

Build wealth. Avoid mistakes. Protect your future.

Master your money in the NIL era

Student-athletes earning NIL compensation require holistic financial and investment advice. Level up your game with this reference tool designed to help you navigate NIL income, build wealth, and protect your financial future.

Tackle taxes early

Why does it matter? NIL income isn't just a paycheck—it comes with tax rules that can trip you up. Getting ahead of it helps you keep more of what you earn.

Key Plays



Understand your tax game. NIL deals can trigger federal, state, and local taxes. An advisor helps ensure you're withholding the right amount.



Quarterly payments. You might owe taxes four times a year—miss one, and penalties can quickly start adding up.



Tax-advantaged accounts. Rely on your financial advisor and tax professionals to offer guidance and options.

Why work with an experienced advisor? They act as your advocate to coordinate with your CPA or tax professional to simplify tax filing, reduce surprises, and help you plan smarter.

Tackle taxes early. Do you know how much of your NIL income you'll owe in taxes this year?

(Write down questions you'd want to ask a tax professional)



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Stay ready off the field

Why does it matter? NIL income can be inconsistent. Budgeting helps you make the most of high-earning periods and stay afloat in between.

Key Plays



Build a “game-time” budget. Plan for the highs and the lows—NIL income often fluctuates.



Emergency fund. Save three to six months of expenses—so a setback doesn’t sideline you.



Handle debt like a pro. Avoid overspending and don’t let credit card interest eat into your financial future.

Why work with an experienced advisor? They can work with you to set up a personalized budget and spending tracker that flexes along with your income.

Stay ready off the field. *When your next NIL payment comes in, what’s your plan for it?*

(Write down where that money should go—spending, saving, taxes, or all three)

Build your post-game plan

Why does it matter? Athletes can have a time constraint on their playing career. Acknowledging that and investing wisely can ensure your earnings work for you long after the last whistle blows.

Key Plays



Invest for growth. A solid plan can help build financial independence.



Diversify, diversify, diversify. Don’t bet only on your sport or NIL—spread it out to reduce risk.

Why work with an experienced advisor? They partner with you to build an investment strategy that matches your unique goals, risk tolerance, and career stage.

Build your post-game plan. *If your playing days ended tomorrow, what would you want your money to do for you next?* (List at least one goal your investments should help you reach)

Run your brand like a business

Why does it matter? NIL means you're a business—and that means you need structure, protection, and a plan.

Key Play



Entity formation. An LLC could help lower your taxes and safeguard your earnings.

Why work with an experienced advisor? They can help you think like a business owner/entrepreneur and manage your off-field opportunities with confidence.

Run your brand like a business. *Do you think of yourself as a business? Why or why not?*

(Note one off-field opportunity you've been curious about)

Protect what you're building

Why does it matter? Estate planning isn't just for millionaires—it's about control, protection, and instilling confidence.

Key Plays



Wills and trusts. Ensure assets are protected for future generations, and make sure what's yours ends up where you want it.



Power of attorney and healthcare documentation. Decide who speaks for you if you can't.



Charitable giving. Support causes you care about—while maximizing tax advantages.

Why work with an experienced advisor? They can coordinate with attorneys to ensure your legal documents match your financial vision and support your passions in a tax-preferential way.

Protect what you're building. *If something unexpected happened tomorrow, who would make financial decisions for you?* (Write down someone you trust—or who you'd want to learn more from)

Defend your name

Why does it matter? When you're in the public eye, scammers see an opportunity to take advantage of you. Don't let them run with it and exploit you.

Key Plays



Identity theft protection. From fake accounts to stolen info—lock it down.



Opportunity filters. Not every investment pitch is a smart play. Let someone help you vet your deals.

Why work with an experienced advisor? They can help set up protection tools and collaborate with agents and management firms to act as a sounding board.

Defend your name. *Ever get pitched a “can’t-miss” investment deal? What did your gut say—and were you right?*
(Write down an offer that didn't sit right—and why)

Prepare for the unexpected

Why does it matter? An injury, illness, or accident can sideline more than your season. Insurance is protection for your potential.

Key Plays



Disability insurance. Protects your future earnings if a career-ending injury occurs.



Health coverage. Make sure you're protected beyond your school's plan.



Life and asset protection. Coverage for loved ones—and the things you care about.



Property and casualty insurance. Protect valuable assets like cars, homes, and personal belongings.

Why work with an experienced advisor? They can help match your insurance needs with your life stage, goals, and overall financial picture.

Prepare for the unexpected. *What's one part of your life you'd want to protect if an injury or emergency hit?*
(List it here—this can guide your insurance decisions)

Next play: Your financial game plan

Start strong with these moves:



Build a budget that works with your NIL income.



Open a Roth IRA or emergency fund.



Protect yourself with insurance coverage.



Team up with an experienced advisor to create a custom financial game plan.

Remember: An advisor is more than a resource—they are your financial teammate. There to help you grow, protect, and manage your money while you stay focused on your game.

Next play: Your financial game plan. *What's one move you can make this week to strengthen your financial future?*

(Write it down and talk it over with your advisor)



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