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# **TOP DOG ATHLETICS**

## ***HOW TO SEND AN INTRODUCTORY EMAIL***

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HIGH SCHOOL

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# 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!

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# 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.
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# **THE BASICS**

## **EMAIL ADDRESS, SCREEN NAME, SUBJECT LINE**

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# EMAIL ADDRESS

**REMEMBER THIS IS A PROFESSIONAL SETTING. YOUR EMAIL ADDRESS NEEDS TO REFLECT THAT.**

\*You will need your own (PERSONAL) email address. A school email address does not always work.

Item to have in your email address:

- > First Name
- > Last Name
- > Graduation Year

Example Email Address:

**TopDog2019@gmail.com**

\*We prefer GMAIL simply for the Google Drive functions and capabilities\*

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# SCREEN NAME

**REMEMBER THIS IS A PROFESSIONAL SETTING. YOUR SCREEN NAME NEEDS TO REFLECT THAT. THIS IS THE NAME THAT APPEARS WHEN YOUR EMAIL SHOWS UP IN SOMEONE'S INBOX**

How To Set Up Your Screen Name:

1. Go into "settings"
  2. Select "account and imports" (if using Gmail)
  3. On the left you will see "send email as". It will give your email address. To the right it will say "edit info"
  4. Select "edit info"
  5. Where it says name, type in your First Name, Last Name, and Graduation Year
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# 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**

## General Subject Line Information

- Your Name
- Graduation Year
- Positions Played
- Program/Athletics Department/School Hashtag (if they use one)

## Example Subject Line

- Top Dog | 2027 | SS/2B | #BulldogBornBulldogBred

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**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!!**

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# THE MAIN CONTENT

## WHAT TO INCLUDE

- Brief Introduction of Yourself
- Give proof you have done your research ON THE SCHOOL
- Ask if they are currently recruiting your graduation year AND position(s)
- Say WHY you are interested in their program and their school
- Wish them good luck and you look forward to hearing back from them

**NO LYING! NO PADDING STATS! KEEP IT 100 WITH COACHES! THEY WILL EVENTUALLY FIND OUT THE TRUTH**

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# EXAMPLE EMAIL

Coach \_\_\_\_\_,

**My name is Bryce Kamimoto and I am in the class of 2010; born and raised in Fresno, CA (Central High School). I am a shortstop/second baseman that has grown up around Fresno State Athletics. I am Bulldog Born, Bulldog Bred! I grew up in the stands at Selland Arena during the Jerry Tarkanian run; at Bulldog Stadium watching David Carr; and at Beiden Field watching Josh Labendeira and the boys get after it in the Johnny Quick Classic. I am looking for a home after high school where I can compete and be in an environment where I can excel as a person, student, and athlete. Is your coaching staff recruiting 2010 middle infielders?**

**Best of luck this season Coach! Bring home another WAC Championships! I hope to hear from you soon.**

**Bryce Kamimoto**

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

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

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

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# 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!!!**

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**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!**

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