The Financial Advisor's Guide to NIL

3 Questions to Protect Your Client's Generational Wealth When Their Teenager Becomes a CEO

Here's what's happening: A 17-year-old signs a $50K NIL deal. The family comes to you asking about LLCs, taxes, trusts. You give brilliant advice. And six months later, the kid blows it all on a car, the parents are fighting about control, and your client relationship is now a cleanup operation.

Not because your financial advice was wrong—but because no one built the governance structure first.

The Three Questions

Before you create the LLC, before you discuss tax strategies, before anything—ask the family these three questions:

"Who's the General Manager of this family's NIL strategy?"

If the answer is "the agent" or "we're figuring it out," you've got a governance gap. And that gap will cost everyone.

"What are your family's non-negotiables?"

Money rules, decision rights, transparency agreements. If those aren't written down, the first big check will test every assumption—and someone will get hurt.

"What does success look like in 10 years?"

If the answer is "rich," you're building a glorified lottery ticket. If the answer is "a CEO who knows how to lead, build wealth, and fund what matters"—now we're talking generational.

Partner With a Parent GM™ Coach

When Wealth Advisors and Parent GM Coaches partner early, everyone wins:

- The Athlete keeps their character
- The Family keeps their peace
- You keep your client for life

I train Parent GMs™ so your financial advice actually works. I come in, deliver a 90-minute governance workshop for your athlete families, and then hand them back to you for the financial planning piece.

ParentGM™
Trusted to Protect, Guided by Love

Tanya Hughes

Olympian | NIL Architect | Coach
Parent GM Coach
Author: Suddenly CEO
Founder & CEO: Sportspreneurs

www.sportspreneurs.com