

An aerial view of a large sports stadium with a retractable roof. The roof is partially open, revealing a blue sky with white clouds. The stadium seating is red, and the field is green. The text is overlaid on the image.

A SPORTS CAREER GUIDANCE EBOOK

THE SPORTS INDUSTRY CAREER PLAYBOOK

**How To Take Your Sports Career In
The Sports Industry To The Next Level**

ED BOWERS

A WELCOME MESSAGE FROM THE AUTHOR

Welcome, Sports Achiever

When I started my career in the sports industry after university back in 2014! I thought that the world would come to me and there would be plenty of employment opportunities in the sports industry. Was I wrong!

The truth is I didn't know about the sports industry which meant I didn't know the people in the sports industry. Most importantly there was no place where I could receive trustworthy sports career guidance, so I could learn from today's sports industry experts.

In 2015, I discovered my purpose in the sports industry. I started Education2Sport.com with a mission to discover the sports industry and speak to today's sports industry experts about how to start and earn a living in the sports industry.

For over 9 years I have interviewed over 300+ sports industry experts. In this ebook are 30 sports industry experts who share their number one sports career tip, so you can discover, plan, and start your career in the sports industry, so it can be a reality.

To your sports career success,



Ed Bowers

Host of The Sports Career Podcast





NOW! LEARN FROM THE BEST!

DISCOVER 30 CAREER TIPS FROM 30 SPORTS INDUSTRY EXPERTS!

TO DISCOVER, PLAN, & START YOUR CAREER PLAN
IN THE SPORTS INDUSTRY WITH CONFIDENCE

TIP#1

Have your number one career plan for 40 years. So you know exactly what to do, that is the attitude to have.

JOHN AMAECHI OBE



TIP#2

Focus on how you can help people, no matter their age, no matter their level, and just do it!

DAN ABRAHAMS



Use Your Time Wisely

- PAUL BRIGHTEN -

TIP#3

TIP#4

Just keep learning not just about the career you want to go into, but learn more about the sports sector in general.

BARONESS TANNI GREY



TIP#5

You got to have a network that like you, and you help them out at no charge, as many people as you can, for as long as you can. That is how you grow a giant network.

JOE DESENA

A close-up portrait of a man with a beard and short brown hair, wearing large, over-ear headphones. He is looking slightly to his right with a calm expression. He is wearing a white button-down shirt under a dark blue blazer. The background is a blurred city street with many people walking, suggesting a busy, public environment. The lighting is bright, indicating it might be daytime.

Your learning never stops.

- ALWYN BELCHER -

TIP#6

Two horizontal bars are located at the bottom of the slide. The top bar is orange and the bottom bar is red. They are positioned to the right of the 'TIP#6' text and extend towards the right edge of the slide.

TIP#7

Have a career dream and have an idea how to realize that career dream.

DR BILL SUTTON



TIP#8

Say yes to opportunities and if there are none create your own opportunities, especially in this digital age.

REBECCA CHARLTON

Do something you
believe in.
Do something you are
passionate about.

SHANE O'BRIEN



TIP#9

Two thick horizontal bars, one yellow and one red, extending from the right side of the slide towards the left. The yellow bar is positioned above the red bar.

TIP#10

The number one rule is volunteer it won't come to you, you've got to ask.

JAKUB MIKULIK



TIP#11

A lot of the sports industry is about knowing somebody who can provide you with an opportunity, so when you get that opportunity you have to showcase your skills sets and personality.

NEAL MEYER



Follow your heart but
don't forget your wallet
and the balance there
is the challenge.

- DAVID GOLDBLATT -

TIP#12



TIP#13

What do you like about the role and speak to influencers about the role you want.

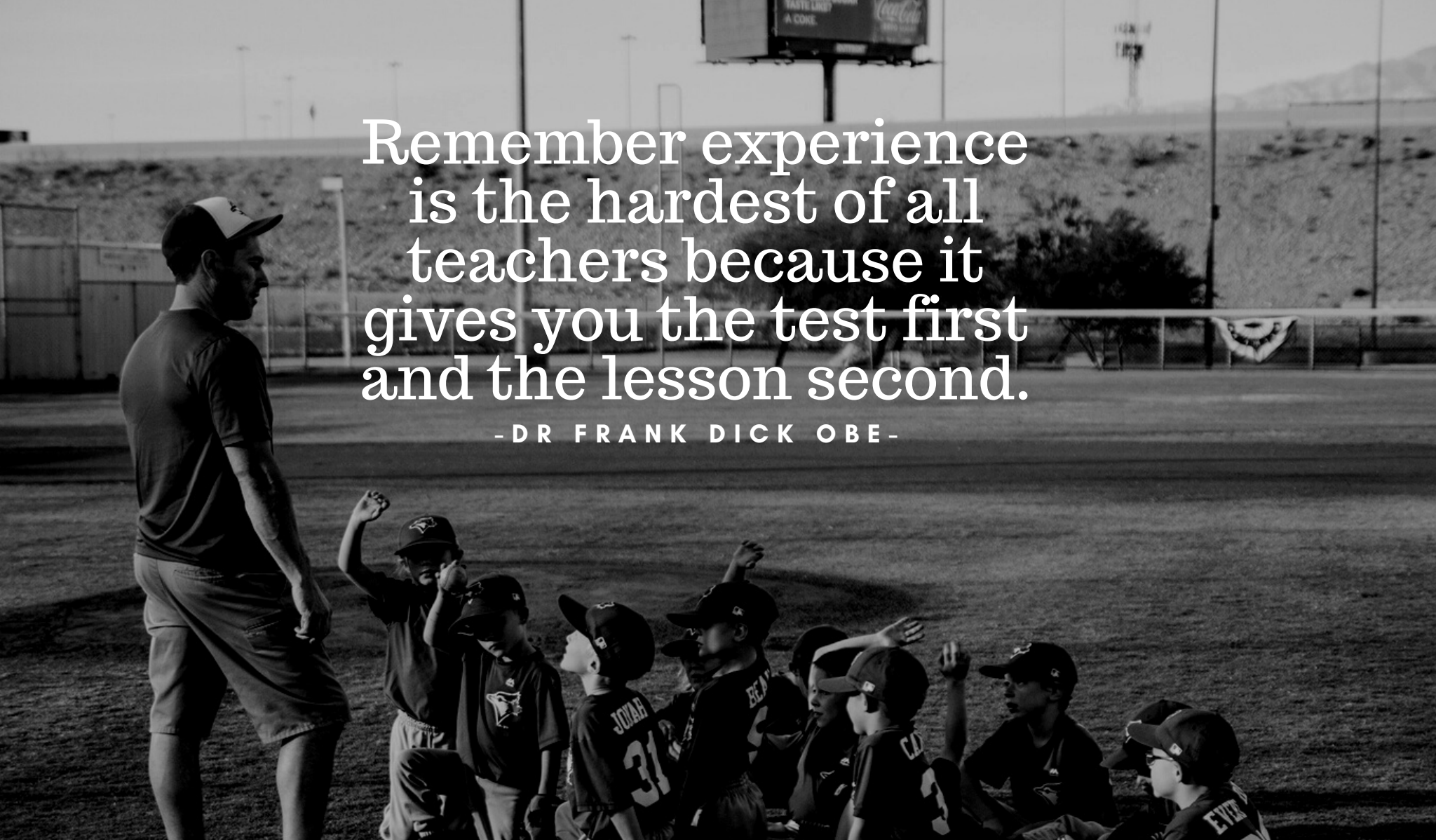
JACKIE FAST



TIP#14

Know yourself, that will provide you with confidence and surround yourself with good people who are positive.

LUCA MASSARO



Remember experience
is the hardest of all
teachers because it
gives you the test first
and the lesson second.

- DR FRANK DICK OBE -

TIP#15



TIP#16

You can create so much value without being in a job. So you have to prove to people what you can do before you get paid for it.

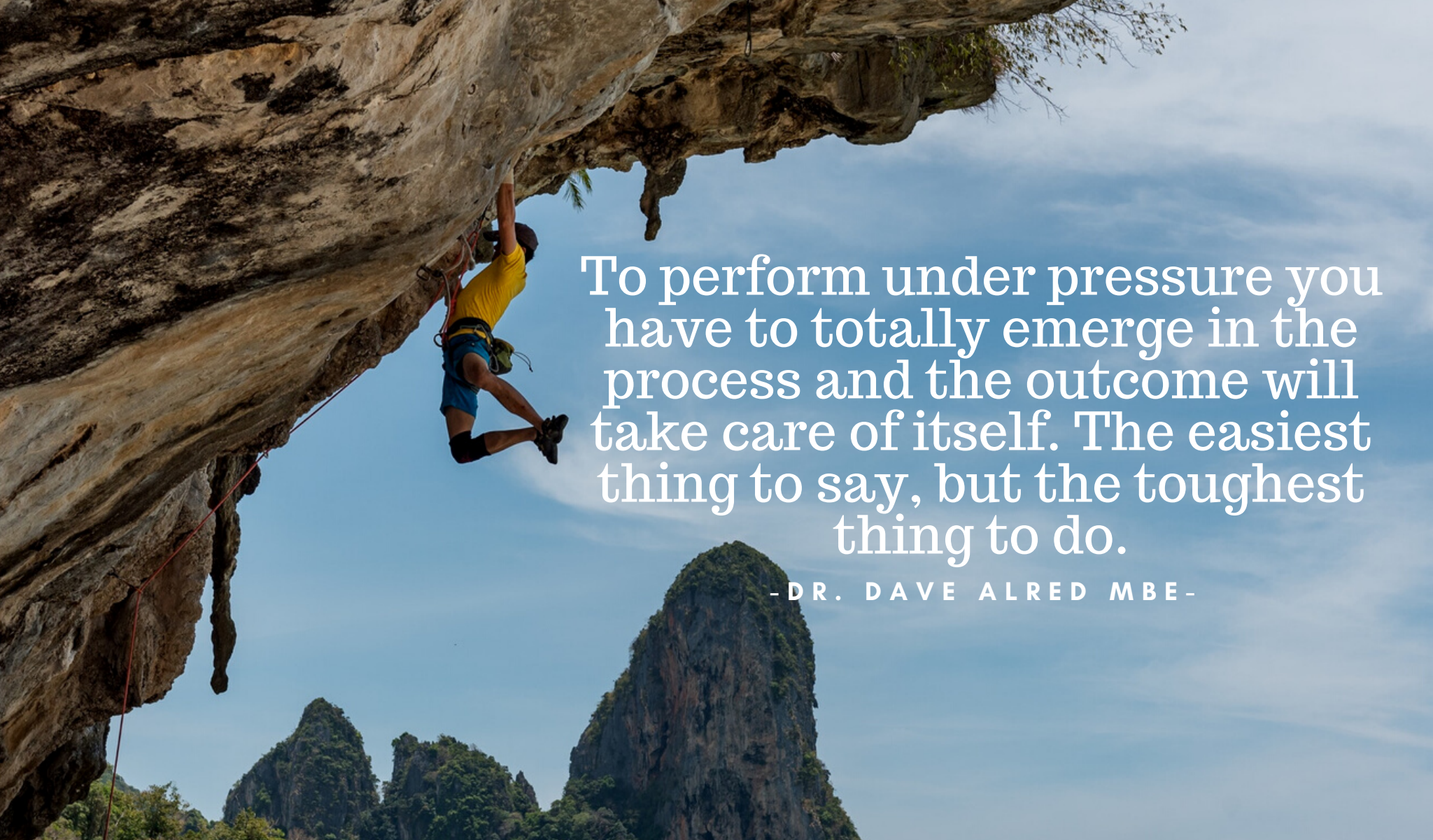
ISHVEEN ANAND



TIP#17

The more educated you are about the sports industry the more strategic you are to getting in.

BOB HAMER



To perform under pressure you have to totally emerge in the process and the outcome will take care of itself. The easiest thing to say, but the toughest thing to do.

- DR. DAVE ALRED MBE -

TIP#18

TIP#19

You will get rejection letters after rejection letters but you have to keep going. Working in sports you can't work half-heartedly. You have to be determined for it and the passion for it, to work in sports.

KATIE FALKINGHAM



TIP#20

Be persistent and get yourself out there by volunteering and then work hard so you get the role you want.

DIAA SALAH

A silhouette of a person with their arms raised in a 'V' shape, celebrating or achieving a goal. The background is a hazy, golden-brown city skyline at sunset or sunrise, with mountains visible in the distance.

Be the best version of you.

- CHRIS CRACKNELL OF -

TIP#21

Two horizontal yellow bars of different lengths, with the longer one on top, followed by a solid red horizontal bar spanning the width of the slide.

TIP#22

Do what you are passionate about. It's very tempting to get a job with the biggest salary. But happiness in a role is worth far more than a big salary.

SOPHIE MORRIS



TIP#23

Dream BIG and if you want to do something and you are positive in what you want to do, you will get there.

JOANNE LOVE



A man with dark hair and a beard, wearing a dark suit, stands in front of rows of red stadium seats. He is holding a tablet in his left hand and looking towards the camera. The background is slightly blurred, showing more rows of seats and a hint of a stadium structure.

To work in the sports industry, it's
the same when playing sports.
You always need to improve
yourself, always run behind your
dreams and don't stop!

-LEONARDO CARVALHO BISCARO-

TIP#25

Two horizontal bars, one orange and one red, are positioned at the bottom right of the slide. The orange bar is on top, and the red bar is below it, both extending towards the right edge of the frame.

TIP#26

Try to put yourself out there and make a name for yourself by making a difference, in the work you do.

PATRICK CANNON



TIP#27

If you really want to enjoy your career journey in sports, find fulfillment in the work you do.

VICKIE SAUNDERS

A woman with dark hair, wearing a black blazer over a light-colored shirt, is sitting at a desk in an office. She is holding a black smartphone to her ear with her right hand and looking slightly to the side with a pleasant expression. Her left hand is resting on the desk, and she is wearing a ring and a watch. In the background, there is a white shelving unit with various items, including a small potted plant and some bottles. A large computer monitor is visible on the left side of the frame. The overall lighting is soft and professional.

Be authentic in how you
communicate with people
in the sports industry
because that is key.

- JASON LAIRD -

TIP#28

Two horizontal bars are located at the bottom right of the slide. The top bar is yellow and the bottom bar is red. They are positioned to the right of the 'TIP#28' text and extend towards the right edge of the slide.

TIP#29

Think the unthinkable.
Believe in the unbelievable.
Achieve the impossible.
Sports can help you to dare greatly
during your career journey.

DAVID GREVEMBERG CBE



TIP#30

Be a decent person because you will make a lot of mistakes during your career. That is fine because the lessons you learn are invaluable.

PROFESSOR DAMIAN HUGHES



NEXT STEP

Listen & Subscribe To The Sports Career Podcast
& Learn From Over 350+ Sports Industry Professionals:

SCAN TO LISTEN



LISTEN NOW