



Your CHEAT SHEET for E-mailing College Coaches

This cheat sheet provides a format that can be used in either an introductory e-mail (cold call) or a follow up e-mail (warm). Note that we have not provided an “e-mail template” like we’ve seen on some “recruiting sites” because we know teenagers are tempted to simply copy and paste those. E-mails to college coaches need to be both PERSONAL and PERSONALIZED.

The goals of emailing a coach are simple... Let coaches know you exist, let them know how they can find you and build a relationship with them.

With that in mind, every e-mail needs to include the following 3 things...

1. Introduction
2. Invitation
3. Questions

In addition to those 3 points, there are strategic nuances that should be remembered for each e-mail.

Let’s look at an e-mail format that players can personalize to fit their own needs. Notes and explanations will be provided in **GREEN TEXT**.

CHEAT SHEET

To: headcoach@university.com

Your initial e-mail should be to the Head Coach. Follow up e-mails can be to the coach with whom you've been communicating.

CC: assistant1@university.com, Assistant2@univeristy.com

CC the entire staff to increase the likelihood that someone sees the e-mail.

Pro Tip: Find e-mail addresses in the Staff Directory section of each college's athletics website.

From: PlayerName@gmail.com

Avoid using ambiguous or silly e-mail addresses. Instead, opt for a more professional and simple e-mail with your name as the address.

Subject: Name, Class of 2018, SS/RHP, 1250 SAT, Video Inside

Your subject should have keywords that highlight your assets.

Examples: You are a 6'6" LHP, you play for back-to-back state champions, you have great grades, etc.

Always include your name, grad year and position.

Dear Coach Smith -

Address the letter to the coach **BY NAME!** Sending an e-mail that merely says "Dear Coach" announces to the world that you just sent the same e-mail to 50 different colleges. **DELETE.** Remember, e-mails need to **PERSONAL** and **PERSONALIZED.**

(INTRODUCTION)

My name is...

This is why I'm special/better/different...

I'm interested in learning more about...

The **INTRODUCTION** is exactly what it says. It should be 1-3 sentences telling a coach about your best assets. Your assets might be physical, academic, intangible, etc. Keep it short and sweet. Be sure to include other pertinent info including grad year, position, etc.

(INVITATION)

Would love for you to see me play in person.

Here is my spring/summer/fall schedule...

But in the meantime, you can see video on me online here: playinschool.com/canes2015/ransom

The **INVITATION** is important. The entire point of this exchange is to encourage coaches to watch you and evaluate you in person. You need to literally invite them to come see you. Make it easy for them to find you. Send your season schedule. If you have specific information for big events, try to provide it. For example, list the exact team (some organizations enter multiple teams in events), jersey number, game time and field location. Again, the goal is to encourage coaches to come out to see you in person. If you have quality film, this is the 1st spot to include it. It gives them a chance to see you and help them decide if you are worth driving 7 hours to go see in person. They won't sign you off of video, but hopefully they'll see something that interests them so that they will get in the car!

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(QUESTIONS)

What camps will your staff be at this summer?

What are the details of your camp?

Do you have any specific needs for the class of 2018?

Do you have any feedback on the video I could use to continue to improve?

The QUESTIONS section is designed to encourage a response. It is human nature to want to answer a question, and sending open-ended letters do not create that feeling to respond. We want to kick the door wide open to give coaches that opportunity to hit reply. A response indicates that your relationship is beginning to form or becoming stronger. At the end of the day, if there are two equal players, the player with the stronger relationship may get the offer! Remember that "coaches" are actually "teachers" at heart. By nature, they WANT to help you improve. Asking some strategic questions may give them the opening they need to begin to do what they do best.

Note: You don't actually need a dedicated "questions" section. You can pepper some questions throughout the e-mail. It may read better than having a laundry list of questions at the end of the e-mail.

Thank you,

Your Name

Grad Year

High School

Position

PlayerName@gmail.com

555-123-4000

playinschool.com/canes2015/ransom

The SIGNATURE is often overlooked. I recommend setting up a standard auto signature in your e-mail system with some pertinent info. Every business person in the world includes their info (automatically)- why not do the same if you're a prospect? It takes two minutes to set up and it gives a professional look and feel.

CHEAT SHEET

We hope you find this information useful. Keep in mind that e-mails do not have to be long. The goals are simple: let coaches know you exist, let them know how they can find you and build a relationship with them to differentiate yourself from the competition. These goals are all met by including an introduction, invitation and questions in your correspondence.

If your team does not provide a resource to create professional recruiting videos for you, please encourage them to contact Play In School. We work with travel ball organizations across the country. Examples can be found online at playinschool.com/teams.

We have found that while showcase ball has provided college coaches ample opportunity to evaluate players, the players themselves are often too busy to visit and research the schools as a whole. Our College Bus Tours are designed to provide players the opportunity to visit nearly 20 colleges on a four-day tour. Find out more information at playinschool.com/bus_tour.

If you have any questions, feel free to contact me directly.

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