

# Emailing College Coaches (Tips & Templates)

When you look back at the recruiting process will you be able to say to yourself that you were proactive and did all you could to reach out and get your name out in front of coaches? If you are still sitting back expecting coaches to come find you, you may find yourself behind the pack. The templates on these pages can help get your conversations with coaches started, and the more coaches you contact *at schools where you are a good fit*, the greater your odds at landing a spot on the team! So cast a wide net and create as many opportunities as possible.

You may feel a little anxious about contacting coaches and showcasing yourself. Don't be. With a little preparation, and coach email addresses in hand, you can write a solid letter that you can send to multiple coaches at programs around the country. So start doing your research finding schools that you feel are a good match, look up those email addresses, and let's get started (of course, you can always pick up a phone, too)!



## Email template #1

### Scenario: The "cold call" letter

**Purpose: To introduce yourself as a potential player**

Hello Coach \_\_\_\_,  
 My name is \_\_\_\_ from (city, state), a class of (grad year) student at (high school). I am writing to express my interest in playing as a (position) for \_\_\_\_ (name of university).

I attend (name of school) and play on the (JV/ Varsity) team, under Coach \_\_\_\_ (name). {Insert team/school info if it is noteworthy. For example, "we have won the state championships for the past 2 years", "we had a record of 11-2 and won the league title", "I was voted the Most Inspirational Player last year by my teammates", "I was selected as captain", "I was the only Freshman on varsity last year", etc}. I am the starting (position) on my school team (or mention a noteworthy statistic showing a positive contribution you've made to the team).

During club season, I play for (club team, age group). (Insert notable achievement here if your team finished well at Nationals, etc. Also, say something personal about why you are interested in the school). I have been playing (sport) \_\_\_\_ since (age) and have experience in (positions, tournaments, etc).

## Tip: Have a Purpose

**When writing to coaches, keep in mind your specific purpose. Be as concise as possible (they don't have a lot of time, and may only have a moment to scan your email). Put the important stuff either near the top or visually separated by spacing out your paragraphs. A photo helps, too!**

### Email template #1 (cont'd)

As a student, I am really interested in (subject). I currently hold a \_\_\_ GPA (mention if you take advanced classes) and my SAT/ACT score(s) are \_\_\_ (or say when you will be taking them). I am also registered with the NCAA Clearinghouse (if you haven't done this, go do it today!). I have heard great things about (university's) \_\_\_ (business, etc.) program and that really interests me.

I am attaching a link to my website which outlines my experience, achievements, our upcoming events, and some game footage (and/or video clips). I hope you will have a chance to evaluate my skills by coming to watch me play or through the video clips on the site.

(Insert your website link here – and test it to be sure it points to where you want it to go.)

Please let me know if there are any questions you have or if I can help in your decision of whether you think I would be a good fit for your program. I look forward to hearing from you or seeing you at (name of the next big tournament - with date, if possible).

Thank you for your consideration.

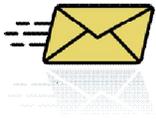
Full name

Your website URL (link)

Phone number

Email





## Email template #2

### Scenario: Short follow-up

**Purpose: To reaffirm your interest (you may or may not have heard back yet)**

Hi Coach \_\_\_\_\_,

Just writing to follow up with you. I have been busy in school season ... (tell about a recent big win, etc). I know you have a busy schedule preparing for (if they are in season, you can name their opponent this weekend). I would love to be able to meet with you (or say you will follow up by phone) and be able to answer any questions you might have that can help you decide if I'd be a good fit for your team.

Here is a link to my updated website with my personal, academic and athletic information:  
(Insert website URL).

Thank you very much for your time. I look forward to speaking with you soon.

Sincerely,

Full name

Your website URL (link)

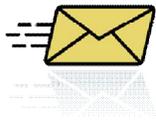
Phone number

Email

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## Tip: Make the Grade

Make sure you are taking your school work as seriously as you take your work on the court. Coaches are not interested in slackers. Getting good grades shows you have a good work ethic, shows you are responsible, and you are teachable. Most of all it says you strive for success.



### Email template #3

**Scenario: Relaying something specific**

**Purpose: (e.g. Inviting to next month's big tournament - school/club)**

Hi Coach,

\_\_\_\_\_ (name) here, just writing to let you know where my team will be playing in the upcoming weeks. We have a qualifier/playoff, etc. in (city) on (specific date) coming up that hopefully earns us a spot in the Open Division at Nationals this summer with our (name of team) team. Will you be at that tournament? If so, I hope you can make it to our court.

Our team has been doing well in local tournaments this season so it should be fun (or insert some other tidbit here)! Here is my updated profile and a highlight clip from (name of game)...

(Insert your website URL)

I look forward to meeting you, and I hope you can make it to come see me play.

Sincerely,

Full name

Your website URL (link)

Phone number

### TIP: Know the Rules

NCAA rules restrict coaches from responding to until Sept. 1 of the athlete's junior year in high school, so if you are writing to a coach before then, be sure to include the email address and phone number of your high school and club coaches. College coaches may reach out to them directly, and your school/club coach can share the information with you.

*Good Luck*