



THE TOTAL ATHLETE NIL STARTER KIT

Your Starting Playbook for Building Your Brand, Managing Your Money,
Finding Your People, Protecting Your Well-Being & Using AI

CREATED BY TOTAL ATHLETE COLLECTIVE

WELCOME TO THE COLLECTIVE

YOU'RE AN ATHLETE. BUT THAT'S NOT ALL YOU ARE.

Being an athlete today means navigating more than practices, games, and school. You're also thinking about your brand, social media, NIL opportunities, money, your future, pressure, who you can trust, and how to use AI. That's a lot to figure out.



You don't need thousands of followers. You don't need to be the star player.
You don't need to have everything figured out. But you should start understanding the value you already bring to the table.

That's why Total Athlete Collective created this starter kit.
Not to give you every answer — but to help you ask better questions,
understand where you are, and take your first meaningful steps.

WELCOME TO THE COLLECTIVE. LET'S GET STARTED.

THE TOTAL ATHLETE CHECK-IN

BEFORE YOU BUILD YOUR BRAND, KNOW YOUR STARTING POINT.

Rate yourself from 1 (I'm just starting) to 5 (I've got this covered)

1 ○ ○ ○ ○ ○ 5

1 I can describe who I am beyond my sport.

○ ○ ○ ○ ○

2 I understand the basics of NIL.

○ ○ ○ ○ ○

3 I know what makes my personal brand unique.

○ ○ ○ ○ ○

4 My social media reflects how I want others to see me.

○ ○ ○ ○ ○

5 I understand what I should do if I earn money through NIL.

○ ○ ○ ○ ○

6 I have people I trust for guidance.

○ ○ ○ ○ ○

7 I have healthy ways to deal with pressure, setbacks, and uncertainty.

○ ○ ○ ○ ○

8 I understand how AI can help me without replacing my own thinking.

○ ○ ○ ○ ○

9 I have thought about what I want to build beyond my athletic career.

○ ○ ○ ○ ○

Your score isn't your grade. It's your starting point.
Every great athlete studies the game before deciding what to work on next.

THE TOTAL ATHLETE GAME PLAN

YOUR FRAMEWORK FOR WHAT COMES NEXT.

Six areas. One complete athlete. This is your roadmap.

1

KNOW YOURSELF

Identity, values, what makes you — you.

2

BUILD YOUR BRAND

Your story, your audience, your value.

3

KNOW YOUR MONEY

Earn, track, save, ask.

4

FIND YOUR PEOPLE

Mentors, connectors, truth tellers.

5

PROTECT YOUR WELL-BEING

Who you are beyond the jersey.

6

USE YOUR TOOLS

AI, tech, and resources — responsibly.

THIS IS THE TOTAL ATHLETE GAME PLAN. EVERY SECTION BUILDS ON THE LAST.

KNOW YOURSELF

THE 60-SECOND ATHLETE IDENTITY CHECK

Before you build a brand, you need to know who you are. Answer quickly — go with your gut.

1 THREE WORDS THAT DESCRIBE ME AS A PERSON (NOT AN ATHLETE):

4 A COMMUNITY, CAUSE, OR GROUP I CARE ABOUT:

2 INTERESTS, PASSIONS, OR SKILLS I HAVE OUTSIDE MY SPORT:

5 WHAT I WANT TO BE REMEMBERED FOR BEYOND ATHLETICS:

3 AN EXPERIENCE THAT SHAPED WHO I AM TODAY:

REFLECTION

Look at your answers. What patterns do you see? What matters most to you right now? This is the foundation of your brand, not your stats, not your highlights, but who you actually are.

YOUR IDENTITY IS YOUR FOUNDATION. EVERYTHING ELSE BUILDS FROM HERE.

BUILD YOUR BRAND

YOUR BRAND ISN'T WHAT YOU POST. IT'S WHAT PEOPLE REMEMBER.

Your brand is the intersection of three things:

1

YOUR STORY

What you've been through, what you care about, what drives you.

+

2

YOUR PEOPLE

Who you want to reach, serve, or connect with.

+

3

YOUR VALUE

What you offer that others don't — your unique combination.

MY BRAND IN ONE SENTENCE

Fill in the blanks to create your personal brand statement:

I am a _____ (sport) athlete who cares deeply about _____.

I want to use my platform to _____

and connect with people who value _____.

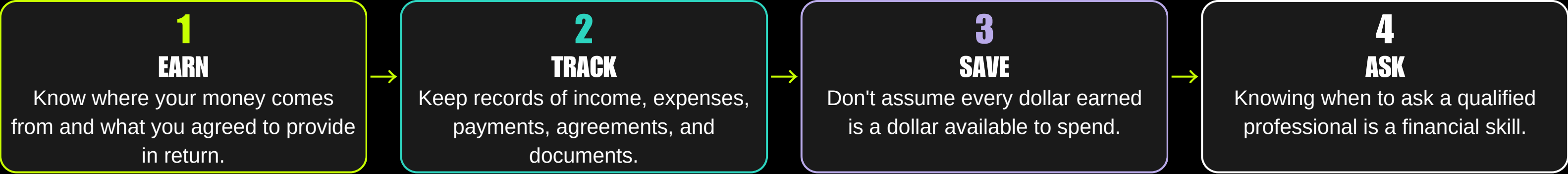
REMEMBER

You don't need thousands of followers. You don't need a logo or a content calendar. You need clarity on who you are, who you're for, and what you bring. Start there. The rest follows.

YOUR BRAND IS ALREADY BEING BUILT. THE QUESTION IS WHETHER YOU'RE BUILDING IT — OR LETTING OTHERS DEFINE IT.

KNOW YOUR MONEY

YOUR FIRST DOLLAR NEEDS A GAME PLAN.



THE \$500 NIL CHALLENGE

Imagine you receive \$500 from an NIL opportunity. Before spending anything, how would you divide it?

Taxes / Financial Obligations	\$ _____
Savings	\$ _____
Business or Brand Expenses	\$ _____
Personal Goals	\$ _____
Spending	\$ _____
TOTAL	\$500

What surprised you about the way you divided your money?

Important: NIL income may have tax and other financial implications. Keep accurate records and seek guidance from an appropriate trusted adult, qualified tax professional, financial professional, or school resource when needed. This guide is educational and does not provide individualized financial, tax, or legal advice.

FIND YOUR PEOPLE

EVERY GREAT ATHLETE HAS A TEAM. YOUR LIFE SHOULD TOO.

Mentorship isn't about finding one perfect person. It's about building a team of people who each bring something different.

YOUR PERSONAL STARTING FIVE

1

THE COACH

Someone who pushes you to improve.

Name:

2

THE CONNECTOR

Someone who introduces you to new people, ideas, or opportunities.

Name:

3

THE EXPERT

Someone who knows something you want to learn.

Name:

4

THE TRUTH TELLER

Someone who will be candid with you — even when it's uncomfortable.

Name:

5

THE EXAMPLE

Someone whose path, character, or choices you respect.

Name:

Which position on your Starting Five is currently empty?

Your challenge: Identify one person you could genuinely connect with this month — not because you immediately need something from them, but because you want to learn from them.

PROTECT YOUR WELL-BEING

YOU ARE A PERSON BEFORE YOU ARE A PLAYER.

Pressure to perform

Injury or recovery

Losing playing time

Recruiting uncertainty

Transfer decisions

Comparing yourself to others

Social media pressure

Balancing everything

Fear about life after sport

WHO AM I WITHOUT MY JERSEY?

THREE STRENGTHS

beyond athletic performance

1. _____

2. _____

3. _____

TWO SOURCES OF JOY

outside of sports

1. _____

2. _____

ONE PERSON

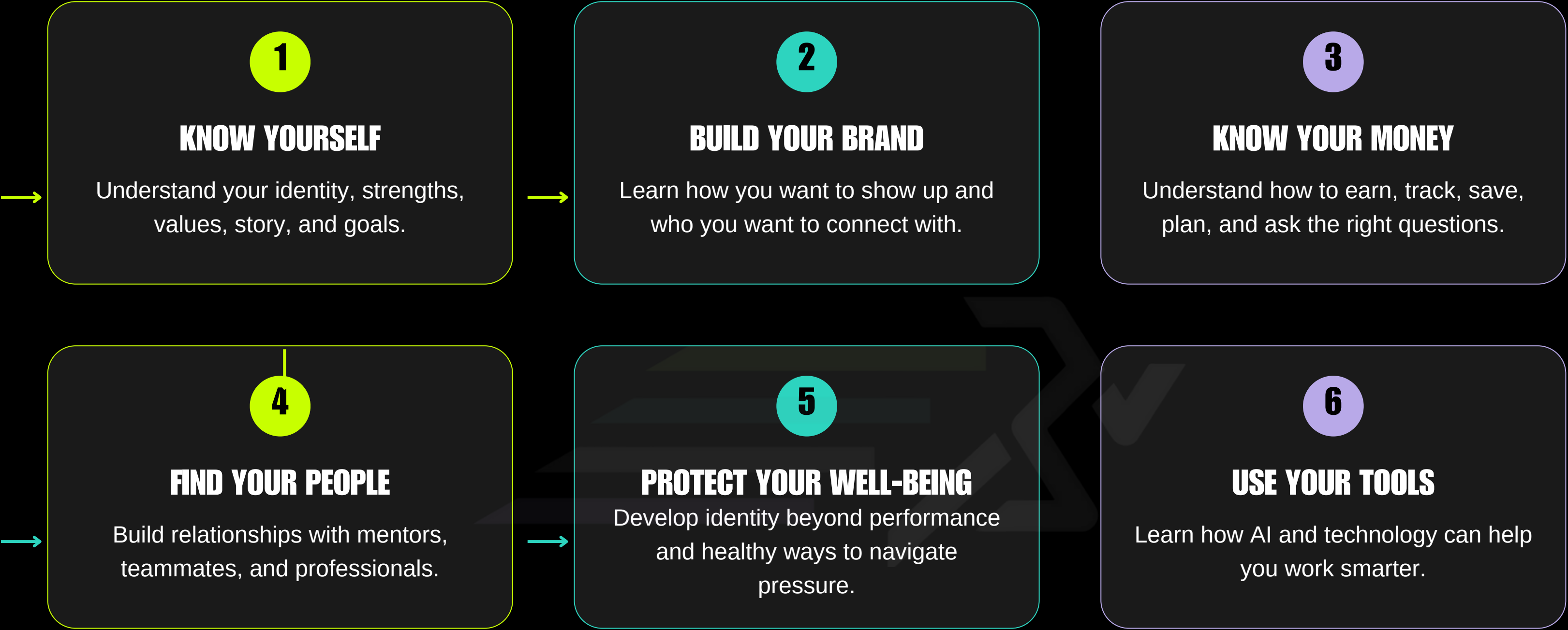
I can talk to when things feel heavy

ONE GOAL

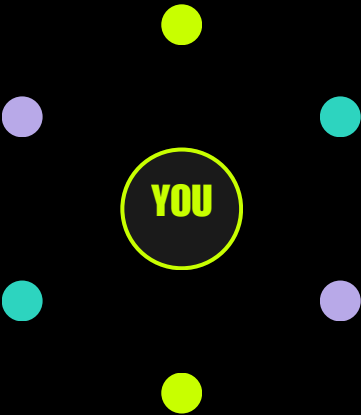
that has nothing to do with a scoreboard

Your performance can change. Your role can change. Your season can change. None of those things erase who you are outside of competition.
If you're struggling, reaching out to a trusted adult, counselor, or support resource is a way to use your team.

NIL IS THE OPPORTUNITY. YOU ARE THE FOUNDATION.

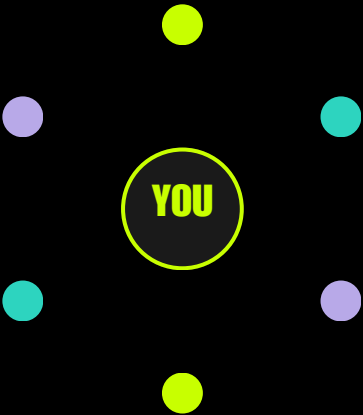


THE TOTAL ATHLETE



These aren't six separate parts of your life. Together, they make you a Total Athlete.

THE TOTAL ATHLETE



YOUR BRAND STARTS BEFORE THE BRAND DEAL.

NIL stands for Name, Image and Likeness. Athletes may have opportunities to earn compensation through brand partnerships, social media content, appearances, camps, merchandise, and endorsements.

Before asking "How do I get a deal?" start with:

"WHY WOULD THE RIGHT AUDIENCE OR PARTNER CONNECT WITH ME?"

YOUR STORY

What experiences
have shaped you?

+

YOUR PEOPLE

Who genuinely connects
with your story & sport?

+

YOUR VALUE

What can you offer
beyond follower count?

VALUE EXAMPLES: Authenticity, community connection, expertise, creativity, storytelling, credibility, local influence, engagement

MY BRAND IN ONE SENTENCE

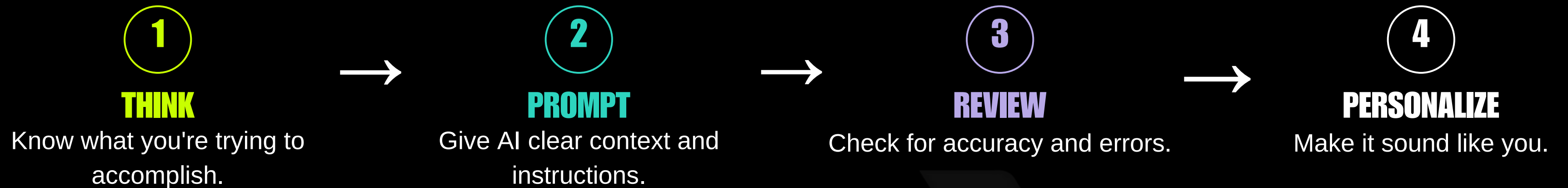
I'm a _____ athlete who cares about _____
and wants to use my platform to _____.

You don't have to pretend to be an influencer. The strongest brand is one you can actually live up to.

AI CAN HELP YOU THINK. IT SHOULDN'T THINK FOR YOU.

AI is a practical tool athletes can use responsibly for brainstorming content ideas, practicing interviews, improving bios, preparing for mentors, organizing goals, and exploring career paths.

THE TAC AI RULE



THREE STARTER PROMPTS

DISCOVER YOUR STRENGTHS

"I'm a [sport] athlete. Ask me five questions about my experiences, challenges, and accomplishments, then help me identify strengths I've developed through sports."

BUILD YOUR BIO

"Help me create a short professional bio. Before writing it, ask me questions about my sport, personality, interests, achievements, values, and future goals."

EVALUATE AN OPPORTUNITY

"I'm considering an NIL opportunity. Help me brainstorm questions I should ask a trusted adult, school resource, or qualified professional before making a decision."

Never blindly copy AI-generated information, misrepresent your experience, share sensitive personal information, or use AI in ways that violate academic, team, school, or other applicable policies.

SEVEN DAYS. SEVEN SMALL MOVES. ONE STRONGER FOUNDATION.

DAY 1

☐ **KNOW YOURSELF**

Choose three words that represent who you are.

DAY 2

☐ **CHECK YOUR BRAND**

Look at your social media as if you were a coach, mentor, or partner seeing it for the first time.

DAY 3

☐ **KNOW YOUR MONEY**

Complete the \$500 NIL Challenge.

DAY 4

☐ **FIND YOUR PEOPLE**

Identify who's on your Personal Starting Five and where you have gaps.

DAY 5

☐ **PROTECT YOUR WELL-BEING**

Do one meaningful thing that brings you joy outside of your sport.

DAY 6

☐ **USE YOUR TOOLS**

Try one of the TAC AI prompts and personalize what you learn.

DAY 7

☐ **DEFINE YOUR FUTURE**

Finish: Beyond my athletic performance, I want to be known for _____.

YOUR 7-DAY CHALLENGE

WHAT'S YOUR NEXT MOVE?

You know where you are. Now decide what's next.

1 KNOW MYSELF

One thing I learned about myself:

2 BUILD MY BRAND

One action I will take:

3 KNOW MY MONEY

One financial habit I will start:

4 FIND MY PEOPLE

One person I want to connect with:

5 PROTECT MY WELL-BEING

One thing I will do for myself:

6 USE MY TOOLS

One way I will use AI responsibly:

MY 30-DAY COMMITMENT

In the next 30 days, I commit to taking this one action:

Why does this matter to me?

YOUR GAME PLAN. YOUR RULES. YOUR FUTURE.

HELP US BUILD FOR ATHLETES LIKE YOU.

Every athlete's journey is different. Tell us where you need more support so TAC can create resources, tools, and experiences around what athletes actually need.

NIL

PERSONAL BRANDING

MONEY

MENTORSHIP

MENTAL WELLNESS

AI FOR ATHLETES

CAREER PREPARATION

LIFE AFTER SPORTS



SCAN. SHARE. HELP SHAPE WHAT'S NEXT.

Take our quick Athlete Check-In and tell us what would actually help you right now.

BONUS: Complete the check-in to be among the first to hear about new TAC resources, athlete opportunities, and mentorship experiences.

YOUR VOICE SHAPES WHAT WE BUILD NEXT.

YOU'RE JUST GETTING STARTED.

JOIN THE COLLECTIVE

Your sport is part of your story. It doesn't have to be the whole story.

You don't need to have everything figured out today. But you can start building now.

Know who you are. Understand your value. Learn how to manage opportunities.
Build relationships with people who help you grow. Protect the person behind the athlete.
Use new tools without losing your own voice.

That's what being a Total Athlete is about.

Stay connected for athlete resources, mentorship opportunities, tools, events, and what's coming next
from Total Athlete Collective.



SCAN TO JOIN



MORE THAN AN ATHLETE. BUILT FOR WHAT'S NEXT.

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