



# NIL + EARNINGS EXPLAINED

Name, Image, and Likeness (NIL) has dramatically altered the landscape of college athletics. Simply put, it allows student-athletes to profit from their personal brand. Before, athletes couldn't receive compensation for things like endorsements or social media deals. Now, they can. This shift represents a major change in how college sports operates, giving athletes new financial opportunities and more control over their image.

NIL opens doors for athletes to earn money through various avenues, from endorsements and social media influencing to autograph signings and merchandise sales. This allows them to benefit from their talent and hard work while still in college, potentially leveling the playing field for athletes from less privileged backgrounds. It also gives athletes greater control over their brand, allowing them to choose partnerships and shape their own marketing.

However, NIL also presents challenges. It's reshaping the recruiting landscape, as athletes now consider NIL opportunities when choosing schools. The relationships between athletes, coaches, and universities are evolving as they navigate this new era. The long-term impact of NIL is still uncertain, raising questions about its effects on competitive balance and the very definition of amateurism in college sports.

Learn more by visiting our blog:

<https://www.recruiting-blueprint.com/post/nil-contracts>

## RECRUITING BLUEPRINT