

## “10 College Recruiting Tips in Less Than 10 Minutes”

Every tip from the free workshop comes directly from The Playbook. The course includes many more tips, tactics, strategies & systems and goes into much more depth.

For full details visit... [www.playinschool.com/playbook](http://www.playinschool.com/playbook)

Use Coupon Code “workshop” for 15% OFF.

1. Update Email Signature (From Playbook lesson “Cheat Sheet for Emailing College Coaches)
  - a. Every adult with a work email has a signature setup that automatically inserts their pertinent information at the bottom of every single email. What don't kids?
  - b. It takes 30 seconds. Log into your email. Open Settings. Open signatures. Put the pertinent info. Do it 1 time and it will be there every time!
  - c. Highly recommend...
    - i. Your Name
    - ii. Grad Year
    - iii. High School
    - iv. Position Player
    - v. Name@gmail.com
    - vi. 555-123-4000
    - vii. [playinschool.com/player-name](http://playinschool.com/player-name)
    - viii. HS/Travel Coach phone number & email
2. Film on phone in landscape (How to Film a College Recruiting Video)
  - a. I'd love to personally film every player. But that's never going to happen.
  - b. So, I've included in The Playbook, an in depth manual on how you can film your own.
  - c. The camera on your phone is great!
  - d. Just be sure to hold it horizontally.
  - e. TV's, computers, movie screens are wide, not tall. So film that way.
  - f. If that's not reason enough, by filming in landscape you'll actually see way more of the play which can provide valuable info for the coach.
3. Update Social Media Profiles (Social Media Strategy, Risks & Rewards)
  - a. Despite warning after warning, kids continue to shoot themselves in the foot.
  - b. We teach various techniques how to use social as an asset. This is basically free real estate that's being wasted.
  - c. Include...
    - i. Real Name
    - ii. Grad Year
    - iii. High School & Travel Team
    - iv. Position
    - v. [www.playinschool.com/player-name](http://www.playinschool.com/player-name)

4. Sign up for Private Lesson with new or different coach (Thoughts on Private Lessons)
  - a. If you learn 1 lesson from The Playbook I want it to be how to Network, network, network
  - b. Do you know a better way to grow your network for less than \$100?
  - c. By multiplying the number of people that are in your network you are multiplying the number of college coaches you are 1 degree of separation from.
  
5. Sign up for the best SAT tutor in your area. (SAT/ACT Strategies)
  - a. Grades are the number 1 best way to earn scholarship money.
  - b. You can literally turn a \$1,000 investment into \$20,000 in savings.
  
6. Go see 3 very different colleges this weekend. (Finding your “Best Fit”)
  - a. Start getting boots on the ground at as many different types of schools as possible.
  - b. Walk the academic campus to begin finding out what you like & don’t like.
  - c. Most prospects, parents & coaches talk about “right fit” without ever having real world info on what the prospects right fit is.
  
7. Buy a 3 ring binder with dividers. (Organization Strategy)
  - a. The Playbook is all about communication strategy.
  - b. This sounds simple... the more you send out, the more you get in.
  - c. If you’re going to be effective with your communication then you need to be prepared & you need to be organized.
  - d. An old school 3 ring binder is the secret weapon that.
  - e. I teach you how to set that up for maximum efficiency in The Playbook.
  
8. Send your video to 5-10 coaches/mentors. (3 Steps to Effective Networking)
  - a. What did I say about The Playbook?
  - b. Network, network, network.
  - c. But don’t just send these coaches your video. Be sure they know how to use it so that they can show it to college coaches.
  
9. Setup your voicemail. (How to Be Proactive with your Communication)
  - a. The recruiting process is like a job search. It’s time to act professional.
  - b. Change the gangster rap or country music playback song on the voicemail to something professional.
    - i. Either do a legitimate recording...
      1. “You’ve reached the voicemail of Rich Prado. I’m sorry I missed your call. Leave a message if you can and I’ll call you back once I get back to my phone.”
      2. Or just use the generic recording with no music.

10. Set up a meeting with your guidance counselor. (Non-Athletic Scholarship Money)
  - a. In addition to an SAT tutor, a counselor may be the person that can unlock college scholarships for you.
  - b. While I hope you get a full athletic scholarship, trust me when I tell you that the number that matters most is not what you're saving, but what you're spending!
  - c. The less you have to pay the better!
  - d. A counselor can help you find money!