



## WHAT YOU NEED TO KNOW ABOUT CONTACTING COLLEGE COACHES

There seems to be a lot of confusion when it comes to how and when to contact a college coach. Understand that these coaches get bombarded with emails and you DON'T want to just blend in, you want to STAND OUT. We have interviewed many top College coaches and here are some stats that will assist in your recruiting process.

### WHAT TIME ARE COACHES OPENING EMAILS?

EARLY MORNING

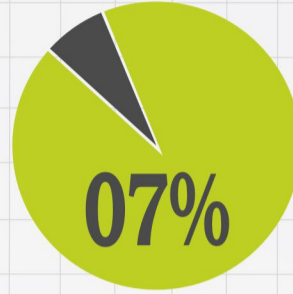
MORNING

MID DAY

EVENING

LATE EVENING

### INCREASE YOUR EMAIL OPEN RATE



decrease in the likelihood coaches will view your email if you send it out on a monday

#### TIMING IS IMPORTANT

Did you know that you can increase your open rate by 25% by just sending it on the right day and time? Keep in mind 60% of emails get opened within the first 3 hours.

### MUST HAVES ON EMAIL



academic and athletic awards & stats



Give them the "Why" on attending that school



Athletic Profile if you have one

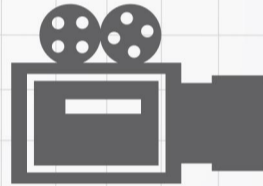


your contact information

### STAND OUT - BE PERSONAL

Be Memorable - Everyone sends a generic email and think thats enough. Sometimes making a personal call or taking the time to send a written letter makes you stand out.

### GIVE COACHES WHAT THEY WANT



If a coach does not know of you, you need to send a video, this will at least start the conversation for him to go watch you play.



Be Persistent and try to contact a coach at least 1 once a week or 50 a yr.



Video is important, but as important is the ability to show the coach that you can also compete academically. GPA, SAT, ACT GPA etc..



DON'T BE LAZY - Research the schools and be relevant to whats going on when talking or emailing the coach.

### DO NOT SAY THIS



#### Brash like behavior

when talking to a coach, don't directly ask for a spot on the team.



#### Too Bland

Get personal with your emails not "To Whom it May Concern" also when speaking to a coach speak confident



#### Negativity is a No No

Probably not a good time to talk about your teammates, coach or team in a negative way, on the contrary speak how you've overcome those adversities despite your situation.

### THINK OUTSIDE THE BOX



Check out to see if your coach has a Social Media presence, get to know them more as a person besides what you've read from his bio.



Do you know any students that have been recruited by that school? ask them how it was to better understand the process and the coaching staff.



It's a good idea to either attend some games of the school you are interested in or watch a few games on-line. Can you see yourself playing for that coach? do you like their style of play? etc...

### TAKE CHARGE

#### BE PROACTIVE

start off with a large list of schools in & out of state. Come up with Pros and Cons of each, then make an order of interest list.

Do no get stuck on one school, remember this is your journey and it needs to be a win / win for you.

BEING A GOOD SOCCER PLAYER IS JUST THE BEGINNING OF THE COLLEGE RECRUITING PROCESS  
WHY CHOOSE YOU OVER ANYONE ELSE?  
WHAT QUALITIES DO YOU BRING TO THE TABLE?  
WHAT MAKES YOU STAND OUT!