



Herndon Youth Soccer

Marketing Yourself

Marketing yourself will ensure that prospective coaches will have the information they need to evaluate you as a student-athlete. The components of a recruiting packet typically include an athletic résumé, cover letter, and sport schedule. Some coaches may also ask you to complete questions or provide video.

Athletic Résumé The purpose of the résumé is to highlight the student-athlete's accomplishments and goals in order to pique coaches' interest. This is generally the first contact that most coaches will have with most student-athletes. Like with professional job résumés, make sure you highlight the skills that make you stand out from other students and athletes. A typical athletic résumé will consist of personal information, contact information, academics, stats and achievements, and other experiences. Key components include:

- ✓ **Contact Information:** Make sure to include your high school coach, club or summer coach, and strength coach as references. Also include your school counselor just in case the coach requests a transcript to determine whether he/she is able to invite you for recruiting days or official visits to the campus.
- ✓ **Academics:** Include your academic performances, standardized test scores, and class rank, desired college major, and academic awards/accomplishments during high school. No middle school MVP honors!
- ✓ **Stats and Achievements:** Information should pertain to the sport in which the student-athlete is looking to be recruited. For some sports this means including strength and conditioning protocol testing. (Example: Mile times, bench press, deadlift, etc.)
- ✓ **Other Experiences:** Other experiences (volunteer, music or interest-related) can serve to demonstrate your leadership qualities or strong work ethic.
- ✓ **Picture:** Adding a picture can help coaches identify the student-athlete in a practice, game, or social setting because many high schools don't offer rosters or media guides.
- ✓ **Personal Information:** Include name, date of birth, age, gender, height, weight, mailing address, school attending, anticipated graduation date and athletic jersey numbers.



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Cover Letter:

This one-page letter serves as a formal introduction of the student athlete to the coach. The letter is an introduction, not a detailed summary of your abilities. Always address the letter to the coach using his/her name, not “Dear Coach.” Use the school name instead of saying “I’d like to find out more about your school...” The letter should be from the athlete NOT the parents. Give specifics about yourself. Include your name, high school, year of graduation, club team, coaches’ names, address and phone number. Also include a brief description of your athletic accolades and academics, height, position, etc.

Recruiting Questionnaires:

Complete the recruiting questionnaire that is on the athletic website. Note that not all schools will provide a questionnaire. Each school designs their own, but generally asks for information pertaining to your sport including important stats, achievements and current coach’s contact information. The questionnaire will also ask for information about the school you attend, your GPA and anticipated graduation date. This will get your information into the coach’s database. Make sure to complete your résumé first; this will help you fill out the questionnaire more proficiently.

Video:

An online video profile is an effective way to bring your talent to coaches. Don’t be surprised if you are asked, “Can you send me a link to your profile?” A highlight video can make a great first impression since many coaches will have small travel budgets and won’t be able to see you play in person. Successful videos have quality shots which demonstrate your skills individually and against competitive teams or opponents. Most coaches won’t have time to watch your entire video so make sure the first minute’s count! And, don’t assume the coach can pick you out. Make it as easy as possible for the coach to find you and see your skills in action.