



How to approach the College Athletic Recruitment Process with a winning strategy:

1. Know who you are and what you value so that the strategy you build and those you work with align with your value system.
2. Understand your current skills and experience level.
3. Create a strategy for your ongoing development from a holistic view point; don't just focus on the athletics, but also the academics, volunteer, work experience, etc.
4. Execute your plan.

A main takeaway: you must look to grow your value daily, 1% better each day is enough to make a huge impact.

Avoid these pitfalls:

1. Paying for expensive showcases. They provide little return on your investment and create little opportunity for a scholarship or exposure. Don't be fooled. Paying for services that will just mass solicit your information is also wasted effort; they are making money whether you succeed or not. You can do the work better and gain a better result that aligns with your personal plan.
2. Not researching an organization that you want to do business with or a school that you want to attend and the major you will hope to study. The perfect opportunity won't fall into your lap. DO YOUR HOMEWORK.
3. Listening to negativity from the outside world. Yes, the probability of getting into college athletics for most people is low but it is possible with a winning strategy.
4. Always be professional and respectful. Treat the grounds crew member and secretary the same way you would treat the Athletic Director or President of the University. Relationships matter and how you treat people directly impacts how others treat you.

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Do's and Don'ts

Do

make initial contact, and follow up with the college coaching staff at the Universities of interest to you. Contact all coaches and not just the head coach. Let them learn your story and why you are a value add for their program.

Do

understand the admission process of the University and start the process for your FAFSA (Federal Student Aid) <https://studentaid.ed.gov/sa/fafsa> If you are able to get other funding to pay or supplement your tuition, it lowers the amount a coach might need to provide in scholarships which would be appealing to them.

Do

research the eligibility requirements for the NCAA, NAIA, NJCAA <https://web3.ncaa.org/ecwr3/>

Don't

depend on another person to drive the process or create an opportunity for you to obtain a college athletic scholarship. The Power is in your hands and you will have to live with the results of your own action.

Don't

procrastinate. High school will go fast and your competitors will not wait; neither should you.

Don't

be dishonest at all during the process. Be truthful and put your best foot forward at all times.

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