

# RECRUITING 101

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## **Building Twitter to be a Resource:**

1. Use Twitter as a recruiting tool
2. Make your Twitter profile name your “real” (full and legal) name
3. Don’t make your profile picture a photo from a college visit at another school
4. Make sure your Twitter profile is not on private and you can receive direct messages from anyone (college coaches)
5. Your Twitter handle should make you easy to find if a college coach searches your name
6. Use your REAL current location on Twitter
7. Who you follow matters (Ex: follow colleges, college coaches, athletes)
8. Be careful and selective in what you decide to post, favorite, and retweet (this costs college athletes positions and scholarships every year)
9. Don’t post anything that would disappoint your coaches, family, teammates, or school
10. Twitter Bio should contain the following:
  - First and Last Name
  - High School and Grad Year
  - Cumulative GPA and ACT/SAT
  - Position(s)
  - Any other affiliations (Ex: Legacy Macomb 7v7)
  - Height/Weight

## **How to Direct Message College Coaches:**

Every year college coaches post the right and wrong way to DM them. Do not start a message with, “what’s up coach check out my film”. Please see the template below.

*“Good afternoon/morning (Coach’s Name), my name is (First Name) (Last Name) and I am a current (Grade Status) at (HS Name) in (City), (State). I play (Position) and am interested in your school (Explain Reason). My cumulative core GPA is (Core GPA) and my ACT/SAT score is (Test Score). I would appreciate it if you would take a look at my film and let me know what you think. Any feedback is greatly appreciated. Thank you for your time! (Insert link to most current film). (Include Phone Number).”*

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**How to Email and Call College Coaches:**

All college coaches have a listed email address and most have a listed phone number as well. Contact information can be found by typing in a school's name, sport, and then staff.

(Ex: "Olivet College football coaches/staff".) Every coach should be listed on the website. You can include multiple coaches from the same school on the same email thread. You always want to email the coach of the position(s) you play, the recruiting coordinator, and any other applicable coaches. Feel free to follow up the email with a call to a coach on staff. Most times they will not answer, but it is a great opportunity to leave a short and respectful voicemail asking the coach to look at the film you sent.

**Email Template:**

*Good morning/afternoon,*

*My name is (First Name) (Last Name) and I am a current (Grade Status) at (HS Name) in (City), (State). I play (Position) and am interested in your school (Explain Reason). My cumulative core GPA is (Core GPA) and my ACT/SAT score is (Test Score). I would appreciate it if you would take a look at my film and let me know what you think. Any feedback is greatly appreciated. Thank you for your time!*

*(Insert link to most current film)*

*(Include Phone Number)*

*Sincerely,*  
*(Name)*

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### **Tips on How to Speak to College Coaches:**

1. Proper posture
2. Firm handshake with eye contact
3. Direct eye contact throughout conversation
4. Strong voice
5. Dress appropriately
6. Listen and ask questions

### **Recruiting Visit Questions:**

1. What are the top three majors at your school?
2. Will I be red-shirted?
3. What type of offense/defense do you run? (Do you fit within that system?)
4. How many of my position do you currently have on roster?
5. How many of my position do you plan on bringing in?
6. What are graduation rates for athletes at your school?
7. Are tutors, study groups, and academic support personnel available?
8. Does the school have the major I am interested in? If so, how strong is the academic program?
9. Are work study jobs in athletics available?
10. What percentage of Freshmen remain on the team all four years?
11. What does the typical season schedule look like?

### **Questions to Ask Yourself:**

1. Do I fit within the offensive or defensive scheme?
2. Is the coaching staff being real or fake?
3. Would I attend this school if I did not play athletics?
4. Can I see myself living in this city for 4-5 years?
5. Can I be successful academically here?
6. Can I work my way into playing time here?
7. How is the school's academic program that I want to go into?
8. Will I be okay this far from home?
9. Can I handle the course load required for my major?
10. How are the facilities, sports medicine staff, coaching staff, and school campus?

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**Ten Tips I Wish Someone Told Me:**

1. Grades! Grades! Grades!
2. Highlight films do not lie.
3. Give love to schools that love you. If a school truly wants you, you will know.
4. Start low with divisions of schools and aim high.
5. Spend the majority of your money on exposure camps.
6. Just because you do not have the size does not mean you cannot make up for it in other areas.
7. College coaches are the evaluators; not your friends, family, or high school coaches.
8. Just like in life, you will get out of it whatever you put into it.
9. Visit as many schools as possible. You only get one recruiting experience.
10. Just because you were the star of your high school does not mean you will be an impact starter as a Freshman. There are thousands of other all-county and all-conference players competing for the same spot you are.