

VBall.Live : 3 Core Steps to Navigate the Recruiting Process

1

RESEARCH

Basic research begins with whatever key information would attract you to that school (academics, sports program, location, size, weather, etc...).

More detailed research may be ongoing throughout the process, and would include ultimately sorting out if there is an opportunity, then if so, is that an opportunity of potential interest.

Basic Research Not Completed

Basic Research Completed



Use the Internet or information from others (coaches, school counselors, friends) to learn about the school and program. If there are aspects that make the school a potential fit, continue with initial marketing. This is how you create your working list of schools. Note that it may change during the process, depending on how things progress.

2

MARKETING/COMMUNICATION

Initial marketing would be an introductory email, or a follow-up to a coaches' initial inquiry (often via a camp brochure), initial email, or communication via your high school or club coach.

Following the initial communications above, an ongoing effort of information gathering, and marketing/communication takes place. This can be short-term if there is a 'no' from either side early on, or could go on for some time. This effort includes building a relationship with the coach and gathering information, doing so via e-mail, phone, and campus visits.

Introductory Communication Not Completed

Introductory Communication Completed



Send an initial e-mail and express your interest in learning more about the program. Include basic data (e.g. grad year, position, GPA, SAT if applicable, etc...). Keep it short and note your interest in learning more about the program.



Information gathering, & the marketing/communication process is the coach sorting out 3 things: Your level & if there is an opportunity that makes sense 2) Your character, & if you are a fit, & 3) Your academics – can you get in. The athlete is sorting out if there is an opportunity of interest, if the dynamics about the school are a fit, & if the dynamics of the program fit.

3

DECISION

Once you have real choices to consider (options that are formally available to you that are of interest), there is an opportunity to make a final decision.



No decision should be made without full information and a relaxed thought process (one that is not strictly emotional or with stress). Also, always include the consultation of a parent or guardian.

If you have multiple options, make sure to firm up your 'yes' option first, then call the coaches who you are saying 'no' to. It is a courtesy to make a direct call to coaches who have offered a scholarship, or been particularly engaging in their interest. An e-mail is fine for a coach that has not been that consistent in their communications.

