

When you look back at the recruiting process, what are you going to say about the contact you made with coaches? Are you sitting around, waiting for a coach to send you something more personal than a mass mailer? Or are you putting yourself out there with emails to multiple coaches at schools where you're qualified to play?

There are so many places you can find coaches online, but the next question—the more important question—is what to say to coaches once you have their contact information. Your parents probably have a good idea about how to write professional sounding business letters, but corresponding with a college coach is a process most people don't do on a daily basis.

### **Who are you contacting?**

Research each school and each coach you'd like to play for, and find out as much specific information you can. Your letter isn't going to be a report on what you've found—after all, the coach probably remembers any of the statistics or information you found about last season's games—but you can personalize your letters with specific details of the program that you like, or that seem interesting to you.

### **What is the purpose of the email?**

Be clear with yourself about the point you want to make in your email, and be sure you're explicitly saying it to the coach as well. Most often, the purpose of an email to college coaches is to introduce yourself as a potential player for their school. But maybe there's something specific you want to convey. Or maybe this isn't the first time you've written to the coach, and you want to affirm your interest in the program.

### **How will you keep track of coaches you've contacted?**

Contact as many schools you are interested in playing for, and double it to start building a network. How are you going to keep track of coaches you've contacted already, or those you'll email the next time around? A notebook? A spreadsheet? A note on your phone? You know what will work best for you, but be careful not to lose it: notebooks can get lost, files damaged, phones dropped. Backups are your friend.

It's important to be specific about yourself: grad year, positions played, experience on high school/travel teams. Do talk about your GPA and ACT/SAT scores, and even though you might not know what you want to do for a career, you should be able to talk about why the school is a good match for you academically, as well as athletically.

The more goals and plans you can add, the better. Show you have ambition; show your character and work ethic.

### **What not to say to a college coach**

Here are some general tips for your initial contact with coaches:

Don't directly ask for a spot on the team. The recruiting game is stressful, but it's not a sprint. You need to get to know the coach—and they need to get to know you, before you both decide that a spot on the team is right for you. (Note: The same thing goes for directly asking how much scholarship money you'll get.)

Don't address your letter or email "To Whom It May Concern." You want to play for this specific school, right? It follows that you want to play for a specific coach. Even if you're sending out similar emails to multiple coaches, make sure each is addressed personally to each coach. (Please, please, please make sure the school is correct for each, as well!)

Don't be negative about your high school or travel coach, or your teammates. This goes back to the coach getting to know you. Your athletic achievements and academic records are components of your recruiting the coach can watch or see without speaking to you. But how you act toward the sport—and your coach and teammates—will be a deciding factor in whether you continue to be in the running as a prospective recruit.

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EMAIL TEMPLATE

Dear Coach XXXXXXXX,

My name is XXXXXX from XXXXXX, Ohio and I'm a Class of 2017 student at xxxxxxxx High School. I am writing to you because of my interest in playing baseball at XXXXX University (or College). I am a varsity athlete (or JV) on my high school's team since freshman year and will be playing varsity this upcoming season.

Just to tell you a little more about myself. I primarily an XXXXX (state the key positions you want to showcase). Aside from the high school, during the summer I play on the Grizzlies Baseball Club select U17 travel team. Outside of baseball, I have played on the schools xxxxxx team (delete if it does not apply) for the last 2 years.

As a student, I am really interested in XXXXX. I currently have a XXXX GPA and scored XX on the ACT (or state when you are taking the test). I am not 100% sure what I want to do at the end of college, but I know XXXX University (or college) has highly acclaimed program in xxxxxx studies.

I've included a link to my Player Profile page for you to see my highlight videos from this past spring and summer, as well my athletic and academic information.

I would love to meet you and talk about the possibility of becoming part of your team in 2017. If there is anything I can do to help you decide whether I might be a good fit, please don't hesitate to ask. I'll follow up with you soon by phone and hope I can answer any of your questions then.

Thank you very much for your time. I hope to hear from you, and will contact you by phone very soon.

Sincerely,

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