

Trace and Trace iD College Recruiting Email Template

Email #1

Use the following basic email template for your initial reach out to a college coach.

Subject Line - Name-Grad Class-Club

Section 1: General Introduction

The general introduction should further elaborate on your Subject Line. Give the coach a bit more information about you as a player.

Example:

My name is Jane Doe. I am a Center Back with FC Trace and graduating in 2021.

Section 2: The Why

In this next section, you should describe why you're a fit for this coach, their program, and school. It's essential to convey The Why to the coach. This can include specifics about the program or just the school in general.

Example:

I'm interested in going into the medical field, and I know that Trace University has an amazing pre-med program. I saw that last season, TU played primarily in a 4-3-3 formation, I am very familiar with this formation and have been playing center back in it for my club team. I think my ability to read the game and distribute out of the back would fit in well with the TU backline. OR Congrats on having two All Americans this year!

Section 3: Upcoming Schedule & Trace iD / Game Film

The final component of your email is giving the coach a way to see your game moments alongside times and places where they might be able to catch you in person.

Link your Trace iD, along with some instructions on how they can dive into your moments. With Trace iD, the coach can quickly jump into the full game from any moment to provide even more context of your play. They'll see up to date stats across all of your matches. And anytime you add a new moment to your iD, the coach will have access to that immediately.

Example:

My team will be attending the Trace Showcase from March 12-14, and I've included our schedule here. I have included the link to my Trace iD (HERE). My team uses Trace to automatically film and edit our games, and I've included some of the moments that I feel best represent me as a player in my Trace iD. Feel free to click the "jump to full game" option to watch a larger portion of that game or head to my "matches" tab to check out my most recent 5 games. Also my player performance data is displayed from the last 5 games.

Section 4: Conclusion

In the final section, ask for information about upcoming ID camps, academic information, etc. Also provide information regarding your upcoming events/games. A simple salutation is all that is needed.

Example

Please send me any information on upcoming ID camps. I will be playing in the FC Trace College Showcase, September 1-2. I will send a detailed game schedule when it comes out. I look forward to hearing from you soon.

Sincerely,

XXXXXXXX

Email #2

Use the following email template to college/universities that you have had previous communication with but have NOT seen your Trace iD.

Section 1: Reintroduction

In this opening section, reintroduce yourself, graduation year, club, etc. It is also recommended to restate your interest in the particular school, academically and athletically. (See above)

Section 2: Update

In this section, provide any academic or athletic updates since the last communication. A new ACT/SAT score, gpa update or something similar. You may also include a recent championship, big win, etc.

Section 3: Introduce Trace iD

Inform the coach that you have attached a link to your Trace iD. The video platform will provide the coach with your updated showcase moments, the last 5 Traced full game video and your most recent player performance data. (See above)

Section 4: Conclusion

In the final section, let the coach know if your upcoming showcase/game schedule and request any additional information that you may need for camps, etc.

Follow Up Emails/Texts

These continuing updates are essential to the recruiting process communication timeline. They demonstrate your genuine interest in the program, maturity to provide additional information, and your personal engagement in your future. They are short and to the point:

Coach Smith:

Congrats on the great win over the weekend!

We played two games over the weekend. I have updated my Trace iD with new moments. (Insert link) You can also watch the full games. I would appreciate any feedback on my play.

Thanks, XXXXXXXX

Keep in mind that recruiting is a two way street. Often times most prospective student-athletes feel that the burden is on the college coach. That is not the case at all. The more you recruit the school, the more likely they are going to recruit you!