

BUILT TO BE RECRUITABLE

PREPARATION OVER PRESSURE.

What Coaches Wish Student-Athletes Knew About Recruiting

Athletic Directors and coaches consistently share similar observations about the recruiting process. Many student-athletes have the talent to play at the next level, but preparation and approach often determine whether opportunities develop.

1. Take Ownership of Your Recruiting

Coaches appreciate athletes who take initiative. Recruiting should be driven by the student-athlete, not just parents or coaches.

2. Academics Matter More Than Many Athletes Realize

Grades, course selection, and academic discipline often determine which schools can recruit you.

3. Communication Matters

Coaches value athletes who communicate clearly, professionally, and respectfully. Introducing yourself, following up, and responding promptly can make a big difference.

4. Character Is Always Being Evaluated

How athletes behave with teammates, coaches, officials, and opponents reflects the type of teammate they will be in college.

5. Be Realistic About Opportunities

There are incredible opportunities at every level of college athletics. Finding the right academic, athletic, and social fit leads to a better long-term experience.

6. Recruiting Takes Persistence

Very few athletes are discovered overnight. Opportunities often come from consistent effort, communication, and preparation.

Preparation Creates Opportunity

Student-athletes who take ownership of their development, academics, and communication are far more likely to create opportunities.

