

Woods Recruiting

The College Recruiting Process (As I Know It)



By Al Woods

The College Recruiting Process

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“The College Recruiting Process As I Know It”, is a collection of my thoughts and opinions on college recruiting. I thought I would provide valuable insight to help parents and student athletes understand the many twists and turns of college recruiting and help guide them through the recruiting process.

I also have a weekly newsletter, which is free to join, that provides my unique perspective on the college recruiting process.

Please click this link to become a member of my newsletter today! >>> [**Newsletter.**](#)

If you have any questions about this publication or my weekly newsletter feel free to send me an email.

Thank you,

Al Woods

Email: alwoods@woodsrecruiting.com

Published by Al Woods of Woods Recruiting

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Blog: <http://WoodsRecruiting.com>

The College Recruiting Process

Student Athletes: Don't Throw Away Recruiting Opportunities

College coaches are always recruiting and are always trying to figure out ways to reach as many student athletes as possible. One of the most effective ways is by direct mail to a student athlete's high school.

It is easier for a college program to reach hundreds of student athletes by direct mail. *For example*, the student athlete will get a letter from Ohio State or Michigan State and the student athlete is extremely excited and happy because major college programs are writing to them.

The student athletes believe that they are being recruited by these major college programs and want to tell their families, their teammates and their friends about the letters they've received.

But what happens when the next three or four letters are from Bluefield State, Virginia State, Middle State or a lesser known *college program*?

What generally happens in some situations is those student athletes become less interested in these lesser known college programs because they're not a big-name college or university and those *high school players* will either push those letters to the side or throw them away.

In my opinion, it is a mistake for any student athlete to turn their backs on any recruiting opportunities. You have no way of knowing, as a student athlete, where the college scholarship opportunities will come from.

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Opportunities May Only Come Around Once!

1. A letter from a college program is the beginning of the recruiting process and should not be taken lightly.
2. Recruiting opportunities are rare, meaning that a college coach is not going to chase after and uninterested student athlete forever.
3. A high school player, with their parent's assistance, should respond to every single letter they receive from a college program.

Letters From College Programs Contain Valuable Information

College coaches know very little about most student athletes, this is why they're sending letters to those players at their high school.

The main reason is for college programs to gather information on that student athlete. It may start off with a letter from a college coach that leads to a student athlete receiving a questionnaire.

I believe it is extremely important for student athletes to fill out the questionnaire so that the college program has a starting point with the student athlete.

They have the student athlete's address, home phone number, cell phone number, e-mail address and other *valuable information*.

If the letter is not from a recognizable college program, student athletes will make the mistake of pushing it to the side.

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By pushing that letter to the side or throwing it away is just telling a college program that you are not interested in them.

This lack of interest in the beginning of the recruiting process from student athletes could come back to bite you in the ass!!

The Mass Mailing Dilemma

Getting a letter from a college coach is great. Getting a letter from a college coach is the beginning of recruiting. But, getting a letter from a college coach is really no big deal because it doesn't mean they are recruiting you.

Those are just a few examples of what it's like to receive a letter from a college coach. It does not necessarily mean you're being recruited; it does mean that you are on their *recruiting radar*.

Some student athletes and their parents believe that by receiving a few letters from a big time college or university, it means that they're being recruited and that getting a letter from any lesser known college program means nothing.

You can ignore letters from college programs but it would be like closing the door on a potential scholarship opportunity and it's never wise to close the door on any potential scholarship opportunities. Because of the day to day uncertainty of recruiting, student athletes and parents should always keep an open mind regardless of the size of the school.

The smart parents and student athletes who understand recruiting will respond back to any and all letters they receive from college coaches. The dilemma of mass mailings to student athletes is that it's the beginning of the recruiting process and, because it's so early in the recruiting process, you're just another name on a piece of paper.

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To become more than just a name on a piece of paper it is important that student athletes quickly respond to any letter they receive from any college program, whether it's a big program, a small program or a program you have never heard of.

Look at it this way, college programs do not know the names of every single player who is in their junior or senior year of high school. Many college coaching staff will find information on what student athletes are doing during their season; this generally prompts them to mail a letter to that *student athlete*.

There's always going to be a certain level of uncertainty when receiving a letter from a college program. To ease your anxieties about this, just respond back to what these programs are asking for.

Complete any questionnaires that you receive from a college program. Make sure they have your full home mailing address because this is an excellent way to receive direct communication from college programs.

If you are smart and understand how important it is receiving a letter from a college coach, then you are moving in the right direction of the *college recruiting process*.

Letters And Recruiting: What Does It All Truly Mean?

There are many different opinions about receiving letters from college program. Many believe that because you received a letter from a college coach you're being recruited by that school's athletic program.

In my opinion, that is not what it means. All it means is that you are on their recruiting radar.

Parental anxiety becomes an issue because of letters from college programs. For example, if you are a good football player from the state of Ohio there's a strong chance you're going to receive a letter from Ohio State's football program.

A parent who has no real understanding of recruiting will truly believe that his son is being recruited by the Ohio State Buckeyes.

Sounds crazy, but it is true!!

Many a parent has lost their minds totally behind the big bright logo on an envelope addressed to their son or daughter.

As I mentioned previously, getting recruiting letters from college coaches is a way for those programs to gather information on student athletes. Student athletes, with their parent's help, should reply back to every letter they receive and fill out all questionnaires received from college programs. The question then becomes, **"How do I know if I'm being recruited?"** Being recruited can definitely come from receiving a consistent series of letters from college coaches.

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These letters can be in the form of a questionnaire that, if filled out correctly by a student athlete, can lead to more information from that college program.

More importantly will be the handwritten letters or postcards from a college coach and the assistant coaches. A handwritten letter, in my opinion, clearly means they are recruiting you because they are taking the time to seriously put thought into words on exactly what they want to say to a student athlete.

Unbelievable but true, there are many student athletes who do not even bother to fill out the questionnaire they receive in the mail from a *college program*.

In most cases, if it is not a big-name school or a recognizable college or university many student athletes will push that information to the side. Every student athlete wants a full athletic scholarship and an opportunity to play at a major college program, but it's not going to happen for everyone.

A student athlete may receive a letter or two from a major or mid-major college program but they may also receive 10 or 15 letters from division two or *division three programs*.

Because recruiting is so competitive college programs are only looking for the absolute best of the best of student athletes.

I cannot stress this point enough: regardless of where the letters are coming from, please fill out the questionnaires and do whenever it is they're asking you to do.

Any kind of correspondence from a college coach is a potential recruiting opportunity regardless of the size of the school. These opportunities are so valuable and should not ever be taken lightly by student athletes and parents who help guide their decisions.

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Desperation On The Part Of Student Athletes

When it comes to recruiting, desperation is more prevalent than you think. What happens is that a very talented high school player somehow ends up slipping all the way through the cracks of the college recruiting process.

Because of that, the student athlete become extremely desperate to play in college and will accept just about any college opportunity no matter what.

This Can Potentially Be A Bad, Bad Decision!

Not wanting to be left out of the experience of playing in college, talented student athletes would choose college programs only because they are there.

Desperate acts could include choosing a college program without ever visiting the campus. This has been known to happen many times.

Because a student athlete feels pressured, they will accept whatever they're told over the phone about that college without ever setting foot on the campus to see what's really going on there.

When the student athlete finally arrives on campus they realize this college has absolutely nothing to offer them; the athletic facilities don't measure up, the size of the campus is extremely small, and the coach acts like a former manager at a fast food restaurant.

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Desperation, on the part of student athletes, is because someone did not do their due diligence in collecting information on college recruiting. It is clear mistakes were made, recruiting steps were not followed, and bad decisions were consistently made.

Desperate acts only happen in recruiting when student athletes have run out of choices. Now college athletics becomes a game of chasing college programs in order to follow through on the student athlete's dream of playing in college.

Consequences Of Desperate Actions By Student Athletes:

1. Being involved with a college athletic program that is not worthy of being a college athletic program.

The facilities are lackluster, the size of the campus is extremely small, and the athletic environment is mostly pieced together with broken down players.

2. Student athletes will transfer after realizing this college program is a total train wreck. By transferring, you've basically killed a year of eligibility towards athletics and academics.

Also by transferring, it feels like you're beginning the college recruiting process totally from scratch.

3. That coach is more of a used car salesman than college coach. They're only interested in bringing in players to fill roster spots. Many of these kinds of athletic programs operate on the revolving door principle of recruiting student athletes.

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4. High school student athletes will chase after prep schools believing it's a ticket to a major college program only to realize that they're trying to cash in on a counterfeit ticket.

Student athletes who are qualifiers academically may try junior college only to realize that it's totally beneath their athletic and academic abilities.

5. Realizing their dream to be a college athlete is starting to turn into a nightmare, some student athletes will just throw in the towel on all college athletics.

Too much money wasted on chasing the dream realizing that maybe it was never to be.

Sometimes it's the lack of quality attention to the college recruiting process that destroys a student athlete's dream of being a college athlete.

How To Avoid Failure And Desperate Actions

1. The college recruiting process comes down to having a plan with specific details on how to actively and consistently contact college coaches. Failure is commonplace for many student athletes throughout the college recruiting process.

To avoid this, develop strategies where you can be consistent throughout your high school athletic career.

2. Your high school coach cannot get you a scholarship so stop holding out hope that your coach will help you out. Getting a scholarship or a strong financial package is the responsibility of the high school student athlete and their parents.

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The mistake is believing in old, broken down ideas about recruiting--that it's someone else's responsibility to get you a scholarship. Once student athletes and parents take action themselves, the world of opportunities in recruiting falls into place.

3. Be realistic in your athletic ability. If you're a highly skilled student athlete then focus on major college programs. If you are not a major college recruit or have the talent to play at that level then don't try to force it.

The mistake is that many student athletes, parents and maybe outside influences are telling them to go D-1 when maybe they should focus on the best college opportunity.

The Long-Term Consequences Of Desperate Actions

I know exactly what happens to those high school student athletes who fail at having any success at the college level. Because they spent years trying to fix the disaster of the recruiting process, their lives starts off rocky and unstable.

Without a college education what kind of professional future do these former high school student athletes plan to have? I have seen former local star talent end up working as a dishwasher in some restaurant or pushing one of those oversized garbage cans at the mall. These athletes who fail in recruiting and never had any college success become invisible very quickly.

Once their high school athletic career is over we sometimes never hear from them again because we've moved on to stories about other new and exciting student athletes.

I've had many a conversation with former student athletes whose college experiences were disasters and left them with harsh feelings towards athletics.

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They would tell me things such as, "if my coach had done more for me." or "if I had money to go to camp." and of course, ***"if I'd just done a little bit better in school."*** These are the kinds of statements I've heard from former student athletes.

The statements coming from former high school student athletes are statements of bitter and hurt feelings towards athletics and how it was a devastating disaster for them.

As time moves on and their lives change, generally what happens is that some of these young men and women will become parents and may end up having sons or daughters who are athletes.

Maybe some of the bitterness of what happened to them with recruiting and college may have subsided but they do not forget how it all went down for them.

Now their son or daughter is being recruited and these parents, who experienced the harsh realities of college recruiting, are out for blood.

Some of the parents are looking for some kind of payback for what happened to them with recruiting. Because they have athletic children now they are very aggressive in their approach to recruiting and what they want in return from college coaches for the services offered to their son or daughter.

Many of these parents are looking to get paid some type of way.

"If you want my son or daughter to play for you, what's in it for me?" That is the thought of many parents who were once high school athletes, who may or may not have played in college but understand the big money game of big time college athletics.

Because recruiting is not an exact science, you are always going to have a number of student athletes make it to the college level and will be successful.

On the flip side, there will be an equal amount of student athletes coming out of high school who will have no success with recruiting or at the college level.

Some student athletes are lucky and become extremely successful and others experience a lifetime of disappointment because of their athletic failure. It's amazing but true; athletics can play a huge role in a young person's life and can have a lasting impact.

Plan B And The College Recruiting Process

I think just about every student athlete and their parents should have an idea of what they should do throughout the college recruiting process.

Recruiting is not an exact science because it is so unpredictable and because what works for one athlete is not going to work for another student athlete. I think everyone understands the basics of recruiting. You need to be a very good student; that's clearly obvious, you need to have a high level of athletic talent and you need to gain maximum exposure to as many college programs as possible which is also very obvious in the recruiting process.

What happens if all of your efforts have failed in reaching college coaches and trying your best to get them to recruit you?

In some situations, you're screwed!!

Recruiting failure often happens midway through a student athlete's senior year of high school. At that point in a student athlete's athletic career, they have realized that all is not right in the college recruiting process.

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I've seen this happen far too many times where student athletes, believing that they have done all the things that are required of them to get the attention of college coaches, only to have everything go horribly wrong. What happens in many of these situations is a very talented student athlete may end up at a college program beneath their athletic ability.

In other words, the student athlete may have had the talent to play for Ohio State but ended up playing at a division three program instead.

What is your "**Plan-B**" in the college recruiting process?

Again, we are assuming that it's midway through your senior year of high school and all of your recruiting efforts are not working.

1. Get on the phone and start calling college coaches right now. Start with 5 to 10 college coaches per day. The strategy behind making this many phone calls are to quickly get coaches interested in a student athlete right away.

You have no time to waste. Keep in mind that recruiting is year round and never ending. You have no way of knowing if that college program still has a scholarship available or whether they're still looking for players; you will not know this until you call.

Before making any phone calls to college coaches make absolutely sure when that coach will be in the office. It will make no sense to randomly start calling college coaches and all you get is a voicemail. Once you are sure of the approximate time, get busy and call as many coaches as you can.

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Beforehand, you should have a list of questions or things you want to discuss with them. Be prepared for the following from a college coach: they may ask if you have a DVD, you also may be asked about a transcript or grades or anything pertaining to academics.

Be prepared to mail a DVD, a transcript and a one page written letter to that coach. Also be prepared to mail out anything that same day if you have to. Remember, you have no time to waste.

2. Start writing one page handwritten letters to college coaches today. As a student athlete, the recruiting process may not be going according to your plans. Now is time for a different plan to quickly get colleges interested. Depending on what state you live in and your athletic talent level, I would write a letter to every college program in your home state and in the surrounding states.

Your letter should include your name, height, weight, the positions you play, your GPA, standardized test scores, a paragraph or two about what you can do athletically and how they can get in contact with you.

You want to make sure to keep the information at one page so you're going to have to think and be creative on exactly what you're going to say. Be prepared for those coaches to write back and of course they're going to ask you for more information. It is critical to be prepared for any requests they make of you.

Remember, it's about taking action today in recruiting.

3. Why not fax a one page letter to as many college programs as you can find. This is a little known but effective strategy when networking with a lot of college coaches. I'm sure that there are places in your town where you can send a one page fax for maybe a dollar.

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For about a \$1.00 per page, your letter can reach a number of college programs within a matter of minutes and coaches would quickly have a lot of valuable information on a student athlete. Keep your fax to one page, do not use a cover letter and make sure that your fax is addressed directly to that coach.

This is to avoid any miscommunication or confusion. A cover letter will just get in the way and be too bulky. By keeping it one page, it gets right to the point without wasting a whole lot of time and effort.

Most college athletic programs have websites where you can go to look up the fax numbers. Make sure that you have the fax number to either the athletic department or the athletic program.

The strategies are not original, but it does give you an idea of how quickly a student athlete and parents can quickly get their name out there directly into the hands of many college coaches.

The college recruiting process overall is very long and very slow with a million details throughout a student athlete's athletic career. Sometimes things can go wrong with recruiting; coaches don't always respond quickly enough or information may get lost or misplaced.

Recruiting overall is unpredictable and for the most part it makes absolutely no sense at all to anyone. Everyone will have a different approach or a different strategy to use when it comes to getting a student athlete's name out there. But, what happens if nothing works?

What would you do as a student athlete or parent to quickly change course and try to fix the ***recruiting problems?***

Communication Plays A Vital Role In Recruiting

There are many missed opportunities every year during the college recruiting process. Student athletes and parents need to take advantage of simple tools and strategies they can use to avoid any missed opportunities throughout the college recruiting process.

Miscommunication is a huge problem between college coaches, student athletes and parents.

There have been many situations where student athletes were being actively recruited by a college program, you know like receiving letters every day, getting phone calls all the time from college programs and getting all the attention that would indicate to a student athlete and parents that all these college programs are interested in them but then somehow, something goes wrong or gets lost in communication.

Somewhere in the process of recruiting, a student athlete's information does not flow; mistakes are often made and then it ends up where many student athletes do not get recruited at all by college programs.

The college recruiting process is about taking action first and not waiting for phone calls from college coaches or waiting for the mailman to deliver recruiting letters.

There are only so many days you actually have to make since of the college recruiting process. Every day you waste by not being active is a day lost that you can never get back.

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I thought I would provide some of my thoughts and suggestions on how to prevent miscommunications that has often destroyed the dreams of many student athletes throughout the college recruiting process.

1. **Writing letters** to college coaches is an effective strategy to quickly gain the attention of college programs. More student athletes should take advantage of this strategy because I believe college programs will write you back.

Student athletes should not wait for college coaches to contact them. Why not contact the college programs first? Student athletes have the ability to make a large number of college programs aware of who you are. Take advantage of writing letters to college coaches, this strategy will work.

2. **E-mail** is an easy and effective way to communicate with college programs but, the problem with e-mail is that just about every athlete and every parent are emailing college coaches and anyone else who is trying to contact a coach are also emailing them.

Build a relationship with a lot of college programs before ever emailing the coaches. E-mail is great, don't get me wrong but if everyone is doing it then somehow your emails will get lost and never replied back to.

Now there's always an exception to the rule but in the early stages of recruiting, I would not risk it.

3. **Student athletes are allowed to make phone calls** to college coaches. Calling college coaches is another effective strategy if used correctly. Once you have built a relationship with college programs through handwritten letters and through email using the phone to contact college coaches is your next best weapon to increase exposure.

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When calling a college coach and they are not available to answer the call, leave a voicemail and be very brief but clear in your message.

Keep in mind that these college coaches may not call you back and it's only because of rules that prohibit them from returning your phone call so don't feel that they're not interested in you if they did not call you back.

The strategy then would be to e-mail the coach to find out what exactly would be the best appropriate time they will be in the office so you can call them.

4. **Using Twitter** to communicate with college programs is a great way for high school student athletes to quickly reach college coaches.

Using Twitter is faster than e-mail. These days, more and more college coaches are using Twitter to get their messages out and to communicate with just about anyone. I believe student athletes can also use Twitter to send short and to the point messages to college programs.

Twitter should not be the main source for your communication with college programs especially if you've built a relationship with that coach using other methods of communication.

5. **Facebook** is another outstanding resource for student athletes to use to communicate with college programs. On Facebook, you can actually send direct messages to college coaches. You can send links, information about other student athletes and you can write on the coach's wall where everyone can see.

More importantly it's another form of communication that student athletes can use to reach college coaches.

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If the student athlete is going to contact college programs through Facebook be careful of your own personal image on your own Facebook page.

You don't want a whole lot of profanity or inappropriate pictures or videos. If you have stuff like that on your Facebook page then it would not be wise to use it as a form of communication.

6. Youtube is an easy way for student athletes to upload entire games or highlights of game action. In addition to that, it's easy to e-mail that information to college coaches or anyone else.

Youtube will not replace the actual mailing of a DVD but it is a good place to start for student athletes to gain the attention of college programs.

This kind of technology is simple and easy to use but is still going to come down to a college program being able to view student athletes' game highlights on DVD.

The bottom line: These examples will help bridge the gap of communication from college programs to student athletes.

It does not guarantee a college scholarship, that's still going to come down to athletic talent and grades.

What's important to remember is for student athletes, along with the help of their parents and high school coaches, to find creative strategies to stay in constant communication with college coaching staff.

Money Cannot And Will Not Buy The College Recruiting Process

I've written about this topic before; about how money cannot buy the college recruiting process and I'd like to talk about it again. I had a conversation with a parent not too long ago who had a very good job earning a six-figure income.

She had a son who was an average football player. She was telling me about all the money she spent sending him to these *elite football camps*.

The amount of money she spent on camps and getting professionally created DVD's was almost enough money to make a down payment on a house.

The parent felt that if she spent enough money it would get her son into a major college football program. I watched one of the DVD's of her son playing football and, in my opinion, he was just an average player but when a parent has a lot of money to spend helping their son or daughter get into college, something goes wrong with their ears that makes it impossible for them to hear anything you're trying to tell them.

Her son ended up going to a division three football program. The only reason I was having a conversation with her in the first place was because she wanted to tell me what the recruiting process was like for her. *She now understands that money makes no difference.*

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It really comes down to talent and having good grades. Going to camps can help but only if you're at camps where college coaches are in attendance. Having a DVD professionally edited really makes no difference than doing it yourself because it will be just as good as what the pros can do.

A long time ago when I was still a college recruiter, I spoke to a father who's son wanted to play football at the *Naval Academy*.

The father would have paid thousands of dollars if I told him that I had connections at the Naval Academy. The Naval Academy is a whole different process; you have to be accepted and it's a little bit different than trying to go to Ohio State to play football.

This parent was willing to pay thousands of dollars to get his son into the Naval Academy but because I had no connections with the Naval Academy, I was not going to steal this man's money.

I'm sure if I had told the father to pay me \$5,000 he would have, but that would not have been right. In recruiting, the bottom line is that you must have the skills, the talent and the ability to compete at the *college level*.

You also must be very strong academically and if not, then you're going to end up working at the drive-thru window at a fast food restaurant. Grades and athletic ability go hand in hand when it comes to recruiting.

Getting exposure is basically how it all begins during the college recruiting process. The student athletes, parents and high school coaches must figure out a way to contact a huge amount of college programs and be extremely consistent with following up with those programs or you're going to have a hard time getting into a college sports program.

3 Ways To Recharge The College Recruiting Process

There are a lot of student athletes who are in their senior year of high school and are finding it challenging to get college programs interested in them.

Some of the student athletes may have received a letter or phone call or two from a college program but not much else. This could mean that your college recruiting strategy may be a little off and could use some recharging. I thought I would come up with a list of some things you could do to improve the *college recruiting process for you*:

1. Start calling college coaches now. If you're in your senior year of high school and the recruiting process has slowed down, now's the time to take a more aggressive approach. There may be schools that contacted you by phone or letter and maybe email.

I would take a hard core approach and call each and every one of those coaches. Your goal is to see if they have an interest in you and if they don't then move on.

2. If you've established yourself with college coaches and they know who you are then I would start emailing these coaches every day until you get a response from them to find out exactly what their intentions are.

If these college programs are interested in you, you can ask them how to move forward. If they're not interested in you, you must move on.

3. The handwritten letter approach is a powerful and personal approach for student athletes. Student athletes who are in their senior year should be writing a personal letter to college coaches. This could help recharge the college recruiting process.

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A one page handwritten letter may not get lost in all of the other junk mail that college coaches receive each day.

If there's a particular coach that you are writing to, of course address that letter directly to that coach. In your letter get right to the point and ask that coach what their intentions are with you.

If they write you back with their answer then go forward from there. If there's no interest then move on.

Final thoughts: Sometimes the college recruiting process can change for seniors. College programs can be very interested in you but for some unknown reason, they change their minds.

I believe it's important to have a long list of college programs to start the college recruiting process because anything can change.

If the college recruiting process has slowed down for high school seniors, you must move into attack mode and aggressively start contacting as many college programs in the remaining months and weeks as you can before you graduate from high school.

Overnight Success: The Successful Athlete And Recruiting

There is no such thing as an "overnight success" as it relates to the successful improvement of a high school student athlete or their ability to be recruited by a huge number of college programs.

What we all see is the end result of that successful high school ball player who ends up signing a national letter of intent with a major college program.

What we don't see is the many years and hours of hard work that athlete put into their sport to reach that success.

It's about being the first one to practice, the last one to leave and devoting that extra time and hours into athletic improvement in addition to their academic achievement.

An overnight success does not watch a lot of TV but finds a lot of different ways to get better in their sport.

Always working, always looking to improve using all their available time. An overnight success is more than just being the first one at practice and the last one to leave; its about taking advantage of the time in order that they can get better at what they do.

An overnight success does require a huge amount of effort every single day. This is how the great athletes become greater, because of their burning desire every single day to get better and to be great.

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An overnight success is something you can earn. Every student athlete right now is trying to figure out ways to get better. My advice would be to just get out there and do it every day. Every single high school student athlete is not going to end up in college and may end up at a college program beneath their athletic ability.

The reasons some student athletes end up in a college program beneath their athletic abilities is because it can be traced back to the lack of time they devote to their sport.

There are many gifted ball players who rely heavily on their talents but when their game requires adjusting to a higher level of competition due to their lack of work ethic, their game ends up slipping. How many times have we heard or seen a great player in high school but ended up in a *college program doing nothing?*

A college coach once told me about some players and he said that there are certain athletes that are very talented to reach the college level but are they willing to pay the price to stay at the college level?

Overnight success is a fantasy and does not apply to athletics. You actually have to work every single day for years to become that talented player who ends up signing with a good college program.

The College Recruiting Process Is Not Free

When you think about all the costs that are involved in going from high school athlete to college athlete, it almost seems like you have to take out a second mortgage to cover your expenses.

Playing on a travel or club team is going to cost you money; travelling back and forth to practice and to games is going to cost you money; getting a recruiting DVD made whether it's done professionally or you do it yourself is going to cost you money; then there's the expense of having to mail out your DVD to college coaches-that's going to cost you a lot more money.

There's going to be a time where you're going to make an unofficial visit to college campuses, that's going to cost you money.

If you decide to go with a college recruiting service to help you cut down on the confusion, that's going to cost you money.

Now if you decide that you don't want to spend a lot of money on the recruiting process I guarantee that you will not get the results you are looking for.

We're talking about the money that you're investing into your child's athletic future. Recruiting and the love of sports could start as early as the elementary grade school level and run all the way through to when they're ready to graduate from high school. This is a required investment for parents of student athletes in their effort to help them get an *athletic scholarship*.

I think the investment parents make is worth it because college is not free; the education you're going to get will last a lifetime so we all know the investment is worth it. The only suggestion I have is for parents and student athletes to sit down and figure out how to raise money.

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It should be an collaborative effort on the part of parents mostly. Maybe have some kind of bake sale or car wash to raise money to cover the cost of the recruiting process.

It could be like one of those investment clubs where everyone contributes \$100 a month or a date and amount that everyone can agree on.

In some situations, parents and student athletes may not want outsiders in their personal business would rather create their own college recruiting investment structure.

Another idea would be for student athletes, and maybe their parents (*depending on your situation*) to get a part time job to raise money to cover college recruiting expenses.

The entire college recruiting process is worth it and parents and student athletes should do whatever it takes to raise money to cover the costs.

Expand Your Reach, Never Focus On Just A Few College Programs

The college recruiting process is mainly about exposure. Student athletes and their parents should never limit the number of college programs they are interested in. Expand your reach in terms of the number of college programs you must reach out to.

What happens sometimes in recruiting is that college coaches may change their minds or they may not have a scholarship available.

By expanding your reach of college programs you are increasing the possibilities of more scholarship opportunities.

Many student athletes and their parents are not interested in schools that are outside of their home state. I believe this is a huge mistake.

You never know where that scholarship is going to come from. Sometimes student athletes may not have heard of a particular college program and they automatically rule that program out. This is also a huge mistake.

I've always felt that it was important for student athletes and parents to contact at least 100 college programs if possible during their high school athletic career.

Wow! One hundred college programs seems like an impossible task. But really it's not depending on where you are in your athletic career.

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Are you a freshman in high school? Are you entering your sophomore year? It just depends on where you're at grade-wise in high school.

Two to three years of consistently expanding the number of college programs to contact will increase the opportunities available to student athletes. Also remember this: anything can happen in this *crazy world of college recruiting*.

College coaches could change jobs or get fired. There may not be enough scholarships available or dozens of other unexplainable reasons. Don't limit the number of colleges you contact. Always expand your reach no matter what.

Being Overshadowed Is Not A Curse In The College Recruiting Process.

There are millions of high school players out there and quite a few of them are similar in athletic ability and in size but only one of those athletes is a blue chip superstar athlete.

How is this even possible? Two high school student athletes who have similar skills, talents and abilities but only one of the them will get all the attention from college recruiters while the other player is just barely getting by?

There is no real answer to that question.

Parents and student athletes should not worry about what another student athlete is receiving in terms of attention or offers from college programs because the college recruiting process does not always work the same for every student athlete.

Parents of those student athletes who feel they deserve more attention from college recruiters, more write-ups in newspapers, more discussion on message boards and blogs are really just wasting their time and energy.

If you want more attention, if you want more respect from college coaches or from the media then go out and get it. Take action. Do something about it. Don't sit back and complain.

Woods Recruiting

The college recruiting process is not fair; it has never been fair; it will never be fair for student athletes who are looking to get recruited by college programs and the parents who worry from one day to the next about the college recruiting process.

Even though there may be two identical student athletes, athletically and academically, the situation still could be totally different in what one athlete gets over another. That's just how it is and how it will always be.

Now I do know this, college coaches will only focus on a large group of the athletes who they are interested in recruiting.

Anyone outside of their lists, regardless of who they are, may not get their attention. Sometimes college coaches get fixated on a certain number of players that they wish to recruit.

College coaches can't recruit everyone and their budgets won't allow them to recruit every student athlete, so there will be situations with athletes that have similar skills and talents with only one of them being chosen over the other. That's just how it turns out most times.

If a high school athlete is being overshadowed because of lack of media coverage or coverage on message boards and blogs, if that is your concern then you're wasting your time.

The bottom line is recruiting and gaining the attention of college coaches. One of the ways to get over being overshadowed by college coaches is to focus on contacting 100 college coaches with a handwritten one page letter.

You would be surprised at how many of those colleges will write back. It's about taking action today and not worrying about someone else.

Make It Easy For Them To Recruit You

Make it easy for college coaches to recruit you. To them, you are a needle in a haystack; they don't know who you are, what you can do athletically, what you can do academically or whether or not you can even play. Make it easy for college programs to recruit you.

Don't just sit back and wait for something to happen; make it easy for college coaches to find you. Write or email a coach, be seen where college coaches can see you play.

Take the standardized tests every time that it's offered therefore, you will stand out over and above the rest of high school athletes who may be weak academically.

Make it easy for college coaches to reach you, make it easy for them to call you, to email you, to find you, and to see you play.

Many student athletes and, parents as well, show their weakness during the college recruiting process because they don't understand the process and are too lazy in gathering the necessary information they need about recruiting so more than likely, they will be left behind.

Make it easy for college coaches to find you every single day or you're may not going to get into college.

Woods Recruiting

You've made it! You have reached the end of ***“The College Recruiting Process As I Know It.”***

I hope you found this information to be helpful and insightful.

I also provide my thoughts and opinions in my weekly newsletter which is free to join. If you have not already done so, please take a moment to subscribe. >>>> [Newsletter.](#)

If you have any questions, feel free to contact me by email. I'll be more than happy to answer any questions you may have.

Thank you,

Al Woods

alwoods@woodsrecruiting.com