



TAKE CHARGE
OF YOUR FUTURE.
WE'LL TAKE YOU THERE.





AT O3, OUR NAME IS OUR COMMITMENT TO YOU.

ONE ON ONE

You've dedicated your life to succeeding at the next level. Don't you deserve an agent willing to offer you the same dedication?

From helping you train and prepare for the Draft, all the way through contract negotiations, we'll be there for you. More importantly, **we'll be there after the ink dries—when a lot of athletes suddenly find themselves demoted to Second Team status at their agent's office.**

The way we see it, you've got a lot of living ahead of you. Your pro career is the next great step in the journey. Take that step with O3, and you've got more than an agent who'll take you there. You've got a partner.

FIRST THING'S FIRST. THE DRAFT.

We're prepared. Are you? We've already reserved spots for our clients at the most prestigious athletic training centers in the nation. At our expense. It's just part of our investment in your success.

WHERE'S THE MONEY? WE'LL SHOW YOU.

Our background is injury litigation, and we've negotiated tens of millions of dollars in legal settlements. From organizations who fought against paying our clients a penny. Imagine the results we can get dealing with organizations who want to pay.

CONTRACT SIGNED WHAT'S NEXT?

If there's one question that led us into this profession, it's that one. Which is why O3 has a network of licensed professionals to help you protect the money you earn, long after you've hung-up the cleats for good. What's more, we have Life Coaches who can help you stay grounded. And living the kind of life that's a success by any measure. No matter what comes your way.

Finally, we'll work our broad network of contacts for endorsement opportunities suited to your style, tastes and personality.



THE MAN BEHIND
03 AND YOU.
ALAN LASSETER



Alan Lasseter is the son of a cotton farmer turned Baptist preacher. In 1982, Alan's family moved to Birmingham—where his father founded a Christian school serving both his church's members and inner city children.

A standout athlete at Pleasant Grove High School, Alan played strong safety at Samford University—earning Defensive MVP and Team Captain honors while playing for Head Coach Terry Bowden.

During Alan's senior year, 1987, the Bulldogs set a school record for wins (11) behind the arm of quarterback Jimbo Fisher—head coach of the Florida State Seminoles.

After graduation, Alan earned his law degree from the Cumberland School of Law. Formerly a partner in the prestigious firm of Marsh, Rickard & Bryan, Alan has maintained a successful law practice since 1993.

Known for his willingness to outwork and out-prepare the competition—regardless of the challenge—Alan now channels that competitive spirit into making the sports world a better place for the athletes he represents.

IT'S NOT JUST YOUR CAREER.

IT'S YOUR LIFE.



Tel & Text: 205.441.8223
alan@o3sports.com
2100 Morris Avenue
Birmingham, AL 35203

o3sports.com