



How to contact a college coach

Step 1: Make initial contact. Cover letter and player profile.

- Email cover letter and student-athlete profile.
- College profile –
- Be professional in this initial communication. Use the coach's name in the introduction – “Dear Coach Bradley” as opposed to simply “Dear Coach” and make sure that spelling and grammar are correct.
“You don't get a second chance to make a first impression.”

Step 2: Follow up with a phone call.

- After a week, make a follow-up phone call to ensure that the coach received your information. This allows you to personalize the relationship and begin an open line of communication.
- Express why you are interested in the school and the soccer program.
- Ask some questions about the coach, the program and their philosophy. Talk soccer and show that you are passionate and knowledgeable about the college program and the game in general. Make them remember you.
- Be persistent. Call until you speak to either the Head or Asst coach. Try to be clever and call when they are most likely to be in their office.

Step 3: Set up Unofficial visits

- Process – you can visit as many schools as you like unofficially and meet with the college coaching staff when you are there. Always call in advance and let them know that you are coming to visit the campus and ask if they will be on campus and available to meet during your visit.
- Be confident – use a firm handshake, make eye contact, engage and enjoy. Parents need to take a backseat and let the player make an impression. An over-zealous parent can quickly put a college coach off.
- Be prepared – have questions to ask about the program.

Step 4: Competitive Calendar – Effective Communication

- College Showcase tournaments. Send your schedule for each tournament immediately when you receive it and a reminder 2 days before the event.
- League play. Communicate their full schedule to college coaches to maximize the potential for their exposure.
- Go through NCAA Eligibility Center. Players wishing to attend D1 or D2 schools must do this – was formerly called the Clearing House.

Step 5: Narrow down selection

- Do your homework. Spend time weighing up the pros and cons of each school. Narrow your selections down to a smaller group that are of real interest to you.
- Use alumni by finding out who in your club, high school, or community has attended the schools you are interested in attending.
- Ask for support calls from your club coach or SasvariWay Staff to college coaches

Step 6: Make Final Decision

- Official visits. Players can take up to 5 official visits where they get to see the college at very close hand. These are very helpful in allowing players to be confident in their final selection.
- Financial paperwork. Fill in any financial aid forms.

