CHAPTER ONE

My Game Plan

My dad, Derek Kennard, carrying me after winning with the Dallas Cowboys against the Pittsburgh Steelers in Super Bowl XXX

*Photo credit: Walter Iooss Jr./Sports Illustrated via Getty Images*
Game Plan #1

Ball out in High school Football

Earn Full Ride to USC

Make it to the NFL

During a high school football game

Photo credit: Devon Kennard
At the 2014 NFL Combine

*Photo credit: Johnny Vy/NFL*

At the mall buying a Giants hat after I got drafted

*Photo credit: Devon Kennard*
CHAPTER TWO

The Big Leagues

My first investment property
Photo credit: Devon Kennard
Getting a hit on Jameis Winston

*Photo credit: National Football League*
CHAPTER FIVE

It All Adds Up

With my favorite books

Photo credit: Devon Kennard
To this day, I can’t stand hardboiled eggs on my salad.

Photo credit: Egidijus Bielskis on Unsplash
CHAPTER SEVEN

Become Extraordinary

Me, Master Joe Kim, and my brother after a training session

Photo credit: Devon Kennard
Signing my contract with the Detroit Lions

*Photo credit: Detroit Lions*
Chapter Eight

Monetize Your Passions

Me with the Lincoln Aviator

Photo credit: Askia Stewart Jr. for Lincoln Photo
CHAPTER NINE

Network Your Way to Success

At a networking event

Photo credit: Devon Kennard
CHAPTER ELEVEN

Get Comfortable Being Uncomfortable

With my wife, Camille, at the 2020 NFL Honors in Miami
Photo credit: Rich Graessle/PPi/Icon Sportswire via Getty Images
CHAPTER TWELVE

Real Estate Can Be for Everyone

Some of my properties

Photo credit: Voepel Management
Our home in Arizona

Photo credit: Devon Kennard
CHAPTER THIRTEEN

Next-Level Investing: Real Estate Syndications

How a Syndication Works

Limited Partners

$500K Down Payment

Sponsors

$4M Split 5 Ways

+6M Profit

$10M

$4.2M

Locations of Some Real Estate Investments through Syndications
CHAPTER FIFTEEN

True Living Comes from Giving

Me, Jimsen, and his friends

Photo credit: Devon Kennard
At New City Kids
*Photo credit: Devon Kennard*
With scholarship recipients from the Midnight Golf Program

*Photo credit: Devon Kennard*

With kids at ICAN

*Photo credit: Devon Kennard*
Udemy: I downloaded the Udemy app and took lessons on creating Excel spreadsheets. I was never taught how to use Excel properly, so this was a big help. I learned how to build my own spreadsheets for my personal expense reports and for breaking down income and expenses in any of my business dealings; https://www.udemy.com/.

Mint: When I first started taking care of my money, I took advantage of apps such as Mint to plug in my bank accounts and get a real-time breakdown of my monthly earnings and spending; https://mint.intuit.com.

Real Estate and Financial Independence: Chad “Coach” Carson gives concrete, actionable steps through his podcast, webinars, and other resources that are extremely beneficial to get you into real estate; https://www.coachcarson.com.

Graham Stephan: Graham skipped college and pursued real estate sales when he was eighteen. By the time he was twenty-six, he was a millionaire. His YouTube channel walks you through his successes, obstacles, and sacrifices, and he gives great personal finance advice; https://www.youtube.com/c/GrahamStephan.

Thach Nguyen: Thach is a Vietnamese refugee who once lived in a homeless shelter. He has been a real estate agent with Windermere Real Estate in Seattle, Washington, since 1991 and offers courses as well as really helpful real estate tips and suggestions on his social media; https://www.instagram.com/thachnguyen.

GQ Sports: With GQ Sports, you get an all-access look into how athletes shop, train, travel, and showcase their love of style, menswear, and sneakers; http://youtube.com/c/Gqsports.

BiggerPockets Podcast and Resources: https://www.biggerpockets.com/.
**Earn Your Leisure Podcast:** Hosted by Rashad Bilal and Troy Millings, this podcast provides behind-the-scenes financial views into the entertainment and sports industries as well as highlights back stories of entrepreneurs. They also host events, including their Investfest, an in-person experience that combines investing, entrepreneurship, pop culture, and entertainment in a festival setting; https://www.earnyourleisure.com.

**Books**

*Rich Dad Poor Dad: What the Rich Teach Their Kids About Money—That the Poor and Middle Class Do Not!* by Robert T. Kiyosaki

*Money: Master the Game: 7 Simple Steps to Financial Freedom* by Tony Robbins, Jeremy Bobb


*I Can’t Make This Up: Life Lessons* by Kevin Hart

*Shoe Dog: A Memoir by the Creator of Nike*, Phil Knight