

Lincoln Riley is enthusiastic about the Trojans NIL opportunity

We all know that Lincoln Riley has not lived up to the expectations so far at USC. Especially after last year where the Trojans were ranked number 6 in the country and finishing the season a measly 8-5 even with the now number one overall pick Caleb Williams. Trojan fans it might be your time to shine as Coach Riley is excited about the NIL opportunities.

Let's be honest NIL has taken over college athletics and has played a BIG role in the student-athletes decision process on where to sign. Coach Riley knows this and was thrilled to answer a question by Luca Evans, from Ryan Kartje of the LA Times.

Coach Riley went on to talk about almost everything NIL does for the program, "The percentage gains and the momentum it has created, the job that house of victory has done, the job that our people that work there, the people here, the Trojan family that support it, it's incredible gains. You hope for it, you expect it, I don't ever want to not expect big things here, it's USC, but we're talking about substantial, substantial gains, momentum, and not just in the dollar figure but how we operate."

Riley is extremely confident in his team, and the program to be at the highest level.

It seems USC has all the resources in hand, to keep pushing their status in College Football and raise a Natty in Southern California.

It truly looks like USC's NIL is a major player in the realm of College Football. Which truly may shape this program into a beautiful position. USC truly has everything to dominate recruiting straight from high school and the transfer portal by bringing in recruits from rivals and bigger powerhouses. Outspend other schools for the top athletes at each position, and make a bigger run at high level recruits like Caleb Williams, who turned out to be the number one overall pick in the NFL. The Trojans can be more appealing for recruits like Bryce Underwood, a five star Quarterback in the Class of 2025, if they can dive deeper into the NIL resources.

The USC Trojans may not be as dominant as what they once were, but they have every opportunity to make a run at making it back to the top of the mountain, and becoming that successful program once again in College Football.