

STAR POWER in RETIREMENT:

**HOW to TURN a FEW YEARS
OF PLAYING PROFESSIONAL
SPORTS INTO a LIFETIME OF
WEALTH, INFLUENCE & FAME**



Lorenda Phillips

Star Power in Retirement

How to Turn a Few Good Years of Playing
Professional Sports In to a Lifetime of
Wealth, Influence & Fame

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for Pro Athletes

Introduction

If you are currently a professional athlete, start inventing your future NOW. It's right around the corner, and most of you are not ready.

I know, I know, I know. Parents, relatives, friends, coaches, teachers told you from knee high if you made it in your sport, you would make it in life. They were wrong. If you "make it" in your sport you make it to the top of your sport. Period. Congrats, but it's not a life time ticket for "you've made it". And, with the average newly retired age of 27 years old, there is a lot of life to go from there.

The other nasty news: what you tell yourself after receiving the first check of your contract. It's more money than you have seen in your life, so it's natural to think you have won the lottery! Heck it's better than that. Not only do you have money, but you have fans and fame for doing what you love. Life is sweet. That's what you tell yourself when you begin to purchase homes, cars and jewelry. The money can go fast with the newly acquired millionaire mindset. And, it does.

Now for the good news. Yes, there is good news! You can have a great, thriving, and joyful life, but to create that future you'll need to start working towards it now. I am not talking about putting your new found money in risky stocks or real estate, with false promises to keep your millionaire status, but rather, investing in a much better return on investment - YOU. This is putting your time, energy and intention working on what is next for you. After all, you made it this far, **you** made it to the pros for heaven's sake!! And you can put that talent towards developing yourself for the next phase of your life.

In fact, you are ahead of the game. If you develop your connections while playing it will be easier. Why? Because while you are playing, you have the ear of the high-level people who can help you, who can connect you to the right people. You have star power and you want to use it now while you still have it. Can you think of any other individuals in your age range who have that kind of leverage?

This is what Herman Edwards, NFL Player and Head Coach, said about professional sports.

"It's an opportunity, not a career. The smart guys already know what they wanted to do before they left football". Be one of the smart guys.

There is a narrative out there that I want to address and it is that players cannot play 100% in their sport while putting any attention to setting up their

next career. This is simply not true. You can get yourself ready for what is next, AND play professional sports, managing those two important concerns when appropriate. Doesn't that make more sense to you? If you did have a handle on your next move, wouldn't that give you peace of mind, resulting in even more focus on your playing ability? I think so.

That's why I have developed a company, Retired From Sports. We help professional athletes transition to what is next for them by providing coaching and consulting to help them navigate through the stages of building a new career. We think it is very important to begin, as soon as possible.

Warning! If you want to simply enjoy your wonderful salary today without facing the reality of your near future, don't read this book. I mean it. Instead, give it to a fellow player and see what he does with the help in these pages.

If your aim is to have wealth, influence and fame in retirement, then go ahead and read this book!

I want to thank Mychal Thompson, of ESPNLA Now on KSPN AM 710, and Sam Amick, of USA Today Sports, for graciously listening to my vision while on a plane ride from Oakland to LA. It was their enthusiasm that moved me forward to provide support for major league players in their transition for what is next.

Cheers,
Lorenda Phillips
Los Angeles
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Part I

Key Reasons Why Athletes Go Broke After Retirement It's All About
the Money...Sort of

Chapter One:

Making a Mess of the Money

Sports Illustrated reported in 2009, that 78% of NFL retirees declare bankruptcy or financial stress within two years after retirement. How does that happen? Aren't these players paid well? What happens to all the money? Was Sports Illustrated wrong?

The average player's retirement age is 27 years old and most do not make the overall money they need to make to be financially successful, even though they make millions while they play.

Let's do the math using an average salary, average expenses, and the average playing life of an NFL athlete:

$$\begin{aligned} & 3.3 \text{ average years of total playing} \\ & \times \$1,900,00 \text{ per year average income} \\ & = \mathbf{\$6,270,000 \text{ total income}} \\ & - \$3,323,100 \text{ Professional expenses (53\% in income} \\ & \quad \text{tax, agent's fees, additional expenses)} \\ & - \$1,650,000 \text{ Personal expenses } \$500,000/\text{yr} \\ \hline & \mathbf{\$1,296,900 - Total left over for retirement} \\ & \text{which will last you approximately 2.6 years!!!} \end{aligned}$$

The point in this exercise is: you make less than you think. You might be saying, heck I know how to subtract my income from my expenses! Yes, you do. But, when people have told you for years that if you make it to the major leagues you will be a millionaire, you believe it. And, when you see those huge paychecks come in, you actually think you are. You are making big money. But, this is the whole deal about money: it's not what you make, it's what you keep. If you make close to \$2,000,000 a year for 3.3 years, and you subtract all the expenses and taxes while you are playing, you end up with 2.6 years of money upon retirement. Whether you want to face it or not, that's the math. The *Sports Illustrated statistics* are pretty accurate. The point is, the money does not last long. You need to prepare for this reality.

All the rest of you players shouldn't be too smug about these NFL players' figures, because you are right behind them, keeping slightly more money than they are.

A Peek at the Financial Panic

Upon retiring, an NFL player has about 2.6 years of money left. See above for the calculation. For the average person, \$1.25M (\$500,000 x 3.3) is a lot of money. Put into a safe investment, it could earn an additional \$80,000 interest yearly, after taxes about \$60,000. But pro players are not your average Joe. That money will not cover their yearly nut.

Often they will panic when they realize the money does not stretch as much as they thought. Then they start to consider high risk investments for high rates of return, so they can get back to the money they had while playing. This is the point of no return. Very few athletes EVER make good on those high-risk investments, even if the wealth management company is on the Players Association approved list! Just last year 60 minutes did a piece called *Thrown for a Loss*, about a real estate investment firm that roped mostly NFL players into a casino scheme in Alabama. Bottom line, they lost all of the \$43 million dollar investment. They lost all of their money! Gone. Some were able to recoup monies with sponsorships and other deals, but many were not able to. One of the well-known players who participated in this bad investment, Vernon Davis, said this about his involvement:

"I take most of the blame. As athletes and players in the NFL, I think we should take the blame because we can change it. We can change it. We just gotta wake up".

Who Am I?

Just think of it. The vast majority of you have been playing sports for most of your lives. You know yourself as a shortstop, or point guard, or corner back. It's not only what you do, and do better than millions of athletes, it is who you are. You are the person who is in the spotlight, takes interviews, enjoys the rave of the fans, and all the additional perks that come with being today's celebrity athlete. Not only do you become this professional, specialized person, you get well compensated for it. This high financial status can further confirm your identity.

When you get released, it is a different story. Not only do you lose your future contracted money (this happens in the NFL), you lose your support. Teammates, coaches, agents, physical therapists, and those wonderful fans begin to disappear. When your professional life ends, you can lose your place in the world. This can be your most difficult burden as you transition to your next phase in life. How can you create a new future, when you lose who you are and your value? This phase is common for many people in and out of sports. When the heads of companies leave their positions, they also experience this loss of identity. You are not odd because you experience this void, and you are not alone. This is the time to get lots of support and connect with existing and new friends who are working ambitiously in their careers.

You also can lose your purpose, your role in life. One day you are playing a game, the next you are released. I know it does not happen exactly this way, but it may seem like it. You were on a team, learned the plays, practiced and gave it your all. Sports "called" you and you stepped up. If you are retired or going to retire soon, it is time to step up to your new challenge – what is next? And, the first stage is to discover who you are and what is your purpose now. You may even create a new journey that was better than sports. One of the star players in the NBA we all know, told the world he was HIV positive, left basketball, and re-invented his life. His name: Magic Johnson.

The Power of Scheduling and Structure

When you schedule an event; a call, an appointment, a practice, it is really a promise to do something at a specific time. As an athlete, you know about schedules. You have your routines like when to hop on a plane, what days you are in LA, Houston or Cincinnati, when to be in the locker room before a game. Your schedule is intertwined with your role of professional athlete.

When you retire from sports you lose the structure you had for years from high school to college to the pros. You also lose the structure within the game; the plays, strategies and the execution. You do not see how ever-present structure is, how powerful it is, until you lose it. Clearly, you do when you retire.

Kobe Bryant recently stated that the team must learn and understand the structure of the game to be a championship team. He also stated that he had to learn a new structure to begin his new role. So too do all professional athletes who wish to continue to live a great life.

Tip: While you are playing, begin to build other structures for retirement. Schedule transition time, meet new associates/friends, and create new daily activities in order to build your new life.

You are Young

Being young is great. What comes with your youth is your strength, passion and determination. You are at the top of your physical agility and power, and your youth is fundamental to your success. An older NFL player playing over 15 seasons was asked how he could physically keep in the game. He replied that as he lost his physical ability, he increased his football intelligence. It's experience that gives him that edge to keep playing well. The older players have that advantage, and the younger players strive to attain it. You cannot take a shortcut, you have to gain experience.

Same goes with life. Enjoy your youth and all the gifts you have because you are in professional sports. Work hard and play hard. Just be watchful.

I have two warnings for you that if you can remember them, they will be

helpful. First, most people do not have your best interests at heart. They may sound as if they do, but they don't, they have theirs. There is nothing morally wrong with this, it is human. This tip is helpful to remember when someone approaches you with a great deal or idea, check it out first.

The second warning is that people will want something from you. You might have already experienced this behavior from others. It starts with the easy things, and then it moves to the harder things. When you get to the pros and begin to make those large paychecks, it gets harder to say no when people ask for favors and money. After all you have everything, right? Never mind that you have a specialized talent, and have worked for years for it. I know it is not just "people", sometimes it is family or friends. It is tough to say no.

My advice is to take a deep breath (really, maybe even two), don't say yes as an automatic response, and give yourself some time to think about it.

You cannot shortcut experience, just like in sports, but you can ask for support from those you trust who have experience to guide you. If you hesitate to ask for support, you probably know already, their answer will be "no, don't do it". Things that are hard, need to be practiced, as you already know. Keep practicing, because the consequences of not thinking what is best for you, can be a hardship later on. Just re-read what Vernon Davis said after he and others lost millions in a real estate scheme. I invite you to aspire to be the experienced man, and use some "life intelligence" as soon as possible.

Health is the Foundation

One's physical and mental well-being are fundamental to enjoy life. This really comes home if one gets injured while playing professional sports. Recently looking at the Injury List for the NFL, before training camp, there were 15 names on the injury list and 5 with OUT next to their name. 5 OUTs before anything starts!! The NFL players experience many injuries in the first part of their season because their bodies are not ready. There were 33 notable injuries in 2016 season (notable means for the most part they were out for the season). As you know, you are paid while on the injury list but if you are badly injured, you will leave the list and be released. The short of it is, you have to stay healthy while playing.

Concussions have become highlighted in the past few years, and as a result the Major League teams have created new protocols for concussed players. The reported concussion statistics in 2016 were: NFL: 244, NHL: 53, MLB: 11, NBA: 9 for a total of 317. If I were to take a wild guess, I would say there would be at least four times that many.

The danger of repeated concussions is that they can bring about neurological disorders, including CTE, a degenerative disease that triggers suicidal thoughts and erratic behavior. Regarding concussions, all of the major league teams have a long way to go to prevent, diagnose and remove players from the field/court/ice when detected. The suit that was brought to the NFL in 2013 had approximately 4500 claimants. The leagues are taking concussions seriously now, and so should the players who have to live with the consequences of repeated injuries. I'm talking to you.

Why are injury problems (both physical and mental) so widespread and continue year after year? The leagues, players, fans, etc., are wrapped up in an environment of denying real injuries. The players have pains, breaks, head trauma, tears for all of their pre- and pro careers. Who wants to be pulled out of the game, or playoffs because of a bump or bruise? They want in the game. If they stay in the game they are valuable to the team, and they remain on the team for the rest of the season. If they do well and remain healthy (or appear to remain healthy), they can negotiate better contracts, and continue the life of

being a professional athlete. That's the overall goal.

But, if you think you should risk your health for a better contract, think again. Remember the average amount of time playing is 3-5 years (depending on the sport) and you have years left after retirement to live with your sports disabilities. Is that too great of a sacrifice? Well, that's up to you. But, measure the risk. According to the 22 players who retired from NFL early in the 2016 season, they wanted to be healthy, and they had had enough of football. They thought the cost of injury, including the risk of concussion, was too high a price.

Part II

It Doesn't Have to be This Way

Chapter Four:

Five Powerful Steps to Turn it Around Now

Now that we have done a deep dive into the breakdowns and challenges you can experience, let's look at how to address, solve and even bypass them! There are five steps to turn the not-so-great to great!.

Step One: Your Mindset Will Jail You, or Set You Free.

Mindset is defined by the Oxford American Dictionary as “an established set of attitudes held by someone.” Some people have a fixed, or limited mindset. Who you are, and your intelligence and talents are fixed. Everything is predetermined. Some people have an unlimited or growth mindset, and consider themselves a work in progress. Their future is one of growth and opportunity. The good news, researchers insist, is that mindsets are not set at all: at any time, you can learn to use an unlimited mindset to achieve success and happiness. No one has to live a life of avoiding challenge, the unfamiliar, or failure. Below is a table of some limiting beliefs, and what is thought and said out loud because of those beliefs. Maybe you can identify some of yours.

Examples of Limited Beliefs and the Outcome Conversations you will Likely Have

If You Have This Belief	Then, What You Say to Yourself and Others is
People can't change or change is hard	I cannot stop spending money, I cannot stop xyz, I will never change, the world will never....
I don't deserve to have continued success and/or a great life	I can't have xyz, I always mess things up, I have to give my money away to those less fortunate
I was happiest when I was a pro athlete	My best days are behind me, if only I was still playing, my life would be better.
I don't trust people, I don't trust myself	Everyone has their hand out, who can I trust, I have been burnt so many times, leave me alone. I don't believe anything anyone says.

I was great in my sport, but not really in anything else	I can't do things, I cannot think of things to do in my next career. I have already given it my all.
--	--

Examples of unlimited beliefs are just as available as those limited beliefs, and wow what a difference these beliefs can make! In his transformational book, *Think and Grow Rich*, Napoleon Hill interviewed the captains of industry of their time. They were self-made multi-millionaires. They taught him the secrets of the wealthy, and the first and foremost secret was to believe you can achieve. *“Whatever the mind of man can conceive and believe, it can achieve.”* If you want wealth and influence you have to believe you can have it.

Below we turned around the last chart, and came up with unlimited beliefs and what one would say from those beliefs. Of course, they won't be the exact words you say, but by taking on those beliefs, your message to yourself and others will be noticeably transformed. Those messages to yourself will move you forward. Remember Henry Ford's words: "Think you can, think you can't; either way you'll be right." The question is: What do you want to be right about; that you can, or that you can't? Read over the examples in the table, and think of one unlimited belief you have.

Examples of Unlimited Beliefs and the Outcome Conversations you will Likely Have

If You Have This Belief	Then, What You Say to Yourself and Others is
Change is easy and fun	I can stop spending all my money and start saving. I can change from I cannot to I can. I will start a new venture
I will have continued success and/or a great life	I will have a better life than I had when I played ball. Even if I fail at something, I will learn from it and continue pursuing my goals.
I experience happiness	My best days are ahead of me. I am grateful for the opportunities I have and will continue to have. I love my life.

I trust myself	I trust myself to do the right thing for myself, and those close to me. I trust when something bad happens, I will eventually thrive from the lessons I have learned.
Playing professional sports will help me further myself in the future	I have learned many skills that transfer to my next career. Working individually, yet in teams, giving my all to something, and the discipline to stay focused are behaviors I have, and will always have.

You have star power. The non-professional athlete person does not. That means millions and millions of people do not have it, but you do, so use your power. Act confident, act interested. Be the great person you are. Use your star power to your advantage; connect with the influencers, and the people who can help you. Listen, learn and make requests.

Step Two: Create a Circle of Influence

I remember when my mom wanted to meet all of my friends I met at my new school, and I resented the fact that she needed to give her stamp of approval on my mates! Well, now I know why. We are greatly shaped by the people we hang out with. If you hang around serious athletes, you have a much better chance at becoming one. If you are all about partying, you hang with the partiers, and they hang with you. We pick up each other's words, thoughts, and interests. If you want to do well in life hang around others that want the same for themselves. You want to be wealthy and influential? Connect with wealthy and influential people.

When entrepreneurs begin their business, it is recommended they get an advisory board together to help them improve their business. This advisory board, an example of a circle of influence, usually comprises of 5-6 experts in their fields that can serve as mentors and connectors to the entrepreneur. Working with people who have mastery in certain aspects of business, can move the business owner further along in a shorter amount of time.

You don't have to be a business owner to have an advisory board. If you want to create something beyond what you know how to do, you need to get help with trusted people of experience and know how. A recommended group

of people to support you are the following professionals: CPA, CFP (Certified Financial Planner), Attorney, and Business Advisor/Coach. For most of you, having these four advisors will be foundational for you. If you are the exception, make your own list of support. Sheryl Sandberg, writer of *Lean In* and COO of Facebook, said that creating a circle of influence is one of the top strategies to use when getting into a new endeavor.

Now that you are looking at what's next, it's time to create a mentor/advisor group. You might also need a personal stylist, etiquette coach, college counselor, a branding expert, and others. They are all available to make your transition the best it can be. Start with the four most important professionals you need now, and add others later. The point is to start! You cannot do anything worthwhile alone, and you certainly cannot move up the ladder without the help of people in higher positions. Ask those folks you meet at fundraisers, or on the sidelines, for meetings with them while you are still playing, and use that star power to your advantage!

A Tip: Don't be afraid to ask for support. People love to be asked to help. Make sure you check them out (are they the "real" deal, and then ask away!

Step Three: Plan Your Game for What's Next

"By failing to prepare, you are preparing to fail."

-- Benjamin Franklin.

This was said many years ago, and it still holds true today. Thousands of people have a life, but do not create one. They go day to day doing what is in front of them. They are not bad, they are not even wrong, there's just a different way, and that way will get you closer to what you want. If you want to be a concert pianist, you set goals, use resources and practice. If you want to be an outstanding pitcher for the MLB, you do the same. Those goals, resources and practices must be planned out so you can achieve mastery.

A plan consists of goals, milestones, strategies and action to fulfill what you want. What is your over-all goal? By when do you want to achieve it? In one year, five years, 10 years? What are your milestones, and by when will you meet them? What strategies do you need to create and employ to fulfill your goals?

What actions need to take place for each strategy? What resources do you need? You can develop a thorough plan that will actually give you a blueprint on how to make your dreams realized. The mystery is eliminated, just follow the plan!

To use an example: think about a road trip you might want to take from Los Angeles to New York. If you got in the car and just drove, it might take you a long time to get to NYC. It might be so complicated and random that you'd give up on it! But, if you plan it out, you will know some things that will make it a better trip!

- ✓ What roads to take – faster, more scenic, better roads.
- ✓ Where to stop, get gas, sleep, relax (pools, gyms, views, who to visit along the way, and find entertainment--the biggest frying pan in the world, Los Vegas, etc.)
- ✓ How long your journey will take considering the miles you need to drive, roads you take, the stops you make and the time you spend at each stop.
- ✓ Who will drive, how much money will you need for gas, food, lodging. Who's paying?
- ✓ Who is bringing the music?

If you really want to reach your goal in style, you will need to plan it. You really don't want to run out of gas in the Mohave Desert, trust me!

Tip: Go to the appendix and fill out a basic Goal Sheet for what's next. Do it now, and come back for more!

Step Four: Accountability and Measurement

Accountability and measurement are instrumental in fulfilling a goal, doing well and getting what you want. When I say accountability, I mean being responsible. You are responsible for how it was going a few years ago, how it is going now and how it will go in the future. It's on you. All the bad stuff in your life is on you, and all the good stuff is on you. And, here's the good news- you can reap tremendous benefits by being responsible. You become more confident. Being responsible means you have the power to make things happen. You are not a victim to your circumstances, instead you manage them, you own them. Responsibility is not blame. It has nothing to do with blame. It really is taking ownership of what you wish to pursue in your life.

Tip: If you take responsibility for all of it, for everything, then you are at the wheel of your life. No one is driving you but you. You are not in the back seat distracted like a child, rather you are in the front seat, driving the car.

Another use of accountability is having another person with you to hold you accountable for your actions. In the weight rooms, on the field, on the ice, on the court, your teammates and coaches hold you to account. If you say you are going to lift weights a certain number of reps a certain number of days, they hold you to it. This is part of the value of having a circle of influence to support you in fulfilling what you are committed to achieving.

Measurement, as a definition, is finding a number that shows the size or amount of something. When I talk about measurement, I mean the counting of things. In sports, without numbers you won't know who is winning or losing the game, how many yards, runs, first downs or shots the players made. Without measurement, I assert there wouldn't even be a game!

Measure the things that matter to you, just like the sports world does. In sales, good sales people count the number of leads they get, the number of contacts they make, the number of sales presentations they make, the number of sales or contracts they make, and the commission they make from the sale. Plus, they count the number of referrals they get from the new clients they sold. They count the returns, the upgrades. The more they count the better they can predict and the better they can identify their market to make more sales.

For you, trying to transition from sports, you might want to keep track of the number of people you need to contact to move a project ahead or to find possible positions in a corporation, or meetings with heads of franchises. If you start your own business, you will be tracking all the sales figures mentioned above, plus other measurements. Remember, just like the stats in sports, they are there to help you in your future endeavors.

Step Five: You Have What it Takes

When you transition from professional sports to what is next in your life, you are in uncharted territory. It's new and you are a novice at it. It is even made worse because you were part of a very select club of "best in the world". You were recently a master at something, and now you are just a beginner. But, are you really?

You might be on a new path, but you have amassed a great deal of what it takes to win in ways other than sports. Let me remind you. You give 100% to a team vision and execution. You practice and work until you are successful, you do not give up. You already know how to plan, set targets and make them. You know that you must continue to get better because there are hundreds of guys who want to take your place, so you hustle some more. Finally, you have a competitive spirit and work with the team so everyone does better. These are the qualities of leadership. They can be easily translated into business: corporate positions, entrepreneurial endeavors, sales positions and franchises.

The point here is: You got what it takes. If you are either currently playing or retired from sports, get on the track now to leverage your position for what is next for you.

Chapter Five:

Your Next Move

Get started today. Make a list of people you want in your Transition Advisory Board. Make a few contacts to ask for help. Use the Goal Sheet in Appendix A and start setting a goal for yourself and include all the steps to fulfill that goal. And, BAM, you have begun.

Don't wait to get all your ducks in a row. You can improve as you go. A mentor of mine is famous for saying, "good is good enough". Make sure you are not using "perfection" as an excuse to put off this journey. Make one move forward today. Another one tomorrow, and soon you will be at your destination.

Get your team built. Who do you need on the team? Enroll the executives, business owners, community coordinators and the like to help you with what is next. Take them to lunch and ask if they can help. Who do they know that could help you? Do less talking and more listening. Listen to how they speak, what they say, what they don't say, who do they hang out with? Less talking, more listening.

You know how to drive the ball or puck in a game, right? You can easily transfer that skill of persistence and will to develop yourself to be a leader in whatever area of interest you have. Focus is another factor for success. Take all the unnecessary distractions out of the equation and set your mind to working on what is next.

An important player on the team is a coach. Where would you be without your team coaches now? What did you learn from them? What could they see that you couldn't? How much more did you advance? Coaches offer that kind of support in transition as well. The leaders in the top companies have coaches to help them navigate through some of the weeds of business. You can have that kind of high level support. See my offer on page 37.

These are the steps that people take who want to expand their influence and make money. These are the practices you need to do as soon as you can. Today would be good.

###

Appendix A--Goals

"By failing to prepare, you are preparing to fail." Benjamin Franklin.

Begin planning ONE Goal:

Goal_____

What Date Will You Achieve this Goal:_____

What 5 Actions you will take to make the Goal, and when will you do each action?

Action 1_____

By When_____

Action 2_____

By When_____

Action 3_____

By When_____

Action 4_____

By When_____

Action 5_____

By When_____

Appendix B--Resources

You need resources for life after sports. Resources are usually in four categories: time, money, people, and information. You need to know how long things take to complete. You need to know how much money you will need to forward a project. You will need people to help you, and finally you will need information to make decisions to forward a project.

Answer the following questions about the resources needed to achieve the goal you made in Appendix A.

Resources Needed to Move My Goal Forward

Time: How much time is needed? _____

Money: How much money is needed? How can I get it? _____

People: Who can help me? Who do I need to meet? _____

Information: What do I need to know? And, how do I find it? _____

A Personal Offer

You already know the power of coaching.

I invite you to use our transition model to uncover what is next and how to go about achieving success in this new phase of your life. Allow us to coach you!

We at *Retired From Sports* are here, ready to provide the support you need to build your wealth, influence and fame for your future. We will work around your schedule.

Contact us to set up an appointment as soon as you can. This is something that should not wait.

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About the Author

Lorenda Phillips is the founder of the *Retired From Sports*, a company based in Los Angeles, California. Her organization provides advisory services including training and consulting to athletes for their transition from active sports to their next career. At their completion as professional athletes, the majority of players are unclear about their future. Lorenda and her team have designed strategic programs for these individuals to have a better future while enjoying what they have earned and accomplished. The key is to work on what's next *while playing* to leverage that fame. Her courses and coaching are available all year, and specifically in the off season. The **ultimate goal of her well-crafted and highly structured offerings is to help these successful players to be competitive and productive in their life after they stop playing.** There is a lot of focus on the players investing their money, Lorenda feels there should be equal investment in the players themselves.

She specializes in applying her expertise and knowledge in coaching her clients, mainly athletes, to excel in their post-active sports careers. She earned her BA from San Jose State University. Aligning professional work and deep interests, she also received a Masters Coaching Certificate from International Coach Federation, an organization dedicated to advancing the science and practice of professional coaching, and a Certificate of Completion from the Retirement Options, an industry leader in retirement assessment providing people with significant insight, tools, and resources to renew and re-create themselves.

Discover How to Get on Track What is Next After Professional Sports

Lorenda Phillips has given us a book that pulls no punches about what must be done to get professional athletes to wake up and start planning for their future after sports. She is an advocate for busting the myth of “you will be taken care of” to the reality of “take care of yourself.”

After you read this book you will:

- Create a plan to invent a new future
- Be empowered to take action
- Get a handle on the money
- Discover ways to focus on what is next while playing pro sports

“Invest in your personal development. You got yourself to the pros, you can get yourself to the next phase.”



Lorenda Phillips has been a transition and business coach for over 18 years, coaching thousands of professionals to do better and be happier in their lives. She is passionate about her work with professional, major league athletes. Lorenda sees these men as leaders in their retirement, as they were while playing. “They have what it takes to be successful on the field and when their playing days are long over”. She lives in Los Angeles, California with her husband, Howard.

