



TOP DOG ATHLETICS

HOW TO SEND AN

EVENT SCHEDULE EMAIL

FRESNO, CA

#BeTheTopDog

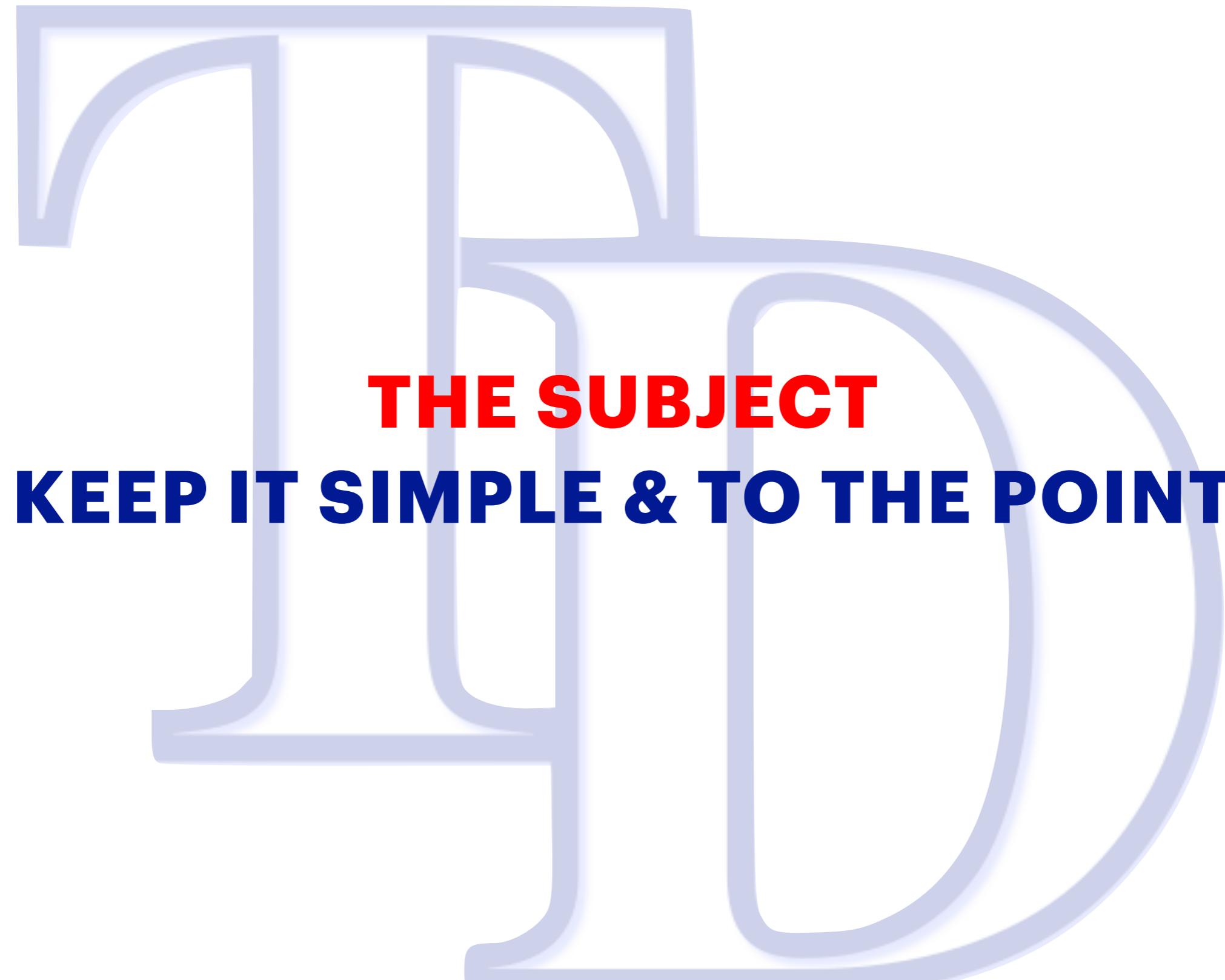
HIGH SCHOOL

EMAILS

Emails are an important communication tool for recruiting. Whether it is you emailing a coach or a coach emailing you, to give yourself an edge over the competition knowing how to send an email is essential. There are key components of an email that will get them sent straight to the trash without ever being opened. There are also components that get emails sent straight to the trash because they do not contain the correct information. When communicating or attempting to communicate with college coaches, knowing how to send an email and including the key pieces of information will help keep you in the game!

RULES FOR SENDING AN EMAIL

1. MAKE SURE YOU ARE EMAILING THE CORRECT COACH AND HAVE IDENTIFIED THAT COACH WORKING AT THE CORRECT SCHOOL
2. DO NOT SEND GENERIC (BLAST) EMAILS. EVERY EMAIL NEEDS TO BE UNIQUE AND PERSONALIZED TO THE COACH/SCHOOL YOU ARE SENDING IT TO
3. DO YOUR RESEARCH BEFORE SENDING THE EMAIL. GATHER INFORMATION ON THE SCHOOL, PROGRAM, AND COACH. THE LAST THING YOU WANT TO DO IS WASTE YOUR TIME AND THE COACH'S TIME PURSUING SOMETHING THAT IS NOT A REALISTIC OPTION FOR YOU
4. **ALWAYS! ALWAYS! ALWAYS! PROOF READ YOUR EMAILS BEFORE HITTING SEND**
5. THIS IS A PROFESSIONAL SETTING. USE PROFESSIONAL LANGUAGE. SLANG WORDS, ABBREVIATIONS, "LOL" ARE NOT WORDS AND PHRASES TO BE USED IN THIS SETTING.



SUBJECT LINE

ALWAYS! ALWAYS! ALWAYS! PUT A SUBJECT LINE. EMAILS THAT COME UP WITH “NO SUBJECT” ARE THE FIRST TO GET SENT TO THE TRASH WITHOUT EVER BEING OPENED

Event Email Subject Line

- Your Name
- Graduation Year and GPA
- Positions Played
- Event Name

Example Subject Line

- Top Dog | 2027 3.8 GPA| SS/2B | Zoom Into June



THE EMAIL
KEEP IT SHORT AND TO THE POINT!

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THE MAIN CONTENT

BE RESPECTFUL OF A COACH'S TIME!!!

When you are writing your email it is important to keep in mind the coach's time. Coaches are getting emails all day long and they do not have to read through an email that comes out looking like a book.

GET STRAIGHT TO THE POINT!!

THE MAIN CONTENT

- Give A Brief Introduction
- Name, Grad Year, Positions Played, GPA
- Give your schedule
- Date, Time, Field Location
- Give your uniform
- Tell coaches exactly what you are wearing

EXAMPLE EMAIL

Coach _____,

My name is Bryce Kamimoto and I am in the class of 2010. I am a Middle Infielder/Outfielder with a 3.8 overall (unweighted) GPA. I saw your name on the list of schools attending Zoom Into June. I hope you can stop by one of my team's games at this event! Below is my schedule, field information, and uniform combinations my team will be wearing.

Saturday (6/8/24)

- 6:30pm vs West Coast Dukes | Rosetta Canyon | Field Red**
- 8:15pm vs Breakers Labs | Rosetta Canyon | Field Yellow**

Uniform: Light Blue Top, Navy Pants, Navy Socks

Sunday (6/9/24)

- 11:30am vs Rogue Decker | Rosetta Canyon | Field Green**
- 1:15pm vs Utah Avalanche | Rosetta Canyon | Field Green**

Uniform: Navy Top, Red Pants, Red Socks

Monday (6/10/24)

- 8:00am vs Hype Fastpitch | Big League Dreams Perris | Field Yankee**

Uniform: Red Top, Navy Pants, Red Socks

I have also completed the recruiting questionnaire through the Athletic Department page on your website! I hope to see you at a game!

Bryce Kamimoto

Bulldog Born, Bulldog Bred and ready to win a National Championship!

DO NOT!!!! COPY THIS EMAIL. MAKE YOUR EMAIL PERSONALIZED TO YOU!!!



**ALWAYS INCLUDE
ATTACHMENTS!!!!!!**

ATTACHMENTS

WHAT TO INCLUDE

- Digital Copy of Your Player Profile Sheet
- Skills/Highlight Video (This should not be any longer than 2 minutes)
- Summer/Fall Schedule

COACHES HAVE TO BE ABLE TO PUT A FACE TO YOUR NAME! COACHES HAVE TO BE ABLE TO GET A VISION FOR WHO YOU AS AN ATHLETE! GIVE THEM VISUAL PROOF WITH YOUR EMAIL!!!



**ONE LAST THING
COMPLETE THE QUESTIONNAIRE**

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RECRUITING QUESTIONNAIRE

WHAT IS IT? WHY DO IT?

The vast majority of schools have a Recruiting Questionnaire on their Athletics Website. This helps build a database for contact information for coaches. By completing this questionnaire you will:

1. Make sure the program has accurate information on you
2. Put you in a position to get emailed information about Camps and Events happening within the program
3. Put your information in a place that can be referenced by ANY coach that is working with that program. So, if a coach leaves to take a new job your information is still accessible by a new coach.

ALWAYS COMPLETE THE RECRUITING QUESTIONNAIRE!