

Chapter 1 Resources

The World Changed

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before you move on. There are no right answers here, only honest ones.

1. For most of sports history, someone else decided what an athlete's name was worth. Now you do. What belief about money, ownership, or life after sport did you inherit from that old world, and are you sure it is still true?
2. The Cavinder twins could have kept cashing checks. Taking equity meant betting on themselves. Where do you find it hardest to bet on yourself, and what makes that bet feel so risky?
3. As you read how fast the world changed, did you feel more excited or more behind? Neither answer is wrong. Notice which one felt true, and ask yourself why.

BUILDER EXERCISES

You do not finish this chapter by understanding it. You finish it by building something. Each of these should take less than an hour, and each leaves you with something real.

1. Build your ladder. Draw your Builder's Ladder. Write the seven rungs on a single page. Then mark, with complete honesty, where you are standing today. Most people are surprised to find themselves stuck on rung two. That is not a failure. It is a starting line.
2. Audit your attention. List every form of attention you currently create. Followers, fans, an email list, a reputation in your town, the respect of your teammates. Then, next to each one, write what it converts into right now. The blanks you cannot fill are your biggest opportunities.
3. Run the Identity Discovery Framework. On three separate pages, write Performer, Person, and Builder. Fill the first with your roles and stats. Fill the second with your traits and values, the things true about you with no uniform on. Fill the third by combining the first two into things you could create. Keep these pages. We will return to them.
4. Choose one asset. From everything above, choose one asset to start building in the next thirty days. One skill, one relationship, one small project, one account you own. Write the first step, and put a date on it. Small is fine. Started is everything.

AI IN ACTION

Throughout this book, you will use artificial intelligence not as a toy, but as a thinking partner. Here is your first practice.

Open any AI assistant and give it something like this.

“Act as a sharp brand and business strategist. I am a [your sport] athlete with [describe your audience, following, and strengths]. Based on this, help me see myself the way a strategist would. First, list the assets I already have but may not recognize. Second, suggest three realistic ways I could turn my current attention into something I own. Third, ask me five questions that would help you give me better advice.”

Read the answer slowly. Some of it will be obvious. Some of it will be wrong. And somewhere in there will be at least one idea you had not considered, surfaced in thirty seconds by a tool that costs almost nothing.

Try a second prompt once you have done the exercises. Paste in your three identity pages, the performer, the person, and the builder, and ask the assistant to find patterns you missed and to name three kinds of value that only someone with your exact combination could create. You may be surprised by what it sees in you that you have stopped seeing in yourself.

That is the point. AI will not build your enterprise for you. But used well, it can help you see the rungs of your own ladder more clearly, and it never gets tired of helping you think.

One warning, and you will hear it in every chapter of this book. Do not let the tool do your thinking. It will happily hand you a plan you do not understand and a voice that is not yours. Use it to widen your view, then make the decisions yourself. The judgment has to stay human. It has to stay yours.

The athlete of the past had to figure all of this out alone.

You do not.