



## Ready to Take Your Game to the Next Level?

After years of training and acquiring the skills to be a top-performing athlete, it's time to get recognized and invited by colleges and universities that need dedicated individuals like you on their teams.

Being recruited by the right schools requires more than playing well on the field. Just like preparing for a big game, it takes an effective strategy and a comprehensive plan. Included in this document are the tools and resources you'll need to help ensure you're doing everything you need to be noticed by the universities in which you're interested.

Read each section and follow the steps to establish your game plan and help increase your chances of being recruited by the school you want to attend.

## Make Your List

The first and probably most important step is to focus on your options. Which schools do you want to attend? What are your alternatives if your top college of choice doesn't recruit you? The next page provides you the opportunity to make a list of at least 20 schools that fit your preferred school profile.

As you visit the websites of college athletic programs, write down the addresses, the coaches' names, as well as their phone numbers and emails. Write it here or make a spreadsheet so that you can easily track schools that show interest and add schools that contact you through the normal flow of the recruiting process.

Knowing your options is important, so staying organized with a comprehensive list of 20 potential schools provides allows you to visualize your opportunities.

### **Remember: Fill Out the College Questionnaire**

As you make your list and visit the websites of these various college athletic departments, look for a questionnaire section for prospective student athletes. Fill out the questionnaire even if you are already on the school's mailing list. This will put you in their database of recruits and onto a list of prospective recruits for the coach assigned to your geographic area. Some schools call all athletes on this list, most do not.

When you send in your recruiting packet (which we will help you will create in the following sections) and call the coaching staff, being in their database will make it easier for them to keep track of you, evaluate your potential to play there, and possibly earn a scholarship for you.

## Your Top 20 List

School Name	Address	Coach's Name	Phone Number	Email Address
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## Building Your Personal Recruiting Blitz Packet

OK. Let's get you recruited to play college athletics!

The next step in helping you become accepted by the college you want is to make your personal recruiting packet. It takes some time to put together, so even if you are a freshman or sophomore, start working on the packet now. As you progress through your high school athletic career, keep updating your information and archiving your game film.

A personal recruiting blitz packet has all the information a coach needs to make a decision in offering you a scholarship for his program. You'll mail this packet to prospective college athletic programs, so you need to invest the time to make sure it represents you in the best possible way.

A great recruiting blitz packet will increase your chances of earning a scholarship; an incomplete one can hurt your chances immensely.

### Let's Get Started

There are three items to include in every recruiting blitz packet:

- **A Letter of Interest**
- **An Athletic Profile**
- **Highlight and Game Film**

## Your Letter of Interest

This letter is similar to a business cover letter. It is an introduction letter that tells coaches about you, your goals, accomplishments, and reason for contacting them. For more detailed information, read *Athletes Wanted: The Complete Game Plan for Maximizing Athletic Scholarship and Life Potential* by Chris Krause. I recommend the following letter format:

### Sample Letter to Coach

*Dear Coach Jones,*

*As a member of the Eclipse soccer club and a freshman varsity starter at Niles North High School, I am beginning my search for a college soccer program where I can make an immediate impact, as well as further develop my skills and strengths.*

*My goal academically is to pursue a degree in medicine, and I am impressed by the pre-med program that Hiram College offers. I also like the small class sizes and professor-to-student ratio. I currently attend a large high school and am looking forward to a more personalized college education.*

*I know the process is early, but I'm hoping to be considered for your program. Would you be so kind as to send me information about Hiram and a questionnaire?*

*Enclosed is my profile. I am in the process of putting together a video, and I will send you a link as soon as it is prepared.*

*So that you are aware, I will be at the Disney Showcase and the Las Vegas Shootout, so hopefully you will be able to see me play. In the meantime, please let me know if you have any questions.*

*I look forward to continuing the recruitment process with Hiram College.*

*Sincerely,*

*John Student*

*#3 Eclipse (blue and white jersey)*

This sample letter can be found at: [www.ncsasports.org/blog/2010/01/13/ask-coach-taylor-what-should-i-include-in-my-first-letter-to-a-college-coach/#ixzz1ffs86n8Z](http://www.ncsasports.org/blog/2010/01/13/ask-coach-taylor-what-should-i-include-in-my-first-letter-to-a-college-coach/#ixzz1ffs86n8Z)

## Your Letter-of-Interest Checklist

While writing your letter of interest, keep this checklist handy to help ensure you include the information that will get you noticed.

1. Address the coach by name. Make each letter unique to that college.
2. Introduce yourself. Include your current year in school, your high school name, as well as the city and state.
3. State the sport you play and your position(s).
4. Include your high school/athletic club, coach name, and phone number. This is important because if you are judged a scholarship athlete, your coach will be called to confirm the information and to get your coach's opinion of you.
5. State which academic program and major you want to pursue.
6. Give your GPA and test scores or date you are taking the test, class rank, and any honors courses you are taking.
7. State a few education and career goals, your leadership ability, personal values, and a few athletic accomplishments.
8. Request additional information on the school and the athletic program.
9. Close your letter respectfully. State that you look forward to speaking with them about the program, and wish the coach success in their season.

### A Few Tips for Success

- Type the letter, don't photocopy.
- Don't make it more than one page.
- Make sure the school information is correct.
- Include something specific about each college. Use a nickname and mention an upcoming game.
- Include the statement: "I believe that this school would be a great fit for me academically and athletically. I have included a highlight film for you to review."

## Your Athletic Profile

An athletic profile is your athletic resume. This is the second page of your packet and should tell the coach more about you as an athlete. It should follow a regular business resume format and should be no longer than one page.

In addition, be sure that you highlight your success in a second or third sport. This demonstrates athletic diversity, which shows raw talent and is a huge boost to show coaches that you can be a college athlete. It also can help overcome any weaknesses seen in primary sport. For instance, it can show you aren't just a tight end or wide receiver; you'll be seen as someone who can be molded to play multiple positions and help the team out in many ways throughout a career.

If you have not won any awards or honors, that is OK. You will want to expand on your statistics and other information like games played, starter, captain, etc. to round out your information.

Include the following:

- sport
- position
- height and weight
- influential personal stats such as lifting or running times
- awards won
- state awards & nominations, conference awards & nominations
- team awards & nominations

Use the athletic profile example on the next page as a guide to create your own.



## **Joe Student**

2222 Sesame Street  
Clifton, VA 22022

540-555-1212  
JStudent@myhs.net

### **Education**

East Henderson High School  
Covington, VA 22202  
540-555-1212  
Current GPA: 3.4  
Current Class Rank: 94 of 180  
Graduation Date: June 2012

### **School Clubs and Activities**

- ◆ Students for Christ Club
- ◆ Varsity Club
- ◆ Key Club

### **School Sports**

- ◆ Outdoor Track
- ◆ Varsity Football

### **Awards and Honors**

- ◆ Four-year Varsity Letterman 2008-2011
- ◆ Honorable Mention All-State Varsity Football 2010
- ◆ Region III Second Team All-Region Offense/Defense Varsity Football 2010

### **Community Service**

- ◆ Helped with kids football camp 2009, 2010, and 2011
- ◆ Guide for Freshman Orientation 2010

### **References**

- ◆ Michael Elmore – High School Guidance Counselor (540-555-1212)
- ◆ Don Tucker – East High School Varsity Football Coach (540-555-1214)

## Highlight-and-Game Film

A highlight-and-game film contains both 3-5 minutes of highlights and one or two complete games. Do this on your own; it isn't difficult. You don't need to spend hundreds to thousands of dollars on a highlight film service. If you do not have any film of yourself playing, ask your coach to make copies if your team records it, or ask a parent who films the games, the local TV station, or do it yourself.

It will be hard to recruit you unless the coach can see you play in person. Athletes who play individual sports like swimming or track and field are easier to evaluate due to the availability of information like time, distance, etc. For athletes who play team sports, highlight-and-game film is crucial.

Your highlight film should include:

- **Personal introduction.** Introduce yourself. Explain your goals, accomplishments and stats: height, weight, 40 times, lifts, and times. Wear your game jersey.
- **In-game highlights.** Cut together highlights from your Junior and Senior years and show at least 20 or your top plays.
- **Training showcase.** Videos of you running a 40, swimming in practice, weight training, kicking the ball, etc.
- **A complete game.** Include at least one whole game. Coaches need to watch a complete game to evaluate you. You need not show the defensive side if you only play offense in football, or if you are a baseball or softball pitcher, then you can cut your footage at bat. Make these your best games and don't worry if you made an error during a play. College players will not be perfect on every play. Demonstrate that you finish every play and how well you maintain composure and skill throughout a game.

Not including a complete game in your recruiting packet slows or stops the process, as well as the coach's ability to evaluate you and determine scholarship potential. Any highlight film can look amazing no matter your skill level, but until the coaching staff is able to watch a complete game, they can't evaluate you against other athletes and gauge your true level of athletic play.

## Highlight-and-Game Film (continued)

### Quality Counts

Your film does not have to look professional, but the quality should be visible, not grainy or shaky. Most important, the coach must be able to identify you are on the film. DVDs are the preferred format as this is what most colleges use in their own video editing for games and practices. If you are not able to do this on your own, most high schools have film or AV clubs that are happy to help.

It is in poor taste to ask for your film to be returned to you after they view them. Just think of it as an investment in getting recruited and receiving the scholarship. DVDs are not expensive.

### Tips for Success

Here are just a few more things to think about when creating your highlight-and-game film:

- **Clearly mark on DVD your name and jersey number (very important!).** Label with name, jersey number and color, as well as your graduation year and phone number.
- **The length of the film doesn't matter if you have included all the necessary items.** A coach will turn off the video after a minute or two if the athlete has no chance of being recruited, watch 5-10 minutes if the athlete is a definite recruit, and watch even longer if the athlete is a possibility. Don't worry about the common 3-5 minute rule to keep coaches attention – they know how to fast forward. The length of the film doesn't keep a coach's attention; your athletic ability does.
- **Include drill work in your film.** Some sports are great for recording drills, such as baseball or softball. For other sports, you may want to include drills to emphasize your drive to improve.
- **Include a splash screen with your name, school, year, stats, schedule, and any other information you might deem useful to college coach.**

## Highlight-and-Game Film (continued)

### Tips for Success (continued)

- **Include a letter inserted inside the DVD cover.** DVDs often get separated from the letter of interest and athletic profile when the coach opens the envelope. The DVDs are put in the bin for the graduate assistants to evaluate. This letter stuffed inside makes it easy for the graduate assistants (GA) to review your film.

Make the letter less than a page long. Include your name, address, phone number, high school name, and your coaches' phone numbers. In addition, express your interest in the school, include your stats (height, weight, etc.), and what is on your highlight film. For example: "I am number 44 in the blue jersey with red pants. I am a running back and slot receiver. I have included highlights from my Junior and Senior seasons, as well as two complete games."

Almost every program has at least one GA who reviews the films. If a GA can't figure out who the player is in the first two minutes...next! This letter will help you tremendously.

- **Sending your DVD to the graduate assistant directly is a great way to move ahead of the list.** GAs are not given specific recruiting areas and they are not allowed to go out on the road. Yet, they are still expected to recruit and sign athletes. You can get your highlight film into the head coach's office faster and easier by going this route.
- **Check each DVD to make sure that it works properly before mailing it.** Be sure to follow the following checklist before you send it out:

- Introduction
- Splash screen
- In-game highlights
- Training showcase
- A complete game
- Second letter of interest

## Mailing Your Recruiting Blitz Packets

### When To Start Mailing

It's important that your recruiting blitz packets be sent out by the end of September of your Senior year for fall sports and the end of your Junior season for winter and spring sports.

You need to do this as soon as possible. If you get a call from a coach interested in you, he will ask for a highlight film the first phone call. Don't delay; he will only ask a couple of times before he gives up and move on to the next athlete. You can't be truly recruited until the coaches have seen you play.

Mail your recruiting blitz packets out at least to the schools you identified earlier in your mailing checklist, as well as to your other top choices. Postage costs might start to add up, but remember that they are miniscule compared to the value of a scholarship.

### Keep Track of Your Mailings

Don't forget to keep track of the schools to which you send your letters and when you mailed them. The list on the following page will help you accomplish this.

## Your Recruiting-Blitz Tracking List

College	Date Mailed
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## Best of Luck!

We've given you the tools to get noticed by colleges and universities. Now it's up to you. As an athlete, you know the great things that can be accomplished with persistence and out-working everyone else. Being recruited by a school is no different.

The Recruiting-Blitz System will keep you focused on achieving your ultimate goal. In addition, below are some valuable online resources that offer information on college recruitment for high school athletes.

I wish you the very best of luck in your future athletic and educational journey.

Online College Recruitment Resources

<http://www.ncsasports.org/blog/2012/03/09/top-50-recruiting-tips/>

<https://www.recruitingrealities.com/blog/>

<http://www.varsityedge.com/>

<http://www.athleticaid.com/GettingStarted.html>

<http://www.athleticscholarships.net/>

<http://nsr-inc.com/athletes/are-you-really-being-recruited.php>