

# The Business Sense of Name, Image, Likeness

<https://silosolo.com/726405>

## Summary

This silo talks about the key factors for student athletes in the NIL landscape, including the importance of consistency, professionalism, and maintaining a positive image on and off the field. It also emphasizes the need for parents and students to understand financial literacy, taxation implications, and protecting income. Living in California provides advantages in accessing the entertainment and media space, and student athletes can transition into viewing themselves as a business by prioritizing professionalism and positive social media presence. Protecting student athletes involves focusing on production, consistency, and maintaining a clean image both on and off the field, with social media presence being crucial.

## Silo sample questions

- What is the key factor for student athletes in the NIL landscape?
- What are the key considerations for parents and students in the NIL landscape?
- What are the advantages of living in California as a student athlete in the NIL landscape?
- How can student athletes transition into viewing themselves as a business in the NIL landscape?
- What are the important factors for protecting student athletes in the NIL landscape?

## Topics

NIL

Business

California

## Key Takeaways

- The key factor for student athletes in the NIL landscape is to focus on consistency, professionalism, and maintaining a positive image both on and off the field. Brands are looking for athletes who can maintain a clean image and deliver on endorsement deals with professionalism and excitement.

- Parents and students need to understand the importance of financial literacy, taxation implications, and protecting income. They should focus on building a team of trustworthy and reliable advisors, understand tax implications, and plan for long-term financial security.

- Living in California as a student athlete provides advantages in accessing the entertainment and media space, as well as the opportunity to attend schools with strong sports programs and alumni support. California's robust entertainment industry creates opportunities for student athletes to build their personal brands and secure endorsement deals.

- Student athletes can transition into viewing themselves as a business by understanding the importance of professionalism, consistency, and positive social media presence. They should treat themselves as a business and maintain a clean and professional image on and off the field, while also displaying excitement and professionalism when pursuing endorsement deals.

- Protecting student athletes in the NIL landscape involves focusing on production, consistency, and maintaining a clean image both on and off the field. Social media presence is

crucial, and student athletes should present their best selves while staying true to who they are and their personal brand.

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