

# On the Radar

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## THE ONLYSOFTBALL GUIDE TO EMAILING COLLEGE COACHES

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# 1. Why Emailing Coaches Matters

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EMAIL IS STILL ONE OF THE PRIMARY WAYS COLLEGE COACHES IDENTIFY AND TRACK RECRUITS.

AT THE DIVISION I LEVEL, MANY ATHLETES BEGIN REACHING OUT WELL BEFORE COACHES ARE ALLOWED TO RESPOND. EMAIL HELPS YOU:

- GET ON A COACH'S RADAR
- SHARE YOUR SCHEDULE AND UPDATES
- BEGIN BUILDING A RELATIONSHIP OVER TIME

MOST ATHLETES DON'T MISS OPPORTUNITIES BECAUSE OF TALENT—THEY MISS THEM BECAUSE THEY NEVER PROPERLY INTRODUCE THEMSELVES.

EVERY TIME YOUR NAME SHOWS UP IN A COACH'S INBOX, IT'S AN OPPORTUNITY TO BECOME RECOGNIZABLE.

**THIS IS ONE OF THOSE SITUATIONS WHERE PERSISTENCE PAYS.**

# 2. When Should You Start?

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## GENERAL GUIDELINES:

- 8TH—9TH GRADE: LEARN THE PROCESS AND BEGIN SENDING SIMPLE INTRODUCTION EMAILS
- 10TH GRADE: COMMUNICATION BECOMES MORE CONSISTENT AND INTENTIONAL
- SEPTEMBER 1 OF JUNIOR YEAR: COACHES CAN BEGIN DIRECT COMMUNICATION (D1)

**THE EARLIER YOU START, THE BETTER POSITIONED YOU'LL BE.**

# 3. What Coaches Are Actually Looking For

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BEFORE YOU WRITE YOUR EMAIL, UNDERSTAND THIS:

COACHES ARE EVALUATING:

- SKILL LEVEL AND ATHLETIC ABILITY
- POSITION-SPECIFIC NEEDS
- GRAD YEAR
- ACADEMIC FIT
- PERSONALITY AND COACHABILITY

MAKING YOUR EMAIL PERSONAL—AND EXPLAINING WHY YOU’RE INTERESTED—GOES A LONG WAY.

YOUR GOAL IS TO MAKE IT EASY FOR A COACH TO QUICKLY UNDERSTAND WHERE YOU FIT.

**COACHES ARE LOOKING FOR PLAYERS WHO ARE GOOD PEOPLE AND GENUINELY WANT TO BE PART OF THEIR PROGRAM.**

# 4. What to Include in Your Email

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SUBJECT LINE:

NAME | GRAD YEAR | POSITION | TEAM

EXAMPLE:

JANE SMITH | 2028 | SS/2B | ATLANTA VIPERS 16U

EMAIL BODY:

- BRIEF INTRODUCTION (NAME, GRAD YEAR, POSITION)
- GPA AND ACADEMIC INFORMATION
- CURRENT TEAM AND COACH
- WHY YOU ARE INTERESTED IN THAT SPECIFIC PROGRAM
- A SHORT NOTE ABOUT WHO YOU ARE AS A PLAYER

ATTACHMENTS / LINKS:

- TOURNAMENT SCHEDULE (FULL OR UPCOMING)
- VIDEO LINKS:
  - HIGHLIGHT VIDEO
  - SKILLS VIDEO

SOCIAL MEDIA PROFILES (X, INSTAGRAM)

**KEEP IT SIMPLE, CLEAR, AND EASY TO SCAN.**

# 5. Sample Email Template

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HI COACH [LAST NAME],

MY NAME IS [NAME], AND I AM A [GRAD YEAR] [POSITION] FROM [CITY, STATE]. I CURRENTLY PLAY FOR [TEAM NAME] AND ATTEND [HIGH SCHOOL NAME].

I AM VERY INTERESTED IN [SCHOOL NAME] BECAUSE [SPECIFIC REASON—ACADEMICS, LOCATION, PROGRAM, ETC.].

THIS SUMMER, I WILL BE COMPETING AT THE FOLLOWING EVENTS: [EVENT NAME + DATES] (OR YOU CAN ATTACH YOUR SCHEDULE)

HERE IS A LINK TO MY SKILLS AND GAME VIDEO:  
[LINK]

THANK YOU FOR YOUR TIME, AND I HOPE TO CONNECT IN THE FUTURE.

BEST,  
[NAME]  
[PHONE NUMBER]  
[EMAIL]  
[X / INSTAGRAM]

**YOU CAN ALSO ATTACH YOUR PLAYER PROFILE SHEET**

# 6. Common Mistakes to Avoid

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- DO NOT WRITE LONG, DETAILED EMAILS
  - COACHES ARE BUSY - BE CLEAR AND CONCISE
- DO NOT COPY AND PASTE THE SAME MESSAGE TO EVERY COACH
  - TAKE THE TIME TO WRITE PERSONALIZED EMAILS TO EACH SCHOOL
- DO NOT FORGET TO INCLUDE VIDEO
  - THEY CAN'T EVALUATE WHAT THEY CAN'T SEE
- DO NOT USE AN UNPROFESSIONAL OR SCHOOL EMAIL ADDRESS
  - YOU CAN CREATE A FREE GMAIL ACCOUNT FOR RECRUITING PURPOSES IF NEEDED (YOU LOSE ACCESS TO SCHOOL EMAIL)
- DO NOT FORGET TO FOLLOW UP AND TRACK YOUR COMMUNICATION
  - STAY ORGANIZED SO YOU KNOW WHO YOU'VE EMAILED, WHEN, AND WHY.

**PUT EFFORT INTO EVERY EMAIL—DETAILS MATTER.**

# 7. How Often Should You Email Coaches?

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CONSISTENCY MATTERS—BUT YOU DON'T WANT TO BE SPAMMY.

THE GOAL IS TO STAY VISIBLE WHILE PROVIDING MEANINGFUL UPDATES.

YOU DON'T NEED TO EMAIL CONSTANTLY—BUT YOU DO NEED TO EMAIL REGULARLY.

EVERY EMAIL SHOULD HAVE A PURPOSE:

- INTRODUCE YOURSELF
- SHARE YOUR SCHEDULE
- SHOW YOUR DEVELOPMENT
- REINFORCE YOUR INTEREST

**FAMILIARITY LEADS TO OPPORTUNITY.**



# 8th Grade Early Awareness

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## RECOMMENDED FREQUENCY:

- 3–4 EMAILS PER YEAR TO TOP CHOICE SCHOOLS
- PRIOR TO SUMMER AND FALL SEASONS
- BEFORE ATTENDING CAMPS
- THANK YOU EMAIL AFTER A CAMP

## WHAT TO SEND:

- INTRO EMAIL
- SHOWCASE SCHEDULE (IF APPLICABLE)
- SHORT VIDEO CLIPS (UNDER 1 MINUTE EACH)

## KEEP IN MIND:

- COACHES DO EVALUATE 14U PLAYERS—BUT IT'S NOT THEIR PRIMARY FOCUS YET.
- D1 COACHES CAN NOT RESPOND TO EMAILS FROM 8<sup>TH</sup> GRADERS
- THEY CAN COMMUNICATE ABOUT CAMPS
- D1 COACHES ATTEND REGIONAL AND NATIONAL SHOWCASE EVENTS MORE FREQUENTLY THAN LOCAL EVENTS
- COACHES CAN'T EVALUATE PLAYERS THEY DON'T KNOW EXIST.

**GETTING ON THEIR RADAR EARLY MATTERS.**

# Freshman Year Building Visibility

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## RECOMMENDED FREQUENCY:

- 4-8 EMAILS PER YEAR TO TOP CHOICE SCHOOLS
- BEFORE EACH SEASON (FALL, SUMMER, HIGH SCHOOL)
- BEFORE SHOWCASE EVENTS (WITH SCHEDULE DETAILS)
- MID-YEAR UPDATE WITH SEMESTER GRADES
- POST-EVENT EMAIL (ONLY IF MEANINGFUL - EXCEPTIONAL PERFORMANCE, COACH ATTENDED, ETC)
- BEFORE AND AFTER CAMPS

## MOST OVERLOOKED EMAIL: THE OFF-SEASON UPDATE

### THIS IS WHERE YOU SHOW:

- WHAT YOU'RE WORKING ON
- HOW YOU'RE IMPROVING
- NEW VIDEO SHOWING PROGRESS

**THIS IS WHEN COACHES BEGIN TO PROJECT YOUR DEVELOPMENT.**

# Sophomore Year Prime Promotion

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FREQUENCY REMAINS CONSISTENT (SEE FRESHMAN YEAR) BUT COMMUNICATION BECOMES MORE TARGETED AND INTENTIONAL.

- NARROW YOUR LIST OF SCHOOLS
- BE SPECIFIC ABOUT YOUR INTEREST
- ATTEND CAMPS AND FOLLOW UP

YOUR EMAILS SHOULD CLEARLY SHOW:

- WHY YOU WANT THAT SCHOOL
- WHY YOU'RE A GOOD FIT
- HOW YOU'RE PREPARING FOR THAT LEVEL

COACHES SHOULD START TO HAVE A BETTER UNDERSTANDING OF WHO YOU ARE AS A PLAYER AND A PERSON.

**BE SOMEONE THEY WANT TO CALL ON SEPTEMBER 1**

# Junior and Senior Year Direct Communication

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AT THIS POINT, COMMUNICATION SHOULD BE CONSISTENT AND PURPOSEFUL.

WHETHER YOU ARE COMMITTED OR UNCOMMITTED:

- CONTINUE SENDING UPDATES AND SCHEDULES

IF YOU ARE UNCOMMITTED:

- BEGIN REQUESTING CALLS OR VISITS

IF YOU'RE NOT GETTING RESPONSES:

- RE-EVALUATE YOUR TARGET SCHOOLS
- ADD PROGRAMS THAT BETTER MATCH YOUR LEVEL
- FOLLOW THE SAME RECOMMENDATIONS FROM PRIOR YEARS

**COMMUNICATION SHOULD BE TWO-WAY AT THIS STAGE**

# Regarding Camp Communication

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## BEFORE CAMP:

- EXPRESS INTEREST AND EXCITEMENT
- MENTION CURRENT SEASON OR PROGRESS
- INCLUDE SAME INFO AS REGULAR UPDATES

## AFTER CAMP:

- SEND A THANK-YOU EMAIL
- REINFORCE YOUR INTEREST
- MENTION SOMETHING YOU LEARNED AND/ OR WILL INCORPORATE INTO YOUR TRAINING

## KEEP IN MIND:

- A PRE-CAMP EMAIL SHOULD GENERATE INTEREST AND PROVIDE INSIGHT INTO WHERE YOU ARE IN THE PROCESS
- YOUR IN PERSON CONVERSATIONS MAY BE GUIDED BY INFORMATION YOU INCLUDE

**COACHES ARE ALLOWED TO EMAIL REGARDING CAMP INFORMATION**

# 8. Final Thoughts

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NOT EVERY COACH CAN OR WILL RESPOND—AND THAT'S NORMAL.

THEY MAY:

- SAVE YOUR INFORMATION
- WATCH YOU AT EVENTS
- TRACK YOUR DEVELOPMENT

YOUR JOB:

- STAY CONSISTENT
- KEEP IMPROVING
- KEEP THEM UPDATED

EMAILING COACHES IS NOT ABOUT BEING PERFECT—IT'S ABOUT BEING INTENTIONAL.

START SIMPLE. STAY CONSISTENT. MAKE IT EASY FOR COACHES TO EVALUATE YOU.

**GETTING ON THEIR RADAR IS THE FIRST STEP TOWARD OPPORTUNITY.**

# Want Help With the Recruiting Process?

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EVERY ATHLETE'S JOURNEY IS DIFFERENT.

KNOWING WHAT TO DO—AND WHEN TO DO IT—CAN MAKE A HUGE DIFFERENCE IN HOW THE RECRUITING PROCESS PLAYS OUT.

IF YOU'RE FEELING UNSURE ABOUT:

- WHAT LEVEL TO TARGET
- HOW TO BUILD A REALISTIC SCHOOL LIST
- WHAT TO FOCUS ON THIS SEASON

HOW TO GET MORE EXPOSURE

**YOU DON'T HAVE TO FIGURE IT OUT ON YOUR OWN.**



# Keep Learning at OnlySoftball.com

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AT ONLYSOFTBALL.COM, YOU'LL FIND:

- RECRUITING CHECKLISTS BY GRAD YEAR
- STEP-BY-STEP GUIDES TO THE RECRUITING PROCESS
- REAL-WORLD ADVICE BASED ON EXPERIENCE
- ONGOING INSIGHTS TO HELP YOU STAY ON TRACK

WHETHER YOU'RE JUST GETTING STARTED OR ALREADY IN THE PROCESS, THE GOAL IS SIMPLE:

- HELP ATHLETES SHOW UP PREPARED
- HELP FAMILIES MAKE INFORMED DECISIONS
- HELP YOU MOVE FORWARD WITH CONFIDENCE

GET STARTED HERE

- [VISIT ONLYSOFTBALL.COM](https://www.OnlySoftball.com)

FOLLOW ALONG FOR MORE TIPS AND UPDATES:

- X: [@ONLYSOFTBALL](https://twitter.com/OnlySoftball)
- FACEBOOK: [ONLYSOFTBALL](https://www.facebook.com/OnlySoftball)

**BECAUSE SHOWING UP WITH A PLAN CHANGES EVERYTHING.**