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Business of Being an Athlete: How to Build a Winning Career in Sport

By Kerri Pottharst

Kez Events Pty Ltd. Paperback. Book Condition: New.

Paperback. 424 pages. Dimensions: 9.1in. x 6.1in. x 1.0in. Want to ditch the day job and live the sporting dream? What would you give to compete successfully on the world stage and enjoy a lucrative career in sport? Whether you're just starting out, or you've already won accolades and you don't quite know how to take it to the next level, Gold Medal Olympian Kerri Pottharst draws from more than 25 years' experience and reveals how the right attitude, the right tools, and the right approach took her from being a part-time athlete to becoming a multi-award winning champion, a hot property for sponsorship, and a successful entrepreneur. In this compelling, step-by-step guide, you will learn how to: Develop a Gold Medal mindset and create an unshakeable self-belief. Sharpen your focus and supercharge your will to win with effective goal setting strategies. Surround yourself with an A-Team. Attract sponsorship and build your media profile and brand. Develop other income-producing revenue streams. Create an online presence using websites and social media. Become a successful motivational speaker. Use the most effective nutrition, hydration, travel and recovery techniques. And much, much more. The Business...



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