

98STRONG™

THE 98% - STRONGER TOGETHER

IN THE NEW AGE OF DIGITAL MARKETING AND SOCIAL MEDIA INFLUENCE, MONETIZING YOUR NAME, IMAGE, AND LIKENESS IS ONE OF FASTEST AND EASIEST WAYS TO RAISE BOTH AWARENESS AND MONETARY VALUE TO YOUR PLATFORM. AS STUDENT ATHLETES OURSELVES, WE UNDERSTAND THE LIMITED TIME THERE IS WITH PRACTICE, SCHOOL WORK, AND SOCIAL LIFE SO BELOW YOU'LL FIND A CHEAT SHEET ON HOW TO BUILD YOUR BRAND IN AS FEW STEPS AS POSSIBLE.

HOW TO BEST MONETIZE YOUR NIL



IDENTIFY YOUR BRAND

RECOGNIZE WHAT YOU WANT TO TALK ABOUT AND FIND OUT WHAT BRANDS CAN HELP YOU GET THIS MESSAGE ACROSS. ASK : WHAT DO I WANT TO PROMOTE?



UNDERSTAND YOUR AUDIENCE

LEARN ABOUT YOUR AUDIENCE, THEIR VALUES, AND INTERESTS. HOW OLD ARE THEY? WHERE ARE THEY FROM? WHAT DO THEY WANT TO SEE?



DEVELOP YOUR OWN VOICE

DEVELOP YOUR OWN ONLINE PERSONA BY TESTING OUT DIFFERENT IDEAS AND AESTHETICS. WHAT COLORS DO YOU LIKE? DO YOU WANT TO BE EDUCATIONAL OR FUNNY? SERIOUS OR WITTY?

LEGALITY OF NIL MONETIZATION

- **Triple Check Everything with Compliance Officer:** Review your school's compliance directions and do not post anything outside these guidelines.
- **Do NOT post ANYTHING with school IP:** Make sure any and all posts for social media include no school logos, team jerseys, practice fields, etc.
- **Confirm Brand's Legitimacy:** Before accepting any deal, confirm the brand you are posting for is legit and will not take advantage of your platform.