



**COLLEGE
RECRUITING
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.COM



**COLLEGE
RECRUITING
HANDBOOK**

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Disclaimer: This College Recruiting Handbook was written by Jared Montz, the founder of CollegeRecruitingWebsite.com. It was written for the use of CollegeRecruitingWebsite.com athletes and their parents. At CollegeRecruitingWebsite.com we help you get recruited. We work with competitive high school athletes in all sports and build them a personal website; YourName.com, and teach them how to promote and network themselves confidently to college coaches using their College Recruiting Website. Our mission is to teach athletes that if you Believe in it® and back that up with hard work, anything in life is possible.

As a company we decided to make our College Recruiting Handbook free for everyone. Therefore anyone, regardless of whether or not they own a College Recruiting Website that would like to know more about the college recruiting process has free access to our recruiting information. Please enjoy our College Recruiting Handbook and feel free to contact us at <http://www.CollegeRecruitingWebsite.com> if you have any questions, comments or feedback.

1. Introduction

Parents and Athletes,

Thank you for your interest in my College Recruiting Handbook. My name is Jared Montz. As an athlete I am a former pro soccer player, US Open Cup winner and undefeated collegiate National Champion. I am the founder of CollegeRecruitingWebsite.com and my official title with the company is President and Recruiting Consultant.

I did not create this College Recruiting Handbook for me. I created it for my College Recruiting Website athletes and for anyone interested in learning more about the college recruiting process. Most importantly I created it for you!

I grew up in a small town outside New Orleans, Louisiana called Mandeville. I was a small, constantly overlooked player that had big dreams of playing professional soccer one day. I trained on my own almost every day of the week and drove two and a half hours each way to play on a team that was going to the right college showcase tournaments. I did what I thought it took to reach my dreams. I recognized my situation and did something about it.

At 16 when I was trying to get recruited I had no idea what I was doing. But, now that I have been there and gone through the process, I want to help make your recruiting experience better by giving you the recruiting knowledge and experience both on and off the field I never had. The recruiting knowledge I give you will carry over into the professional sports world as well as the business world when the day comes that you become a pro athlete, start looking for a job or start your own business.

Throughout this Handbook you will learn a lot about the college recruiting process, how to develop a recruiting plan and how to make your college sports dreams come true. I will gladly help you as much as I can, but ultimately it is up to you.

Please contact me anytime if you have any questions, comments, seeking additional college recruiting advice or are interested in a College Recruiting Website and working with us to develop your personal recruiting plan. You can contact me at 985-237-0763 or Jared@CollegeRecruitingWebsite.com.

Enjoy the Handbook, soak it all in, make a plan and get ready to start taking control of your college sports future! Remember if you Believe in it® and back that up with hard work, anything in life is possible!

Believe in it®,

Jared Montz

2. Academics

Academics are very important. You are playing college sports to become a student athlete, not a pro athlete. If your grades are not good enough you can't play college sports, simple as that! Make sure you study!

The college I signed with was Lynn University in Boca Raton, Florida. They offered academic scholarships as well as athletic scholarships. I missed out on a \$10,000 a year academic scholarship because my GPA was short by 0.10. That was \$40,000 a year my parents and I could have saved had I just studied a little bit harder in high school.

Think about that next time you don't want to study...

Depending where you want to attend you will need to take the ACT or SAT. I recommend testing in your junior year (maybe sophomore) and taking it until you feel satisfied with your score. If you do not test well, then make sure you take a prep course in an attempt to increase your score. These tests are important.

For more information on the ACT visit <http://www.actstudent.org>

For more information on the SAT visit <http://sat.collegeboard.com/home>

I recommend not having your test scores automatically sent to colleges you are interested in. This way in case you make a mistake or test poorly and your scores are not what you want them to be then the college coach will not know about that score. Then hopefully when you retake the test you will do better and you can send your test scores yourself by emailing the coach and updating the information on your College Recruiting Website.

When registering for the ACT or SAT, if you are a junior or older, input the Eligibility Center* code of "9999" to make sure your score is reported directly to the Eligibility Center. This will not send your score to college coaches, but to the Eligibility Center. See page 18 of this Handbook to find out where to sign up for your NCAA Clearinghouse number which is part of the Eligibility Center. According to the Eligibility Center, students should register at the beginning of their junior year and at the end of your junior year a transcript with six semesters of grades should be sent from the high school to the Eligibility Center.

*The Eligibility Center is the center that will provide you your NCAA Clearinghouse number. Visit page 19 for information on NAIA and NJCAA eligibility information.

****Speak with your high school guidance counselor to make sure you are taking the appropriate classes to qualify you for graduation and NCAA eligibility. According to the NCAA 2010-11 Guide for the College Bound Student Athlete you can access and print your high school's list of NCAA courses at <http://www.eligibilitycenter.org>.**

3. Top 6 College Recruiting Rules

1. You can make as many “unofficial visits” as you want at anytime.
2. Coaches can respond to email starting your junior year. Before this they may only be able to reply with general information about the school and their camp.
3. Coaches may call you one time a month starting June 15th after your sophomore year. Coaches may call you two times per week beginning August 1st of your senior year. The rule is different for football. For football coaches may call you one time total in your junior year between April 15th and May 31st. Additional calls cannot be made by coaches until September 1st of your senior year.
4. You can call or email a coach as often as you would like.
5. Coaches cannot text message you.
6. Official visits are not allowed until the start of your classes’ senior year. Colleges pay for these visits. You are limited to one visit per college and can take up to a maximum of five official visits your senior year.

Basic Rules for NAIA

1. There are no guidelines for a coach to contact you. They can contact you at anytime.
2. Tryouts conducted for High School athletes or transfers must be at a school’s sport’s facility.

Basic Rules for NJCAA

1. Coaches cannot have you sign a letter of intent until after you complete your junior year.
2. You can go on as many official visits (where school pays) as you want after you complete your junior year.

Visit:

<http://ncaa.org> (Division I, II and III)
<http://njcaa.org> (National Junior College)
<http://www.naia.org> (NAIA)

Use these websites for more information, rules and regulations.

Please note that the above rules mainly apply for NCAA Division I and II. Rules vary for different associations, divisions and sports so be sure and check.

4. Choosing a College

There are thousands of colleges out there. Answering the questions below honestly will help you define and refine your search. Questions with multiple-choice answers: please circle all those that apply to you. You can circle more than one answer.

1. Do you want to play your sport professionally after college?

- A. Yes
- B. No
- C. Not sure
- D. My sport doesn't have professional league

2. Why do you want to play your sport in college?

- A. To use my sport as an opportunity to pay for school
- B. I want to play my sport at a higher level
- C. My parents want me to
- D. It is my dream
- E. It is the next step before I play professionally

3. Are you willing to sit the bench for two years if that is what it takes to become a starter?

- A. Yes
- B. No
- C. Not sure
- D. No, I want to be starting from day one and play every minute possible

4. Are you willing to sacrifice your social life to play in college?

- A. Yes
- B. No
- C. Not sure

5. Do you want to go out of state?

- A. Yes
- B. No
- C. Not sure

6. Are you willing to go out of state?

- A. Yes
- B. No
- C. Not sure

7. What size school do you want to go too?

- A. Small 3,000 or fewer students
- B. Medium 4,000 – 19,999 students
- C. Large 20,000 students or more

8. Do you know what you want to study in college?

- A. Yes
- B. No
- C. Not sure

9. What are the most important parts of your college experience?

- A. I am on the best team
- B. Academics
- C. Social Life
- D. I am on the best team regardless of playing time
- E. I am playing but don't necessarily need to be on the best team

10. Have you spoken to your parents about your college budget? Do you know how much you can afford to pay per year to attend a college if you receive no scholarship money?

- A. Yes
- B. No
- C. In the process

If you answer these questions honestly they will help define your college search. Take some time and study your answers. During the search for colleges you like make sure your answers are matching up with the college and their team.

For example one of the questions asks about school size, **if you do not want to attend a small school with 3,000 students or less** then do not waste your time pursuing small colleges. If a college doesn't have your major then don't go there. If you don't want to sit the bench and you want to start right away and not wait two years for playing time, then maybe think long and hard about trying to get recruited by the top college teams in the country. If you go to a top team, you may have to wait your turn to play, if you aren't prepared mentally to do that then go to a school where you can get playing time right away.

There are a lot of opportunities out there besides just NCAA Division 1. Just because you may not be good enough to be a starter on a D1 team doesn't mean you are not going to play college sports. You may not be a starter on a D1 team but you could be a starter and a scholarship athlete on a D2 team. Getting your education paid for because of your sport, regardless of the level you play at, still sounds like you are winner to me!

Speaking to your parents about your college budget may not be an easy thing to do. However, you are becoming an adult and this is an adult conversation you must have with your parents. Knowing what your options are will help you define your college search. For example, if a school is \$40,000 a year and your parents cannot afford to pay that then do not pursue that school unless you feel very confident you can get a scholarship in the amount that will decrease the yearly cost enough to make it affordable for you.

Depending on your financial situation it might be worth looking into finding out if you qualify for financial assistance. Check out <http://www.fafsa.ed.gov> for more details.

There is no right or wrong answer to the above questions. It is all about answering honestly what you want from your sport and your college experience. As long as you know what you want and act accordingly then you will have no regrets. What you will have is a great college experience because it will be your college experience.

Creating lists of schools of Interest

After answering the above questions honestly it is time to start creating lists of the colleges you want to attend. I would create two lists. The first should be your top five dream schools. The second list should be 15-20 schools where you would be happy to play at. You can choose more or less than what I have suggested – it is up to you.

Follow the directions below to help find colleges that offer your sport. You can also do a Google search on college teams in states you like.

NCAA Division I, Division II and Division III Colleges

- Visit <http://www.ncaa.org>
- Click on “About the NCAA”
- Click “Who We Are”
- This will bring you to a map where you can select search criteria like Division, State, Sport and Conference.

NAIA Colleges

<http://naia.cstv.com/member-services/about/members.htm>

Junior Colleges

<http://www.njcaa.org/colleges.cfm>

Check out: http://en.wikipedia.org/wiki/List_of_college_athletic_conferences

This is a great link to find all conferences, schools, etc and what sport is played at each school. Wikipedia offers a lot of information, great maps and cool details about each conference.

Print copies of your lists of colleges and post them right by your bedroom door. Now everyday you leave for practice, school or the gym you will be reminded about what you are training working so hard for!

Search College Coach Info

***CollegeRecruitingWebsite.com has a partnership with**

<http://www.CollegeCoachesOnline.com>.

They make it easy for you to search college coaches' contact information based on specific search criteria like Region, Division, ACT/SAT score, size, etc. If it's in your recruiting budget I believe this service will be helpful, save you time and make the college search process much easier for you.

Use promo code **CRW123** and you save \$5 because you are a CollegeRecruitingWebsite.com College Recruiting Handbook reader.

5. Using my College Recruiting Website

Consider your College Recruiting Website as your home on the Internet. If a college coach is visiting your College Recruiting Website that is great because it means he or she is interested in you. Using your College Recruiting Website properly will help you track how often people and coaches are visiting your College Recruiting Website and it will make it easier for the college coach to recruit you. College coaches are busy, the easier you make it for them to recruit you... the better your chances are.

This section will cover:

- Writing an effective email
- Using your Google Analytics
- Increasing your SEO (Search Engine Optimization)
- The importance of keeping an updated College Recruiting Website and game calendar

How do I write an effective email?

Writing an email seems like an easy task but it takes some thought. Remember what you write is a reflection of what the coach will think of you.

Rules of Emailing:

1. Make it **personal** to the coach you are emailing. So if you have 50 colleges you are interested in do not write one email that says, "Coach, I want to play for your program." and then hit send to all 50 colleges at once. That's called spam, coaches will delete and it will be worthless to you.

Make it personal by taking a minute or two and look around their team website. Comment about their recent game. If the coach can see you are spending time learning about their program they will be more likely to spend more time learning about you. Example: "Congrats on the recent win against Wake Forest. I know you haven't beaten them in the past two years so I am sure it must feel nice to get a deserved win."

2. Proofread for spelling and grammar errors
3. Include your contact information and active College Recruiting Website link in your signature
4. Make sure you write the email (not your parents) and it comes from your email address
5. Do not sound cocky
6. Keep it as short as possible

The next few pages are examples of different types of emails you may send to college coaches. In the example emails I, Jared Montz, will be the college coach and I coach at the University of North Carolina, home of the UNC Tarheels. David College will be the player emailing me and he is a soccer player.

The next few pages are example emails to college coaches. If you do not have a College Recruiting Website or a highlight video then do not include the lines referencing those things in your email. Instead you can include something like, "Please see my attached PDF resume for more information about me."

I will be writing these emails as a soccer player. Please use them as an example and prepare your email according to your sport.

6. Example Emails to College Coaches

First Time Email

(To head coach and the staff)

Coach Montz,

Congrats on the big win against Duke last weekend! It seemed like a hard fought game but I was glad to see your team got the win against your big rival.

My name is David College and I am very interested in playing soccer at UNC. I am a sophomore from Mandeville, Louisiana and I will graduate in the spring of 2014. I am a two way center midfielder for the Mandeville Lakers and the Louisiana State ODP team. This past season I was named to the All – State team. Please visit my College Recruiting Website at <http://www.DavidCollege.com> to find out more information about me and to view my highlight video.

I know my highlight video and College Recruiting Website can only show you so much so I would like to have a chance to play in front of you and prove what I can do. Do you know what tournaments you or your staff will be recruiting at this year? If my team is not attending one of the tournaments you will be recruiting at, I will see if the team is interested in attending, and if not I will try my best to guest play for a team that is.

Thank you for your time Coach Montz and I look forward to hearing back from you or one of your coaches soon.

Take care,

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Key Points: Personal comment about their school or schedule, introduce yourself without sounding cocky and include an active link to your College Recruiting Website (include key points they need to know like graduation year, position, highest sport award you have won), engage the coach with a question about getting looked at and finish with a thanks for your time. Don't forget to include contact information in signature. Address the email to the head coach but CC (Copy) each coach on the staff in the email.

First Time Email Follow Up

(To head coach and the staff; only send this if you never heard back from first email)

Coach Montz,

My name is David College and I am very interested in playing soccer at UNC. I sent you an email a month ago and I wanted to follow up to see what your thoughts are on me.

I am a sophomore from Mandeville, Louisiana and I will graduate in the spring of 2014. I am a two way center midfielder for the Mandeville Lakers and the Louisiana State ODP team. This past season I was named to the All – State team. Please visit my College Recruiting Website at <http://www.DavidCollege.com> to find out more information about me and to view my highlight video.

The two tournaments my team will be attending this year are the Capital Cup and the Castle Showcase. Will you be attending either of those? If so I hope you will consider attending one of my games to see what I am all about in person. Of course you are also invited to attend any of my games you might be interested in during the season. You can see my full game calendar on my College Recruiting Website at <http://www.DavidCollege.com>.

Can I send you an email with game details when those tournaments get closer?

Thank you for your time Coach Montz and I look forward to hearing back from you or one of your coaches soon.

Take care,

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Key Points: Mention this is a follow up email to your first email, introduce yourself without sounding cocky and include an active link to your College Recruiting Website (include key points they need to know like graduation year, position, highest sport award you have won), include information about upcoming tournaments or big games, engage the coach with a question about sending game information and finish with a thanks for your time. Don't forget to include contact information in signature. Address the email to the head coach but CC (Copy) each coach on the staff in the email.

Email One Month before Showcase Tournament or Game

(Use when sending a first time email to a college coach whose school is close to a showcase tournament or game you will be playing in. CC assistant coaches.)

Coach Montz,

Congrats on the great season UNC had in the fall! Your team had a great run to the College Cup and congrats on two of your players, Zach and Jordan, for being drafted in the MLS SuperDraft.

My name is David College and I am very interested in playing soccer at UNC. I am a sophomore from Mandeville, Louisiana and I will graduate in the spring of 2014. I am a two way center midfielder for the Mandeville Lakers and the Louisiana State ODP team. This past season I was named to the All – State team. Please visit my College Recruiting Website at <http://www.DavidCollege.com> to find out more information about me and to view my highlight video.

I know my highlight video and College Recruiting Website can only show you so much. I would like to prove to you in person the type of player I am. My team is playing at the Castle tournament in Raleigh, North Carolina April 15 -18, 2010. Will you or one of your coaches be attending the tournament?

If you are interested in watching me play my game schedule is available on my game calendar at <http://www.DavidCollege.com>. Or I can reply to you with the dates, times and field locations when the tournament gets closer.

Thank you for your time Coach Montz. I will follow up with you two weeks prior to the tournament unless I hear from you otherwise.

Take care,

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Key Points: Personal comment about their school or schedule, introduce yourself without sounding cocky and include an active link to your College Recruiting Website (include key points they need to know like graduation year, position, highest sport award you have won), engage the coach with a question about getting looked at during the tournament you are attending, and finish with a thanks for your time. Don't forget to include your contact information in signature. Address the email to the head coach but CC (Copy) each coach on the staff in the email.

Follow Up Email Two Weeks Before a Tournament

(Send this email if the coach never has responded to you. CC assistant coaches. If a coach does respond then act accordingly.)

Coach Montz,

My name is David College and I am very interested in playing soccer at UNC. I am following up my email I sent you two weeks ago to alert you I will be playing at the Castle tournament April 15-18, 2010.

I am a sophomore from Mandeville, Louisiana and I will graduate in the spring of 2014. I am a two way center midfielder for the Mandeville Lakers and the Louisiana State ODP team. This past season I was named to the All – State team. Please visit my College Recruiting Website at <http://www.DavidCollege.com> to find out more information about me and to view my highlight video.

I know my highlight video and College Recruiting Website can only show you so much. I would like to prove to you in person the type of player I am. Are you attending the Castle tournament? If so, are you interested in watching me play?

If you are interested in watching me play all of my games will be on field Sliver two at the Castle Soccer Complex. The game times for bracket play are Saturday April 15th at 10am and 4pm as well as Sunday April 16th at 11am. You can see my game schedule with more specific details and MapQuest directions on my game calendar at <http://www.DavidCollege.com>.

Thank you for your time Coach Montz. Please let me know if you have any questions or comments. I look forward to hopefully playing in front of you at the Castle tournament.

Take care,

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Key Points: Mention you are following up a previous email, introduce yourself without sounding cocky and include an active link to your College Recruiting Website (include key points they need to know like graduation year, position, highest sport award you have won), kindly let the coach know if they are interested in watching you play this is when/where you will be playing (include a link to game calendar and mention MapQuest directions if you include them on your game calendar) and finish with a thanks for your time. Don't forget to include your contact information in signature. Address the email to the head coach but CC (Copy) each coach on the staff in the email.

Post Tournament Email

(Only applies if the coach contacted you in response to your emails and committed to watch your game. Only respond to the coach that responded to you, do not CC the whole staff on this email unless they were on the email sent back to you.)

Coach Montz,

I hope you enjoyed your weekend at the Castle tournament. I was happy with my team because we made it to the finals but ultimately we were all disappointed we didn't win it. Personally I felt I had a strong tournament and was happy with my play. Of course there are always things to improve on and I made a mental note of them so I will be working on them at practice.

I am following up to see if you had a chance to see me play and what you thought about my performances. Is there anything I can improve on to increase my chances of playing at UNC one day?

Thank you for your time Coach Montz and I look forward to hearing back from you soon.

Take care,

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Key Points: Comment about the coach being at the tournament, talk about your team performance and then your personal performance. Ask the coach what they thought of you and how you could improve to play for them one day. Finish with a thank you. Don't forget to include contact information in signature.

Email to Send Prior to Attending a College Camp

(If you have already been corresponding with a coach this email should be natural. If this is a first time email, say something direct. Send this email two weeks before camp. CC assistant coaches.)

Coach Montz,

Congrats on the great season UNC had in the fall! Your team had a great run to the College Cup and congrats on two of your players, Zach and Jordan, for being drafted in the MLS SuperDraft.

My name is David College and I am very interested in playing soccer at UNC. I will be attending your camp this summer June 12-16, 2010. I am a sophomore from Mandeville, Louisiana and I will graduate in the spring of 2014. I am a two way center midfielder for the Mandeville Lakers and the Louisiana State ODP team. This past season I was named to the All – State team. Please visit my College Recruiting Website at <http://www.DavidCollege.com> to find out more information about me and to view my highlight video.

I know my highlight video and College Recruiting Website can only show you so much. This is why I am attending your camp, to show you in person the type of player I am on and off the field.

Thank you for your time Coach Montz. I look forward to meeting you and learning from you in person at camp.

Take care,

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Key Points: Personal comment about their school or schedule, introduce yourself without sounding cocky and include active link to your College Recruiting Website (include key points they need to know like graduation year, position, highest soccer award you have won), make note early that you are attending their camp, and finish with a thanks for your time. Don't forget to include your contact information in signature. Address the email to the head coach but CC (Copy) each coach on the staff in the email if this is a first time email.

As mentioned earlier, if you do not have a College Recruiting Website or a highlight video then do not include the lines referencing those things in your email. Instead you can include something like, "Please see my attached PDF resume for more information about me."

7. Responding to Emails from Coaches

*IF A COACH RESPONDS TO YOU MAKE SURE YOU RESPOND IN A TIMELY MANNER!!!!

*If a coach replies “all” to an email. Meaning if you see other coaches addressed in the email to you (because originally you emailed the head coach with the assistant coaches addressed on it), make sure you reply “All” back. For example a coach sends you an email with his two assistant coaches in the CC section. If you hit reply “all” in the email that means the assistant coaches will still be in the CC section so they will see the email you send to the head coach.

How do I create a signature in my email? (Applies only to Gmail users)

Step 1 – Log into your Gmail account

Step 2 – Click “Settings” in the top right corner

Step 3 – Make sure you are on the “General” page. Scroll down and you will see the option to insert your personalized signature that will appear every time you write an email. Use this as an example:

David College
555-555-5555
DavidCollege@gmail.com
<http://www.DavidCollege.com>

Step 4 – Scroll down, click “Save changes” and you are set

How do I make a website link active?

Making a website link active means you can click on the link and it will take you to a website. If a coach has to copy and paste your College Recruiting Website link into their Internet browser because it is not active that is just one more step to keep them from recruiting you.

To make a website link active include <http://> in front of your website name. Example: DavidCollege.com (not active), www.DavidCollege.com (not active), <http://www.DavidCollege.com> (this is active!!).

Make a good habit of doing this when referencing your College Recruiting Website in emails, text messages, or any other written digital communication. The purpose is to make it easier for a coach to visit your College Recruiting Website.

FAQ's about Emailing Coaches

How often should I email a coach?

Email the coach as often as it feels natural if the coach is emailing you back. If you are sending a first time email I would follow up once a month. After three tries (applies only if you are a Junior or Senior) if you hear nothing back I would wait a few months until you try again. If you haven't heard back from a coach and your heart is really set on that school the best option might be to go to their camp to have the chance to meet the coach in person. At

some point if you feel the coach is not responding to you and you have reached out five times or more it could be time to move on and scratch them off your list.

When should I email a coach?

It is time to start emailing a coach when your College Recruiting Website and game calendar are set up and ready to be shown to the public. Regardless of whether you have a College Recruiting Website or not you should start emailing coaches in your freshman year and throughout high school. Examples of specific times to email a coach include: a month before a showcase tournament or game near a college you are interested in, before a big high school game and prior to attending a college camp. It takes time to build relationships with college coaches so the sooner you start doing this the better.

Should I email every college coach in America?

No, do not waste your time doing this. Email the coaches on your college list and within driving distance of tournaments you will be at. If you don't want to go to school in Montana then there is no point emailing a college coach there.

How much work will this take?

This will take a lot of work. You work hard on the field to get looked at and you need to work hard off the field as well. Budget and manage your time accordingly. Maybe on Saturday morning instead of sleeping in you get up and spend a few hours emailing college coaches on your list. It will pay off!

Can my parents send emails for me?

Make sure you write the email, not your parents, and it comes from your email address. Parents can send emails on your behalf but coaches want to hear from you. Also don't let your parents try to send emails acting on your behalf. So they sign the email as you but they accidentally email it from their email account. I've seen it happen.

Why should I look at my Google Analytics? (Applies only to athletes with a College Recruiting Website)

Your Google Analytics is an excellent feature on your College Recruiting Website. Analytics will allow you to see how many hits you are getting on your College Recruiting Website, when they happened and where they are coming from.

For example: If you send an email to the head coach at the University of North Carolina and you don't get a response you might be upset. However, if a few days after the email you log into your Analytics and see that there is a hit on your College Recruiting Website from Chapel Hill, North Carolina (location of UNC) within a few days of you emailing the coach your College Recruiting Website link, it is fair to assume the college coach at UNC took a look at your College Recruiting Website. That is powerful information to have.

How do I track hits in my Google Analytics? (Applies only to players with a College Recruiting Website)

Step 1 - Log in with your Gmail account information at <http://www.google.com/analytics>

Step 2 – Click “view report” on the main page next to the green check mark. Then click “view report” on the “Map Overlay” section.

Step 3 – Then place your mouse over the United States of America. Next click your mouse to enlarge this region. Now your view is broken down by the 50 States. From there repeat the process to click on a state. Now you can see which cities in which states you received a hit on your College Recruiting Website.

Step 4 – In the state view you can click on the city where the hit came from and that will bring you to a graph showing you the date when you received the hit. Make note of this date in your contact sheet. This is valuable information.

***Make note that by default your analytics will be tracking one month at a time in the date range. You can change the date range in the top right hand corner of the graph when doing your Analytics searches to whichever date range you would like. So don't get discourage if you only have a few hits on your College Recruiting Website, it could be because you have the date range set to one month. Remember the hits you do have count for a lot because 90 percent of them will be from college coaches.*

How to increase your SEO (Search Engine Optimization) (Applies only to athletes with a College Recruiting Website)

Search Engine Optimization is a set of buzz words in the technology community. Basically it means you are increasing your chances that if someone types your name into Google your College Recruiting Website will come up early in the search rankings. The earlier it comes up, the better. Smart college coaches will Google your name to see what comes up. We want your College Recruiting Website to come up as early as possible in Google. Overtime it will, but this doesn't always happen right away.

What can I do to increase my SEO? (Applies only to athletes with a College Recruiting Website)

1. Send an email to all your family and friends with an active link to your College Recruiting Website. You do not need to say you are trying to increase your SEO. Just tell them that you have your own College Recruiting Website for college recruiting and ask them what they think about it.
2. Post a link in your status update on Facebook to tell your friends about your College Recruiting Website.

3. Include an active link to your College Recruiting Website on your social media profiles. For example, include an active link on your Facebook profile info page. The more websites that provide an active link back to your College Recruiting Website the

4. Do not go crazy with this one but - visit your College Recruiting Website when you are at a new computer. For example if your team travels to a tournament use the computer in the hotel lobby and go to your College Recruiting Website. Or Google your name at a new computer and then click to your College Recruiting Website. The more new computers visiting your College Recruiting Website the better your SEO will be.

Don't get carried away with this SEO business, but these little things will help. I recommend doing only steps one and two in the beginning. Do not send out multiple emails asking your friends to check out your College Recruiting Website, they may get annoyed with you.

ATTENTION: Athletes with a College Recruiting Website:

IMPORTANT: Keep your College Recruiting Website and Game Calendar up to date!

You will spend a lot of time on your College Recruiting Website, but most coaches who visit your College Recruiting Website will have one shot to either be impressed or turned away. Always make sure your game calendar and College Recruiting Website are up to date. Your College Recruiting Website is a representation of you. Make it a good one!

Your game calendar should have the most recent schedule on it. Reference your College Recruiting Website User Guide to make sure you know how to do this correctly. Remember if you have Internet on your phone you can access your College Recruiting Website and game calendar on the go.

8. Developing a Recruiting Plan

In this section you will learn the different ways you can get recruited, how to develop your recruiting plan and how to keep track of your emails/conversations with college coaches in a contact sheet.

Different ways to get recruited

1. Perform well at a showcase tournament or game
2. Guest play for a team attending a showcase tournament or game
3. Attend a college camp at the school you want to play for
4. Attend a specialized camp in your sport that features qualified well connected coaches
5. Play in an organized friendly game in front of college coaches
6. Be referred by a trustworthy reference
7. Create a highlight video
8. Perform well in a high school game; this usually applies for the big sports where high school is the main competitive platform.

NCAA Clearinghouse

Every athlete planning to play Division 1 or Division 2 needs to get an NCAA Clearinghouse number. Going through this process proves to the NCAA that you are eligible to compete as an amateur in collegiate athletics. The NCAA Eligibility Center recommends that you complete your registration at the beginning of your junior year at www.eligibilitycenter.org and when you register to take the SAT, ACT or both, use the Eligibility Center code "9999" as the score recipient. Doing this sends your score directly to the Eligibility Center.

http://www.eligibilitycenter.org/ECWR2/NCAA_EMS/NCAA_EMS.html#

Visit this link above to get started. This website is very interactive and has some good information on it. You might be confused as to where the NCAA Clearinghouse section is.

NAIA Eligibility Center

<http://www.playnaia.org/>

NJCAA Eligibility Center

Their eligibility center doesn't work like the NCAA or NAIA. In the first 15 days of your first college semester or prior to the first date of competition your college or your college coach should give you instructions for your eligibility submission.

How do I develop a recruiting plan?

This is something you and I can talk about in more detail. Basically we need to define your playing situation and figure out the best options for you to get recruited.

Questions you need to answer honestly:

Do you or your team attend the proper college showcase tournaments?

- A. Yes
- B. No
- C. Could do more

Do you or your team try to set up friendly competitive games against players or teams near populated areas with colleges that have your sport?

- A. Yes
- B. No
- C. Could do more

Do you or your team set up “Unofficial Visits” to colleges if you are playing near a college with a team in your sport?

- A. Yes
- B. No
- C. Not sure

Do you have contacts on other teams you could possibly guest play for?

- A. Yes
- B. No
- C. Not sure
- D. I don't play a team sport

Are the majority of the players on your team seriously committed to playing in college?

- A. Yes
- B. No
- C. Only a few
- D. Not sure
- E. I don't play a team sport

How many college camps or specialized camps (usually ranging from \$500-\$750) can you afford to attend in a year?

- A. 1
- B. 2
- C. 3 or more
- D. 0

If you have a College Recruiting Website:

After answering these questions we will set up a personal consulting meeting to look at your travel schedule, define your situation and then develop your recruiting plan. Remember you must be proactive and create your own luck. You will not get lucky sitting around waiting for things to happen to you, which is why we are developing a recruiting plan.

If you do not have a College Recruiting Website:

Answer the above questions honestly. This will give you a good idea of what your situation is. From there, decide on your budget, look at your travel schedule and decide what recruiting options apply to you. Once you know your situation, then you can figure out how to move forward. If you are interested, feel free to contact me anytime and we can talk about building your College Recruiting Website and developing your personal college recruiting plan. You can view our example College Recruiting Website at <http://www.DavidCollege.com>. This is an example of a player's College Recruiting Website. Each player's College Recruiting Website is personalized; i.e. YourName.com. I (Jared Montz) can be reached at 985-237-0763 or Jared@CollegeRecruitingWebsite.com.

Tracking your emails/conversations with college coaches in a contact sheet

Once your plan is developed you need to keep track of how it is working. This way you can reflect, decide which schools are worth continuing to pursue and make smart decisions based off real information you have gathered.

By sending emails, establishing relationships and tracking analytics you are increasing your leverage in the recruiting process. This will increase your power in deciding which college you want to go too, not which school will hopefully take you.

Calling a coach is an option but I recommend emailing first before a natural phone call takes place. It is easy for a coach to reply to an email on their own time when they want too and they are not caught off guard from your out of the blue phone call. Plus email keeps a written record of what was said and increases your chances they will click the link to your College Recruiting Website. However if you do decide to call first make sure you think about what you are going to say before you call. Keep it short on a message and include your name, number, email and College Recruiting Website that they can look at for more information on you. Also say you will follow up with an email and then do it.

It is important to track your emails, conversations and analytics in a contact sheet for each college you are in contact with. Feel free to copy and paste the example contact sheet below into a word document. Or you can email me at Jared@CollegeRecruitingWebsite.com and I will email you a contact sheet. On the next page is an example of how to use a contact sheet.

Contact Sheet Example

School: University of North Carolina

City/State: Chapel Hill, North Carolina

Team Website: <http://tarheelblue.cstv.com/sports/m-soccer/unc-m-soccer-body.html>

Division: DI

Staff Contact Information:

Jared Montz

Head Coach

555-555-5555

Jared@coach.com

John Montz

Assistant Coach

555-555-5558

John@coach.com

Miscellaneous Notes:

School is called the Tarheels. My friend Sam Jones plays there.

Contact Date: 8/19/11

Notes: First time email to Coach Jared and CC'd Coach John on it.

*Noticed hit on my College Recruiting Website 8/20/11 from Chapel Hill.

Contact Date: 8/21/11

Notes: Coach John replied to me and said they saw my College Recruiting Website. They were impressed with it and interested in trying to see me play one day. They asked me to email them when a tournament closer to UNC comes around.

I replied the same day and said thank you and that I would email them when it gets closer to my tournament near UNC.

Contact Date:

Notes:

Collecting information on a contact sheet will help you easily remember when the last time you emailed a coach was, what was said, and how to move forward.

Don't forget the sports world is a small world. If one coach can't use you on their team that doesn't mean he/she won't share your information with one of their friends who is a college coach because they think you will be a good fit there. If your contact sheet is full of conversation records and you feel you have a good enough relationship going don't be afraid to ask a coach who says they do not want you on their team if they would recommend you to any other college coaches they are friends with.

Why should I save all these contact sheets?

If you contact 20 coaches in a two week period are you going to remember every coach you contacted and what you said? Maybe, but you definitely won't remember a year from now. To help you remember is why you use contact sheets.

If you do this correctly and go after 20 or so schools based off your college list you need to make sure you save these contact sheets properly. There will be a lot of information and you need to be able to access it quickly and easily.

How do I create a folder on my computer?

Step 1: Open your "Documents" or "My Documents" folder

Step 2: Right click, then click "Create New Folder Option"

Step 3: Name folder "College Recruiting"

Step 4: Inside "College Recruiting" folder, right click, click "Create New Folder" option and name this folder after a college. Example "University of North Carolina"

Step 5: Repeat step 4 for each school on your list

How do I create a new contact sheet on my computer?

Step 1: Save a standard copy of a contact sheet in your "College Recruiting" folder. If you don't have one already copy and paste the one above into a word document or email me at Jared@CollegeRecruitingWebsite.com and I will email you a copy.

Step 2: Open this standard contact sheet, then click "Save As" and rename it as a college on your list. Example "University of North Carolina Contact Sheet" and then save it to your "University of North Carolina" folder

Step 3: Repeat step 2 for every college on your list

Why should I save emails?

If you do this correctly and go after 20 or so schools you need to save all emails to and from college coaches so you can easily access past emails when you need too. For example, one day you might need to recall an old email a coach sent you because the coach said in that email they would give you \$10,000 in scholarship money. However, closer to your signing date they say to you they only offered you \$5,000. Having the old email will give you evidence of what was really said. From there you can decide how you want to use that information.

How do I create labels (folders) in Gmail? (Applies only to Gmail users)

Step 1: Log into your Gmail account.

Step 2: Click the “Settings” tab in the top right corner.

Step 3: Click on the “Labels” tab (Gmail calls folders, Labels).

Step 4: Scroll down a tad; insert your new “Label” name (College Name) in the section that says “Create a new label”. Then click create.

How do I save an email? (Applies only to Gmail users)

Step 1: Log into your Gmail account.

Step 2: Next to the email you want to save will be a checkbox. Check it. Then find the “Move To” drop down. Click it. Then pick which “Label” (folder) you want to save it under.

*Gmail has almost unlimited space so I recommend saving every email to and from a college coach. Note that Gmail has an interesting take on email. If you send an email back and forth 10 times with a coach, normally you would have 10 different emails in your inbox. In Gmail they keep those 10 emails together to keep your inbox less cluttered. I wanted to give you a forewarning in case you are saving emails and it only looks like there is one when you thought you saved at least 10.

If you have a College Recruiting Website you should use your Gmail account provided to you from CollegeRecruitingWebsite.com. If you don't have a College Recruiting Website and you use a different email service then the saving emails and creating folders process should be similar.

9. Social Media Do's and Don'ts

Do's

1. Facebook friend request an upper classman on a college team you are interested in playing for. For example, send a friend request to an upperclassman that starts and plays consistently. Don't pitch or sell yourself, but establish a relationship and ask a few questions about the college. Hopefully it becomes a two-way conversation. Maybe ask a question or two about the coach after it has been going well. Ask about how the player got recruited, what tournaments the player went to, etc.

You are doing this because hopefully one day when you are speaking to the player's coach you can mention you are friends on Facebook with one of their players. This should spark interest for the coach to ask that player (leader on the team) what the player thinks about you. This will show you could be a good fit for team chemistry. Another perk is when you go on a recruiting trip you will already have a friend on the team and be more than likely to fit in with the rest of the team faster because of it.

2. Make sure you stay connected with any college players you know in real life. Ask them questions about their college recruiting experience. What would they do differently in the recruiting process? What did they do right? Facebook is an easy way to stay connected and make new connections. A smart person learns from their own experiences. A genius learns from the experience of others.

3. If a college team has a Facebook Fan Page make sure you become a fan. This will make it easy for you to stay up to date with the team. If a team does have a Facebook page you can usually find a link to it on their website. Same applies if you use Twitter, if the team has a Twitter account be sure and follow it.

Don'ts

1. **DO NOT** Facebook friend request the Head Coach or Assistant Coaches!! However you could search them on Facebook and Google to learn more about each coach. Researching a future coach or boss is always a good thing to do.

2. **Do not post anything online that is inappropriate.** No cursing, bad comments, inappropriate jokes, bad pictures, negative comments about practice, etc. The Google search engine now tracks Facebook and Twitter updates. This means if you post something bad on Facebook and a college coach searches your name in Google there is a chance they may see it, even without being your friend on Facebook. You do not want this. You only want to leave a good impression.

10. What can I do on and off the Field to stand out?

1. Be humble.
2. Take your warm up serious, show you are mentally and physically ready.
3. Be a leader.
4. Communicate with teammates on the field when appropriate. Do it loud and clear. Besides making your teammates better, this will draw attention to you because a college coach will hear you from the sidelines and be forced to notice you.
5. Be Positive, don't be negative.
6. If you lose the ball hustle back on defense. Never quit on a play.
7. After the game act like a model professional. Shake hands with the referees, coaches, and opponents. Pick up any trash left around your bench area. Help carry your team's gear and coach's gear if need be.
8. If you knock an opponent down help them up. Play your sport with class.
9. Be consistent. A college coach needs to trust that if they start you, you will consistently perform well for them. Their job depends on it.
10. Don't put too much pressure on yourself, relax, have fun, and perform with confidence. Remember if you Believe in it® and back that up with hard work, anything in life is possible. And don't forget you are living the dream!

11. Importance of Leveraging Yourself

Why should I talk with other colleges if I already know which college I want to go to?

You should speak with other colleges even if your heart is set on a certain college to create leverage. There is a quote that says, “Don’t put all your eggs in one basket”. The same applies to college recruiting; don’t only go after one school. The reality is many things can go wrong with only going after one school including; the coach could get fired, they could be recruiting someone else in your spot, the team could have a bad year, they can’t offer you enough scholarship money or the coach could be lying to you during the recruiting process and not need you at all. Unfortunately things like this do happen, but the smart players are prepared for it and have multiple options.

Besides creating options for yourself in case something goes wrong you are also increasing your negotiation leverage. Let’s say your college of choice decides they want you and they can only offer you a walk on spot. If another college is recruiting you and they offer you a \$10,000 scholarship you can use that as leverage in negotiating with your college of choice. You could say something like this to the college of choice, “Coach, I really want to attend your school but is it possible to receive any kind of scholarship? Such and Such college is offering me \$10,000 and my parents are pressuring me to take it. Can you do anything for me?”

In an ideal world the coach would come back and offer you \$10,000 or maybe they say they can only do \$5,000. If you approach it right hopefully the worst that would happen is the coach comes back and says, “We can’t offer you any scholarship money but we still want you to be a part of our team.” Now you are negotiating and can decide what to do from there.

Be delicate in these types of situations, you don’t want to upset any coaches but at the same time you certainly have the right to try and negotiate. When you encounter these situations it’s a good thing, it means you have options because you did a good job on your recruiting work. Feel free to contact me when the time comes that you need to discuss your options.

Another thing to ask for when negotiating is the possibility of future scholarship opportunities as you prove your worth on the field. If a coach promises you future scholarship money make sure you get it in writing in the form of an email and save that email.

Just because you walk on doesn’t mean you can’t earn a scholarship. Cobi Jones, a Men’s U.S. National Soccer Team legend, was a walk on at UCLA. Jason Garey, Columbus Crew professional soccer player and Herman Trophy winner (MVP of college soccer), was a walk on at the University of Maryland. Both earned full rides during their college careers after starting out as walk ons. Thomas Morestead of the New Orleans Saints, punter and 2010 Super Bowl Champion, was a red shirt freshman at SMU in Dallas. Stories like this exist in all sports.

12. Motivational Quotes

When I told people I wanted to play college soccer, they laughed at me. When I told people I wanted to play pro soccer they laughed at me. After becoming an undefeated collegiate National Champion and playing professional soccer those people don't laugh anymore.

Apparently the statistic is only **one percent** of high school players play college sports. Usually people say that to scare you, or to make you think "realistically" about playing college sports. That statistic never scared me; if anything it only motivated me to be part of that **one percent**. I wasn't cocky about it, but I had what you call a "quiet confidence."

My question to you is, "Do you Believe in it® enough to be a part of that **one percent**?"

Below are some motivational quotes to keep you inspired when the negative people/critics try to bring you down!

"The great pleasure in life is doing what people say you cannot do." Walter Bagehot

"Brick walls are there for a reason; they let us prove how badly we want things."
Randy Paush

"Fortune favors the brave." Publius Terence

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude." Thomas Jefferson

"Success is the sum of small efforts, repeated day in and day out." Robert Collier

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will." Vince Lombardi

"The only thing that stands between a man and what he wants from life is often merely the will to try it and the faith to believe that it is possible." Richard M. DeVos

"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." Michael Jordan

"People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them."

George Bernard Shaw

"You have to expect things of yourself before you can do them." Michael Jordan

"The best way to predict the future is to invent it." Johan Bruyneel

"Forget mistakes. Forget failure. Forget everything except what you're going to do now and do it. Today is your lucky day." Will Durant

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent." Calvin Coolidge

"The secret of success in life is for a person to be ready for his/her opportunity when it comes." Earl of Beaconsfield

"Don't think "problem", think "opportunity"!" Unknown

"Anything is possible. You can be told that you have a 90-percent chance or a 50-percent chance or a 1-percent chance, but you have to believe, and you have to fight."

Lance Armstrong

13. College Recruiting Checklist:

Freshman and Sophomore Year

- Meet with your guidance counselor to review your academic and athletic goals
- Build a College Recruiting Website and create a highlight video (our recommendation)
- Analyze your situation and develop your personal recruiting plan
- Create a list of 15-20 colleges where you would like to play your sport
- Develop contact sheets for each college and begin the contact process
- Attend college showcase tournaments and events
- Attend specialized camps and college camps of colleges that are high on your list

Junior Year

- Meet with your guidance counselor to review your academic and athletic goals
- At the beginning of your junior year register with the appropriate eligibility centers of the associations where you want to play; NCAA, NJCAA & NAIA
- Take the ACT, SAT or both and corresponding prep courses
- Build a College Recruiting Website and create a highlight video (if not done yet; our recommendation)
- Review your college list; revise it, add to it and remove schools no longer of interest
- Continue using your contact sheets and developing relationships with college coaches
- Attend college showcase tournaments and events
- Attend specialized camps and college camps of colleges that are high on your list
- Make unofficial visits to colleges that interest you
- Ask your high school guidance counselor to send your official transcript to the eligibility center after completing your junior year

Senior Year

- Meet with your guidance counselor to review your academic and athletic goals
- Take the ACT, SAT or both and corresponding prep courses again if necessary
- Attend college showcase tournaments and events
- Continue using your contact sheets and developing relationships with college coaches
- Make unofficial and official visits to colleges that interest you
- Begin the college application process of schools you are interested in
- Meet all scholarship/Financial Aid/Housing/Scholarship deadlines that are available to you
- Sign a letter of intent (Congrats!!!)
- After graduation ask your high school counselor to send your final transcript to the Eligibility Center with proof of graduation

Make sure throughout High School you are participating in additional extracurricular activities and volunteering in the community. Besides being a great well-rounded person this is great for your resume. Continue to review the Handbook and email examples for help during your recruiting process.

14. Summary

Parents and Athletes,

I believe this College Recruiting Handbook will give you the knowledge to make your dreams of playing your sport in college a reality. If you do what is described and are willing to make the sacrifice on and off the field to play at the college level, I have no doubt you will.

Think of your parents trying to find a job. Do they just sit around and wait for a job to find them? No! They are proactive and get their name out there to businesses to let them know they are interested. The same applies for college recruiting. If college coaches don't know you are interested, they won't waste their time trying to recruit you.

I will help you as much as I can. Feel free to contact me anytime. Hopefully your parents, coaches, and friends can help you too, but ultimately it will be up to you. You control your future.

Remember if you Believe in it® and back that up with hard work, anything in life is possible!

Believe in it®,

Jared Montz
President/Recruiting Consultant
985-237-0763
Jared@CollegeRecruitingWebsite.com
<http://www.CollegeRecruitingWebsite.com>

15. Contact Us

Feel free to contact me or any one of our staff members at CollegeRecruitingWebsite.com anytime if you have questions, comments or are interested in a College Recruiting Website, Highlight Video and/or development of your personal recruiting plan.

Jared Montz
President/Recruiting Consultant
985-237-0763
Jared@CollegeRecruitingWebsite.com
<http://www.CollegeRecruitingWebsite.com>

Friend me on:

<http://www.Facebook.com/JaredMontz>
<http://www.Twitter.com/JaredMontz>
<http://www.Youtube.com/CollegeRecruitingTV>
<http://www.Linkedin.com/in/JaredMontz>

College Recruiting Website Example:

<http://www.DavidCollege.com>