

3 Steps to Market Yourself to a College (not including the Showcases, or Tryouts)

1) Initial questions to ask yourself as you **begin your search**:

- Do you want to attend a small school or large school?
- Do you want to go far away or stay close to home?
- Would you like the college to be in an urban, suburban, or rural setting?
- What would you like to major in?

There are no restrictions on when and how often you can contact them.

- Start with an email to the coach
- Copy and paste a direct link to your online resume
- This puts them one click from being introduced to you and viewing your video
- Follow up with a phone call (**Student-Athletes make the call not the Parents**)
- When you reach them, chances are they are in their office and in front of their computer
- Direct them to your video profile
- Utilize this call to serve as an interview
- Be confident when speaking with them
- Keep calling until you reach them

2) **Gathering College Information**

After identifying the colleges that meet the student-athlete's criteria, combine that list with the list of colleges that have already sending you letters. Fill out as much information on the College Information Sheet as possible.

Some information may be obtained at the college's website. If the college website is not known, use our directory of all colleges by clicking here. Certain details may require the student-athlete to call the college. Phone numbers can usually be found on the college's website as well.

3) **Take Unofficial Visits**

Many student-athletes choose the wrong level of college for their athletic ability level. One way to help make the right college choice is to take several unofficial visits to different size schools.

"Unofficial Visits" are trips to colleges or universities are paid for by you, as opposed to an "Official Visit" which is paid for by the college. You should take at least one unofficial visit to each of the NCAA Divisions and one to an NAIA school as well. This will provide a look at the different sizes of athletic programs, quality of players already on campus, and a feel for campus life. This will also help you find your "COMFORT LEVEL". Ask both your school counselor and your high school coach to help you pick which colleges to visit. It is extremely important that you take these visits as early as 9th grade. We recommend taking two (2) visits during your freshman year, four (4) your sophomore year, and four (4) your junior year. This will allow you time to decide which level of college to focus on, where you fit best, and where you can play.

Setting up an unofficial visit is relatively easy. Simply call the colleges you would like to visit and ask for the athletic department. Next, ask to speak to the recruiting coordinator or recruiting coach for your area. Tell them you would like to visit their school and get a better look at their athletic facilities and their academic programs. After you settle on a date to visit the campus, try to arrange for the following to help maximize the impact of your visit.

- Tour the campus, and attend a class if possible (15 minutes or so)
- Meet with the head coach
- Meet with your position coach
- Meet with the academic advisor for your sport
- Visit their locker room, playing/practice facilities and the weight room
- Visit the head trainer and physical therapy area
- Look at a typical dorm
- Eat in the cafeteria

You should also try meet with a current athlete on the college team if possible. Generally speaking, the players will shoot you straight about what that program is really like. Below, are some questions to ask the college athletes.

- Start by asking their hometown and high school size.
- Ask how they seem to fit in at this university and what the transition was like.
- Has the coaching staff delivered on promises they made during the recruiting process?
- Ask them to rate the coaching staff.
- What is the training regimen like?
- Does the academic support staff actively work with the athletes?
- How often are they able to get home?
- Do they encourage parents to visit the campus?
- If they could do it all over again, would they still come here?