

JP CIESIELSKI



PREP NIL

STRATÉGIES D'EXCELLENCE POUR PERFORMER DANS LE SPORT
UNIVERSITAIRE AMÉRICAIN ET VALORISER SON IMAGE



**NIL Case Study
THE UNLIKELY RISE OF AMIR
“AURA” KHAN AT MCNEESE
UNIVERSITY**



About me

- Ancien athlète - Mentor - Conférencier - Dénicheur de talents - Plus jeune scout NBA à 23 ans
- Fondateur et CEO de **The Bounce Zone**, plateforme où les athlètes d'élite respirent, se recentrent et prennent le contrôle absolu de leur performance et de leur avenir.
- co-fondateur de **Certified Athletes** basée à Miami, Florida
- Spécialiste du sport universitaire américain et des stratégies NIL (Name, Image, Likeness)
- **+ 150 athlètes** accompagnés en NCAA /NAIA/ Juco /highschools
- Expérience internationale en accompagnement de talents (Europe, Afrique, USA)
- Passionné par l'innovation, la performance et l'impact du sport sur le développement personnel et professionnel



@jpciesielski
@thebouncezone
@certifiedathletes

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AMIR "AURA" KHAN

RISE TO FAME

FROM 60 FOLLOWERS TO A SIX-FIGURE NIL BRAND



100K

60

3 WEEKS

CASE BACKGROUND

AMIR “AURA” KHAN

ROLE: STUDENT MANAGER FOR MCNEESE MEN’S BASKETBALL

STARTED: ~60 INSTAGRAM FOLLOWERS, A PASSIONATE BEHIND-THE-SCENES HYPE MAN

VIRAL MOMENT: PRE-GAME BOOMBOX ROUTINE CAUGHT ON CAMERA → FIRST ONES 200K+ VIEWS AND 2.5 MILLIONS

NICKNAME: “AURA” FOR HIS POSITIVE ENERGY ON AND OFF THE COURT

2.5M



60 FOLLOWERS
ON INSTAGRAM

FEB. 24

FIRST
VIRAL
TIKTOK

2.5M VIEWS

FEB. 25





↑\$↑

NIL DEAL



✓ vs ✗

**McNEESE STATE
UPSETS CLEMSON
IN THE FIRST ROUND**



MARCH 10

NIL DEAL



BECAME FIRST STUDENT MANAGER
EVER TO SIGN AN NIL DEAL

MARCH 11



MARCH 18

NIL DEAL



MARCH 20



TODAY

**82K FOLLOWERS
AND COUNTING**





NIL DEALS & PARTNERSHIPS

+100K NIL DEALS



THE IMPACT FOR AMIR & MCNEESE

TEAM & UNIVERSITY BENEFITS:

- BOOST IN MCNEESE'S NATIONAL PROFILE
- INSPIRING "UNDERDOG" STORY DURING MARCH MADNESS
- GREATER ATTENTION FOR THE BASKETBALL PROGRAM

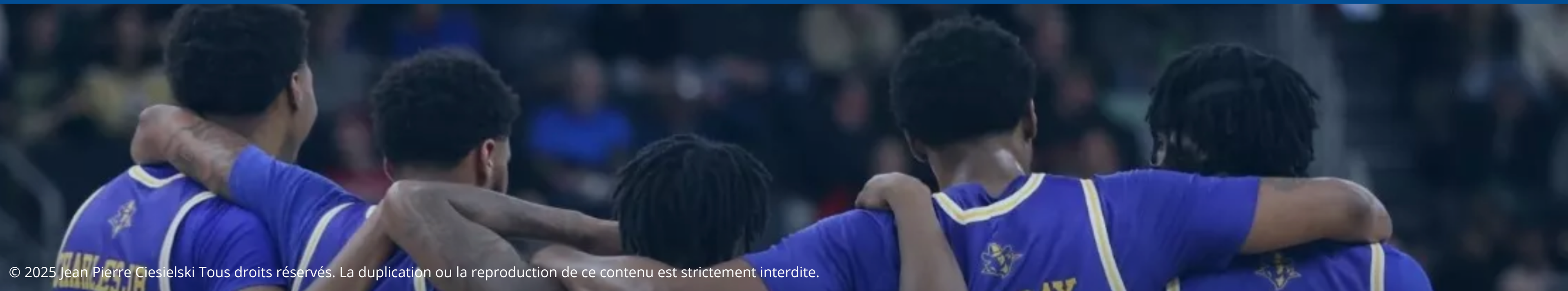


FOLLOWER EXPLOSION:

- 60 → 80K+ ON INSTAGRAM
- 0 → 28K ON TIKTOK
- NATIONAL MEDIA COVERAGE (ESPN, CBS SPORTS)

FINANCIAL GAINS:

- 6-FIGURE TOTAL FROM NIL DEALS
- MERCH SALES (CAMPUS INK)



KEY LESSONS FROM AMIR'S STORY

- **AUTHENTICITY WINS** GENUINE PASSION CREATES REAL CONNECTIONS
- **PREPARE FOR OPPORTUNITIES** VIRAL FAME IS FLEETING; BE READY TO CAPITALIZE
- **STORYTELLING & NARRATIVE** EMBRACE YOUR UNIQUE JOURNEY TO ENGAGE FANS/BRANDS
- **NETWORKING MATTERS** RELATIONSHIPS WITH COACHES, TEAMMATES, MEDIA STAFF OPEN DOORS
- **HUMILITY & FOCUS** STAYING GROUNDED ENHANCES CREDIBILITY
- **BE CREATIVE** NIL IS A WIDE-OPEN FIELD; THINK BEYOND TRADITIONAL ENDORSEMENTS
- **COMMUNITY BUILDING** ENGAGED FOLLOWERS CAN AMPLIFY YOUR BRAND

BUILD YOUR OWN NIL STRATEGY

STEP-BY-STEP

- **DEFINE YOUR CORE BRAND**
- **PASSIONS, VALUES, PERSONAL STORY**
- **ENGAGE LOCALLY & ONLINE**
- **TEAMMATES, CAMPUS, SOCIAL MEDIA**
- **COLLABORATE & NETWORK**
- **ATHLETIC DEPARTMENT, LOCAL BUSINESSES**
- **CREATE A BASIC PLAN**
- **SHORT-TERM GOALS, BRAND CRITERIA, COMPLIANCE**
- **STAY READY FOR THE SPOTLIGHT**
- **CONSISTENT EFFORTS, SEIZE VIRAL CHANCES**
- **GROW SLOWLY BUT STEADILY**
- **AUTHENTIC CONTENT, REAL ENGAGEMENT**



“

Rien n'est impossible à qui rêve, ose, travaille,
n'abandonne jamais... et sait s'entourer. C'est
cette alchimie entre passion, persévérance et
entourage qui transforme l'ordinaire en
extraordinaire.

Jean-Pierre CIESIELSKI

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➡ **Restons connectés**

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