



E-Mail Do's and Don'ts

In order to help our players construct college recruiting e-mails that are original and personal we have taken down our example e-mails. It is our belief that instead of providing example e-mails that our players “cut and paste” we want to encourage each of our players to put their own voice into their work. Make sure it is balanced with both an air of professionalism and magnetism. Really get your personality into the letter so that you grab the coach’s attention in a positive and attractive manner. It will help the coach and yourself form a more meaningful bond from the beginning if you put more effort into it. Remember, they need YOU, prospective student-athletes, to make their college soccer programs!

First off, please educate yourself on the rules for communication, which you will find at the NCAA (<http://www.ncaapublications.com/productdownloads/D113.pdf>), page 101 and NAIA web sites. For instance, an NCAA college coach may not reply to your e-mails until your junior year.

DO

- Spell the coach’s name correctly.
- CC all other coaches. Often the head coach is not the recruiting coach.
- Mention the college, spell the name correctly, why you would like to attend. The more specific reasons, the better.
- For your initial contact, provide the basics:
 - Name, school, graduation year, GPA, SAT or ACT score
 - Position(s) on club or high school team
 - Club references, with phone numbers and e-mail addresses
 - ODP, other soccer accomplishments
- Include schedule of games for the next month or two, if any.
- Add in non-soccer accomplishments to show your time management and commitment to school, sports, family, etc.

DON'T

- If your e-mail sounds like it is going to numerous schools, do not expect a favorable/immediate response. College coaches want contacts to suggest an eagerness to play for them.
- Mom and dad should not be writing e-mails for you. Coaches want to hear from you. They can tell if you are writing these and feel if you are not willing to take time to communicate with them, you really are not interested.
- Provide facts, not excuses. For example, if your GPA is not what you would like, don’t say it is your teacher’s fault. Instead state convincingly in one sentence what you intend to do about them.
- Discussions about athletic financial assistance needs to be on the agenda, but not until you are pretty sure you want to attend this college and that the coach is very interested in you.