



MARKETING STRATEGIES

Getting & Staying on the Radar

Important Points:

- ★ Be the best student you can be
- ★ Honest assessment of abilities ⇨ *Wants & Needs*
- ★ Start process early...9th grade ideal
- ★ Must be relevant & fit needs of college program
- ★ Aggressiveness, pace & timing of reach-out based on abilities
- ★ Stay persistent until "NO"
- ★ Train Seriously...*Speed, Strength & Agility matters!*
- ★ Understand *Recruiting Rules* for your sport
- ★ NO PARENTAL INVOLVEMENT!

GOAL: MAKE IT EASY FOR COACHES TO CONSIDER YOU

1. Target 60-80 colleges minimum
2. Recruiting website
3. Video representation of your skills:
 - a. *Highlight/Skills/Raw footage/Live-stream games & practices*
 - b. *Update videos as you grow, develop & improve*
 - c. *Provide video of other sports & performance training*
4. Fill out recruiting questionnaires
5. Personalize all correspondence
6. Social media presence / Follow coaches & teams
7. Play at the highest competitive level as possible *{outside of HS}*
8. Attend SELECTIVE ID camps, clinics, combines & showcases
9. Keep coaches informed with UPDATES
10. Provide game details prior to every tournament/showcases
11. CALL coaches to solidify interest
12. Have your coaches reach out to college coaches
13. Plan unofficial college visits early / Virtual tours & team sessions
14. Watch college teams practice, train & compete
15. Ask for official / overnight visits ⇨ *serious interest if offered!*
16. Pit colleges against each other

