

# NIL Tips

You've heard it all over by now nil or name image and likeness It seems to be all the talk of college sports these days and some say it might actually be taking away from the game itself Meanwhile stars are being born all throughout the NC A and they're using their athletic talent and personalities to market themselves to companies something that their very own universities have been doing for years But without the athletes seeing a penny of it what's going on everyone My name is Kyle Millis and I'm a former college athlete who is able to capitalize on in a non revenue generating sport Today we're going to look at the evolution of social media on college recruiting and talk about how college athletic departments are completely changing everything they're doing because of it Stick around until the end to find out my tips on how you can capitalize and monetize yourself as a college athlete And without further ado let's talk about how we got here in the first place on July 1st 2021 The NC A changed everything forever allowing college athletes to profit off their name image and likeness prior to this all college athletes couldn't monetize their likeness make money off camps autographs et cetera It's pretty much the main reason why E A stopped making those college sports video games because they couldn't pay the players for their likeness Athletes like Ryan Trahan and De Strang were forced to give up their college athletic scholarships and pursue youtube instead Now this activity wouldn't be frowned upon In fact it would have been celebrated by the NCAA You see when college athletes become content creators and are sharing their lives on social media they're actually impacting the next generation of college athlete recruits which brings me to my first topic how nil impacts recruiting Now there's plenty of ways that NL has impacted college sports recruiting but we're going to look at the top three reasons starting with the impact on future recruits High school athletes are all over social media these days eyeing where they're going to take their talents at the next level When they see their favorite college athletes posting a photo shoot day or a behind the scenes tour of their locker room That is what high school athletes are going to gravitate towards what many universities still don't understand today is that the athletes they currently have are becoming their number one recruiting tool It's not coaches wining and dining families anymore It's social media The second reason is that there's been a massive financial investment into nil by athletic departments while college athletes are out on the front sharing photos on their social

media College athletic departments have begun beefing up their NIL departments behind the scenes. This includes dedicated social media teams for athletes, photo shoot rooms, and information sessions on NIL, talking about how to grow your brand for athletes. But it isn't just about the resources alumni have built up. NIL funds that alumni are able to use as a tax write-off to funnel money to their favorite college athletes to come to their school. This has led to some high school athletes signing multi-million dollar deals with NIL funds. Before even stepping foot on campus. When you're getting recruited to colleges, you need to ask your future coach what is the alumni's involvement with NIL. And how can you get looped in. And third, while many would assume that football and basketball and other revenue-generating sports would have a disproportionate amount of opportunities, NIL has actually leveled the playing field more than many thought for a high school swimming recruit out there thinking, "ah, I can't make any money off NIL. You actually can." And don't worry, I'm going to lay out the blueprint for you to repeat it shortly. Athletes like LSU Gymnast Libby Dunn or lacrosse stars like Drip King are proving that less popular sports are still able to make an impact in NIL, and recruits should be taking note of this when recruits are looking at colleges. They should really be asking their coaches what is their outlook on NIL for their athletes. Now, lots of college coaches frown upon NIL because they believe it takes time away from their athletes focusing on their sport. And there's definitely some validity to this: all the spotlight and time spent building your brand will take away from time that you focus on your sport. My biggest counter to that rationale though is the impact of social media on future recruits. When I had recruits coming to CAL looking to swim, there were many of them said that they had already seen my YouTube videos and were already sold on the fact that they wanted to swim at CAL just because of a YouTube video they saw online. Social media definitely has its adverse effects. However, at least there's some good that can be done with college recruiting. Next, we have brands exploiting college athletes. Now, since the inception of NIL, brands have been looking to college to help promote their company, but not all of them are doing it in the most appropriate way. Brands exploiting college athletes is just a common reality of NIL, so it's up to the athletes to make sure they're doing their due diligence before accepting agreements with brands. So many young college recruits will get approached by brands, but it's important to know what you can and what you can't do, as well as what value are you providing to the brand. If there's an unequal balance in the payout, chances are the brand is most likely trying to exploit

you for your talent here Three things to look for to ensure that brands aren't exploiting you as a college athlete first up is look at the sender's email address I've gotten tons of brand deals that just seem too good to be true and that's because they were most of the time I can spot it within five seconds by just looking at the sender's email address someone from Nike Gatorade or even just a small apparel company isn't going to be emailing you with a gmail They're going to be sending it from their company work email So make sure to look out for that second read the terms of the agreement care lots of the time the deal might seem to be fair but the exploitation is actually in the fine print Make sure to check the rights that the brands have when distributing the assets that you give them Will this be used for a TV commercial Will this be used for an Instagram ad Make sure that if brands are repurposing your content that you're either getting compensated for it or they're promoting you for it And my third tip is to make sure you get paid Now this seems like the most obvious one but it's the stuff that people actually forget the most Lots of companies will say they're able to pay upon completion of the project But a lot of these times these terms are also adjustable If the brand just seems fishy make sure they pay you before you give them the content It's totally not unreasonable to ask and it's totally fine to walk away from deals that don't abide There'll be plenty more n deals The last thing you want is to complete all the work and then the company goes to So make sure you get paid up front or have specific terms by sticking to these three tips you'll have a leg up on your peers and know what to do when brands approach you Now that we know not to do with brands here are three tips that all college athletes can use to capitalize on nil the right way Lots of my teammates when I was in college came up to me and were always asking how I got NL deals and I thought I might as well just give you guys the full playbook Number one reach out to companies on Instagram and linkedin while you might assume that brands might just start lighting up for college athletes a lot of the time That's not the case Not all brand deals are inbound meaning that companies reach out to you most of the time especially when you're first getting started with nil you'll need to reach out to companies on your own for linkedin What you're going to want to do is go to the search bar and type in a company that you would like to work with from there go to the people tab and type in social media to find the persona that is running their social media accounts that you would need to reach out to from there Simply shoot that person a connection request with a message saying that you're interested in learning more about how you guys could partner together to

their social media and partnership teams This way you're reaching out to the exact person who's going to be handling your request and you'll have a much higher reply rate than just reaching out to the companies contact us on their website for Instagram What you're going to want to do is come up with a custom script to send to companies and then just start sending it out via DM to companies that you would like to work with that are attainable You're not going to get the Nikes on your first day of outreach on NL go for companies that you would use on your daily basis that are a bit smaller It might seem fruitless at first but this is how I got a of brand deals in college And from there the snowball just starts rolling as people see that you're doing brand deals and then more companies will reach out about doing future brand deals My second tip is finding the right balance between personal and athletic content When you choose to monetize yourself two brands as a college athlete they're actually looking at how much your social media can drive conversions for their brand Not even necessarily about how many points you're scoring on the courts If brands see you posting things on social media like going to parties or doing dumb things with their friends they're most likely not going to want to work with you Brands want to see you engage with your sport and with your audience which is how you will drive value for them Finding the proper balance between posting nl or branded content and personal content is going to be key in developing relationships with brands which brings me to my third tip represent your brand Well on social media it's important to remember on social media that with great power comes great responsibility your university brands and your followers will hold you accountable for the things you post on social media So make smart choices This includes drawing the line on what is appropriate to post an Instagram story from a college party might seem harmless but in reality you're representing something much larger than yourself And it's important to remember that when posting on social media you're impacting your brand additionally in representing your brand Well on social media you need to partner with companies that you actually use in your daily basis Not every brand deal is going to be a big name company and that's ok But don't push things on your followers that you yourself wouldn't actually use your followers will be able to tell and you'll lose credibility with your audience which will then in turn impact future brand deals While the quick cash grab might be nice make sure all things you do and represent on social media are bettering your brand not damaging it to all my high school athletes out there If you considering pursuing sports at the next level now is the time to start

leveling up your social media game In order to position yourself best for brands your social media has definitely become your brand and college coaches and companies are taking note of it There's no doubt that social media has changed the college recruiting process with the development of n if you want to learn more about the college recruiting process check out some of my other videos and subscribe to my channel so you don't miss a beat and without further ado I'll see you guys all next week