

# Guideline for Drafting Player Profiles & Cover Letters

## LETTERS, EMAILS AND PROFILES

You have your list of colleges that you want to contact about recruitment. What is next? Once again, think of this as a job interview. If you were applying for a job, you would send out a cover letter and a resume. This is no different. However, and this cannot be emphasized enough:

**All communications should come from the player, Not the parents.**

### Draft a resume

In the college recruitment area, this is often called a player profile, but it is really a resume.

- The profile should include basic information about the player.
- This includes, name, high school, travel experience, academic information and contact information.
- Be sure to include academic or athletic awards and any relevant statistics.
- Be brief and concise
- College coaches a profile that is a novel.
- They do not want to have to hunt for the information, so make it reader friendly.
- Include a picture in which your face is clearly visible
- Remember, neatness and spelling count.
- Be sure to proof read the profile and have some one else proof read it also.
- Although travel coaches are important resources to help your player get recruited, it is ultimately the responsibility of each player to do her own marketing.
- You make sure that the team completes the profile pages by responding to requests for information and by checking the work of the person preparing the profile book on behalf of the team

### Draft a cover letter

- Prepare a letter of introduction.
- Remember that this is going to be your player's initial contact with the coach.
- Coaches receive hundreds of similar letters, you must seek to distinguish yourself from the others.
- One of the best techniques I have seen was an opening line that used the player's nickname in the letter. This immediately breaks a barrier and creates a connection between the player and the coach.
- The letter should tell a little something about the player, but not duplicate the contents of the profile.
- It should indicate that the player has researched the school and if at all possible say something to prove it. For example, congratulate the coach on a successful season or mention specific players' names. Make sure that the comment is appropriate, i.e. do not congratulate a coach on a losing season, unless of course there had been a significant improvement over the previous season.
- The idea is that the letter should show genuine interest in the school and the softball program and not be a generic form letter.
- You are trying to grab the Coach's attention before he or she has ever seen you play. Coaches will be more interested in a player initially who shows significant interest in the school and program.
- In fact, this holds true throughout the entire recruitment process.
- The coaches know that that with the use of computers and emails that there is a lot of copying and pasting from one letter to the next. Do Not simply copy entire letters.
- Tips: PROOF READ, PROOF READ, PROOF READ.
- Remember this letter and all letters should be written at a high school level. Coaches know.
- Players have had great success handwriting the reply letters to coaches, and have received many responses of a more personal nature in return from the coach.

### **Sending the letter and profile**

- First contact should be done with a hard copy.
- You can follow up with an email or phone call.
- Always address your letters to the coach and use the coach's name in the letter. Personalize it.
- Download the spreadsheet that has the names, address, telephone number, and email addresses of virtually every college coach in the country. It may not be 100% up to date as college coaches leave and get replaced, but it should be an excellent place to start.
- Check the school website to confirm that the contact information in the spreadsheet is correct.
- If there has been a coaching change, or if there is missing information from the spreadsheet, you should be able to obtain the names and addresses of the coaches from the team websites.
- They may be in the staff directory which is usually on the main athletic website.
- If not, they can usually be found in the faculty directory, which is on the main website for the school.
- If you cannot find it elsewhere, call the athletic department and get the email address.
- There is almost always an easily accessible telephone number on the website.
- Keep a spread sheet with the Schools & Coaches, dates you sent your profile, received a response, when you replied by mail, email or phone calls and dates to send additional information, letters or calls to the coach.
- The more organized you are the easier this process will be.