



COACH COMMUNICATION GUIDELINES

Communication is key. College coaches are not only looking for talented players, they are looking for student-athletes who carry good character, communication skills and show maturity. A college coach is making a big commitment and one that is likely to stand over multiple years. All communication should be handled professionally and timely.

When communicating with a college coach you should be inquisitive, ask questions that you have, and explore further details about the program and school. This should branch out to players on the rosters, professors as well as counselors and the admissions department. Prospective student-athletes can and should attend official and unofficial visits.

Official Visit: Organized via the soccer coach.

Unofficial Visit: Organized via yourself.

The email you send to a coach should serve as an introduction. You will want to show the coach that you have:

- ① Researched their program,
- ② Have the potential to be a student-athlete, and
- ③ Give them a schedule of where they can watch you.

Emailing will be the key communication point for initial contact, recruiting and all other communication. When emailing a college coach the following guidelines should be considered.



Guidelines for Emailing Coaches

Personalize each email.

If you don't take the time to personalize the email to the coach, they won't take the time to respond. College coaches receive hundreds of emails each week. They can tell when an athlete has taken the time to write them a personalized email and when someone is using a form letter, just changing the name of the coach and school.

Include the contact information for your coaches.

College coaches have rules and regulations they have to adhere to. If you are emailing a college coach before they are allowed to respond to your email, they need the contact information for your coaches so they can let them know they are interested.

Provide basic athletic and academic information.

Provide basic information of your profile, include your age, graduation date, intended year to start attendance, playing position(s), club and team information, academic history and GPA/honors.

Let them know where you will be competing.

Provide a list of upcoming games and events that coaches may be able to find you at.

Provide an attached Player Profile.

This should include more detail of who you are and what you have achieved both athletically and academically. Include references and contacts for these individuals. Highlights and full game videos should be linked to this as well.

EXAMPLE LETTER

[*Date*]

Dear Coach [*Coach Name*],

My name is [*Your Name*], and I am part of the graduating class of [*20##*]. I am interested in attending the [*Name of School*] and learning more about your soccer program while majoring in [*Name of Major or "Undecided in a Major"*].

I currently play for **LUFC** [*Age and Team Name*] and at the position(s) of [*position(s)*].
[*Include a brief introduction of your player attributes.*]

Attached, you will find my player profile that includes more of my academic and athletic information and history. If you need any further information regarding my playing ability and or character, please contact my coach (who is cc'd to this email) at [*Coach email address*] or call [*him/her*] at [*###-###-####*].

I will be participating in the following upcoming games and events and would like to invite you to come and watch my games. Please see my schedule below:

Date	Time	Matchup	Location (Field, City, State, Zip)

Sincerely,

[*Your Full Name*]
Laguna United FC & [*High School*]
[*Jersey Number*]

PLAYER PROFILE

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Player Name

Player
Photo

Player Profile

Graduation Class
Birth Date
Height Weight
Position #1
Position #2

Contact Information

Parent(s) Name
Address
City, State, Zip
Phone Number
Email

ATHLETIC / ACADEMIC ACHIEVEMENTS & HONORS

Club Soccer

Club Name
Club Team Name



Achievements & Honors

List

Coach(s) Contact Information

Coach Name
Phone Number
Email

Personal Video Footage [Link](#)

Highlights / Full Game

Player Reference

Comments

High School Sports

High School Name
High School Team

Achievements & Honors

List

Coach(s) Contact Information

Coach Name
Phone Number
Email

Player Reference

Comments

Academics

GPA
SAT / PSAT ACT

Achievements & Honors

List

Intended / Interested Major

Major / Undecided

Character Reference

Comments