

# COMMUNICATIONS FIRST IMPRESSIONS!

## CORRESPONDENCE TO COLLEGE COACHES

### TOP 10 RULES:

- **ALWAYS** address the email or letter, DEAR COACH \_\_\_\_\_(last name)
  - Who should you address it to?
    - Division I programs typically have a designated Assistant Coach or Associate Head Coach as the Recruiting Coordinator
    - Division II, Division III, NAIA, NJCAA - address to Head Coach
    - Copy all coaches and your recruiting coordinator
- **BE SURE** of who the coach is. Check volleyball website - do not rely on lists
- **SUBJECT LINE** of email (example)
  - Suzy Johnson, Class of 2022 DS/L, Club Name
- **INTRODUCE YOURSELF** in first line of email (example)
  - My name is Suzy Johnson and I am a class of 2022 DS/L that plays for XYZ Volleyball Club.
- **BODY OF EMAIL** should be no more than three to five paragraphs (written by athlete in their own words)
- **MAKE IT PERSONAL** Include personal reference to their school, staff and/or program (for example)
  - is a parent or family member an alumni
  - current athlete on roster played at your club
  - info you found out when you researched their bio
- **INTENT** of email:
  - expressing interest in their volleyball program and school
    - include your academic interests
  - are they recruiting your position for your grad year
  - your interest in setting up a time to talk
    - depending on division you are reaching out to and your grad year, the coach may not be able to respond or set up a time to speak with you
    - indicate that your club recruiting coordinator, club coach and/or high school coaches' contact information is on your attached profile
- **ATTACH YOUR PROFILE:**
  - Indicate in the email that your profile is attached with link to your **VIDEO**
- **DO NOT SEND EMAIL WITHOUT VIDEO LINK ON YOUR PROFILE**
  - Coaches will have nothing to evaluate without video and your correspondence may be discarded
- **THANK THEM** for their time and let them know you will be following up soon!