



# **6 STEPS TO CONNECT WITH COLLEGE COACHES IN 60 MINUTES**



# **LESSON 1**

## **WHERE ARE COACHES?**

# CONNECT WITH COACHES

- EMAIL
- SOCIAL MEDIA
  - TWITTER
  - INSTAGRAM
  - YOUTUBE
- IN PERSON
  - TOURNAMENTS
  - ON CAMPUS EVENTS ETC.



# **LESSON 2**

## **SET UP YOUR ACCOUNT**

# SET UP YOUR ACCOUNT

- EMAIL ACCOUNT
- TWITTER ACCOUNT
- INSTAGRAM ACCOUNT
- YOUTUBE ACCOUNT





# Answer these questions...

1. Do I have these social media profiles?
2. If so are current profiles suitable?  
- We'll cover more of this in lesson 3
3. Would it be better to create page/s dedicated to basketball?

# CREATE ACCOUNTS

## TWITTER

- [HOW TO CREATE TWITTER ACCOUNT](#)

## INSTAGRAM

- [HOW TO CREATE INSTAGRAM ACCOUNT](#)

## YOUTUBE

- [HOW TO CREATE YOUTUBE ACCOUNT](#)

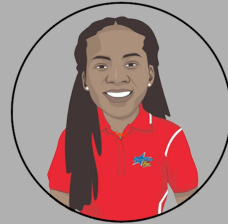


# **LESSON 3**

## **PRESENTATION OF PROFILE**



# TWITTER & INSTAGRAM



**LESSON 3**  
PRESENTATION OF PROFILE  
(INSTAGRAM  
& TWITTER)

# YOUTUBE



## **LESSON 3** PRESENTATION OF PROFILE (YOUTUBE)



## What to do next...

1. Follow me on Twitter
2. Follow me on Instagram
3. Direct message me and say **“Check my profile”**  
I’ll take a look and share my feedback



# **LESSON 4**

## **UPLOAD CONTENT**

# TYPES OF CONTENT

- BASKETBALL HIGHLIGHTS
- FULL GAMES
- ACADEMIC ACHIEVEMENTS
- ATHLETIC ACHIEVEMENTS
- REPOSTING CONTENT ABOUT YOU OR TEAM
- SCHEDULES OF GAMES / UPCOMING EVENTS
- OTHER – INTERESTS, FAMILY ETC

# THINK BEFORE YOU POST

- PROFILE PAGE REPRESENTS YOU
- BE MINDFUL OF CONTENT THAT MAY CREATE A NEGATIVE IMAGE
  - RETWEETS / REPOSTS
  - LANGUAGE / COMMENTS
  - VIDEOS AND PHOTOS

**Marquette Rescinds Lacrosse Scholarship over Snapchat Post About George Floyd**

**Football scholarship revoked after video surfaces of recruit using racial slur**

**Track Athlete's Scholarship Pulled for Offensive TikToks**



Jason Scott  
May 4, 2021

**UPDATED: Pictures of Melrose Student Athletes Drinking, Smoking Lead to Suspensions**



# SOCIAL PLATFORM PRESENCE

Create - social accounts for Twitter, IG & YouTube

Bio - full name, position, class etc with same @ across socials

Post - highlights, full games, article features

Follow - programs of interest, coaches in contact or contacted



**Jillian Doe**

@jilliandoe24

PG, 6'1, Class of 2024  
YMCA Basketball Club, Singapore  
[youtube.com/highlights](https://youtube.com/highlights)

**198** **136** **102**  
Tweets Following Followers



**Jillian Doe**

@jilliandoe24

Full Game [youtu.be/53y1nEzeXHs](https://youtu.be/53y1nEzeXHs)



**Jillian Doe**

@jilliandoe24



| Instagram



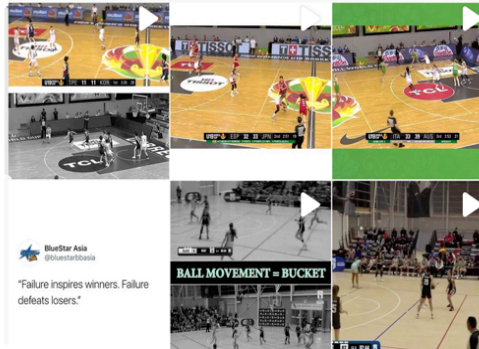
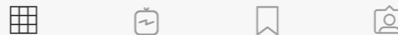
**366** posts   **235k** Followers   **587** Followings

**Jillian Doe**

@jilliandoe24

PG, 6'1, Class of 2024, YMCA Basketball Club, Singapore  
[youtube.com/highlights](https://youtube.com/highlights)

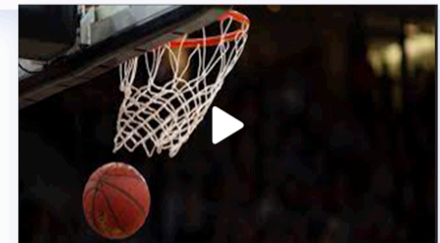
Follow Message Email



Jillian Doe

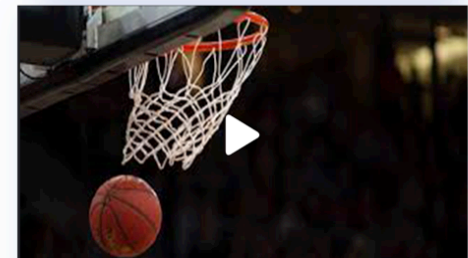
50 Subscribers

SUBSCRIBE TO CHANNEL!



Jillian Doe #24 (white jersey) Highlights  
PG, 6'1, Class of 2024

700 views - 6 hours ago





# What to do next...

1. Upload content and post
2. Tag me in a post

I'll repost and share your content





# **LESSON 5**

## **HOW TO FIND COACHES**

# HOW TO FIND COACHES

- REQUIRES SOME RESEARCH = TIME
- BEFORE YOU START ASK YOURSELF
  - DO I UNDERSTAND THE DIFFERENT LEVELS OF BASKETBALL?
  - WHAT LEVEL CAN I REALISTICALLY PLAY AT?
  - WHAT LEVEL COACH AM I TRYING TO CONNECT WITH?
  - DO I KNOW ANYONE THAT MAY HAVE A CONNECTION WITH THIS PROGRAM OR COACH (TEAMATE, MY COACHES ETC)
  - DO I HAVE MY PROFILE SET UP?
  - ARE MY HIGHLIGHTS AND FULL GAME FILM LINKS READY?

# EXAMPLE



## **LESSON 5** HOW TO FIND COACHES

# EXAMPLE RECAP STEP BY STEP

1. SEARCH "SCHOOL NAME + BASKETBALL PROGRAM"
2. GO TO PROGRAM PAGE
3. LOOK FOR TAB NAMED "ROSTER" OR "COACHES"
4. LOOK FOR COACHES TITLE  
**HEAD COACH, ASSOCIATE HEAD COACH, ASSISTANT COACH**
5. NOTE COACHES NAME, EMAIL ADDRESS AND SOCIAL MEDIA PROFILE
6. SEARCH SOCIAL MEDIA (TWITTER) FOR COACHES PROFILE

**DEPENDING ON TIME OF YEAR COACHES INFORMATION MAY NOT BE LISTED**

**SOME PROGRAMS MAY NOT LIST ALL OF THE ABOVE INFORMATION**



## What to do next...

1. Pick a basketball program you are interested in
2. Search basketball program online
3. Go through the steps outlined (page 20)
3. Find coaches email address and social media profile
4. Follow coaches on social media



# **LESSON 6**

## **FOLLOW AND CONNECT**

# FOLLOW AND CONNECT

- GET NAME OF COACH AND UNIVERSITY SPELLING CORRECT
- CUSTOMIZE ANY TEMPLATES MESSAGE TO BE SPECIFIC TO WHO YOU ARE CONTACTING
- LIST LEVEL OF PLAY (E.G.: NATIONAL TEAM PLAYER) AND ACHIEVEMENTS
- SHARE CONTACT INFORMATION AND SOCIAL MEDIA PROFILES ETC..
- WRITE IN FIRST PERSON - MESSAGE IS COMING FROM YOU
- EMAIL AND SUBJECT LINE – BRIEF AND CLEAR
  - NAME, POSITION, HEIGHT, CLASS AND NECESSARY INFORMATION

# EXAMPLES SHARED BY COLLEGE COACHES

**From:** [REDACTED]  
**Date:** Thursday, April 13, 2023 at 8:01 AM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** 2023 Shooting Guard Prospect 5'9" from Indiana

Good morning Coach [REDACTED],

My name is [REDACTED]. I am reaching out with interest in joining the women's basketball program at [REDACTED]. When researching the basketball program at [REDACTED] I felt that it would be a good fit for me. Something that stood out to me was the coaching dynamic that you have brought to the team in your last two seasons. As a coach, you appear to be developing a program that has a strong focus on the importance of mental health awareness in sports and women's empowerment. A program built on these aspects is a program that I would be proud to be a part of.

SUBJECT LINE:  
RECRUITING CLASS,  
POSITION, HEIGHT ETC.

PLAYER HIGHLIGHTS SOMETHING SPECIFIC ABOUT THE PROGRAM  
FROM RESEARCH DONE



## ACHIEVEMENTS OUTLINED

## SHARED ADDITIONAL REASON FOR INTEREST

Coach –

I wanted to ensure I was on your lists and let you know how interested I was in [REDACTED]. I want a school with good basketball and academics - and my grandparents lived in [REDACTED] and I fell in love with the State. I'd love to find an opportunity that would let me get out there.

First, some points on me and the summer.

1) For my high school season, I got 2nd team All State for TAPPS (TX). My HS season stats were 14ppg, 4rpg, 2spg and 2apg and here is a link to my highlights from my junior year [REDACTED]

2) I have a [REDACTED] and got [REDACTED] on my SATs.

3) The summer has started off well for my club team. We're undefeated with 3 wins against "Select 40" teams and 1 win against an [REDACTED]. I'm starting PG for [REDACTED]

We start off the summer Live season with Heart of Texas (Apr 21-23) and Clash of the Clubs (May 19-21) in Texas. We then head to Chicago's Tourney of Champions July 7-10. I would love to see you there! Here are some of my highlights from last year in Chicago: [REDACTED]

## UPCOMING SCHEDULE

## LINK TO HIGHLIGHTS

## LISTED STRENGTHS, ACCOLOADES AND CURRENT CLUB TEAM



As a player I feel that I can be an asset to a team by bringing positive energy, knocking down shots when I am open, and being solid on the defensive end. I have played Varsity for [REDACTED] since I was a Freshman and was awarded Second Team All-Conference when I was a Sophomore and received First Team All-Conference and All-State Honorable Mention this year. I play club basketball with [REDACTED]. I look forward to growing my skills and level of play. I play club and high school soccer as well but my hope is to play basketball in college.

4 games with 20+ points

Season High:

Win vs. [REDACTED] (88-80).

30pts (11-27 = FG) (6-16 = 3pm) (2-4 = FT) w/ 2rebs 4asts 3stls

Full Game Link:

[REDACTED]

EXAMPLE 1/4  
FULL GAME LINK  
WITH STATS



LISTED UPCOMING TOURNAMENT SCHEDULE  
EASY TO READ



April 13th - 15th - Mile High Invitational - Lakewood, CO

April 21st - 23rd - Heart of Texas Showcase - Frisco, TX

May 12th - 14th - IHOOOP Spring Finale - Denver, CO

May 19th - 21st - Tournament of Champions - Phoenix, AZ

June 29th - July 1st - Freedom Classic - Lakewood, CO

July 7th - 9th Nike Tournament of Champions - Chicago, IL

July 13th - 15th JPS Invitational - Lakewood, CO

July 21st - 24th - USJN Mountain Madness - Lakewood, CO



# What to do next...

Create your first draft message using outline below.

Introduce yourself (Name, position, height, recruiting class, location)

Highlight reason you are interested in program

Briefly list your strengths / stats / accomplishments etc.

Provide highlight and full game links

Share upcoming game schedule / links to watch

Close email and list contact information / social media profiles

When you are ready and happy with email send to a coach



# **I HOPE THESE 6 STEPS HELP YOU CONNECT WITH COACHES**

**SHARE ANY FEEDBACK OR QUESTIONS  
THANK YOU!**