



## Email Breakdown

Emails are by far the best form of communication and advocacy that can be done by the player and travel ball coach.

We will cover some different types of emails and what to put in them and the best way to format them based on what we found college coaches like. (There will also be samples available)

Subject line and signature line of every email sent should be consistent:

- Subject line - Name, number, grad year, position, travel team
  - Jane Doe, #24, 2023, P/U, Ohio Storm 04
- Signature Line
  - Jane Doe #24
  - Pitcher/Utility
  - Bat Left/Field Right
  - 2023 Graduate
- ALWAYS attach a profile
  - By screenshot or pic
  - Link to your profile
  - QR Scan

### **INTRODUCTION EMAIL (sent once):**

This is the first email sent to college coaches telling them a little about yourself - this is the first step to getting on their radar.

A big question is WHEN should we start this. We suggest second year 14u and no later than second year 16u. There is a learning curve to it and can be a bit overwhelming,

but like anything else, the more you do it the easier and quicker it is. Plus the earlier it is done the more the college coach is aware.

- You want to address and email the head coach and copy all assistant coaches (many colleges have the assistants coordinating the recruiting process)
- Subject line (see above)
- Body of the email should included:
  - A few lines about yourself (include GPA is high)
  - A line about their athletic and academic program that you like
  - Use bullet point format - try staying away from long paragraphs
- Remember this is an introduction email - they will be hearing a lot from you in the future emails
- Keep Signature Line the same
- Attach your profile

### **In-Season Emails (sent weekly):**

This email is sent after each event filling the coach in on the past week, next weeks schedule, and any other weekly highlight you want them to know.

- These emails are how they get to know you and your personality much better
- Again you want to email the head coach and all assistants
- Use the same subject line as always
- Want to let them know how the last weekend went with a brief one line sentence
- Can also tell them your highlight of the week off the field in a sentence (this is how they start to get to know your personality)
- Finally let them know the event, location and schedule for next week (make sure you include who you are playing against)
  - Battle of Teams Event
  - Location: Berliner Sports Park - 2203 Greenlawn Ave. Columbus
  - 12:30pm Field 8 vs Buckeye Elite
  - 3:30pm Field 18 vs Indy Elite
  - 5:30pm Field 18 vs Tenn Battlecreek
- Keeps signature line the same
- Attach your profile

### **Camp Emails (sent before and after attending camps):**

These are sent two days before the camp and the day after the camp.

- On these on the subject line just put Your name -camp attendee
  - Jane Doe - Feb 23rd Camp Attendee
- In a single sentence thank them for something specific that came out of the camp in which they discussed or helped you with
- The next sentence you can ask questions based on the camp
- Let them know you will be in touch about your future schedule
- If it is a multiple coach camp send a separate email to each coach
- Keep signature line the same
- Attach your profile

On the site you will also be able to view samples of actual emails sent from players, please take note:

- They are not perfect
- There is misspelling and bad grammar
- It is a learning curve
- Parents - DO NOT WRITE THE EMAIL FOR THE PLAYER
  - College coaches can tell
- It allows their personality to show and separates them from others