

## Before You Hit Send

6 things every athlete should know before reaching out to a coach

01

### Timing

In-season? Low response rate. Target the spring contact period, summer camp season, or post-signing day windows.

02

### Who you contact

At FBS, start with recruiting coordinators and lower-level staff. At D2 and below, find who holds the recruiting title.

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### Email reality

FBS emails are shared inboxes. FCS coaches carry full loads. Your message must be tight enough to act on immediately.

04

### What your message says

Coach's name. Grad year. Height, weight, GPA. A working film link to your best footage. Contact info. That is your intro.

05

### Who is sending it

Parents: do not run your athlete's accounts. Coaches notice. Let the athlete own the voice coaches are evaluating.

06

### Fit

Every program has a size profile. Volume to the wrong programs is not a strategy. Target where you actually fit.

**Outreach is not about how many coaches you contact. It is about contacting the right person, at the right program, at the right time, with the right information.**