



How to Contact a College Coach

Step 1: Make Initial Contact.

- ❖ Email student-athlete profile.
- ❖ Be professional in this initial communication.
 - Use the coach's name in the introduction
 - "Dear Coach Bradley" as opposed to simply "Dear Coach" and make sure that spelling and grammar are correct. "You don't get a second chance to make a first impression."
 - Give at least 3 reasons why you think this school is the right fit for you
 - Possible degrees you are interested in
 - Success of the program
 - Location
 - Size of school
 - Be polite in closing
 - I look forward to hearing from you
 - I'd really like to talk further about being apart of your program

Step 2: Follow up

- ❖ **2021 Graduating Class.**
 - If you have not heard back from the coaching staff after a week, send a follow-up email. Attach your player profile again. Be persistent.
 - Once you have heard back from the coaching staff, set up a phone call. This allows you to personalize the relationship and begin an open line of communication.
 - During the phone call:
 - Express why you are interested in the school and the soccer program.
 - Ask some questions about the coach, the program and their philosophy. Talk soccer and show that you are passionate and knowledgeable about the college program and the game in general.
 - Make them remember you.
- ❖ **2022 Graduating class follow up with an email.**
 - After 4 weeks if you have not heard back from the coaching staff follow up with an email. Attach your player profile again. Be persistent.
 - Once you have heard back from the coaching staff, set up a phone call. This allows you to personalize the relationship and begin an open line of communication. ***It must be September 1 of your Junior year or later for a Division 1 or Division 2 college to contact you by phone.***



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- If after 8 weeks you have not heard from the school follow up with an email. Attach your player profile again.
- Be persistent but don't get down on yourself if you don't hear back from a school. You are just beginning the journey.
- Cast a wide net of schools

Step 3: Continued Communication With the School

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- Once a phone call has taken place continue to communicate with either the head coach or assistant coach a couple of times a month.
- Make sure to keep coaches you are in contact with updated on your Competitive Calendar.
 - College Showcase tournaments.
 - Send your schedule for each tournament immediately when you receive it and a reminder 2 days before the event.
 - League play. Communicate your full schedule to college coaches to maximize the potential for their exposure.

❖ **2022 Graduating Class**

- Once they have replied to your email be sure to continue to email the coaching staff once or twice a month.
- Once a phone call has taken place continue to communicate with either the head coach or assistant coach a couple of times a month.
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