

Chapter 3 Resources

The Rise of the Builder

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before you move into Part Two. Write your answers down.

1. Has the word “entrepreneur” ever made you feel like building was not for you? Where did that belief come from?
2. Of the Builder’s Means™, who you are, what you know, and whom you know, which is your strongest right now? Which have you never tried to use off the field?
3. Where in your life or community do you see an opportunity that others are walking past?
4. Of the Builder’s Five Capitals, which one are you strongest in today, and which one have you neglected?
5. If you stopped thinking like someone who gets paid and started thinking like someone who owns, what is the first thing you would change this month?

BUILDER EXERCISES

Reading about building changes nothing. Doing it changes everything. Each of these takes under an hour.

1. Take stock of your Means. On one page, make three lists under three headings: Who I Am, What I Know, and Whom I Know. Be specific and be generous with yourself. This page is your starting inventory. You will be amazed how much you are already holding.
2. Hunt for opportunities. List three real problems you have personally felt or seen up close, in your sport, your community, or your own life. Beside each one, write a sentence on who would pay to have it solved. You are not committing to anything. You are training your eye.
3. Map your Builder’s Five Capitals. Score yourself from one to ten on each of the Builder’s Five Capitals: Human, Social, Brand, Financial, and Impact. The lowest score is not a weakness to hide. It is your highest-leverage place to start.
4. Name your enterprise. Write one sentence that finishes this thought: “Long after I stop competing, I want to own and be known for ____.” That sentence is the first seed of your Athlete Enterprise™.

AI IN ACTION

In the first two chapters you used AI to see your assets and your timeline. Now use it to see opportunities.

Open any AI assistant and give it your Builder's Means™, then ask it to scout.

“Here is who I am, what I know, and whom I know: [paste your three lists]. Act as an opportunity strategist. Based only on these means, identify five real problems I am unusually well positioned to solve. For each one, name who would pay for the solution, and describe the smallest possible first experiment I could run this month to test it without risking much.”

What comes back will be a mix. Some ideas will be obvious, some will be off, and at least one will likely make you stop and think. That one is worth more than the price of this book.

Then take it one step further. Ask the assistant to look at your five answers and tell you which single opportunity best fits your strengths and could grow into something lasting. Use it as a sparring partner, not an oracle.

The same rule holds as always. The tool can widen your view and speed up your thinking. It cannot tell you what you care about or take the first step for you. The vision stays human. The vision stays yours.