



E-Mail Marketing 101

Landing on a college's recruiting radar can be extremely difficult for kickers, punters and snappers. Besides attending camps and combines for exposure, having a college coach evaluate your game film is critical. The reality for specialists is that it often takes a lot of self marketing just to get a look. However, with the right talent and a good marketing plan, you can give yourself an edge in recruiting. Here's how...

1. Create a short highlight film, 3-4 minutes of your best kicks, punts or snaps.
2. Post your film on youtube.com, huddle.com or any other site which provides a direct link.
3. Compile a list of every college in the country that fits your criteria such as size, location, major etc. The NCAA web site is a great place to start: <http://web1.ncaa.org/memberLinks/links.jsp> Do not rule out any schools because you think they won't be recruiting a specialist. Set your goals high but have realistic expectations on which schools you are contacting.
4. Look up each program's football recruiting coordinator and special teams coach's name and email address via the athletic department web site directory. If an email is not listed, try a people search on the school's regular academic web site.
5. Create a simple, straight forward email letter template such as the following:

Dear Coach,

My name is Joe Smith and I am a class of 2015 kicker/punter for Anytown High School in Anytown, USA. I have a strong interest in attending your school and playing for your program. Below is a list of my accomplishments thus far:

FOOTBALL:

- 1st Team All-Area and All Conference 2011
- Hit 5 of 7 field goals with a long of 47 yards
- 68% of kickoffs were touchbacks
- Averaged 42 yards on 29 punts
- 2009 Game Highlights: www.youtube.com/joesmithkickerpunter

ACADEMICS:

- 3.65 Overall GPA
- 1850 SAT Score (600 Math / 600 Critical Reading / 650 Writing)
- 46 out of 437 Class Rank

REFERENCES:

Billy Williams, Head Football Coach, Anytown HS
bwilliams@anytownhs.org 732-555-5555

Lee McDonald, Kicking Coach, Special Teams Solutions
stscamps@gmail.com 732-406-6409

Thank you for your time and interest, I hope to hear from you soon.

Joe Smith
5555 Main St.
Anytown, USA 55555
732-555-5555 (home)
732-555-5555 (cell)

6. Set up a group email list so you can frequently and easily send coaches updates on your progress. Make note of which coaches respond and begin sending personal correspondence to build a relationship. The higher level schools (DIA-DIAA) are less likely to respond but be persistent!