sports requires passion to increase your ability in your game. To have a mental game requires focus, confidence, trust in your skills, ability to handle mistakes, and composure.

Success starts with crushing personal goals because Student-Athletes know what they are capable of on the field/court. Next Level Success requires action by moving forward.

Execution

The act of doing something successfully!

Execution is taking an idea and actually making it happen. The execution of a plan is when our Student-Athletes sharpen their focus and get clarity to make necessary decisions to support their personal goals.

Plays

The use of mental strategies for the next level!

Mental strategies for Student-Athletes to implement that will assist with preparation for the next level with minimal rules, no equipment and life coaching. To play at the next level, it is extremely competitive and choosing to have a positive mental mindset is critical. Learning and self-development is the only choice for these plays. Student-Athletes must choose to play with the strategies provided when off the court/field to have the same level of success when the ball is not in play.

Sideline

The location where Student-Athletes play when not in the game!

Student-Athletes have to operate outside the goal lines of athletic fields/courts. This area is known as the "sideline." This is the location where boundaries are set and powerful mental strategies are implemented. Oftentimes with the assistance of adults who are equipped with knowledge and expertise, Student-Athletes receive support from these adults who don't have a direct connection with decisions regarding play on the field/court. Professionally, these adults are often Life Coaches.

The sidelines are where Student-Athletes operate their personal lives and goals outside of the athletic field/court lines for improved mental health, goal setting, and life preparation to find confidence and certainty beyond the sport.

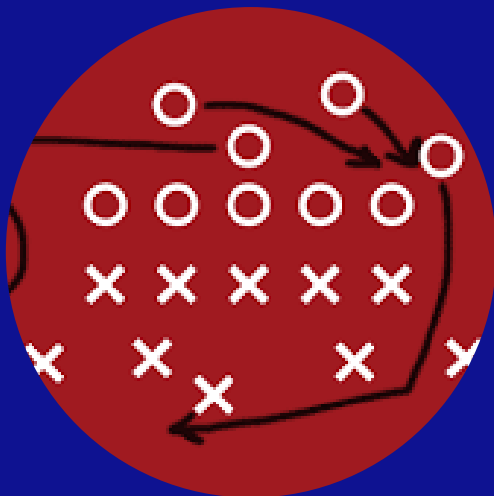
The commitment and dedication on the Sideline is just as important to ensure Next Level Success.

PLAYS

TO EXECUTE FROM THE SIDELINE



- SELF-CARE
- BALANCING LIFE
- MANAGING INJURIES
- RECRUITMENT
- NAME IMAGE LIKENESS



SELF-CARE

According to the NCAA, "Only about two-percent of high school athletes are awarded athletics scholarships to compete in college." Full ride scholarships are only guaranteed in six Division I sports including football, men's basketball, women's basketball, volleyball, gymnastics and tennis.

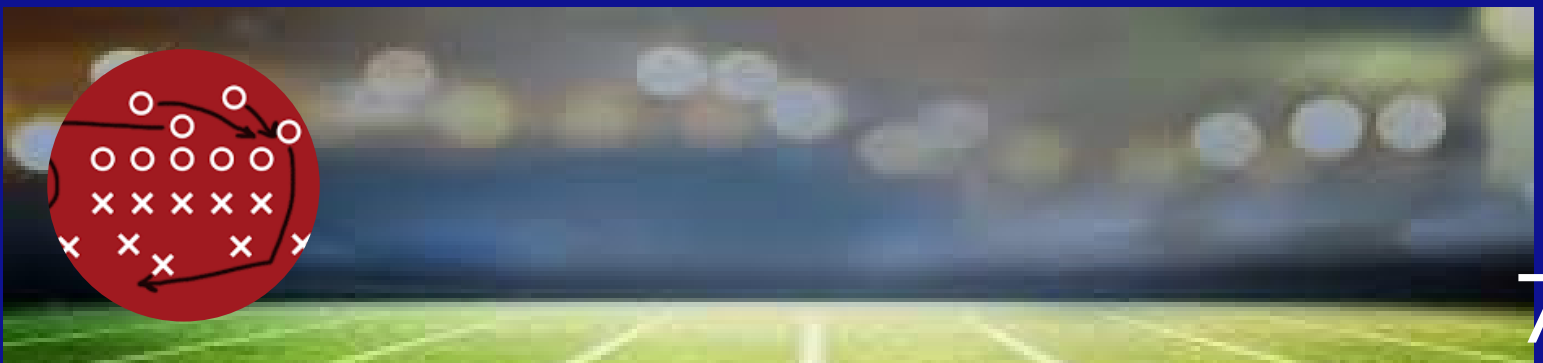
Therefore, it is not surprising that statistics indicate that 95% of male and 85% of female Student-Athletes report higher stress than 52% of non-athlete students.

Anxiety is a common complaint in teens, but unlike stress, where you know what's worrying you, anxiety can be hard to define and difficult to determine the exact cause. Anxiety is a normal reaction to stress.

High-achieving Student-Athletes have a lot of pressure and stress and it can manifest itself differently. Student-Athletes cope with the intensity of comparing themselves to the unreal expectations and messages they get from social media, not having the required GPA, and feelings that they are somehow less than if they do not meet the standard set by families and coaches. These unrealistic expectations are creating over-scheduled, depressed, damaged, stressed and anxious Student-Athletes.

Next Level Student-Athletes may oftentimes set their mental health and self-care on the back burner while they figure out their own way and solely focused on their sport. This type of psychological functioning can negatively impact an athlete's performance in the sport, interpersonal relationships, and general self-care.

With the amount of time and money parents spend on sports, either directly or indirectly, players often feel the expectation of a payoff. That extra stress only amplifies the pressure to perform well and leads to mental challenges.



SELF-CARE

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #1 - Sleep

The biggest culprit is not getting enough sleep. This one is HUGE. It affects their moods, their ability to perform on the playing field and in the classroom, as well as their health. Sleep has “the most potential for positive impact on athletic performance,” according to sleepforsuccesswestport.com. Sleep is more important than training modifications, coaching, nutrition, or conditioning, scientists have called it “the most potent performance-enhancing activity that we know of. There’s nothing that you can do, there’s no drug, there’s no routine, there’s no food you can eat that’s going to have a bigger impact on your performance scientifically than the sleep you get at night.

Strategy #2 - Breathe

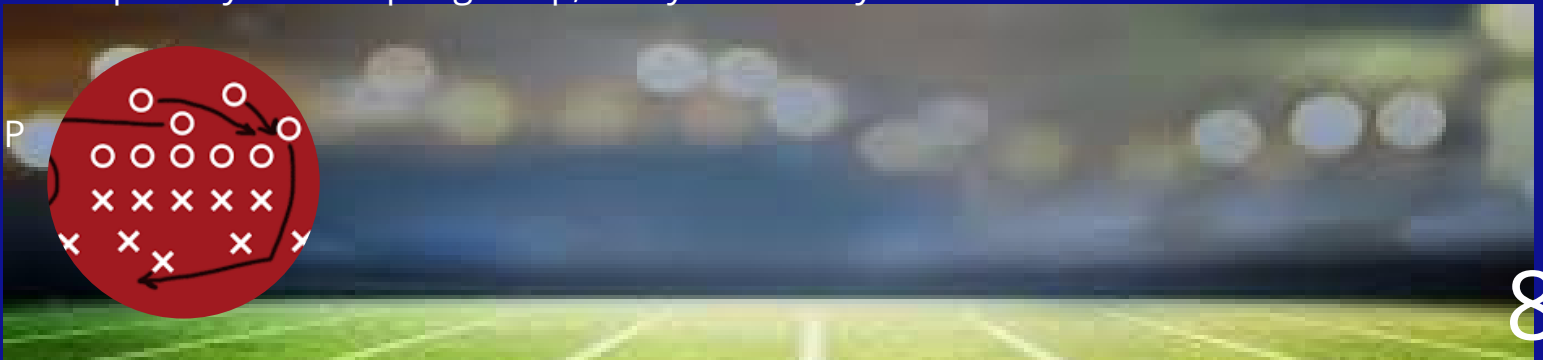
It’s the No. 1 way to reduce stress. It’s free and can be done ANYWHERE. If Student-Athletes can learn to stop and take five deep breaths consistently throughout the day or when they are feeling anxious or stressed it will be a life-long skill that will help with anxiety, depression, energy, metabolism, and their overall health.

Strategy #3 - Cut Back Screen Time

The increased amount of time Student-Athletes spend to ensure social media accounts meet the demands of their peers, coaches, teammates, and family can have a negative impact on academic performance, classroom expectations, and social and behavioral well-being.

The pressures associated with branding for next level Student-Athletes include increasing their number of followers thus more screen time.

The estimated number of hours Student-Athletes spend on the screen time is 8 – 10 hours per days interrupting sleep, study and family time.



SELF-CARE

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #4 - Positive Family Time

Families with Student-Athletes spending time together outside of the sport can be a positive experience and an asset for mental health. Spending time includes mealtime, religious services, vacation time, game night at home and other activities that families can do together. These activities should involve healthy boundaries without sport interference.

Strategy #5 - Meditation/Spiritual Time

Student-Athletes are experiencing high amounts of stress related to athletic performance, academics, peer relationships, team expectations. The integration of meditation and spiritual time will improve relaxation, concentration, and performance.

*PARENT TIP

STRATEGY — ALLOW STUDENT-ATHLETE INDEPENDENCE. JUST BECAUSE WE CAN DO IT, DOESN'T MEAN WE SHOULD.

IN SPITE OF THE DEMANDS, PARENTS HAVE TO LEAD OUR STUDENT-ATHLETES IN SURVIVAL.

IN THE REAL WORLD OUTSIDE OF SPORTS, OUR STUDENT-ATHLETES NEED THE NECESSARY SKILLS TO SURVIVE OUTSIDE SPORTS.

I IMPORE YOU TO TEACH THEM TO BE RESILIENT, STRONG AND TO USE THE STRATEGIES NECESSARY FOR THE SIDELINE!



BALANCING LIFE

It is easy and inevitable for a student-athlete to become exhausted both mentally and physically. Learning to prioritize and having the ability to determine (independently) what is most important at this time, on this day can be challenging, especially for Student-Athletes.

High school life can be chaotic for a normal teenager who has personal relationships, classes, extracurricular activities, chores, screen time, and family commitments. Student-Athletes have these demands inclusive of practices, trainings, team meetings, and games. For some, working is a necessity to include in their busy schedules.

Student-Athletes need to learn how to balance and maintain sanity by implementing strategies with prioritizing, time management, and decision-making skills.



BALANCING LIFE

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #1 - Prioritizing

Planning is the key and sticking with it!

Prioritize your responsibilities based on what is most urgent and most important. Urgent tasks should be completed first, leaving the important next, and lesser important after those tasks are completed.

Student-Athletes need to manage personal calendar and commitments around their required workload of studying, school, practice, workouts, games and chores.

Planning additional responsibilities, hanging out with friends, family commitments, and other activities may require sacrificing and learning to say no. Free time is limited but maintaining a balanced, healthy lifestyle is crucial to success at the next level.

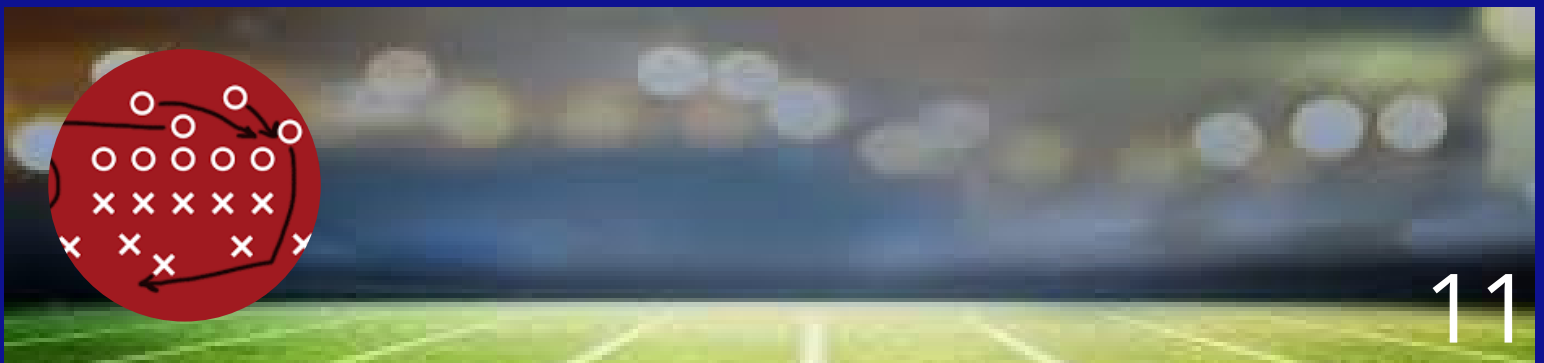
Student-Athletes must stay physically and mentally safe while they are excelling to the next level. Therefore, prioritizing mental health cannot be omitted from the list of responsibilities for Student-Athletes.

Strategy #2 - Decision Making

Responsible decision making is necessary for Student-Athletes!

Student-Athletes should focus on the skill of good decision making. This skill requires using the elements of a good decision: choosing clear values, creativity, useful information, sound reasoning, commitment to follow through and getting help on the choice when making a decision are critical for Student-Athletes.

A good decision makes sense and feels right.



BALANCING LIFE

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy # 3 - Time Management

Get the most important work done first!

High school Student-Athletes face an academic and sport demands inclusive of competition, practice, workouts, homework, projects, in-class, tutoring, virtual, film review, meetings with teachers and/or coaches, media commitments, grassroots commitments, and at times community service projects. These demands may take on a 40-hour work week but Student-Athletes have done it for years successfully with effective time management and development of good habits.

At an elite level, most Student-Athletes have resilience, grit, strong work ethics, and the capability to recognize when their stress level is high and when implementing a break is necessary.



BALANCING LIFE

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy # 4

Pick 5 tips and use them! Choosing tips that work for you is critical to your success.

Schedule everything.
Learn to say no.
Make time for self.
Write everything down.
Take small, timed breaks.
Use downtime wisely.
Set time limits.
Plan Ahead.
Choose to use strategies.

Use early mornings.
Be prepared always.
Eliminate distractions.
Create your own deadlines.
Learn how to study.
Ask for help.
Make to do list.

*PARENT TIP

STRATEGY - KEEP YOUR EYES OPEN
PARENTS NEED TO MAKE SURE YOUR
STUDENT-ATHLETE KNOWS VARIOUS
RELAXATION/BREATHING
TECHNIQUES. ENCOURAGE A
BALANCED, WELL-ROUNDED AND
HEALTHY LIFESTYLE. MOST OF ALL,
BE AWARE OF CHANGES IN MOODS,
INJURIES, AND BE
EMPATHETIC/UNDERSTANDING. BE
OPEN TO OTHER OPTIONS FOR SELF-
CARE AND DEMONSTRATE THE SAME
LEVEL OF COMMITMENT AND
DEDICATION MENTAL WELLNESS!



MANAGING INJURIES

Playing sports raises self-esteem and the commitment to seeing things through. Sports create friendships that last forever and habits that endure a lifetime. But participation in high school sports can also present serious health risks and challenges.

Injuries, while hopefully few and far between, are often an unavoidable part of participating in sports. While most injuries can be managed with little to no disruption in their sport, other activities, or day to day responsibilities, some impose a substantial physical and mental burden.

For some Student-Athletes, the psychological response to injury can trigger or uncover serious mental health issues such as depression, anxiety, violence, and substance use or abuse.

When a student-athlete is injured, there is a normal emotional reaction that includes processing the medical information about the injury provided by the trainers and doctors, as well as handling the emotions associated with the injury.



MANAGING INJURIES

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #1 - Communicate

Let someone know when you're injured or hurt immediately!

Student-athletes may have psychological responses to injury and remain silent seeking treatment. They may be afraid to reveal their symptoms, as a sign of weakness, or accustomed to working through pain. However, immediate treatment is critical to avoid long-term effects of injuries and pain.

Strategy #2 - Know the Signs

Student-Athletes have an identity outside of an athletics!

The role of Student-Athlete may be threatened by injury or illness and recognizing the signs associated with emotional responses due to injury is important. These signs may include isolation, irritation, anger, frustration, sleep disturbance, or a change in appetite can be challenging.



MANAGING INJURIES

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy # 3 - Get Treatment

Getting a Student-Athlete to consider treatment can be challenging (and it is complicated by privacy issues), so coaches, athletic trainers and team physicians as the support network for the student-athlete should work together to provide quality care.

For Student-Athletes the pain of an injury can go beyond being just physical and can cause lasting emotional and psychological impacts.

*PARENT TIP

STRATEGY #1 — RECOGNIZE THE SIGNS.

PARENTS NEED TO MAKE SURE YOUR STUDENT-ATHLETE IS IN TUNE WITH HIS/HER BODY. LET THEM KNOW IF IT DOESN'T FEEL RIGHT, IT USUALLY ISN'T.

BECOME KNOWLEDGEABLE OF THE SIGNS AND SYMPTOMS OF INJURIES AND ILLNESSES COMMON IN SPORTS, INCLUDING CONCUSSIONS, DEHYDRATION AND OVERUSE INJURIES.

STRATEGY #2 — BE PROACTIVE

·GIVE THE NECESSARY HEALTH RECORDS AND INFORMATION.

·GET THE REQUIRED PHYSICAL.

·ASK QUESTIONS.

·KNOW THE TRAINERS.

·ASK QUESTIONS.

·MAKE SURE EQUIPMENT IS SAFE.



RECRUITMENT

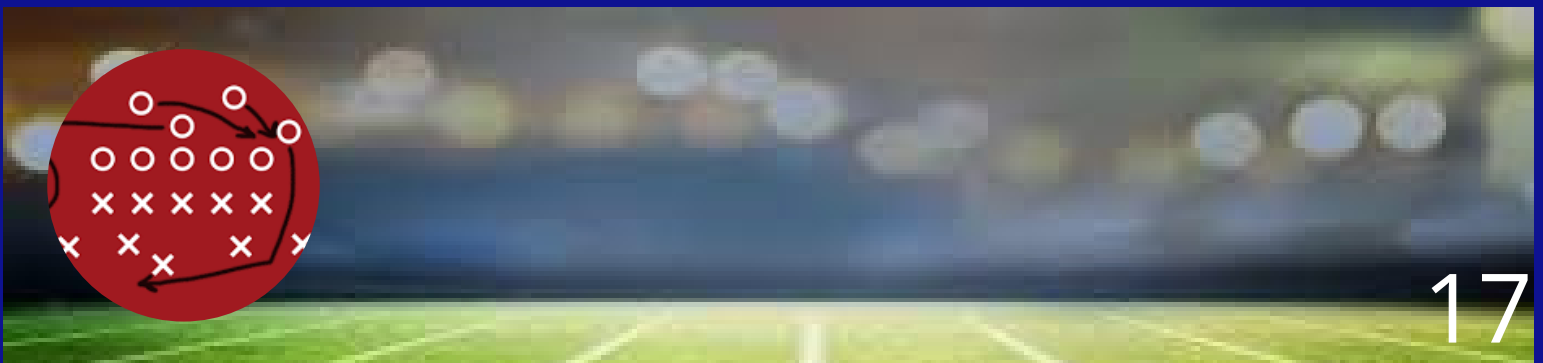
Recruitment can indeed be identified as one of the most complicated processes for high school athletes. For many young athletes being scouted and recruited for the next level has become a fixation. It also is a rare opportunity that student athletes accept with generosity and appreciation.

College coaches recruit fewer than 7 percent of high school athletes each year, according to the NCAA. And with the recruiting process becoming more challenging and stressful, Student-Athletes and their families are battling for recognition and to be seen. The reality is Student-Athletes and/or their families WANT the recruitment process sooner rather than later.

Colleges and universities, professional leagues for high school students, and international opportunities are all vying for this new generation of elite athletes. More and more athletes are competing for the top spot with the rise of younger, exceptional athletes. Student-Athletes are getting bigger, better, faster and stronger due to the time they have dedicated to workouts and practices.

High school coaches also are feeling the stress of college recruiting. Coaches say it's hard sometimes having to tell athletes who aren't being recruited that they probably won't be playing in college. Many of these athletes aren't chosen because of factors outside of their control, such as their height, weight and strength. However, the Student-Athlete and/or their families believe they will make it to the highest level in spite of those discrepancies.

Pressure can be high to perform at showcase events and camps in front of hundreds of coaches makes recruiting can be even more difficult.



RECRUITMENT

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

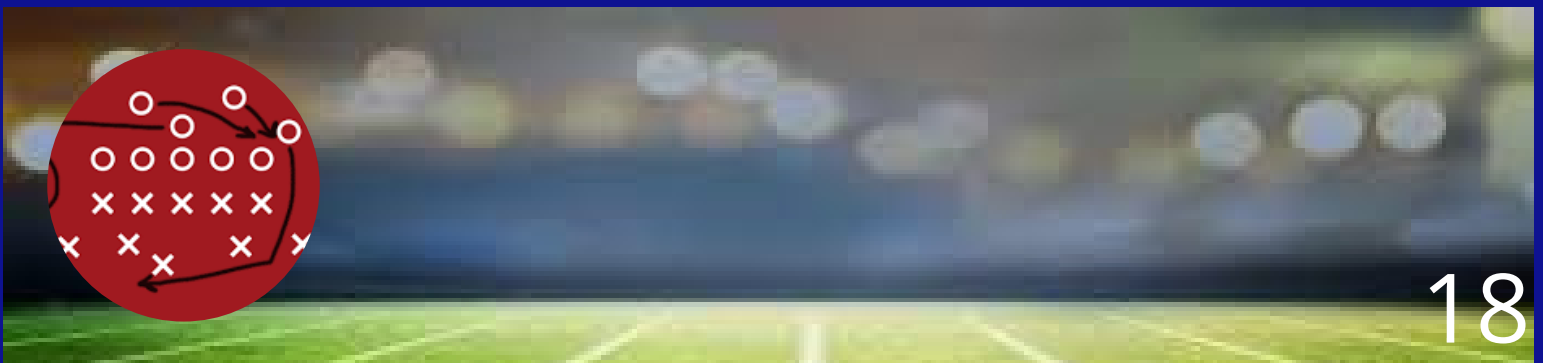
Strategy #1 - Know Your Why!

What is your reason for playing at the next level? Student-Athletes need to articulate what they want to get out of the recruitment process. Student-Athletes who dream of playing at the next level be clear on what you want to get out of the experience academically, athletically, personally, or professionally. This clarity should go beyond financial aspirations.

Development of this foundation will help to provide a clear picture of how to get to the why. Goals can be set and checked off along the way to ensure athletes are getting what is desired from the process.

Strategy #2 - Be Confident!

Student-Athletes have to be able to articulate their value to a program or organization both on and off the court/field. You must know who you are as a Student-Athlete AND as a person. Next level athletes have a place at the next level, but if they are not equipped with the ability to know who they are outside of the game they typically don't stay at the next level.



RECRUITMENT

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #3 - Rank Your Preferences

- Location (Distance from home, part of the country, climate)
- Size
- Academic Programs
- Athletic Program
- Level of Play
- Playing Time
- Program Success

Strategy #4 - Understand the Process

Be knowledgeable of how the recruiting process works. Know the answers to these questions to help you navigate through the process successfully.

- What do you really know about athletic scholarships?
- What are the best ways to communicate with college coaches?
- How do coaches identify and evaluate prospective student-athletes?
- Having the answers to these questions will help you navigate through the communication and exposure phase successfully.



RECRUITMENT

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #5 - Appreciate the Journey

The opportunity to go through the college recruiting process is the pinnacle of all of the time, effort, energy, and commitment you have made to your sport. Never take anything for granted. Be thankful for every letter, email, text, social media message you receive from a college coach.

*PARENT TIPS

STRATEGY #1 –

DON'T HAVE TUNNEL VISION.

ENCOURAGE YOUR STUDENT-ATHLETE TO INCLUDE A MIX OF COLLEGES AND OTHER OPTIONS ON THEIR TARGET LIST.

SET REALISTIC EXPECTATIONS AND MAXIMIZE YOUR OPTIONS.

DISCUSS WITH YOUR FAMILY ON WHAT IS THE RIGHT FIT FOR YOUR STUDENT-ATHLETE.

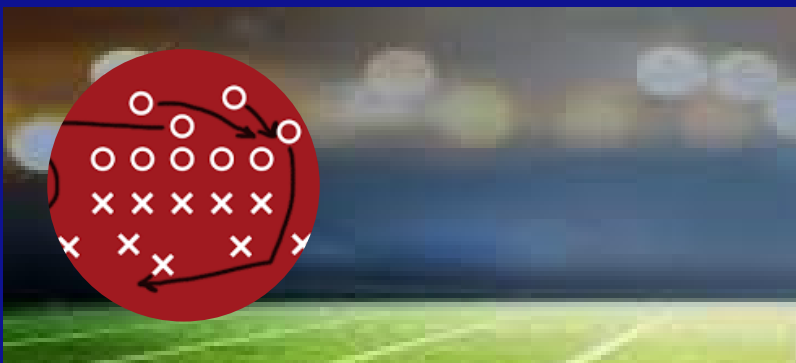
STRATEGY #2 –

EDUCATE YOURSELF ON THE NCAA PROCESS.

UNDERSTAND THAT COACHES HAVE A LIST OF RECRUITS (NOT JUST YOUR STUDENT-ATHLETE.

UNDERSTAND ATHLETIC SCHOLARSHIPS AND THEIR VALUE.

UNDERSTAND STARTING EARLY WITH THIS PROCESS OF LEARNING WILL BE AN ASSET.



NIL NAME - IMAGE - LIKENESS

With laws allowing college players to make money off their name, image and likeness, most schools are in an arms race, hiring third-party companies to act as consultants in content creation, education and compliance — and touting just what they might do for recruits.

This potentially seismic shift at the college level has already affected the world of recruiting, but it is also sowing confusion and stoking concern among stakeholders at the high school level, with some administrators, coaches and parents worried about the issues the movement could create in youth sports in the future if certain regulations are not put in place.

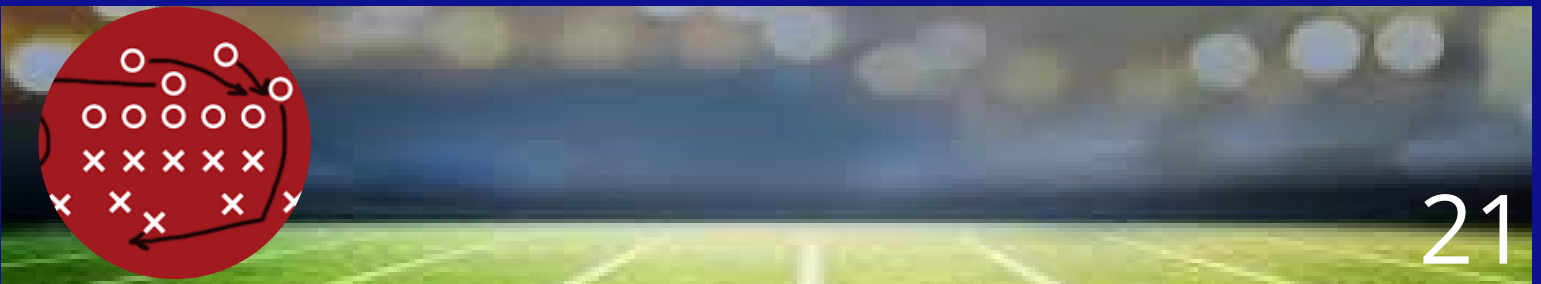
Some believe elite youth athletes will — and should — have the chance to make money off their NIL in the future but say that could create more opportunities for adults to exploit those athletes and create a high school landscape in which there is more pressure on kids to market themselves and less emphasis on traditional team-driven values.

The National Federation of State High School Associations, the organization that writes the rules of competition for most high school sports across the country are trying to protect amateurism rules that each state association has in place for athletes.

Prospective high school athletes cannot accept endorsement deals if they want to maintain their collegiate eligibility under current rules, but the shift at the NCAA level could allow players to benefit through NIL deals before they set foot on campus. There are already several high school athletes with massive social media followings who could earn thousands of dollars to promote products, particularly in youth basketball.

High school Student-Athletes may start to create their own merchandise brand and sell it; they may partner up with companies and sell their products; expect a trickle-down effect earlier and earlier.

Most teenagers already focus much of their time and energy on social media, but the effort for athletes to brand themselves might intensify with the lure of NIL dollars to be earned in high school or college.



NIL NAME - IMAGE - LIKENESS

WHAT STRATEGIES CAN STUDENT-ATHLETES IMPLEMENT?

Strategy #1 - Educate yourself about NIL

Become knowledgeable by reading development resources surrounding NIL so when the time comes, you will be ready. Be ready to maximize your opportunity on campus when you arrive.

Strategy #2 - Educate yourself about Branding

Be prepared for opportunities by keeping a clean image, staying out of trouble and thinking outside of the box. The opportunity to prepare yourself for life after sports will come in the learning.

*PARENT TIPS

STRATEGY #1

STAY IN THE KNOW!

THE NEW AND CONSISTENT LEGISLATION AND CHANGES ASSOCIATED WITH NIL WILL AFFECT NEXT LEVEL ATHLETES,

OTHER STUDENT-ATHLETES WILL BE IMPACTED ALSO, SO KEEP UP!

STRATEGY #2

KNOW THE RULES!

HIGH SCHOOL ATHLETES WHO HOPE TO PLAY AT THE NEXT LEVEL HAVE TO FOLLOW GUIDELINES IN THEIR STATE TO REMAIN ELIGIBLE SO STAY INFORMED THROUGH YOUR HIGH SCHOOL ASSOCIATION.



NEXT PLAY?

IMPLEMENT THE STRATEGIES!

We are confident our guide provided strategies for Student-Athletes and their parents to prepare them for the next level of success while on the sidelines.

If you see the value of our strategies and want to take a step to stay ahead of the game with an experienced coach your next play is AIR IT OUT!

With AIR IT OUT, it is an opportunity to ensure your Student-Athlete will have a coach to implement and utilize these strategies and prepare your Next Level Player for the game of life and how to have and balance it all.

***PARENT TIP**

**STRATEGY #1 -
IMPLEMENTATION**

IT IS NECESSARY!

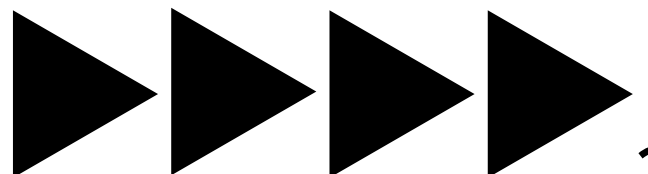


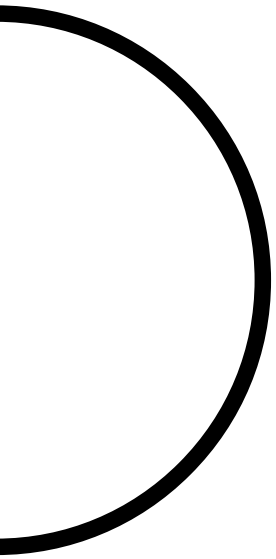
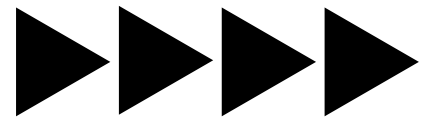


AIR IT OUT

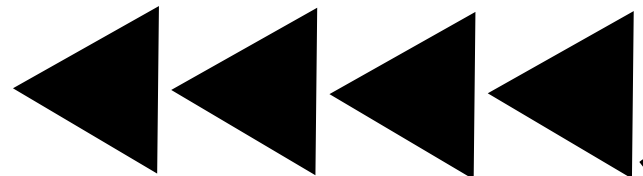
GET IN THE --- SIDELINE GAME

A LIFE COACHING PROGRAM
SPECIFICALLY DESIGNED FOR
STUDENT-ATHLETES





STUDENT-ATHLETES WILL HAVE (12) TWELVE SESSIONS AND ADDRESS THE STRUGGLES AND STRESS RELATED TO SCHOOL-SPORT BALANCE, INEFFECTIVE TIME MANAGEMENT, STAYING FOCUSED, THEIR PERSONAL AND PROFESSIONAL RELATIONSHIPS ASSOCIATED WITH SPORTS, THE DEMANDS OF RECRUITING AND RANKINGS (OR LACK THEREOF), AND NIL (NAME, IMAGE, LIKENESS).





MEET *Ms. Jackson*

QUALIFIED LIFE COACH

Just ask anybody who knows Ms. Jackson and you will definitely hear that she is passionate about her kids, especially her Student-Athletes.

Passionate with the keen ability to not only listen to young people, but HEAR them, and then she guides them with trust and communication.

She has dedicated thousands of hours working with young people of all ages, including teens and young adults.

LIFE COACH CREDENTIALS

- **Mentored and coached over 100 athletes.**
- **Certified Life Coach with RADICAL Coaching Institute.**
- **Certificate with NYU Global Sports Management Program.**
- **Active member of Advancement of Blacks in Sports.**
- **Administrator with Arkansas Hard at Work Kids grassroots program.**
- **Bachelor of Social Work Degree**
- **Masters in Social Work**
- **Camp coordinator for NBA and WNBA players.**

Ms. Jackson has a national reputation in the world of sports as being organized, structured, smart, caring, dedicated, and hard working!

Her knowledge, support and commitment led to two decades of recreation and sports management within the City of Little Rock and the City of Atlanta Parks and Recreation Departments all directly related with the youth and athletics.

And it's no surprise that as the Founder and Life Coach of Sideline Choices, Ms. Jackson has made the choice to have a lifetime commitment of changing communities by working with Student-Athletes who are game changers on the field or on the court!



Successful strategies for the game of life!

For more information visit us at
www.sidelinechoices.net

Feel free to leave a voicemail or text at 501-690-8494
and we will get right back with you!

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