

# COLLEGE COACHES WON'T RECRUIT YOU IF THEY DON'T KNOW YOU EXIST

Many high school athletes have a desire to play college sports once they've graduated. This dream is easier to obtain than most people think. The key to becoming a college athlete is to **develop and execute a plan**, which will ensure that the right steps are being taken in your college recruiting process.

The first thing that student athletes need to realize is that they are responsible for their own success in the recruiting process. Waiting on anyone else to promote his or her skills and abilities is often a costly mistake. ***High School coaches don't have the time and resources*** to properly market their athletes. ***College Coaches don't have the budget*** to travel out to watch every prospective player or watch every DVD mailed to them. For these reasons, ***it's up to you*** to let college coaches know that you're interested in playing for their programs.

Those who are serious about getting recruited know that you have ***to catch coaches' attention. Simply mailing letters and/or game film isn't enough.*** Steel Athlete's online Recruitment Profiles serve as a one-stop shop for coaches to learn all about a student athlete's skills and abilities both on and off the field. ***It's our hope to not only provide you with the means to market your skills but also to assist you through every step of the recruiting process.***



## WHEN DOES THE RECRUITMENT PROCESS BEGIN?

It's *never too early* to begin preparation for the recruiting process. By the time student athletes reach the **ninth or tenth grade**, catching the attention of college coaches should be a high priority. Keeping his or her **grades** up while maintaining **good sportsmanship**, and impressive **stats** is a good start. This is not to say that juniors and seniors have missed their opportunities but the earlier an athlete begins to market his or her skills, the more opportunities they'll have later on.

If you're a **junior or senior**, you just simply need to **get to work**. Of course, it's ideal to begin the recruiting process early in your high school career, however it's better to start late, than not to start at all.

One of Steel's student athletes sent out his first e-mails to coaches in the last weeks of his senior football season. Thankfully, this athlete had his **game film** loaded on his Steel Athlete profile along with his **athletic and academic achievements**. The coach was provided with a **direct link** to this athlete's profile and quickly responded back to him stating that he is now one of the **top recruits** for their football program.

The key to this athlete's immediate success was that he **made it easy** for this college coach to start recruiting him. The coach had everything he needed to begin recruiting this athlete in one convenient location. That is the power of Steel Athlete. We simply **make it easier for college coaches to begin recruiting you**. By showing you how to create a successful recruiting campaign, Steel Athlete helps you **overcome the myths and misunderstandings** about college recruiting.

Making it easier for coaches to recruit you only helps your chances of transitioning from a high school athlete to a college athlete. Recruitment helps students earn scholarships and receive educational opportunities that might not be otherwise available. Steel Athlete's online Recruitment Profiles are the **easiest and most effective** way to show a coach that you deserve a spot.

## HOW TO BUILD A SUCCESSFUL RECRUITMENT CAMPAIGN

If college coaches don't know you exist, they can't recruit you. Therefore, it's up to you to **get their attention**. Steel Athlete is a **"Do It Yourself"** recruiting site focused on teaching student athletes and their parents how to get proactively noticed by thousands of college coaches.

Creating a successful recruitment campaign is the only way to **take advantage** of the available opportunities; the opportunities to **play college sports, receive scholarships, and continue your athletic career**. They're out there and Steel will help you find them.

Steel Athlete Recruitment Profiles allow college coaches access to all the info they'll need to start recruiting. With the click of a button, coaches can view your **academic standings, athletic accomplishments**, and most importantly, your **video footage**. The following steps will guide you through the process of constructing a professional and effective Recruitment Profile. Once you've completed these steps, you'll be ready to start **contacting your top-choice coaches**.



## STEP ONE:

### BUILDING YOUR STEEL ATHLETE PROFILE

**ATHLETIC INFO:** Load your academic and athletic information to your profile by clicking on the “ADD/EDIT STATS” tab. The ADD/EDIT STATS button will prompt you to select your sport(s). Select the sports you play for and enter your statistics for your selected sport(s).

We recommend entering all applicable stats for your selected sports. For example, if you're a baseball player, your batting average, RBI's, home runs, and stolen bases are important statistics to add to your profile.



Under “COMMENTS” write additional information about your *athletic accomplishments*. For example, load information such as “Team Captain,” “Two-Year Starter,” or “Voted All Region/Conference, All State, etc.” Put anything that you feel will let coaches know what type of athlete you are.

**PERSONAL INFO:** Load *letters of recommendation* from coaches, parents, friends, etc. Having a personal touch to your profile will give coaches and recruiters a better understanding of who you are and how you'll contribute to their programs both on and off the field.

**ACADEMIC INFO:** Load your *current GPA* and your *cumulative GPA*. If you've taken the tests, load your individual **SAT** and **ACT scores**. You also need to display that you've registered with the **NCAA Eligibility Center**.

If you have not already registered with the NCAA Eligibility Center, you need to do so.

To register, go to [eligibilitycenter.org](http://eligibilitycenter.org).

We also recommend entering *contact information* for your school's *academic counselors*.

*\*Schedule a meeting with your academic counselor as soon as possible to ensure that you're enrolled in required courses and that you're scheduled for required courses in the future. Taking the right courses is crucial to making yourself academically eligible to play college sports.*

## STEP TWO:

### UPLOAD GAME FILM

*Game footage is the most important thing you can provide a coach* during the recruiting process. Uploading game film may require converting the game footage to your computer. You'll find the instructions on the “UPLOADING GAME FILM” tab.

Even if your coach already films your games, it's important to have a friend or family member film your games as well. Also, filming your workout sessions is a smart idea. If you are great at lifting weights, put it on film and upload it to your profile.

Coaches need to see how athletes perform during the course of a game. They want to see game footage, *not just a bunch of highlights*.



### STEP THREE:

## CREATE YOUR “COACH NETWORK”

### Choosing schools and coaches to contact:

Steel Athlete’s internal network gives you **access to every college coach in the nation**. It’s important to outline what you want in a school, educational programs, athletic programs, and geographical location. Find out about the coach, his or her coaching style, and ask them what they’re looking for in an athlete. Keep in mind that limiting the number of schools you’re willing to consider immediately constricts the opportunities you’ll be able to receive. ***The best opportunities might come from schools you’ve never knew existed.***

Steel Athlete will help you in your search for college coaches. We suggest contacting at least 50-60 schools. ***If you want to contact 200 schools, then contact 200 schools.*** There are more athletic scholarship opportunities out there than you currently know of. It’s important to know that you will find opportunities at schools you may not have known existed. Begin creating your college coach network today and BE SEEN! We repeat, ***if you want to contact 200 schools, then contact 200 schools.*** You won’t know where the best opportunities will come from until you contact enough schools, whether they Div I, II, III, Junior College, or NAIA. Identify the programs you’re interested in. STEEL ATHLETE has their contact information. Send your top-choice coaches links to Steel Athlete Recruitment Profile and ***be proactive in your recruiting process.***

### STEP FOUR:

## CONTACT YOUR “COACH NETWORK” THROUGH STEEL ATHLETE

Once you’ve loaded your athletic, academic, and personal information to your profile; click on our “SEARCH COACHES” tab, which allows you to e-mail coaches with links to view your Steel Athlete profile. Coaches can click those links and be directed straight to your page. When initiating contact, you will want to introduce yourself and highlight a few of your personal, academic, and athletic achievements in your introduction e-mail. ***You will also instruct the college coaches you contact to view you profile.*** Below are two examples to follow for your introduction e-mails.

### Example E-mail #1:

*Coach Doman,*

*My name is Drew Evans. I'm currently a junior at West Jordan High School (5A) in West Jordan, UT. I am the starting pitcher for our baseball team. I have a desire to play college baseball. I feel that my personal work ethic, athletic abilities, and academic standing would make me a great fit for your program. Please view my athletic profile by clicking on the link below. You will find my personal, academic, and athletic information. My profile has game film from my last three starts. I look forward to hearing back from you soon.*

*(www.steelathlete.com/drewevans4)*

*Thank You,*

*Drew Evans*



### Example E-mail #2:

Coach Smith,

*My name is Kylee Rogers, I am a senior at East Mont High School in Las Vegas, NV. I am currently the starting pitcher for our varsity softball team. I have a 14-4 record as a starter during my career at East Mont. This summer I went undefeated in the Nevada's hottest softball tournament. I want to compete at the collegiate level as a pitcher. I am very interested in your softball program.*

*I have included a link to my steel athlete profile for you to view my game film. You will also find my academic information. I currently have a 3.95 GPA. You will be able to provide any feedback to my steel athlete profile. I look forward to hearing from you soon.*

Thank You,

Kylee Rogers

([www.steelathlete.com/kyleer](http://www.steelathlete.com/kyleer))

### **Remember to highlight a few of your personal, academic, and athletic achievements in your introduction e-mail.**

You can create an outline using the personal, academic, and athletic categories to help build your introduction letter.

- **PERSONAL:** Your name, your year in school, where you go to school.
- **ACADEMIC:** Your goal of graduating from college. You can also highlight your GPA.
- **ATHLETIC:** Express your interest in competing in college athletics. Highlight some of your recent athletic accomplishments. Express your interest in playing for the program you initiate contact with.
- **INVITE:** Invite coaches to view your Steel profile by clicking on the link included in your e-mail.

If you have any questions or concerns with creating your contact e-mail, please e-mail Steel Athlete at [support@steelathlete.com](mailto:support@steelathlete.com)

**Remember to keep your profile up to date.** For example, say you just scored three touchdowns last night in your football game, or went 4/4 in your softball game; you can go home, **upload your game film, update your game stats for that game, and send one convenient e-mail to all of the college coaches and recruiters you've selected** to contact. By following these steps, you will be able to constantly update coaches on your athletic and academic achievements. By marketing yourself using your Steel Athlete profile during the high school recruiting, and junior college recruiting process, you will create a far greater opportunity for coaches to recruit you.

Our recruiting model will help assist you step by step in creating a successful recruiting campaign. **Remember, if college coaches don't know you exist, they won't recruit you.** That's not because you don't have what it takes to play for their programs; they simply won't know you were interested. It's not too late. **Begin today by taking control of your recruiting opportunity.** Steel Athlete is here to help. ■

