

BORNSTARS COLLEGE RECRUITING GUIDE

A Step-by-Step Guide for Student-Athletes and Parents Who Don't Know Where to Start

Where Do I Start?

College recruiting can feel overwhelming, especially if this is your first time going through it as an athlete or as a parent.

A lot of student-athletes think, "If I'm good enough, a college coach will just find me." Sometimes that happens, but for most athletes, that is not the reality.

Most student-athletes have to put themselves in position to be seen. That means doing the work, staying organized, reaching out to coaches, keeping grades strong, creating film, and following up.

At BornStars, we want every athlete and parent to understand this clearly: **the athlete has to take ownership of the recruiting process.**

Parents, coaches, trainers, and mentors can help. They can guide, support, remind, encourage, and open doors. But the athlete has to be the one willing to do the work.

Step 1: Understand That Recruiting Takes Work

Recruiting is not just about being talented. College coaches are looking for good athletes, but they are also looking for students who are coachable, respectful, dependable, hardworking, and serious about school.

Your effort matters. Your attitude matters. Your grades matter. Your communication matters. Your film matters. Your follow-up matters.

You do not have to know everything on day one. But you do have to be willing to start.

Step 2: Get Your Basic Information Together

Before you contact any college coach, you need to have your information organized. Every athlete should have a simple recruiting profile or document that is clear and easy for a coach to read.

- Full name
- Graduation year
- High school
- Sport
- Position or event
- Height and weight
- GPA
- Stats or athletic achievements
- Coach's name and contact information
- Athlete contact information & Parent contact information
- Highlight film link, if available
- Social media or recruiting profile link, if appropriate

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Step 3: Create Highlight Film

Your highlight film is one of the most important parts of recruiting. A college coach needs to see you play. Your film gives them a first look at your ability.

Your highlight film should be short, clear, and easy to watch. Put your best plays first. Do not make coaches wait two minutes to see what you can do.

Do not wait until the film is perfect. Start with what you have and keep improving it. No film makes it hard for a coach to evaluate you.

- Your name
- Graduation year
- Position or event
- School or team name
- Your contact information
- Clear clips of your best plays
- A way to identify you, such as an arrow or circle

Step 4: Be Honest About Your Level

Not every athlete will play Division I, and that is okay. There are great opportunities at many levels, including Division I, Division II, Division III, NAIA, junior college, prep school, and club sports.

The goal is to find the right fit. The right fit means a school where you can grow as an athlete, succeed as a student, and be happy as a person.

Parents and athletes should have honest conversations about this early. Playing college sports is a great goal, but choosing the right school matters just as much.

Ask yourself:

- Can I see myself at this school without sports?
- Does this school have my major or academic interests?
- Would I have a chance to play and develop here?
- Is this school realistic for me academically and athletically?
- Does the location and cost make sense for my family?

Step 5: Build a List of Schools

Do not only focus on the biggest schools you see on TV. Start by making a list of schools that could be a good fit. A good starting list may include 20 to 40 schools.

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Research each school before reaching out. Look at the team roster, coaches, location, majors, cost, level of play, and recruiting questionnaire.

The more you know about a school, the better your message to the coach will be.

Break your list into groups:

- Dream schools
- Realistic schools
- Local or regional schools
- Academic fit schools
- Schools where you may have a better chance to play

Step 6: Contact College Coaches

This is where the athlete needs to take action. Do not just wait and hope a coach contacts you. You need to email coaches and introduce yourself.

Your email does not need to be long. It needs to be respectful, clear, and professional.

Parents can help review the email, but the athlete should be involved in writing it and sending it. College coaches want to hear from the student-athlete.

A simple coach email should include:

- Who you are
- Your graduation year
- Your school
- Your sport and position
- Why you are interested in that program
- Your GPA
- Your highlight film link
- Your coach's contact information
- A thank you

YOUTH ATHLETIC TRAINING

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Sample Email to a Coach

Subject: Class of (Graduating Year) (Sport) Recruit / (Position) / (School) High School

Coach [Last Name],

My name is [Your Name], and I am a Class of (Year) student-athlete at [High School]. I play [sport/position], and I am interested in learning more about your program.

I am working hard to continue developing as an athlete and student, and I would appreciate the opportunity for you to review my film.

Highlight Film: [Insert Link]

GPA: [Insert GPA]

Height/Weight: [Insert Info]

High School Coach: [Insert Coach Name and Contact]

Thank you for your time, Coach. I appreciate any feedback you are willing to share.

Respectfully,

[Your Name]

Step 7: Fill Out Recruiting Questionnaires

Most college athletic websites have a recruiting questionnaire. Fill them out. This puts your information into that school's recruiting system.

After you fill it out, email the coach and say something simple like: "Coach, I just completed your recruiting questionnaire and wanted to introduce myself directly."

This is an easy step that many athletes skip. Do not skip it.

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Step 8: Follow Up

One email is usually not enough. Coaches are busy. They get a lot of messages. Following up shows that you are serious.

Do not email every day, but do not disappear either. Recruiting is about staying visible in the right way.

You can follow up when:

- You have new film
- Your season schedule is released
- You have updated stats
- You improve your GPA
- You attend a camp or showcase
- You receive an award
- You want to check in respectfully

Step 9: Keep Your Grades Strong

Grades are a major part of recruiting. A coach may like your athletic ability, but if your grades are not where they need to be, your options can become limited.

Your GPA, classes, attendance, behavior, and academic effort all matter. Parents should help athletes stay on top of school early. Do not wait until senior year to care about grades.

Strong academics can create more opportunities. Poor academics can take opportunities away.

Step 10: Use Social Media the Right Way

Social media can help or hurt you. College coaches may look at your posts.

Use your social media to show training, highlights, team success, academic wins, leadership, and positive moments.

Avoid posting things that make a coach question your attitude, judgment, or character.

Before posting, ask yourself:

- Would I want a college coach to see this?
- Would I want my parent or teacher to see this?
- Does this help me or hurt me?

Step 11: Use Helpful Recruiting Resources

There are tools and websites that can help athletes and parents understand recruiting better. These resources can help, but they do not do the work for you.

You still need to email coaches, update your film, fill out questionnaires, follow up, train, and keep your grades strong.

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Resource	How It Can Help
NCSA College Recruiting www.ncsasports.org	A recruiting platform where athletes can create a profile, add information, upload film, search schools, and learn more about the recruiting process. NCSA can be helpful for organization and exposure, but having a profile alone does not guarantee recruiting interest. The athlete still needs to be active.
NCAA Eligibility Center eligibilitycenter.org	Important for athletes who want to compete at NCAA Division I or Division II schools. This helps determine if a student-athlete is academically eligible to compete at the NCAA level. Families should review this early in high school.
NAIA Eligibility Center / PlayNAIA play.mynaia.org	The NAIA is another strong college athletics option. PlayNAIA is where athletes register for NAIA eligibility. Families should not overlook NAIA schools, because there are strong programs, great schools, and scholarship opportunities at this level.
Hudl www.hudl.com	A common tool for highlight film and game film. Athletes should keep their Hudl profile updated and make sure their best clips are easy for coaches to find.
School Athletic Websites	College team websites are one of the best free resources. You can find coach emails, rosters, schedules, recruiting questionnaires, and program information.
High School, Club, or Travel Coaches	Coaches can guide the athlete, give honest feedback, and sometimes speak with college coaches. But the athlete still needs to take ownership of the process.

Step 12: Parents Should Support, But Athletes Should Lead

Parents play a huge role in this process. Parents can help with organization, transportation, research, costs, communication reminders, and emotional support.

But college coaches want to see that the athlete is mature enough to communicate and take responsibility.

A parent should not be the only one emailing coaches. A parent should not be the only one asking questions. A parent should not want it more than the athlete.

The best approach is teamwork. The parent supports. The athlete leads.

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Step 13: Stay Consistent

Recruiting does not happen overnight. You may send emails and not get responses right away. That does not mean you quit.

Keep working. Keep improving. Keep updating your film. Keep reaching out. Keep asking questions. Keep showing up.

The athletes who stay consistent usually give themselves the best chance.

Final Message

We want athletes and families to understand the truth: **you must do the work to get seen.**

Recruiting is not about sitting back and waiting. It is about taking action.

- Send the email.
- Make the list.
- Create the film.
- Fill out the questionnaire.
- Follow up.
- Train hard.
- Handle school.
- Be respectful.
- Stay coachable.
- Represent yourself the right way.

Parents, coaches, and mentors can help guide the process, but the athlete has to take ownership of the dream.

College sports are possible, but the work has to match the goal.

Please feel to reach out with any questions and we will do our best to answer/guide you in the right direction.

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Disclaimer: This guide is a free educational resource provided by BornStars Coaches to help student-athletes and families better understand and navigate the college recruiting process. The information shared is based on our coaches' own experiences, knowledge, and understanding of the recruiting journey. This guide is intended for general guidance only and does not guarantee recruitment, scholarships, roster spots, coach responses, or college athletic opportunities.