



Tips To Personalizing a First Contact (Email or Letter)

By now you know that the first rule of college recruiting success is **be proactive**. Make your first impression a good one! Consider these tips when writing your first communication, the objective of which is to let the coach know that you want to play for him or her.

- Keep it short; you can elaborate in later communications.
- Be 100% honest; 99% is not good enough.
- Let the coach know that you know something about the school, even if it's only the team name – Wildcats, Bruins, Pioneers, etc. Mention if you've visited campus, watched the team play, etc.
- Tell the coach your club team, high school, grade, and graduation date – in one sentence.
- Tell the coach where he/she can get more info about you and your team.
 - Ie – gotsoccer.com (soccerscheduler.com)
- Highlight something about yourself as a student or player that makes you briefly stand out
- Tell the coach when he/she can see you play (save the details for follow-up conversations).
- Tell the coach you will be contacting him/her again.
- Proofread! Make sure there are no spelling, punctuation, or grammatical errors.
- Include all personal contact information in the signature of your letter. (ie- name, address, email, phone number).
- Include a copy of your soccer resume'
- Can include a link to video of your play or highlights if you have it.