

## Triathlete's Decision: Go Pro or Pick Elite?

Goal: Race as a pro on the circuit or earn a living as a pro triathlete?

Pro Racer	Pro Triathlete
Chooses coach based more on emphasis of affordability instead of a coach with proven abilities to work with athletes who reach their goals.	Hires coaches with proven abilities to transform good pro potential to elite pros. Maintains on-going in-person coaching relationships.
Starts racing as a pro prior to eliminating all fatal flaws in triathlon disciplines. Minimizes opportunities to further develop skills. Decreases capabilities to earn maximum money at races and through product endorsements.	Learns from their coach through innovation, observation, conversation, and training practice.
Trains with others to be the best they can be with the knowledge from less than well rounded coach.	Trains with top pros to learn tri specific competencies and understand cause and effects of personalized improvements.
Enters races without a chance to win, place among the leaders, or showcase capabilities to influence others in thinking you are someone they should fear in competition.	Uses appropriate and objective metrics to measure progress of competencies. Achieves results in upper percentiles.
Races to race instead of racing to win to enhance capabilities, maximize income, and develop optimal brand identify.	Adopts the best equipment for their race style over endorsements for money and freebies. If alignment exists, then they represent their sponsors in stellar fashion.
Falters under pressure of not earning enough to: cover expenses, achieve an adequate return on training and racing time investments, and live above the racer's poverty line of fun at an age appropriate level.	Knows how to get the return of race performances for their investments.
Discounts the value of being an elite triathlete while developing a professional career outside the racing scene.	Knows that training is the set up for great races. And winning money in great races is the best way to fund a pro triathlete career, not a race season, or a single race pay day.
Knows how to get value from sponsors.	Knows how to create value for sponsors while generating a material return from sponsors without impairing race results.

**How to become a professional triathlete:**

1. Believe in yourself.
2. Take responsibility for your development with a coach.
3. Work smart.
4. Work your plan on a realistic timeline.
5. Rest to recover and to race another day.
6. Accept you race as an individual and thrive with your personal team support.
7. Choose your parents for their awesome ability to pass on athletic genes to you.
8. Understand your risk reward structure to higher payouts.

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