



Maximizing Success Beyond the NIL Playbook

A Guide to Name, Image, and Likeness
Rights for College Athletes"



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Why does it appear that so many athletes cannot hold on to their success?

According to a Sports Illustrated report, nearly 80% of NFL players are broke or financially distressed within two years of retirement. The same report found that 60% of NBA players go broke within five years of retirement.

I have learned that people who successfully sustain their success often train themselves to be prepared, both mentally and creatively.

Developing a strategy for maintaining success is a key component to still being around after their fifteen minutes of fame have come to an end.

It's critical to understand that for every effort it takes to become successful, it takes ten times the effort to stay successful.

You must condition your mind early on your path to success, and you must also have a solid business strategy to be around for the sixteenth minute of fame.



Darrell D. Miller

d.miller@onesixconsulting.com

Ent & Sports Attorney

Author of "The 16th Minute of Fame an Insider's Guide to Maintaining Success Beyond 15 Minutes of Fame"

Maximizing Success Beyond Athletics

At One Six Sports, we understand that success in college sports can be fleeting. The NCAA's recent decision to allow college athletes to profit off their Name, Image, and Likeness (NIL) has opened up new opportunities for student-athletes, but it has also made the landscape more competitive than ever before. That's where we come in. Our team of experienced professionals can help you navigate the complex world of NIL endorsements, sponsorships, and brand partnerships to ensure that you maximize your earning potential while also staying true to your values and goals.

We believe that success is about more than just making money. It's about building a lasting brand that will sustain you beyond your college years. That's why we offer a comprehensive suite of services designed to help you develop and execute a long-term branding strategy. From social media management to content creation to brand partnerships, we will work with you to create a personalized plan that will set you up for success both on and off the field. At One Six Sports, we are committed to helping you achieve your goals and build a brand that will last a lifetime.

A Brief History of College Sports and NIL Rights

The debate over Name, Image, and Likeness (NIL) rights for college athletes has been ongoing for many years. Prior to the adoption of NIL rights, college athletes were prohibited from receiving any compensation for their participation in college sports, even though their performance and popularity could generate significant revenue for their universities and the NCAA. This restriction on earning potential and control over their personal brand led to numerous legal challenges and debates about the fairness of the system.

In 2009, former UCLA basketball player Ed O'Bannon filed a lawsuit against the NCAA and EA Sports, alleging that his name, image, and likeness had been used without his permission in a video game. The lawsuit grew into a class-action lawsuit, with other former athletes joining the cause. In 2014, a federal judge ruled in favor of the athletes, stating that the NCAA's rules prohibiting athletes from receiving compensation for their name, image, and likeness violated antitrust laws.

This ruling paved the way for future challenges to the NCAA's rules on NIL rights. In 2019, California passed the Fair Pay to Play Act, which allowed college athletes in the state to profit from their name, image, and likeness. Several other states followed suit, passing similar legislation, and in 2021, the NCAA changed its rules to allow college athletes to profit from their name, image, and likeness.

Today, college athletes can sign endorsement deals, receive compensation for sponsored content on social media, and participate in other commercial opportunities related to their name, image, and likeness. This provides them with greater earning potential and control over their personal brand, while still allowing them to maintain their eligibility to compete in college sports.

The history of college sports and NIL rights has been characterized by legal challenges, debates, and changes in legislation and NCAA rules. The adoption of NIL rights represents a significant shift in the way that college sports operate, providing college athletes with greater control and earning potential, while still maintaining the integrity of college sports.

The Significance of Name, Image, and Likeness (NIL) Rights for College Athletes

Name, Image, and Likeness (NIL) rights are significant for college athletes because they allow them to profit from their own name, image, and likeness while still maintaining their eligibility to compete in college sports. Prior to the adoption of NIL rights, college athletes were prohibited from receiving any compensation for their participation in college sports, which limited their earning potential and control over their personal brand.

With NIL rights, college athletes now have the ability to sign endorsement deals, receive compensation for sponsored content on social media, and participate in other commercial opportunities related to their name, image, and likeness. This not only provides college athletes with the opportunity to earn income during their time in college but also allows them to build their personal brand and marketability for future professional opportunities.

Furthermore, NIL rights provide college athletes with greater control over their personal brand and image. Athletes can now choose which companies to work with and which products to endorse, allowing them to align themselves with brands that align with their values and interests.

The significance of NIL rights for college athletes lies in the ability to earn income and control their personal brand, both of which can provide significant benefits during and after their time in college sports.

Top 5 Rights the NIL Provides for College Athletes:

1. The opportunity to earn income during their time in college sports.
2. Sign endorsement deals and receive compensation.
3. Greater control over your personal brand and image.
4. Greater exposure and opportunities to build a personal brand.
5. Promote fairness and equity within college sports.



Explanation of NIL Rights and How They Relate to College Athletes

The term "name, image, and likeness" (NIL) rights" refers to a person's capacity to manage and make money from the commercial use of their name, image, and likeness. In the context of collegiate athletes, NIL rights enable athletes to receive payment for the use of their name, image, and likeness in commercial endeavors like endorsement agreements, sponsored social media posts, and other similar situations.

Prior to the implementation of NIL rights, college athletes were not allowed to receive any payment for taking part in college sports, despite the fact that their success and success could result in substantial financial gains for their schools and the NCAA. There have been many legal challenges and discussions about how fair the system is as a result of the limitations on people's earning potential and power over their personal brands.

In Recent Years

A number of states have enacted laws allowing college athletes to make money from their NIL rights, and the NCAA modified its rules in 2021 to permit athletes to take part in commercial opportunities involving their name, image, and likeness.

The adoption of NIL rights by college athletes signifies a significant change in how they can monetize their talent and promote their brand. This offers them more earning potential and greater control over their brand while still maintaining their eligibility to compete in college sports.

Benefits of NIL Rights for College Athletes

#1



INCREASED EARNING POTENTIAL

With NIL rights, athletes can engage in commercial opportunities linked to their name, image, and likeness, including sponsored social media content, endorsement agreements, and other income-generating opportunities.

#2



CONTROL OVER PERSONAL BRAND

Athletes can now control and monetize their personal brand, which was previously not possible. This allows athletes to take control of their public image and shape their own narrative.

#3



GREATER EXPOSURE

NIL rights allow athletes to promote themselves and their personal brand through social media and other channels, which can lead to greater exposure and opportunities to build their brand.

#4



EQUITY AND FAIRNESS

The adoption of NIL rights encourages fairness and equality in college sports by allowing athletes to be compensated for their skills and labor.

#5



BETTER PREPARATION FOR PROFESSIONAL SPORTS

NIL rights can provide college athletes with valuable experience and skills related to building and promoting their personal brand, which can prepare them for success in professional sports and beyond.

Common Challenges College Athletes may Face in Utilizing Their NIL Rights

Lack of knowledge:

College athletes may not be familiar with the nuances of the business and legal aspects of NIL rights, which could limit their ability to effectively leverage these rights for their benefit. Athletes may not know how to market themselves or negotiate contracts with potential sponsors, or they may be unaware of the risks associated with certain commercial opportunities.

Limited resources:

Some college athletes may not have the resources or connections to access high-paying endorsement deals or other commercial opportunities. This could be particularly challenging for athletes at smaller schools or in less popular sports, who may have fewer opportunities for exposure and revenue.

Conflicts of interest:

College athletes must navigate complex relationships with various stakeholders, including their team, school, and other sponsors or partners. Conflicts of interest may arise if an athlete's personal brand conflicts with the interests of their team or school, or if they are unable to balance their commitments on and off the field.

Risk of exploitation:


Some college athletes, particularly those who are younger or less experienced, may be vulnerable to exploitation by agents, marketers, or other parties seeking to profit from their NIL rights. Athletes may be pressured into signing unfavorable contracts or participating in potentially harmful commercial opportunities without fully understanding the risks involved.


Compliance with regulations:


While the NCAA and some states have established rules governing NIL rights, there is still some ambiguity and complexity in the regulations that athletes must navigate to ensure compliance. Athletes may need to seek legal or financial advice to ensure that they are not inadvertently violating any rules or regulations.


Opportunities that Come with Utilizing NIL Rights


Utilizing Name, Image, and Likeness (NIL) rights provides numerous opportunities for college athletes, including:

 **Increased revenue:** By leveraging their personal brand and commercial opportunities, college athletes can generate additional income through endorsement deals, sponsored social media posts, and other forms of paid promotion.

 **Enhanced exposure:** Athletes who effectively utilize their NIL rights can increase their visibility and reach a wider audience, which can boost their overall profile and reputation.

 **Professional development:** By managing their own brand and negotiating contracts, athletes can gain valuable experience and skills that can translate to future career opportunities in sports or other fields.

 **Community engagement:** Utilizing NIL rights can provide athletes with the opportunity to engage with fans, supporters, and the broader community, which can help build a strong personal brand and promote positive social impact.

 **Improved recruiting:** Schools and coaches can use NIL rights as a recruiting tool to attract top talent and provide additional incentives for athletes to choose their programs.

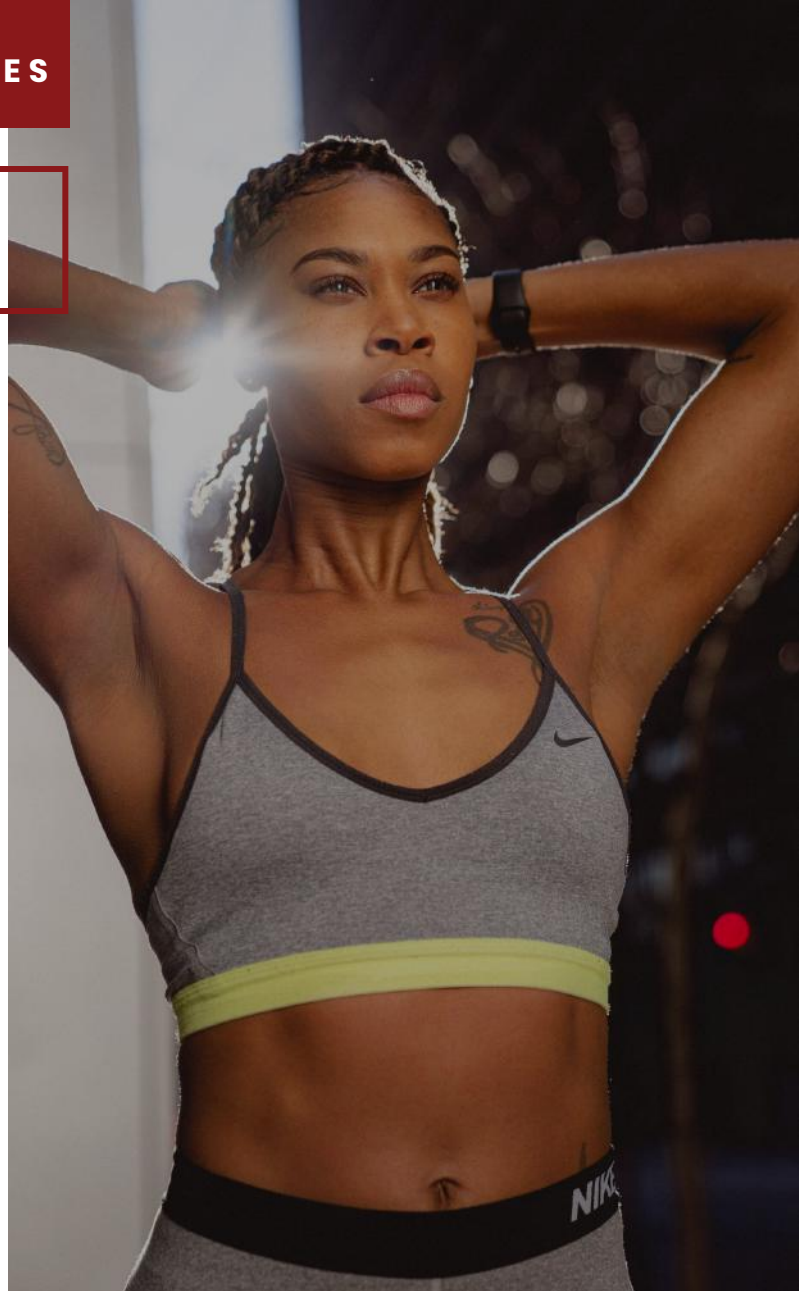
Overall, the opportunities associated with utilizing NIL rights can be significant, both for individual athletes and for the broader sports ecosystem. As the NIL landscape continues to evolve, athletes who are proactive and strategic in utilizing their rights can position themselves for success on and off the field

Ability to Build and Promote a Personal Brand

The ability to build and promote a personal brand is a significant benefit of Name, Image, and Likeness (NIL) rights for college athletes. Prior to NIL, athletes were often prohibited from engaging in activities that would promote their personal brand or monetize their popularity. New NIL legislation now allows athletes to leverage their personal brand and develop a marketable image that can lead to increased opportunities both during and after their college careers.

By building a strong personal brand, athletes can attract the attention of fans, sponsors, and other individuals or organizations interested in partnering with them. This can be accomplished through a variety of channels, including social media, community involvement, public appearances, and other forms of engagement. By creating a unique brand that resonates with their audience, athletes can differentiate themselves from their peers and establish themselves as leaders and role models in their sports and community.

In addition to promoting their brand, college athletes can also use their personal brand to create opportunities for themselves, both on and off the field. This can include paid promotions, endorsements, sponsorships, and other forms of commercial activity, which can generate significant income and provide financial security for athletes during their college careers and beyond.



Ultimately, the capacity to develop and market a personal brand is a potent tool for college athletes, enabling them to take advantage of their appeal and fame to open up new opportunities and make money. Athletes can position themselves for success on and off the field by developing a powerful brand. By doing so, they can create a priceless asset that will be beneficial to them for the duration of their careers.



S.W.O.T.

Analysis

You must gain a solid understanding of what you have to offer in order to develop and enhance your personal brand. You can determine the strategies to use to enhance your personal brand by strategically evaluating it.

STRENGTHS

What do people ask for your help the most?

What do you best with least amount of effort?

What are some achievements that you are most proud of?

What are your unique skills and abilities that set you apart from others?

WEAKNESS

What are some skills or competencies that you need to improve or acquire?

What are some personal or professional challenges that you face or anticipate?

How do you handle feedback or criticism from others?

How do you balance your work and life commitments and priorities?

OPPORTUNITIES

How can you leverage your strengths and passions to create value for others?

What are the current needs in your industry that you can address or fulfill?

Who are your ideal clients or customers and how can you reach them effectively?

What are the unique benefits that you can offer to your target audience?

THREATS & TRAPS

What are some negative perceptions that might affect your personal brand?

How do you deal with competitors or imitators who offer similar skill set?

What are some external factors that might harm your brand or demand in the market?

How do you protect your personal brand from potential risks or legal issues?

Opportunities for endorsements and sponsorships

One of the most significant advantages of Name, Image, and Likeness (NIL) rights for collegiate athletes is the capacity to obtain sponsorships and endorsements. Athletes can now receive compensation for their personal brand, which includes the use of their name, image, and likeness for commercial purposes, under the new NIL law. As a result, athletes now have a wider range of chances to collaborate with brands and businesses, creating significant revenue and exposure.

Endorsements and sponsorships can take many forms, from social media posts and product placements to appearances and other forms of promotion. By partnering with brands and companies, athletes can leverage their popularity and influence to drive engagement and sales, creating a mutually beneficial relationship between the athlete and the sponsor.

Endorsements and sponsorships also provide a valuable platform for athletes to promote causes and initiatives they care about. By partnering with companies and brands that align with their values and interests, athletes can use their platform to raise awareness and drive positive change in their communities.

In general, the ability to secure endorsements and sponsorships is a major opportunity for college athletes, allowing them to monetize their personal brand and create valuable partnerships with brands and companies. By taking advantage of these opportunities, athletes can generate income and exposure while also building their reputation and influence both on and off the field.

Top 5 Endorsements & Sponsorship for College Athletes:

1. Opensponsorship.com
2. Iconsourse.com
3. Opendorse.com
4. Mogl.online
5. NoCapsport.io

Building and Promoting a Personal Brand

Building and promoting a personal brand is another significant benefit of Name, Image, and Likeness (NIL) rights for college athletes. By developing a strong personal brand, athletes can establish themselves as leaders in their sport and community, attract the attention of fans and sponsors, and create new opportunities for themselves.

There are many ways for athletes to build and promote their personal brand, including social media, community involvement, public appearances, and other forms of engagement. Athletes can showcase their personality, skills, and interests through these channels, giving fans and sponsor a deeper understanding of who they are as individuals and athletes.

Through their personal brand, athletes can differentiate themselves from their peers and create a unique identity that resonates with their audience. This can lead to increased engagement and followers, as well as opportunities for paid promotions, endorsements, and sponsorships.

In addition to monetizing their personal brand, athletes can also use it as a platform to promote causes and initiatives they care about. By aligning with brands and organizations that share their values and interests, athletes can use their influence to drive positive change in their communities and beyond.

Building and promoting a personal brand is a powerful tool for college athletes, allowing them to establish themselves as leaders and influencers in their sports and community. Leveraging their personal brand, athletes can create new opportunities for themselves while also promoting positive change and making a difference in the world.





SMART Goals

The Key to Sustaining Success is Creating Goals that Requires You to Level Up

	SMART Questions	SMART Answers
S SPECIFIC	What is the goal? What do I want to accomplish with this goal?	
M MEASURABLE	How will I know that I've accomplished the goal?	
A ATTAINABLE	What is the goal? What do I want to accomplish with this goal?	
R RELEVANT	Is this goal relevant to my life and/or career? How is it relevant to my life and/or career?	
T TIME-BOUND	What is my deadline to accomplish the goal?	

CHEAT SHEET FOR SOLVING PROBLEMS

What are the possible problems you might encounter on the road to reaching your goals?
What are the easiest ways to solve these problems?
What are the resources you can use to solve the listed problems?
Who are the people you can ask for help if you encounter these problems?
What are some inspirational words you'll turn to when problems become too difficult?

Working with a NIL Agency

Working with a NIL agency can provide significant benefits for college athletes looking to monetize their Name, Image, and Likeness (NIL) rights. A NIL agency can provide athletes with the expertise, resources, and support they need to effectively navigate the complex landscape of NIL opportunities.

Some of the key services provided by NIL agencies include brand development and management, social media strategy, endorsement and sponsorship negotiations, legal and financial advice, and more. By working with a NIL agency, athletes can access a range of specialized services that can help them maximize their earning potential and build their personal brand.

NIL agencies also have existing relationships with brands and companies, which can provide athletes with valuable connections and opportunities. These partnerships can help athletes secure high-value endorsements and sponsorships, as well as other opportunities such as appearances, product launches, and more.

In addition to these benefits, working with a NIL agency can also help athletes avoid common pitfalls and challenges associated with NIL opportunities. By providing the legal and financial guidance, NIL agencies can help athletes protect their rights and avoid potential legal and financial issues.

Overall, working with a NIL agency can be a valuable asset for college athletes looking to monetize their NIL rights. By providing specialized services, connections, and support, NIL agencies can help athletes maximize their earning potential and build a strong personal brand that resonates with fans and sponsors alike.



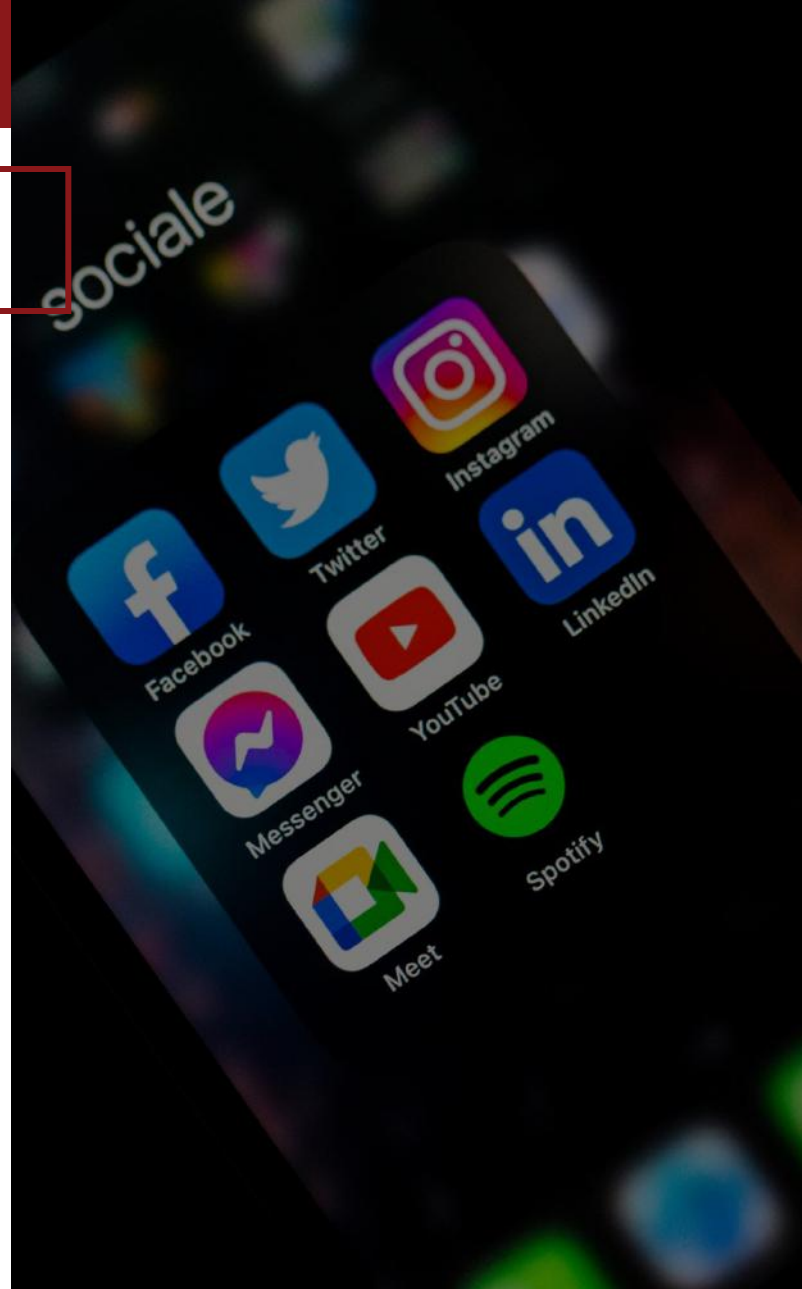
Protecting personal brand and reputation

Protecting personal brand and reputation is a critical aspect of utilizing Name, Image, and Likeness (NIL) rights for college athletes. With the increased visibility and attention that comes with monetizing their NIL, athletes must be mindful of how their actions and image can impact their personal brand and reputation.

One way to protect a personal brand and reputation is to carefully consider the brands and companies that athletes choose to work with. Aligning with brands that share their values and reflect their image can help athletes maintain a consistent and authentic personal brand. Additionally, athletes should be selective in their endorsements and sponsorships, choosing opportunities that align with their personal and professional goals.

Social media can also play a significant role in protecting personal brand and reputation. Athletes should be mindful of the content they post on social media, ensuring that it aligns with their personal brand and values. Engaging with fans and followers in a positive and respectful manner can also help to build and maintain a positive reputation.

Overall, protecting personal brand and reputation is essential for college athletes utilizing NIL rights. By carefully considering their partnerships and social media presence, as well as preparing for potential issues, athletes can maintain a strong personal brand that supports their long-term success.



In addition to these proactive measures, athletes should also be prepared to respond to potential issues that could damage their personal brand and reputation. This could include negative media coverage, public controversies, or other challenges. By having a crisis management plan in place and working with legal and PR experts, athletes can effectively address these issues and protect their personal brand and reputation.



SOCIAL MEDIA CHEAT

SOCIAL MEDIA IS THE #1 WAY TO BUILD AN AUDIENCE



Facebook

The ubiquitous, global social network used by 2B users to share videos, photos, and links. Lots of ads by businesses in every industry.



Twitter

400 million users post text, links, images and video in 280 characters or less.



Instagram

A primarily mobile app where 1.3 B users share videos, photos and carousels



LinkedIn

No longer the resume sharing platform. LinkedIn has become more social, but still with a business tone and general topic.



TikTok

Easy to scroll, 100% visual channel, primarily for mobile. All vertical videos.



YouTube

Social video channel with 2.4 Billion users. Everything is video, primarily horizontal but now also vertical in YouTube Shorts.



Pinterest

Inspirational social media channel. Vertical content is shared regularly, including videos and carousels.



Mostly suited for B2C marketing, but B2B also works. It contains the largest number of connections/friends.

Instant news source. Access to public icons.

Easy scrolling without much text and minimal links. Beautiful, eye-catching photography and videos.

Best channel for B2B marketing. Share links, photos, videos and newsletters.

Good channel to reach wider audiences in younger age groups.

With good YouTube SEO, you can reach many people.

Great channel to reach solopreneurs and small businesses; most users are women.



Everyone you know is on it and lacks a cool, exclusive appeal. It's saturated with advertising, clickbait and conspiracy theories.

High volume of content that refreshes at high speeds.

Less organic engagement than other channels.

Many features are only available with a paid subscription.

Finding a good brand strategy for TikTok is difficult without doing dances and humorous skits.

You need at least some video production expertise to stand out on this channel.

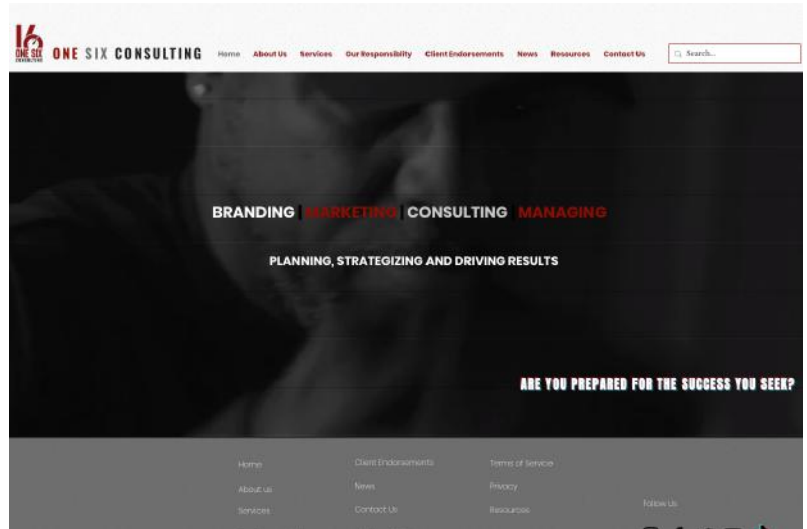
Idea pins don't have links, and social engagement is very low.

Overview of One Six Sports and their approach to NIL rights

One Six Sports is a NIL agency that specializes in providing college athletes with the tools, resources, and support they need to monetize their Name, Image, and Likeness (NIL) rights. Our approach is centered on empowering athletes to take control of their personal brand and maximize their earning potential through strategic partnerships and endorsements.

At One Six Sports, we believe that every college athlete deserves the opportunity to benefit from their hard work and dedication to their sport. We work closely with each athlete to understand their unique goals and aspirations, and then develop a customized strategy that aligns with their personal brand and values.

Through our personalized approach and commitment to athlete empowerment, we aim to be a trusted partner for college athletes looking to maximize their earning potential and build a successful career both on and off the field.



www.onesixconsulting.com

Our Services

Include everything from branding and social media management to endorsement and sponsorship opportunities. We also provide education and resources to help athletes navigate the complex landscape of NIL rights and make informed decisions about their opportunities.

Services Offered by One Six Sports

» Our services are personalized to each athlete's unique needs and goals, and we work closely with them to ensure they receive the support they need to succeed both on and off the field.

BRANDING AND SOCIAL MEDIA MANAGEMENT

We work with athletes to develop a unique personal brand that reflects their values and goals. This includes social media management, content creation, and digital marketing strategies to help athletes build a strong online presence.



#1

ENDORSEMENTS AND SPONSORSHIPS

We connect athletes with endorsement and sponsorship opportunities that align with their personal brand and values. We also negotiate contracts on their behalf to ensure they receive fair compensation for their services.



#2

FINANCIAL MANAGEMENT

We provide athletes with financial education and resources to help them manage their earnings and make informed decisions about their finances.



#3

LEGAL AND COMPLIANCE SUPPORT

We work with legal experts to ensure athletes remain compliant with NCAA regulations and state laws related to NIL rights.



#4

EDUCATION AND RESOURCES

We provide athletes with access to educational resources and training programs to help them navigate the complex landscape of NIL rights and make informed decisions about their opportunities.



#5

Recap of the importance of NIL rights for college athletes

In summary, Name, Image, and Likeness (NIL) rights are a significant development for college athletes, giving them the ability to earn money from their name, image, and likeness for the first time. This has significant benefits for athletes, including increased earning potential, the ability to build and promote a personal brand, and opportunities for endorsements and sponsorships. However, there are also common challenges that athletes may face when navigating NIL rights, including legal and financial considerations and the potential impact on their reputation.

One Six Sports is a NIL agency that helps college athletes navigate these challenges and maximize their earning potential while protecting their personal brand and reputation. Their services include strategy development, brand building, and endorsement opportunities. With the help of a NIL agency like One Six Sports, college athletes can make the most of their NIL rights and secure a successful future both on and off the field.

Final thoughts on the future of college sports and NIL rights

As we move forward, it's clear that NIL rights will continue to play a significant role in college sports. With the ability to monetize their name, image, and likeness, college athletes now have more opportunities than ever to build a successful future both on and off the field. As more and more athletes begin to take advantage of these opportunities, we can expect to see new trends emerge, such as the rise of social media influencers and the increased importance of personal branding.



At the same time, it's important to recognize that there are still challenges that need to be addressed. NCAA regulations continue to evolve, and there are still legal and financial considerations that athletes need to be aware of. It will be up to organizations like One Six Sports to continue to provide support and guidance to athletes as they navigate this complex landscape.

Ultimately, the future of college sports and NIL rights is bright. With the right support and guidance, college athletes can take advantage of these new opportunities and build successful careers both on and off the field.



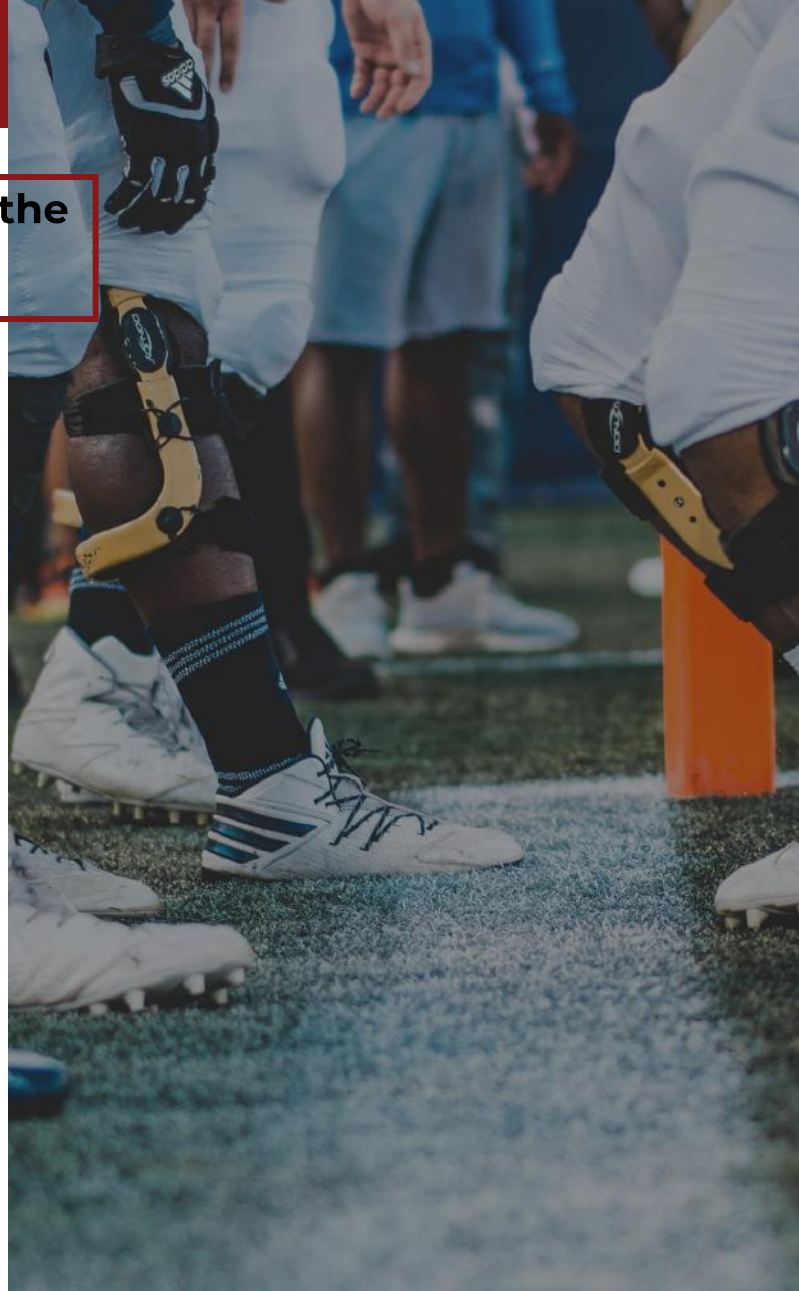
Encouragement to take advantage of the opportunities provided by NIL rights

To all college athletes out there, I want to encourage you to take advantage of the opportunities provided by NIL rights. This is a truly transformative moment in the world of college sports, and you have the chance to be at the forefront of this exciting new era.

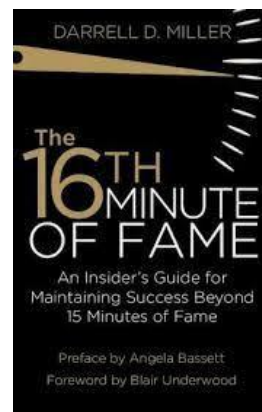
By building your personal brand, promoting yourself through social media, and seeking out endorsement opportunities, you can not only earn money but also gain valuable experience that will serve you well in the future. Whether you want to continue playing sports at a professional level or pursue a career in a different field, the skills and knowledge you gain through your work with a NIL agency like One Six Sports will be invaluable.

So don't be afraid to take that first step. Reach out to a One Six or a NIL agency, talk to other athletes who have gone through the process, and start building your brand today. The future is bright, and with hard work and determination, you can make the most of this exciting new opportunity.

At One Six Sports, our philosophy is simple: we believe in preparing for success both on and off the field and strategizing to sustain success beyond your 15 minutes of fame.



Read more.....



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Thank you for reading our ebook we hope it has provided you with valuable information and insights into the world of NIL rights. Remember, the opportunities are endless and the future is bright. Don't be afraid to take that first step and start building your personal brand today. We look forward to hearing from you soon!

Contact One Six Sports today to learn more about how we can help you navigate the world of NIL rights and achieve your full potential as a college athlete. Whether you're just starting out or you're a seasoned veteran looking to take your career to the next level, we're here to help.

If you are a coach, college faculty, agent, or agency, One Six Consulting offers consulting, training, and workshops regarding everything discussed in this ebook and more. Contact us today to partner.

To Get In Touch with One Six Sports

Website: www.Onesixconsulting.com

Email: info@onesixconsulting.com

Phone: 513.866.3997

Address: 311 Elm St. Suite #1422,
Cincinnati, OH 45202



Schedule a NIL Brand Evaluation

