

How to **rock** College Coach Outreach like a boss

Emailing Coaches

Emails to coaches at schools you're interested in provide a great way to start the conversation. Be sure to personalize the emails. NO mass emails!

What To Include

- ✓ Your name and contact information- including social media addresses
- ✓ Your height (and weight depending on sport) and other metrics important to your particular sport
- ✓ Your high school and club team name and coaches' contact information
- ✓ Your academic info such as GPA, test scores, etc.
- ✓ All of the sports you are in and the one you are interested in playing in college

Top Email Tips

- ✓ Start the email with a catchy line and something specific about the college and program that you're interested in
- ✓ Use your second paragraph to offer specific information about you
- ✓ Offer information about your schedule and how the coach can watch you play
- ✓ Include your social media links, highlight video links and recruiting profile information links so they can learn more
- ✓ Remember to EDIT and SPELLCHECK before you hit send!
- ✓ Include your contact info, as well as name and contact info for your coaches

Want to see an example of a great email that you can use as inspiration for your college coach outreach? Check out the next page of this PDF.

Calling Coaches

If you've already reached out with an email (or letter), a phone call helps differentiate you from other recruits! Coaches want to build relationships with their potential student athletes and want to get to know you during the recruiting process.

Top Phone Tips

1. Do your research before calling (the school's program, past performance, the coach's background and how long they've been there)
2. Be prepared to tell them your name, high school and location, position that you play, graduation year, why you are calling, the best number where they can reach you
3. Have some questions prepared ahead of time
4. If they pick up, start by asking them if this is a good time for a call as a courtesy

Great Questions for First Phone Calls

- ✓ Tell me about your past season?
- ✓ What positions will you be recruiting in my class?
- ✓ How many recruits will you be bringing in, in this class?
- ✓ What separates your school from everyone else?
- ✓ What would you like me to do moving forward?
- ✓ Tell me about the academic requirements for your school?

Be prepared to leave a message. Tell them your name, position, where you are from and a good time to reach you or when you'll call back. Be sure and thank them for their time. Follow up with an email, as well.



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Using the tips above, here's what a great coach outreach email looks like:

From: annefoster@cityhighschool.edu



To: coachkimberly@statecollege.edu;



Cc & Bcc

Introducing Anne Foster, 6'0" Forward Class of 2022

Dear Coach Kimberly:

Hi! I am reaching out to you today as I have been following your team and I was excited to see them play in the conference championship game. I am looking forward to playing basketball in college and would like to get to know more about your program.

My name is Anne Foster, I am a 6'0" 2022 forward from West River, MN and play for West River High School and the All-Star Starlings basketball club. I was recently honored with all-conference and all-region awards during my sophomore basketball season. I have a 3.9 GPA and will be taking my ACT in April. I also play softball and volleyball for my high school. I think my abilities would be a good match for your program.

I am looking forward to playing this weekend in the Field of Dreams Championships in Des Moines, IA with my basketball club. If you have a chance to come watch me play; we will be on Court 4 at 1 pm on Saturday. Here are links to some of my highlights ([highlights link here](#)) and my Shoot Recruit athlete profile ([recruiting engine profile link here](#)) for my complete profile and upcoming club tournaments.

Thank you for your time. I hope to visit your university in April while we are on spring break with my family. My high school coaches are Sara Fred 608-987-3456, and my club coach is Natalie Hops 608-456-7689.

**Anne Foster
2022 West River High School
3455 Center St.
West River, MN 54321
608-345-6785
Social media address next**

