

# 3 WAYS TO GET THE MOST OUT OF NIL

Your personal brand is your business – Learn how to make smart decisions to maximize your opportunities.



## TRACK & DOCUMENT EVERYTHING

It's imperative to track and document everything, including details like sponsor point of contact, contract date and dollar value, compliance eligibility, approvals, etc.

Make sure you keep everything easily accessible in one place for sponsor communication, tax purposes, audit compliance, and more.

## USE DATA & ANALYTICS TO YOUR BENEFIT

All successful businesses analyze data to optimize and capitalize on opportunities. With all your NIL details in one place, you too can make smart decisions based on the data.

You'll be able to pull reports and identify the right type of opportunities going forwards without wasting your valuable time on deals that don't produce.



## BE YOUR BEST, EVERY DAY!



Don't let NIL opportunities distract you from being your best! As a student-athlete you should still be spending the majority of your time focusing on athletic and scholastic performance.

Complete activities every day to enhance your athletic performance, improve your health & wellness, and keep you on-track and performing academically.

Performulus provides a platform for student-athletes to document and track NIL opportunities. Universities can easily create automated processes to review and evaluate each opportunity for adherence to rules and guidelines, protecting the student-athlete's eligibility and the University's liability.

And as a holistic Athlete Development Platform, coaches can more easily focus on developing strong athletes and well-rounded individuals through goal setting and aligned personalized training and development plans. Daily activity plans focus athletes on developing their sport-specific skills, and can also include activities designed to enhance their health & wellness, character & leadership, academics, and career preparedness.

Learn more at [www.performulus.com/NIL](http://www.performulus.com/NIL)