E-MAIL TIPS

- **1 |** Address the Head Coach (or whoever you are corresponding with) *and CC the rest of the staff*, especially during introductory e-mails. This multiplies the number of eyes that will potentially see your e-mail. Keep in mind that some bigger programs have volunteer assistants and/or operations managers that will sometimes filter inbound traffic to the appropriate person, so don't leave them out.

- **2 |** Email addresses can typically be found in the following way
    - School athletics website > "Inside Athletics" drop down > "Staff Directory" > Look for the entire staff's contact info.
    - Alternately, you can Google "School Athletics Staff Directory" and potentially skip the above steps.

- **3 |** Include an e-mail signature. This is the easiest thing to set up that 99% of kids don't do. Every adult has a signature at the bottom of their email. It is valuable real estate. Could look something like:
    - Name
    - Grad Year ("Class of 20XY")
    - Position | High School & Travel Team
    - Phone Number | Email
    - Link to Video

- **4 |** Track opens and clicks
    - The Top Inbox, Boomerang
    - MailChimp, CC, ConvertKit, etc.
    - **Why do this?** You can adjust your follow ups based on this information.

- **5 |** Set up folders for each program

- **6 |** Set up rules to send inbound e-mails into corresponding folders

- **7 |** Save templates as "canned response"

- **8 |** Turn "NO" into referrals. If a coach simply never responds (after multiple attempts) or says "no thank you," be sure to thank him for his time AND ask if they recommend you reach out to a certain coach, school or type of program based on their experience.

- **9 |** Never have a parent send e-mails to coaches.

- **10 |** Keep e-mails short and remember the format from **"Cheat Sheet for E-mailing College Coaches"**