ATHLETES WHO BUILD

Chapter 7 Resources

Build Ownership

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. If your income stopped tomorrow, how long could you live on what you actually own? That number is a clearer picture of your wealth than your salary is.

2. What have you bought recently that you assumed was an asset but is really a liability, quietly taking money out of your pocket?

3. Of the four forms of ownership, equity, real assets, intellectual property, and cash-flow businesses, which do you already own a piece of, and which have you never touched?

4. Do you have a real, qualified team protecting your money, or are you trusting one person with too much?

BUILDER EXERCISES

Wealth is built by conversion, not intention. Each of these takes under an hour.

1. Build your balance sheet. On one page, make two columns: assets that put money in your pocket, and liabilities that take it out. List everything you own under the right one. This is your Builder's Balance Sheet, and it tells the truth about your wealth.

2. Learn one form. Pick one of the four forms of ownership you understand least and learn it deeply this quarter, using the AI tutor from chapter four. You cannot own well what you do not understand.

3. Ask for the piece. Look at your next opportunity, deal, or partnership and write down how you could take ownership in it rather than only a payment. Then ask for it.

AI IN ACTION

Money is the area where most athletes feel least prepared and are most afraid to look foolish asking questions. This is exactly where a patient, judgment-free tutor changes everything, as long as you remember what it is and is not.

Use AI to learn, not to pick. Try this.

> *"Act as a financial educator, not an advisor. Explain, in plain language, how [equity, index funds, real estate, royalties, or any term you do not fully understand] actually works, including how it makes money and what the real risks are. Then quiz me until I can explain it back to you clearly."*

You can also use it to prepare for the humans who will manage your money. Ask it to help you build your balance sheet, to list the questions a smart person would ask before signing a deal, or to explain what a fiduciary is and why it matters. Walk into the meeting with your real advisor already understanding the language. That alone will protect you from a great deal of trouble.

Now the hard line, and in this chapter it matters more than any other. AI is not your financial advisor, and it cannot tell you what to buy. It can be confidently wrong, it does not know your full situation, and it has no duty to protect you. Use it to understand, to prepare questions, and to stress-test the downside of an idea. Never use it to make the decision. The decision belongs to you, informed by real professionals who are accountable to you.