JASON WHITLOCK'S PATH TO SUCCESS

A values-driven entrepreneur charts out a 10-step path to success in sports journalism.

1 Choose a field that fits your personality and interests.

2 Choose your path based on vocation, and not purely for financial reasons.

3 Credentials are nice, but hard work and experience drive your advancement.

4 Your values guide you the whole way – define them, write them down, adhere to them.

5 Study your field - know it history and its success models.

6 Be yourself! Emphasize your own uniqueness, personality and talents.

7 Always keep building a bigger and bigger platform for yourself and your content.

8 Embrace change; try to stay ahead of it by always reinventing yourself.

9 Your intuition and innate ability to read people are your best tools for managing the future.

10 Always, always put your customer first. Be honest with them, be objective, and serve them distinctively.

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