



ULTIMATE
COLLEGE RECRUITING EMAIL
CHECKLIST

WIN THE RECRUITING EMAIL GAME

EXACT
SPORTS

QUESTIONS YOU MUST ASK BEFORE PRESSING THE SEND BUTTON

How To Use This Checklist

- Use items A-C as general guidelines to get you ready to send emails.
 - Use items 1-8 as your pre-send checklist. Review these items before sending each email.
 - An email template is provided at the end for your reference.
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Getting Prepared: Easy as A, B, C

A. Do You Have A Professional Email Address?

- Your email address is your first impression. We recommend making an email address exclusively for managing college coach interactions.
- Suggested Format: FirstName.LastName.GradYear@email.com

B. Email One College Program at a Time

- When you are emailing a college program, email one program at a time. It shows the coach you are seriously interested and the coach is more likely to return the interest.
- Address your emails to the head coach, but include assistant coaches on the email whenever possible.

C. Prepare Your Intro Email Template

- This serves as a framework for all of your emails. While you should personalize each email, much of the information about you will be reused in each message.
- Email template should include: Your introduction, playing background, student background, upcoming events, profile & highlight video links, and reference contact info. Refer to the sample email provided at the end.

READY, SET, SEND!

Pre-Send Checklist: Items 1-8

- 1. Correct Email Address(s) in the "To" Field**
 - Make sure the head coach for the correct program is listed; include assistants
- 2. Personalized Subject Line to Get Your Email Opened**
 - Sample: [Your Name] - [Grad Year]: Interested in [School Name] Soccer
- 3. Make Sure the Email Greeting is Personalized**
 - After "Dear", make sure the head coach's name is listed and spelled correctly
- 4. Use the Correct School Name in the Body of the Email**
 - Double check school name spelling, especially if you are updating a template to email several programs
- 5. Update Section on Why That Program Interests You**
 - This section shows you are serious about that specific program and will improve your odds of a coaching wanting to follow up with you; make sure it is updated for each program you email
- 6. Updated Upcoming Playing Schedule**
 - Make sure this is up to date; highlight any specific events you think the coach might be attending
- 7. Final Check for Spelling & Grammar**
 - Have a parent or teacher proofread the email and/or copy and paste the email into a text editor (e.g. Microsoft Word) and run Spelling & Grammar Check
- 8. Schedule a Time to Follow Up With a Phone Call**
 - Want to really increase your odds of getting noticed? Follow up with a phone call to the coach's office; schedule a time 3-7 days after you send your email to follow up with a phone call

PRESS SEND!

SAMPLE TEMPLATE

Use the sample template below as a guide to the Email Checklist. The template is marked with the corresponding checklist item when applicable (A-C, 1-8).

Red Text: Information about the program; will change for each email

Blue Text: Information about you; likely will not change for each new program emailed

[Your Name] - [Your HS Graduating Class] - Interested in [University Name a... _ ↗ ×

1 To ×

Cc × **B**
 × |

From ← Mail Merge Doc **A**

2 [Your Name] - [Grad Year]: Interested in [School Name] Soccer

3 Dear Coach **[Head Coach Last Name]** and **[University Name and Sport]** coaching staff,

4 My name is **[Your Name]**, and I am part of the **[Your HS Graduating Class]** class at **[Your High School]** in **[Your Hometown and State]**. I am writing to you because I am interested in **[University Name and Sport]** learning more about your program.

5 **[Include 3-5 sentences about why you are interested in their program; examples include success of the sport program, the university's academic background, if the school has your intended major, etc.]**

I play **[List Your Position]** for **[Your High School and/or Club/Traveling Team]**. As a player, I am proud to have accomplished **[List your top 2-3 accomplishments, awards, honors, moments, or what you bring to the team]**.

As a student, I have a **[List your GPA]** and scored **[List your ACT/SAT scores if available]**. **[If you have not taken the ACT/SAT, share the date you plan to take it here]**. **[List 2-3 additional academic strengths, honors, or extracurricular activities]**.

I hope you are able to see my play. **[Optional, if available]** Here is a link to my online profile and highlight video **[Include links]**.

6 I am playing in the following events **[List date, location, event name, your team name for upcoming tournaments or showcase/ID camps]**.

Please feel free to contact my coach(s) **[List the name and phone number of your high school and/or club/travel team coach]**.

I look forward to hearing from you and learning more about your program.

Sincerely,
[Your Name]
[Your Home Address]
[Your Email Address]
[Your Home Phone]
[Your Cell Phone]

C