**I had a conversation communication with a Division 1 coach he had a few recommendations for student-athletes when emailing college coaches. This is an important part of the process. Here is an overview of his tips. Provide information about you as a prospect and provide the coach an online profile, it is a great way to express your interest in the program and college. However, college coaches can receive large numbers of emails during certain times of the year so your goal should be to have your email stand out amongst your competitors. Follow the tips below to help create solid recruiting emails.**

**Here are five “Do’s” to include in your emails:**

**1. Highlight key stats and facts about you in the subject line. A few bits of needed information are your graduation year, primary position, height and weight, your GPA, SAT score if available, and the state and high school you are from.
2. Address the coach by name and always reference the college name when appropriate.
3. Provide current or relevant information. Stats and awards will get the coach’s attention. Team information is valuable as well so they know you play against quality competition.
4. Be aware of recruiting rules. For example: underclassmen should not ask Division 1 coaches recruiting questions. They cannot answer those types of questions through email until Sept. 1st of your junior year. Provide one or two coach references instead. College coaches can contact them.
5. Finally, write short emails with direct information. Recruiting takes a large part of a coach’s schedule. Long emails will most likely not be read from start to finish.**

**Here are five “Don’ts” to avoid in your emails:**

**1. Refrain from general phrases like “Dear Coach,” and “your program”. Make sure to spell the coach’s name correctly. Little errors are big red flags for coaches and help them identify generic emails. Misspellings happen more than you think. Many mistakes take place when a student-athlete is trying to email a large number of programs at one time. Slow down to personalize your emails and the response rate from coaches will increase.
2. College coaches know what types of skills and attributes they want in prospects. Avoid self-evaluation of your skills. You can describe your dedication and leadership qualities. But coaches will make the final call on your athletic skills.
3. When asking questions in an introduction email, try to keep them simple. Focus on questions with “yes” or “no” answers. The coach needs time to figure out if you are a good fit for them, so don’t put them on the spot in your first email.
4. Do not ask the coach if you can call them. Recruiting rules allow you to call college coaches at any time. Always include your contact information and that of your coach references so the coach can follow up if needed.
5. Finally, do your research. Athletic websites provide a great amount of information about a program if you take the time to review them. Do not ask coaches about their record or assume they had a quality year. If the program has been struggled and you say “congrats on a great season”, then your email will most likely not receive a response. You can tell a coach you want to help the program improve in the future. Coaches are always looking to improve. Take the time, do your research and personalize each email you send to college coaches. College coaches want to connect with prospects that truly have an interest in their programs. When athletic and academic abilities are equal, college coaches will assess which prospects have shown the most interest in their program. Before hitting “send”, please review your email and even have someone else read it. Let’s make your first contact with each college coach a good one.**