

NEXT STEP

WITH PASSION AND PURPOSE

Transitional Coaching with Willette White

5 ways that female student-athletes can increase NIL potential

- 1. Build your brand and your profile, build your audience**
- 2. Be a Storyteller, be authentic, share your personality**
- 3. Be consistent on sharing great content, put yourself out there**
- 4. Do not post inappropriate and harmful content**
- 5. Understand the landscape and competitiveness for student athletes**