

THE FINANCIAL PLAYBOOK

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The Financial Playbook:

MONEY PSYCHOLOGY

Understanding Your Relationship with Money, Pressure, and Protection



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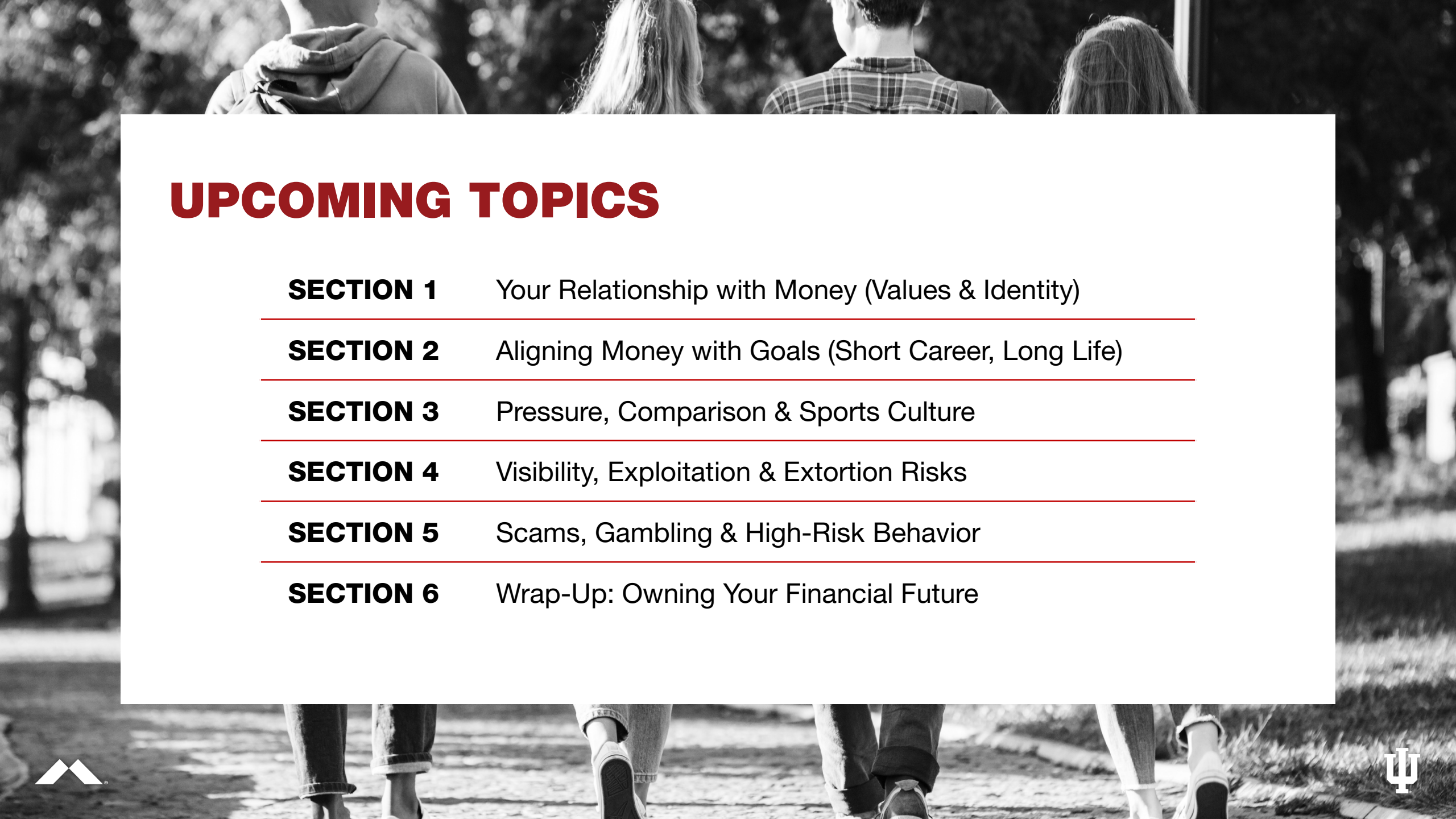
INTRODUCTION

Facilitator Introduction/Welcome

Why We're Starting Here

- Money decisions are emotional—not just financial
- Student-athletes face **unique pressure, visibility, and opportunity**
- This course is about:
  - Awareness
  - Protection
  - Long-term thinking





UPCOMING TOPICS

SECTION 1	Your Relationship with Money (Values & Identity)
SECTION 2	Aligning Money with Goals (Short Career, Long Life)
SECTION 3	Pressure, Comparison & Sports Culture
SECTION 4	Visibility, Exploitation & Extortion Risks
SECTION 5	Scams, Gambling & High-Risk Behavior
SECTION 6	Wrap-Up: Owning Your Financial Future

SECTION 1

Your Relationship with Money (Values & Identity)

> *Money decisions are rarely just about math—they're shaped by values, emotions, background, and identity. Understanding **why** you make financial decisions is the foundation for making better ones.*

WHAT ARE VALUES?

Values are the people, beliefs, and priorities that matter most to you and guide how you make decisions.

- Values influence:
  - How you spend money
  - How you save (or don't)
  - What feels "worth it" to you
- When your spending aligns with your values, money feels purposeful.
- When it doesn't, money often becomes a source of stress or regret.

> There is no universal "right" way to use money—only choices that either support or conflict with *your* values and goals.

SCENARIO:

TWO ATHLETES, SAME INCOME, DIFFERENT CHOICES

Jordan and Malik are teammates.

Both recently earned the same amount through student-athlete income opportunities.

JORDAN

Jordan grew up in a household where money was tight. Financial security matters deeply to Jordan.

- Jordan puts a portion of earnings into savings.
- Sets aside money for future expenses after college.
- Limits spending, even when teammates spend freely.

MALIK

Malik grew up in a household where money was more available, and experiences and status were emphasized.

- Malik spends more on clothes, travel, and social experiences.
- Feels pressure to “look successful” as a visible athlete.
- Assumes more income opportunities will always come.

Both athletes made choices that feel logical *to them*—based on their values and experiences.

INTERACTIVE EXERCISE :

WHAT DOES MONEY MEAN TO ME?

- What does money represent to me *right now*?
  - Freedom?
  - Security?
  - Status?
  - Support for family?
  - Opportunity?
- Which values most influence how I spend or save?
- How has becoming a student-athlete changed how others see me financially?
- How has it changed how *I* see myself?

REMEMBER:

Values = People, beliefs, and priorities that matter most to you





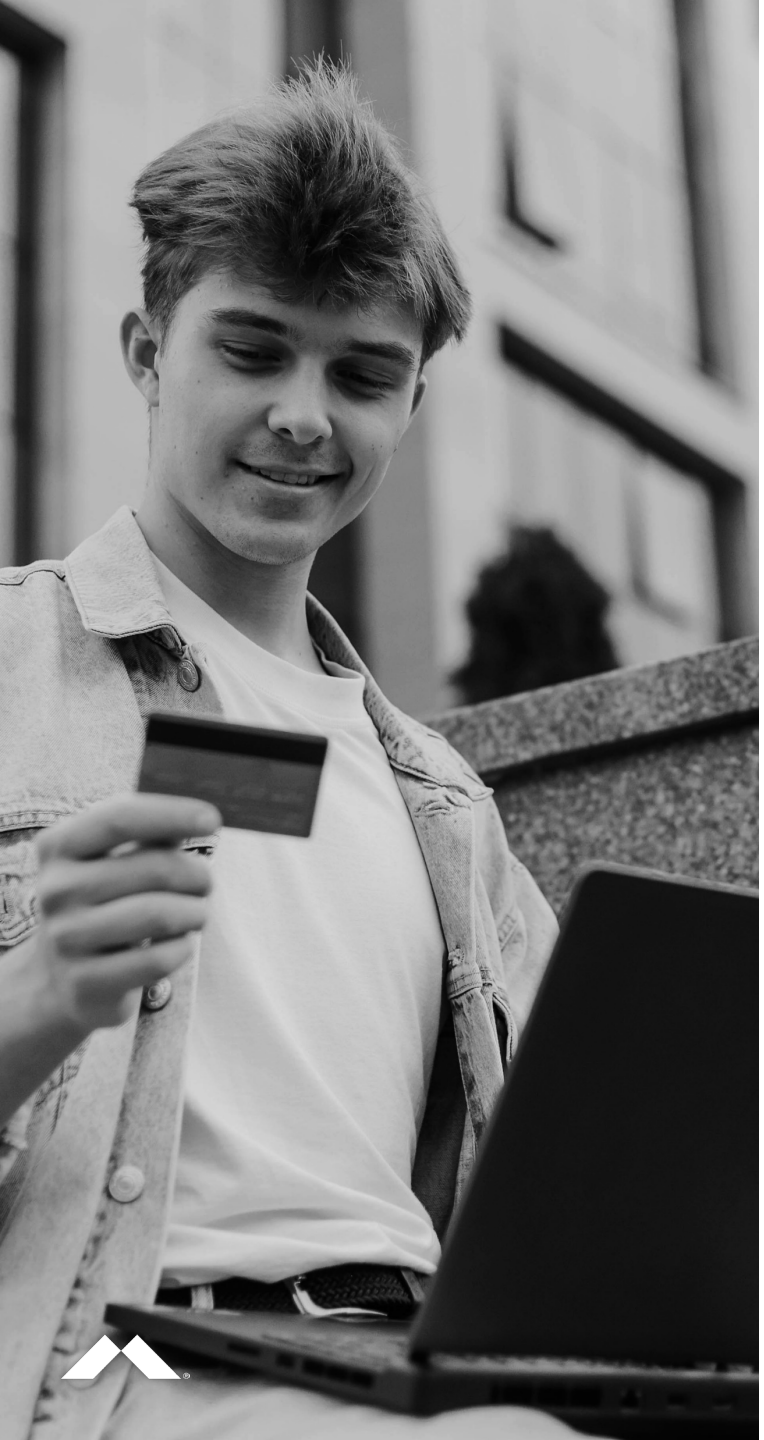
KEY TAKEAWAY

Understanding your values doesn’t tell you **what** to do with money—it helps you understand **why** you do it. And that awareness is the first step toward control, confidence, and protection.

SECTION 2

Aligning Money With Goals (Short Career, Long Life)

> *Athletic careers are often short—financial consequences are long. Setting SMART goals helps you achieve your hopes and dreams for the future by providing a realistic plan to follow.*



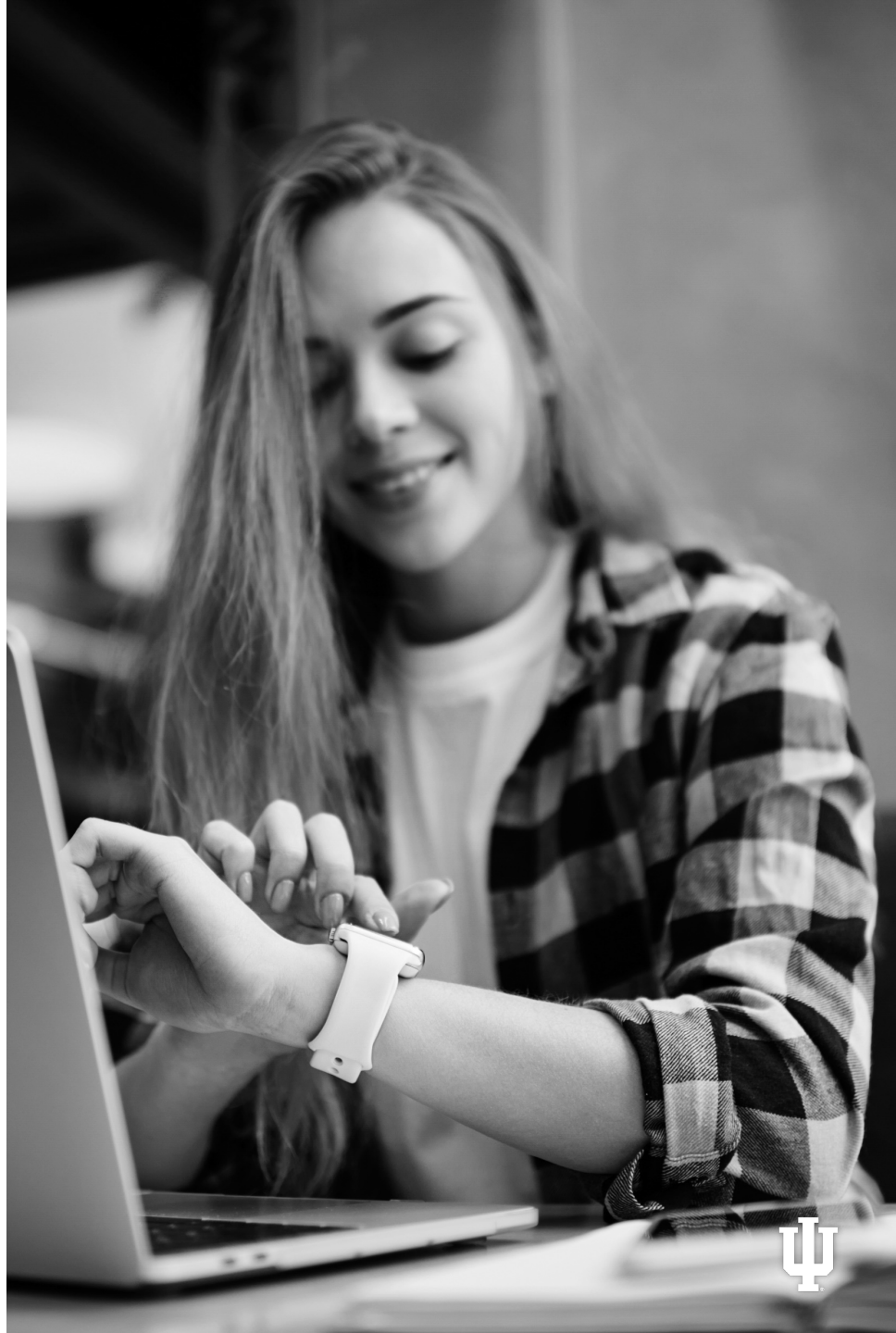
KEY POINTS

- Common emotional triggers:
  - Big win = Celebratory spending
  - Loss or injury = Retail therapy
  - Stress = Impulsive online purchases
- Money anxiety can exist **even when income is high**
- The goal isn't restriction—it's **awareness and control**

PRACTICAL STRATEGY

Build a Pause

- Delay non-essential purchases 24–48 hours
- Ask:
  - Does this align with my goals?
  - Am I buying this because I want it—or because I feel pressure?



STUDENT-ATHLETE SMART GOALS

Goals may include:

- Finishing college debt-free
- Supporting family responsibly
- Preparing for life after sports
- Protecting eligibility and reputation

APPLIED EXERCISE

Each athlete writes **one short-term money goal** (this season/year) and **one long-term goal** (post-college).

Specific

Measurable

Action-based

Realistic

Time-bound

SECTION 3

Pressure, Comparison & Sports Culture

> *Pressure doesn't come only from ads—it comes from teammates, social media, fans, and expectations tied to performance. Even when you know your values,* ***external pressure can push you to act against them****—especially in competitive, visible environments like college sports.*



KEY POINTS

- Financial pressure in sports often comes from **external signals**, not personal need
- Pressure is amplified by:
  - Team culture
  - Public visibility
  - Performance expectations
- These pressures can slowly pull athletes **away from their values** without them realizing it

WHERE THE PRESSURE COMES FROM

Financial peer pressure in sports looks different:

LIFESTYLE COMPARISON

- Cars, clothes, travel
- Off-season spending

SOCIAL MEDIA

- Highlight reels that show success, not consequences
- Perception that everyone is earning and spending more

ASSUMPTIONS

- “You’re an athlete—you must be getting paid”
- “Another deal will come”

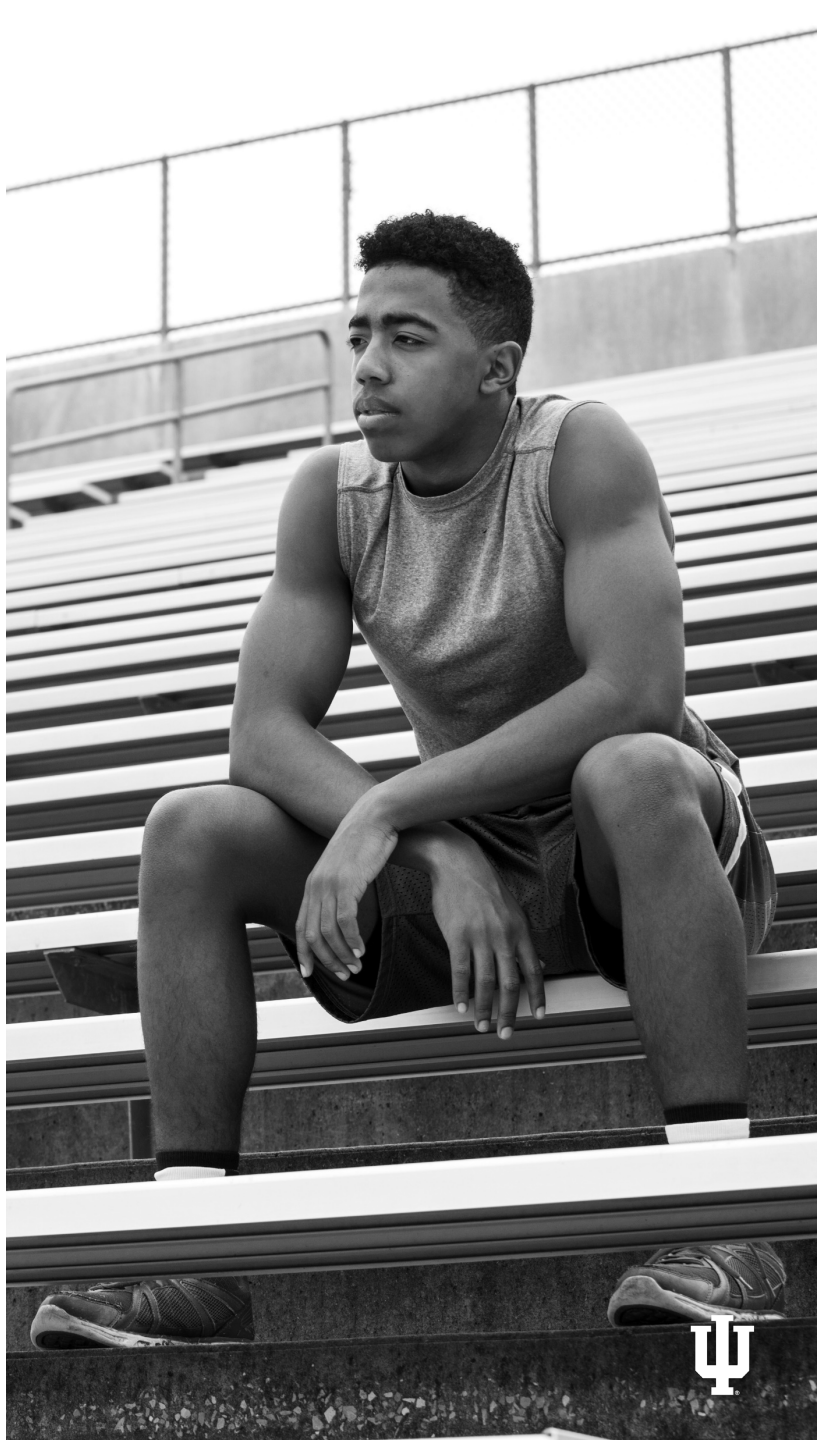
Key Distinction: This pressure doesn’t ask, *“What matters to you?”*
It asks, *“How do you look to others?”*

REALITY CHECK: STUDENT-ATHLETE INCOME

- Student-Athlete income is:
  - Not guaranteed
  - Often short-term
  - Sometimes irregular or unpredictable
- Lifestyle choices made under pressure can last longer than the income itself

APPLIED DISCUSSION

Think back to Jordan and Malik from the previous section.



REFLECTION QUESTIONS



- What external pressures could pull *either* athlete away from their values?
- How might social media or teammates influence their decisions over time?
- What would help each athlete stay aligned with their own priorities?
- Where do you feel the most pressure in your own life—team, social media, family, fans?



KEY TAKEAWAY

- Knowing your values is step one
- Recognizing pressure is step two
- Managing pressure is what protects your money

SECTION 4

Visibility, Exploitation & Extortion Risks

> *Scammers and exploiters go where the money **and attention** are.*

WHAT IS FINANCIAL EXPLOITATION

- Fraudulent or otherwise illegal, unauthorized or improper act or process of an individual that uses the resources of another person for financial benefit, profit or gain.
- Actions that result in depriving a person of rightful access to or use of benefits, resources, belongings or assets.



WHO IS AT RISK?

- Anyone can be the victim of financial exploitation
- Financial exploitation crosses all social, educational and economic boundaries





WHY ARE STUDENT-ATHLETES AT RISK?

- Scammers go where the money is
- Visibility increases exposure
- Attention attracts:
  - Requests
  - Pressure
  - Exploitation

WHO MIGHT PRESSURE YOU FOR MONEY?

- Friends or acquaintances
- Family members
- “Advisors” or investors
- People offering “opportunities”



RED FLAGS TO WATCH FOR

- “Don’t tell anyone”
- “This has to happen now”
- “You owe me”
- Emotional pressure tied to loyalty or fear





KEY TAKEAWAY

Being generous is not the same as being vulnerable.

Athletes should never feel guilty for:

- Saying no
- Asking questions
- Slowing decisions down
- Involving trusted advisors
- Asking for help

SECTION 5

Scams, Gambling & High-Risk Behavior

*“ Scams aren’t always obvious—and student-athletes are attractive targets because of **money, visibility, and access**. Knowing the warning signs helps you slow down and protect yourself before damage is done.*

Pressure + Urgency + Secrecy = Danger ”

THE FOUR SIGNS IT'S A SCAM

If you recognize **any one** of these signs, stop and pause.

If you see **more than one**, it's almost certainly a scam.

1. **Scammers Pretend to Be Someone You Know or Trust**
2. **Scammers Pressure You to Act Immediately**
3. **Scammers Create a Problem—or a Prize**
4. **Scammers Tell You to Pay in a Specific Way**

1 SCAMMERS PRETEND TO BE SOMEONE YOU KNOW OR TRUST

SCAMMERS OFTEN POSE AS:

- A bank or financial institution
- A government agency (IRS, Social Security, law enforcement)
- A brand, sponsor, or NIL-related business
- A charity or organization connected to athletics

WHAT THIS LOOKS LIKE FOR STUDENT-ATHLETES:

- Calls, texts, or emails that look official
- Fake caller ID or email addresses that appear legitimate
- Messages claiming to be from a brand, sponsor, or compliance-related entity

Key Reminder: Technology makes it easy to fake phone numbers, email addresses, and logos.

2 SCAMMERS PRESSURE YOU TO ACT IMMEDIATELY

Scammers rely on urgency so you don't have time to think—or ask questions.

THEY MAY:

- Tell you not to hang up or talk to anyone else
- Claim something bad will happen if you don't act now
- Say your account, eligibility, or reputation is at risk

PRESSURE PHRASES TO WATCH FOR:

- "This needs to be handled right now"
- "If you wait, it will get worse"
- "Don't tell anyone—this is confidential"

Key Reminder: Legitimate organizations give you time to verify and think.

3 SCAMMERS TELL YOU TO PAY IN A SPECIFIC WAY

Scammers often use **fear or excitement** to get your attention.

THEY MAY SAY:

- You owe money
- There's an issue with one of your accounts
- Someone you know needs urgent help
- You've won money, a prize, or a special opportunity

STUDENT-ATHLETE–SPECIFIC EXAMPLES:

- "There's a problem with your NIL payment"
- "Your account needs verification to release funds"
- "You've been selected for an exclusive deal—but there's a fee"

Key Reminder: Your bank, the IRS, and legitimate businesses will never call, text, or DM you asking for account numbers, passwords, or verification codes.

4 SCAMMERS CREATE A PROBLEM—OR A PRIZE

This is one of the biggest red flags.

SCAMMERS OFTEN INSIST YOU PAY USING :

- Gift cards
- Money transfer services
- Cryptocurrency
- Peer-to-peer payment apps
- A check they send you (which later turns out to be fake)

COMMON SETUP:

- They send you a check
- Ask you to deposit it
- Then tell you to send some or all of the money back

Key Reminder: If someone tells you how you must pay, it's almost always a scam.

PERSONAL SAFEGUARDS

NEVER SHARE

- Account logins
- Verification codes
- Personal details via text or DM

USE

- Strong passwords
- Two-factor authentication
- Trusted financial institutions

PAUSE AND VERIFY

- Talk to someone you trust **before** making big decisions



KEY TAKEAWAY

- Visibility increases risk—but awareness reduces it
- Urgency + Secrecy = Danger
- If something feels off, it probably is
- You are never wrong for slowing down or asking for help

WHAT TO DO IF YOU'RE UNSURE

Before acting:

- Stop
- Don't respond
- Talk to someone you trust
- Contact your financial institution directly using a number you know is real

REMEMBER:

Asking questions protects your money, your reputation, and your future.



GAMBLING: A HIGH-RISK TRAP

Why Gambling Is Especially Dangerous

- Feeds competitiveness and confidence
- Promises fast money
- Highly addictive behavior
- Can lead to:
  - Financial loss
  - Mental health strain
  - Eligibility and compliance issues





CLEAR MESSAGE ON GAMBLING

What Gambling Is—and Isn't

- Gambling is **not income**
- Gambling is **risk**
- Gambling can affect:
  - Your finances
  - Your reputation
  - Your future

SECTION 6

Wrap-Up – Owning Your Financial Future



FINAL REFLECTION

Ask yourself:

- What is one habit I want to change?
- Who can I go to for help?
- How can money support—not distract from—my goals?

Anyone want to share your reflections with the group?



CLOSING KEY TAKEAWAYS

You don’t need to know everything about money today. You **do** need to know how to protect yourself, pause under pressure, and think long-term.

Questions?