

Rising costs of a college education has made the competition for athletic scholarships and financial aid extremely competitive!

Whether competing for athletic scholarships or financial aid from NCAA Division I, NCAA Division II, NCAA Division III or NAIA level programs, self athletic marketing and sports promotion has become a must! We can help you develop your marketing plan with the following:

- Specializing in the Design and Production College Recruiting Highlight DVD's**
- Professional Athletic College Recruiting Videos for all Sports**
- Free Consultation and Guidance**
- Online video uploading and web hosting for emailing your video to college coaches**
- Incorporate your recruiting video, stats, photos, bio, and other information**
- Unique Ideas, Concepts, and Content Other Companies Don't Offer!**
- Helping High School Athlete's Nationwide get National College Exposure**
- High Quality Productions**
- Quick Turn Around on all Productions**
- DVD Authoring / DVD Menus for Selective Viewing**
- Individual Athlete spotlighting, and individual play titling**
- Each Production Professionally Packaged / Case and DVD Artwork Design**
- Each Production Includes Player Profile Information / Stats / Contact Info**
- We Work Directly with You and Your Athlete throughout each Phase of the Production Process**
- Email updates throughout the production process**
- Quick Response Time to All Phone and Email Inquiries**

We have listed below the steps you need to take to develop your marketing plan.

MARKETING YOURSELF

If you truly want to continue in sports at the college level on a scholarship program then you must adopt a focused mindset: from your freshman year on your part time job will be creating a marketing program for yourself. Yes, you are an athlete and a student. But until you become accepted into the college of your dreams you will also be a marketing firm and your company is YOU.

Life Decision

Student Athletes have the opportunity to set themselves up for life. What they do today will affect them in their retirement because they can use athletics to get a better education. This is more than sports.

Start the Process Early

- College recruiting begins in your freshman year. Thus, it is important to start marketing yourself as soon as possible. This includes building an online profile, collecting and editing video footage, news articles, references, and reaching out to recruiters, sponsors and college coaches.

Rarely do Coaches Discover Athletes

- Spend as much effort on marketing yourself as you do on conditioning your body. Receive better opportunities through a better advertising package.
- Do everything you can to win over your high school, travel team and club/showcase coaches in order to receive better recommendations and get you to better colleges.

Make It Easy, Digital and Credible

- The easier you make it for a college coach to view your talents the better your chance of being recruited. So put your edited reel and profile online and on an easy to navigate DVD. Only after they have looked at your video will they decide to see you live.
- College coaches evaluate student athletes on video (tape, DVD or online) that they have received from credible sources. In other words, they are not spending their energy going to games or viewing unexpected video. You must have your network refer you to the college coaches in addition to sending video.

Expand Your Search

- Most students dream of playing for the biggest schools in the country not realizing that almost 2000 schools offer scholarships. If you are not in the top 1% of student athletes then you should spread your wings and apply to schools that realistically meet your education and athletic abilities. The key is getting a quality education with sports as the conduit.

Manage Your Opportunity

- You should solicit help from your school, club coaches and travel team mentors. Collect as many written references as possible and exploit your coach's network (with their blessing). It doesn't hurt to ask and you will need as many credible references as you can find.
- Realize that it is you, the student athlete, and your family who are going to acquire the scholarship, and not your coach. The harder you work and the more you prepare the luckier you will be.

Play Matchmaker

- Qualifying your potential schools is the best way to up your batting average. By "qualifying your schools" we mean ones that have athletic programs you are best suited, in parts of the country you want to live and with a campus whose educational system interests you (remember, you are not always participating in sports). Additionally, you should consider the social aspects and city vs. rural conditions of the each potential school.
- In regards to athletics, through researching, speaking with your high school coaches and camp mentors- and being realistic with your abilities- you will be able to apply to the right programs that need your skills as the best fit

Evaluation

- What level do you qualify for? Are you in the top 1% of all athletes country-wide or are you applying to a Top 10 school when you really are best suited for Division III? It is important to close some doors and save energy and resources by having a professional evaluation conducted by your coach or third party recruiting specialist.

The Ultimate Makeover: Behave

- By the nature of the beast athletes are aggressive, competitive and focused. Manners, following protocol, great grades and being respectful of other athletes, coaches and the system are equally as important. Complete your makeover by being a well-rounded, polite and educated individual.

- Additionally, excel at your camps and showcases and have a all-star year on the field or court

Applying To Colleges

- Target 10 – 15 of your top priorities (again, be realistic about schools that you like and that you qualify). Some of these schools should have relationships with your coaches and reference base and can contact ahead of time on your behalf.
- Blanket 50 additional, qualified schools

Communication, Communication, Communication

The secret is to be in front of coaches via email and written letters as much as possible within the proper protocol. In other words, be persistent while following reasonable guidelines (and please have a third party read your communication emails or letters before sending but DO NOT have parents write the letters. The words must be in the language of the student).

- Here is a suggested communication game plan:
 - First, send a simple, well written, two paragraph letter (mail or email) to the coach from each school on your Top 10 – 15 list requesting information on their program.
 - Once you receive the package send a thank you email or letter. Again, keep it short and sweet.
 - One week later, fill out the forms you received and include a professional looking, customized three-paragraph cover letter that sets you apart from other applicants. Include information that indicates you are a well-rounded adult.
 - DO NOT SEND REFERENCE LETTERS. Instead, indicate on the form that references will follow.
 - One to two weeks later send most of your reference letters with a one paragraph cover letter.
 - One to two weeks later send a schedule of your athletic performances (do not include practices). Try to create these schedules one season ahead of time (send them your spring schedule in the winter). Make it easy for them to attend by including dates, times and addresses.
 - Follow that up a few weeks later with an updated schedule and more references and news articles.
 - Finally, if it is the right time of the recruiting season (not the playing season) contact the coaches by requesting a one on one meeting and/or college campus tour. Remind them that you are interested in the school as an education institution as well as the sports programs.
 - After attacking your top 10 – 15 choices, repeat the above sequences for the other 50 qualified schools.

Establishing Credibility

- It is one thing to sing your praises, it is quite another to have someone else do it on your behalf. In order to establish your credibility you must have it done by as many third party experts as possible- as many people in power as you can find: coaches, camp directors, travel team mentors, teachers, faculty, and community organizers. Anyone who can establish you as an athlete, scholar and great human.
- Include all your press (newspaper clippings, TV news spots) when you send references.

Travel Teams, Showcases and Camps

Note about extracurricular sports organizations: Conduct your due diligence before signing up. Many companies are in business to make money, not find students a college program (no matter what the brochure might say) and will accept any athlete who pays the admission fee. Most scouts avoid these camps in favor of the ones that only accept students that meet strict ability standards.

Here is how you can determine the best camps and showcases:

- Know the attendance number. If a camp is projecting 500 athletes then they are too big. Additionally, discover how many recruiters to attendees will be on hand and do the math. Are you going to a camp with a 10-1 shot or 4-1? The better your odds the better your chances.
- Find camps and showcases with the best coaches and reputation. Many summer programs can tout a great ratio of coaches to students. But do they have the right coaches? By doing a little research you can find out how successful camps are at becoming the springboard to college scholarships.
- Additionally, find the camps and showcases that will be attended by the top schools on your list. How? Just ask. Write the coach from each school on your priority list and ask them what camps and showcases they will be attending.