



"ARE YOU BEHIND IN THE RECRUITING PROCESS?"

If you play sports, chances are you have a lot of self-confidence. You believe you can beat anybody and you believe in setting the bar high and chasing the impossible. You push forward with reckless abandon because in athletics, you can get better every day, even when you lose. This is a great attitude to approach your sport with.

However, this same type of thinking can destroy your chances of getting recruited. You have to realize mistakes and change them right away, instead of just plugging along with the same old strategy. If you lose the recruiting game, your playing career will end with high school. Here are 5 signs you are behind in the recruiting process...

SIGN #1- YOU ARE LISTENING TO THE WRONG PEOPLE

Your family and friends are great. They love you and support you, even when you mess up. They look past your flaws. They see the best in you. They've watched you grow and learn and develop into who you are today. They know you will improve to be even better in the future. They are great. This is also why they should not be evaluating you.

Your family and friends, and sometimes even your coaches can often times view you with the 'parental blinders' on. The truth is, maybe 75% of athletes hear from their friends and family that, "you are a D1 athlete", but only about 2% of athletes will play D1. This is why you need somebody who is impartial and will give you HONEST advice. If you know college coaches who are not your family or close friends, you can ask them. Otherwise, seek out an NCAA-certified Recruiting Expert. The bottom line is making you feel good, won't help you in the recruiting process.

SIGN #2- YOU DON'T HAVE A HIGHLIGHT VIDEO

Simple concept here. Coaches like good athletes. Coaches evaluate thousands of athletes each year over video. If you don't have one, it's hard for them to like you. Sure you've heard someone say that coaches only recruit in person. Sure that may be true to some degree for some programs. But if you want to effectively market yourself to colleges you need to target a large list, and it will be impossible to get in front of every coach. Plus, coaches use the video as the 'bait', to decide who they will see in person. If you don't have a good video readily available, you are putting yourself at a huge disadvantage.

Even sports where video is less important, it can still be very helpful in setting you apart from the tens of thousands of athletes competing for the same spot.

SIGN #3- YOU AREN'T RECEIVING ANY EMAILS/LETTERS

Athletes who are being seriously recruited are getting regular e-mails, letters, and phone calls, period. The vast majority of D1 prospects are evaluated, tracked, and recruited by sophomore year. If you are not getting contacted by college coaches, this is a bad sign. Maybe you need to get better. Maybe you need coaches to know about you? Either way, you are not being recruited.

Maybe a coach 'viewed your profile' on some social networking recruiting website (see also: advertising website) or they told your coach or a friend that they are interested in you. Bottom line; if they are recruiting you, you would know it.

SIGN #4- YOU ARE ONLY RECEIVING EMAILS/LETTERS

Letters and e-mails are good. But only receiving letters and e-mails is also a bad sign. The follow through from the initial letters is what really matters. Many programs send letters to every prospect that fills out an interest form or to every name they get from a variety of sources. If anything, they at least get a camp prospect. Letters are only worthwhile if they progress to substantial follow ups, visits, and eventual offers.

SIGN #5- YOU BELIEVE IN AN ACT OF RANDOM RECRUITING

You are going to play the game of your life. A coach will randomly be there watching. He will take a special interest in you. After the game you will get a scholarship offer. Cue the lights and music. This only happens in the movies. Random recruiting like this is very rare. Coaches have recruiting plans, strategies, and it's a really competitive process. Kids are evaluated very early, tracked, courted, and eventually offered. If you think you are going to bypass all the steps of the process and just get an offer randomly, you are likely going to be one of the hundreds of thousands of kids who never play college athletics.