

Recruiting from  
the College Coach  
Perspective



## Writing an Athlete Recommendation? Include These 25 Facts

Have you ever recommended an athlete to a college coach? Did you wonder if the coach took it into consideration or if you included the right information?

We wanted to find out exactly how college coaches use club and high school coach recommendations. To do so, we recently surveyed a group of about 395 college coaches across all division levels to learn more about how they recruit athletes, prefer to interact with them and the type of information they want from recruits' club and high school coaches. Here's the information that they hope to learn when seeking a recommendation or reference from an athlete's current coach:

Areas of improvement	Character
Attitude	Coachability
Personality	Work ethic
Comparisons to known players	Leadership
Player qualities	GPA/test scores
Training habits	How they handle adversity
Are they a team player?	Sport IQ
Family's financial situation	Passion for the game
Temperament	Partying habits
Parents' personalities	Athleticism
Quality of person	Intangibles
Maturity	Interest from other programs
Do they fit the school's values?	

This is a great list to reference when writing your next recommendation for one of your athletes. While you probably won't be able to include everything, pick out a few key points and speak to each of them in depth. College coaches are reading these recommendations and taking them into account in the recruitment of your players! Each day, we talk to college coaches looking for athletes to fill their open roster spots. If you have any athletes to recommend, give us a call at 312-999-6176.

Happy recruiting,  
Team Edition

## Coaches Reveal Their 12 Email Deal-breakers

Introductory emails from student-athletes to college coaches can be a great way to break the ice and get their information in front of a program they are interested in. But, the opposite can also be said of introductory emails—they can close doors to college programs, too. In our recent survey of over 395 college coaches, they revealed their top email deal-breaker:

- Generic emails that are copy and pasted
- They have the wrong school name or coach's name
- They mention a major the school doesn't offer
- The student-athlete has done no research on the school
- They ask for a scholarship immediately
- The email is written by the parent
- There's no club information included
- They have poor grammar
- The student-athlete has poor academics
- Using the phrase: "If they are bad at soccer"
- Using the phrase: "Come watch me play"
- The financial situation won't work

Feel free to pass this list along to your families to ensure that they don't raise one of these red flags in their recruiting. For more information about what to include in an initial email, visit our College Recruiting Guide— [How to Email College Coaches](#).

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## HELPFUL RESOURCES

### The easiest way to help your athlete search for colleges

One of the first—and more important—parts of the recruiting process is researching schools. Through your free starter account with Team Edition, you have access to a full database of colleges and universities to help your athletes find the right school for them.

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### Yes, college coaches do evaluate parents

Parents are an important part of the recruiting process, but they can also derail their athlete's efforts if they make one of these mistakes. Review college coaches' red flags when evaluating recruits' parents.

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### What a college coach looks for at recruiting events

Camp and combine season is coming up! Before your athletes attend these various recruiting events, go over what college coaches are looking for when scouting out talent at camps, combines and showcases.

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