

Money Players: A Guide to Success in Sports, Business & Life for Current and Future Pro Athletes

About *Money Players*

A comprehensive playbook to help current and prospective professional athletes maximize their financial opportunities, retire wealthy, and avoid mistakes that shorten or terminate careers. Includes information on NCAA rules, preparing for the draft, selecting the right agent, players associations, savings and investment basics, dealing with the media and fans, and preparing for post-playing opportunities. With powerful messages from pro athletes, business executives and sports media.

“With great clarity and inescapable logic, Marc Isenberg has produced the definitive ‘game plan’ for pro athletes wishing for financial success and security. If you want to avoid the pitfalls and mistakes that have plagued so many young professionals, by all means take a good, hard look at *Money Players*.” —**Dan Guerrero, Director of Athletics, UCLA**

“College athletes do not get compensated, but millions of dollars are still at stake. Marc educates young players about these issues at the most opportune time, when habits and relationships are forming. For those athletes who have a legitimate opportunity to play professional sports, *Money Players* is a key resource.”

—**Reggie Minton, Deputy Executive Director, National Assn. of Basketball Coaches (NABC)**

“*Money Players* stresses the long-term value of getting a meaningful education and degree. While this book can prepare a select few for a professional sports career, it provides excellent counsel to all student-athletes pursuing a productive, successful and meaningful life. I encourage every college football coach and anyone else who works with athletes to read—and share—this book.”

—**Grant Teaff, executive director, American Football Coaches Assn. (AFCA)**

“Marc Isenberg offers practical advice to young athletes that is badly needed but hard to find. Information is the best friend of any individual considering a career in professional athletics. *Money Players* is a very valuable source of helpful, unbiased information.”

—**Tom Hansen, Commissioner, Pacific-10 Conference**

“There is so much wisdom in this book it should be handed to every major college basketball or football player in exchange for signing a letter of intent. It is direct, honest and beautifully organized. There is sound advice about how to handle money, how to recognize trouble and how to avoid relying on people who place their own interests first—and it does not just come from Marc Isenberg, but from sports veterans on all sides of the table.”

—**Mike DeCourcy, senior writer, *Sporting News***

“*Money Players* provides a road map for athletes to take responsibility for every aspect of their careers, and to embrace the concept of being engaged and in charge of their career path. One often hears the excuse, ‘There’s no handbook for dealing with this situation.’ Now, with *Money Players*, there truly is a handbook for athletes, and they should take advantage of it.”

—**Jay Bilas, ESPN**

“Well-written and practical, *Money Players* is a tremendous educational tool for every college athletics program. It is comprehensive and filled with real-life stories that help our student-athletes stay on track with NCAA rules and make smart decisions entering professional careers.”

—**Judy Van Horn, associate athletic director/senior women’s administrator, University of Michigan**

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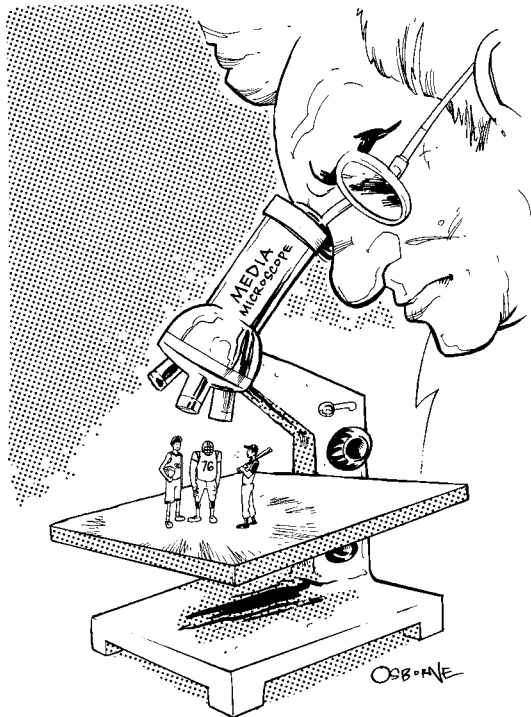
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Money Players is intended primarily for current and future professional athletes as well as those who influence, advise, and work on their behalf:

- **Parents** Older and hopefully wiser, most parents are dedicated to the best interests of their sports prodigies. They can shoulder some of the burdens of dealing with the business side of professional sports. If they are not familiar with the business of sports, or with business in general, they must guard against the same mistakes that inexperienced athletes often make...the very mistakes described in this book.
- **Advisers** such as coaches, relatives or family friends who have a parental or mentoring relationship to an athlete.
- **Agents, lawyers, investment advisers and others who work with or want to work with professional athletes.** Too many unqualified and/or unethical people are eager to represent professional athletes and vie for a “piece of the action.” This contributes to the negative public perception about sports agents. Athletes need competent legal and financial professionals with high integrity. This book helps such professionals by describing what an intelligent and informed athlete wants from relationships with them.



DO YOU EVER GET THE FEELING
YOU'RE BEING WATCHED?



I'D SAY HE TURNED PRO TOO EARLY.

Category sports/business

Title *Money Players: A Guide to Success in Sports, Business & Life for Current and Future Pro Athletes*

Author Marc Isenberg

Publisher A-Game, LLC

Cartoons by Sebastian Conley and Rob Osborne

Length 195 pages

Trim size 6" x 9", perfect bound

ISBN 978-0-9666764-1-9

List Price \$29.95

Money Players Discount Schedule

Copies	Price/copy
1-4	\$25.00
5-19	\$20.00
20-49	\$16.00
50+	\$12.00

Shipping charges: \$4 for first book, and \$.50 for each additional copy purchased.

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