

## CBound: 3 Steps to Navigate the Recruiting Process

1

### RESEARCH

Basic research would begin with whatever basic info would attract you to that school (academics, sports program, location, size, weather, etc...).

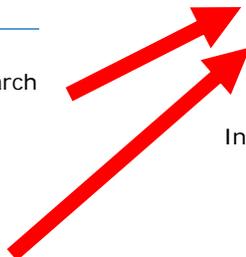
More detailed research may be ongoing through the process and would include sorting out what your initial expected role will be in the sports program, and is it a realistic opportunity academically.

Basic Research Not Completed



Use the Internet or information from others (coaches, school counselors, friends) to learn about the school and program. If there are dynamics that make the school a potential fit, continue with initial marketing.

Basic Research Completed



2

### MARKETING

Initial marketing would be an introductory email/letter, or a follow-up to a coaches' initial inquiry via a camp brochure, initial letter, communication via your high school or off-season coach.

Following the initial communications above, an ongoing effort of marketing takes place. This can be short-term if there is a 'no' from either side early on, or could go on for some time. Marketing efforts include building a relationship with the coach, visiting the school.

Introductory Communication Not Completed



Send an initial e-mail and express your interest in learning more about the program. Include basic stats (e.g. year in school, position, GPA – if particularly good, SAT if applicable, etc...). Keep it short but informative.

Introductory Communication Completed



Marketing is the process of developing relationship with a coach and also communicating your interest over a period of time. If there is reciprocal interest this is straightforward, if there is not, it may take some time to gain the interest of the coach. How long one continues to pursue is an individual choice.



3

### DECISION

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If you have multiple options, make sure to firm up your 'yes' option first, then call the coaches who you are saying 'no' to. It is a courtesy to make a direct call to coaches who have offered a scholarship, or been particularly engaging in their interest. An e-mail is fine for a coach that has not been that consistent in their communications.