



Making Your College Sports Goals a Reality

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It's Your Career!

- **Be Proactive**
 - **Research Programs**
 - **Get Video & Online Profile**
 - **Be Persistent**
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SPORTSFORCE

SportsForce is HERE to Help.

The screenshot displays the SportsForce website interface. At the top, the SportsForce logo is prominent, along with the tagline 'CREATE. CONNECT. COMPETE.' and a 'RAISE YOUR GAME' banner. The navigation menu includes links for SPORTS, ATHLETES, EVENTS, RESOURCES, BLOGS, SERVICES, STORE, and ABOUT SPORTSFORCE. The main content area features a profile for Alex Pardieu, a Boy's Lacrosse player. The profile includes a video player, a list of statistics, and a sidebar with various tabs like VITALS, STATISTICS, ATHLETICS, ACADEMICS, RECRUITING, EVENT RESULTS, SCHEDULE, REFERENCES, and PERSONAL. The bottom of the page has a footer with links for About SportsForce, Contact Us, Press, Sponsors, Partners, Join our Team, FAQ's, and Terms of Use, along with the copyright notice 'Sports Media Network Inc., 2010.'

SportsForceonline.com

- Easily email profile link to coaches
- Custom Edited Highlight Video
- Follow a Proven & Trusted Game Plan
- Preparing you for College Success

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The screenshot displays the SportsForce website interface. At the top, the SportsForce logo is prominent, along with navigation links for SPORTS, ATHLETES, EVENTS, RESOURCES, BLOGS, SERVICES, STORE, and ABOUT SPORTSFORCE. A search bar and a 'CONTACT US' button with the number 858.350.1786 are also visible. The main content area features a profile for 'Taylor Mossman', a Boy's Basketball player. The profile includes a video player showing a basketball game, a sidebar with tabs for VIDEO, VITALS, STATISTICS, ATHLETICS, ACADEMICS, RECRUITING, EVENT RESULTS, SCHEDULE, REFERENCES, and PERSONAL. The sidebar also lists 'Profile Views: 96' and various personal details like 'Sport: Boy's Basketball', 'HS Grad Year: 2010', 'Position: Shooting Guard', 'Height/Weight: 6'2"/185 lbs.', 'Jersey #: 21', 'School: Canyon HS', 'Location: Anaheim, CA', 'Club/Travel Team: So Cal Assault', 'GPA: 4.00', 'SAT:', 'ACT:', 'Transcript: Yes', and 'Notes:'. A 'feedback' button is located on the right side of the video player. At the bottom, there is a banner for 'PREPARE FOR COLLEGE SPORTS' and a footer with links for 'About SportsForce', 'Contact Us', 'Press', 'Sponsors', 'Partners', 'Join our Team', 'FAQ's', and 'Terms of Use', along with the copyright notice 'Sports Media Network Inc., 2010'.

- Market Yourself to College Coaches
- Maximize Exposure
- Guidance provided by former College Athletes & Coaches

SportsForceonline.com

Our goal at SportsForce is to provide aspiring student-athlete's and families an affordable & professional ONE-STOP service to create an online resume, custom edited highlight video and follow a proven STEP BY STEP GAME PLAN to PROACTIVELY market yourself to colleges around the country and best position yourself to successfully land a college roster spot at the school that is the best ALL-AROUND fit.

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Recruiting Plan Review

- **Student-Athlete Assessment**
- **Express Interest / Build Support**
 - Meet with High School / Club coaches
 - Family meeting (parents & student-athlete)
 - Network with other parents & coaches
- **Determine Right College Fit**
 - Decision factors
 - Research College Programs
 - School websites & Sports website
- **Maximize Exposure & Market Yourself**
 - Get video, resume & introduce yourself
 - Tournaments, Camps, Showcases & Combines

Recruiting Basics Review

- **Correspondence**
 - Letters (Intro, Questionnaires)
 - Email (Personal & Camp invites, questionnaires)
 - Phone calls (You can call coaches too)
 - Personal letters (Hand written)
- **Key Tournaments / Camps / Combines**
- **Recruiting Profile w/ Video**
 - Email video, complete resume & provide transcript
- **College Recruiting Visits**
 - Unofficial visits (including camps)
 - Official visits & in home visit by coach

Online Resume

- **Athletic Section**
 - Profile form
 - Cover letter
 - Season stats
 - Highlight video
 - Game video
 - Achievements
 - Awards
 - Recommendations
- **Academic Section**
 - GPA, SAT, ACT
 - Transcript
 - AP / Honors Classes
 - Achievements
 - Awards
 - NCAA Eligibility Center
 - Clearinghouse
 - Recommendations

Keys to shooting Video Yourself

- **Video shooting tips**
 - Get a TRIPOD
 - Buy a Basic Video Camera (Best Buys, Frys, etc.)
 - Shoot video from wide angle to show game play
 - Stay quiet when video taping
 - Shoot video ideally from elevated angle (Stands)
 - Focus on video taping the best games
 - Make sure you can easily burn a DVD with the video footage
 - Example: <http://www.sportsforceonline.com/athletes/apardieu>

Goal: Build library of quality video

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Keys to a Great Highlight Video

- **Highlight Video**
 - First 30 – 45 seconds grabs interest of coach
 - 3 – 5 minutes in length
 - Quality video is key to show ability
 - Easily identify athlete (ex. spot shadow / circle)
 - Shoot video from wide angle to show game play
 - Example: <http://www.sportsforceonline.com/athletes/apardieu>
- **Game Video**
 - Provide game DVD only upon request

Goal: Generate REAL Interest

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Why a Highlight Video?

- **Highlight Video**
 - Easily email coach your profile and highlight video
 - Allows coach to make quick & easy evaluation
 - Coaches often can't travel to see you play
 - Gauge their level of interest
 - Recruiter coordinator can share with head coach
- **Click to View Sample Highlight Videos**
 - Boys - <http://www.sportsforceonline.com/athletes/apardieu>
 - Girls - <http://www.sportsforceonline.com/athletes/jmills>

Get Evaluated & Generate Interest

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Keys to Top Recruiting Events

- **General tips**

- Qualify your time & financial investment
- Target events that feature the best opportunity to showcase yourself in front of as many targeted college coaches as possible
- Make sure recruiters will be there (20+ coaches min.)
- Evaluate event selection factors and weigh options
- Get VIDEO (Game and / or skills video)

- **Cost / Value**

- Qualify the events benefits, format and value before paying

- **Location & Timing**

- Make sure it's during an NCAA evaluation period

- **Format**

- Tournaments, Showcases, Combines & Camps

Making the Introduction

- **Research & Select Target Schools**
 - Select top 10 – 30+ schools
 - Create 3 Groups (Reach, Target, Back up)
 - Find the APPROPRIATE coaches contact info coach for introduction
 - Recommend contacting asst coach / recruiting coordinator
- **Email Introduction**
 - Write quick custom and personal email introduction
 - Include profile, video link and contact information
- **Phone call to follow up & make introduction**
- **In person introduction**
 - Camp, unofficial visit or a game

How to Maximize Exposure

- **Introduce & Market Yourself**
 - Introduce yourself & express interest (email, phone)
 - Provide complete resume and video for evaluation
 - Follow up and build relationships
- **Get evaluated: Target key events**
 - Identify key recruiting tournaments / showcases
 - Attend elite combines & specific college camps
- **Get quality video & share**
 - Video is key, Coaches don't have time to see everyone
- **Express Interest / Build Support**
 - Meet with High School / Club coaches
 - Network with other parents & coaches

How to Determine What Athletic Level is Right for a Student-Athlete

- **Student-Athlete Assessment / Evaluation**
 - Skills & stats compared to top area competition
 - Compare to players that are playing college now
 - Ask for a coaches evaluation (HS & Club team)
- **Watch college games / practices**
 - Go to a game or practice and see for yourself
 - Schedule to watch games on TV or online
 - Sign up for a camp where you can play against current team
- **Compare yourself / Get Tested**
 - Compare your stats / awards to current roster bio's
 - Compare your size, speed and skills at combines / camps

Key Dates – Senior Year

- July 1st – Coaches can call you
- Sept 1st – Meet w/ academic counselor
- Fall: Schedule to take SAT / ACT test
- Begin applying to select schools
- Winter / Spring: Schedule to retake the SAT / ACT test if necessary
- Graduation: Submit final transcript to NCAA Eligibility Center

Goal: Make the Best Decision

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Basic Tips – Senior Year

- **Stay on Track Academically**
 - Meet with academic counselor at beginning of the year to guarantee core class requirements
- **Very important year for college recruiting**
- **Generate college recruiting exposure**
 - Select tournaments, camps & showcases
 - Online resume & Jr. year highlight video
- **Narrow down target list of colleges**
 - Top 10 – 30 schools
- **Take official or unofficial visits to colleges (camps included)**

Key Dates – Junior Year

- September 1st
 - College coaches can email you
- Fall: Prepare for SAT / ACT Test
- Fall: Register NCAA Eligibility Center
 - www.eligibilitycenter.org
- Winter: Schedule to take the SAT / ACT test
- Spring: Take SAT / ACT test
- Spring: Register for Financial Aid
 - Fasfa - <http://www.fafsa.ed.gov/>
- Summer: Play in key tournaments

Basic Tips – Junior Year

- Arguable most important year & summer
- Stay on Track Academically
- Generate college recruiting exposure
 - Select tournaments, camps & showcases
 - Online resume & Jr. year highlight video
- Research & create target list of colleges
 - Top 10 – 30 schools
 - 3 Groups (Reach, Target, Back up)
- Plan a few unofficial visits to colleges (camps included)

Goal: Generate Real Interest

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Basic Tips – Junior Year

- Arguably the most important year for college recruiting
- Stay on Track Academically
- Generate college recruiting exposure
 - Select tournaments, camps & showcases
 - Online resume & Jr. year highlight video
- Research & create target list of colleges
 - Top 10 – 30 schools
- Plan a few unofficial visit to colleges
- Register with NCAA Eligibility Center
 - www.eligibilitycenter.org

Basic Tips – Sophomore Year

- **Sophomore Year**
 - **Stay on Track Academically**
 - Meet with academic counselor
 - NCAA DI requires 16 core classes
 - **Start to compete against highest level of competition possible**
 - **Participate in a few select tournaments, camps or showcases**
 - **Think about what colleges you'd like**

Goal: Setting the Stage

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Basic Tips – Freshman Year

- **Freshman Year**
 - **Get on Track Academically**
 - Meet with academic counselor & make sure you are scheduling core classes
 - NCAA DI requires 16 core classes
 - Find out when team tryouts by introducing yourself to coaches
 - Tryout and play multiple sports if you are interested

Goal: Get experience

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Online Research

- **Academics:**
 - Register with NCAA
www.eligibilitycenter.org
 - School's Website
 - US News & World Report
 - Collegeboard.com
- **College Evaluation:**
 - Studentsreview.com
 - Collegeconfidential.com
- **Sports:**
 - Register with NCAA
www.eligibilitycenter.org
 - Team's Website
 - Collegecoachesonline.com
- **Financial:**
 - FASFA
<http://www.fafsa.ed.gov/>
 - Finaid.com
 - FastWeb.com

Focus on the Right Fit!

- **Athletics**
- **Academics**
- **Social**
- **Location**
- **Financial**
- **Coaching Staff**
- **College Size**
- **Career / Alumni**

“College is a 40 year not a 4 year decision”

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Sports Parent Assessment

- What are your goals for your child in sports?
 - Goals, expectations and investment (\$ & time)
 - Relationship, type of dialogue and anxiety level
- Are you being a good sports parent?
 - Supportive, accessible and open
 - Accountability, setting a good example
- Why does your child play sports?
- Is your child confident on & off the field?
- What are the most important factors that affect your family?
 - Ex. Academics, location, cost, etc.

Goal: Gain Perspective

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8 Keys to Success for Parents

1. Be Supportive of Your Child's Goals
2. Be Realistic About Their Ability
3. Have Fun & Help Out
4. Be Open to ALL Levels (DI, DII, etc.)
5. Let the Coach COACH
6. Don't Compare your child
7. Show Good Sportsmanship
8. Encourage, Instill Confidence & Discipline

Relaxed student-athletes perform best.

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Follow a Proven Game Plan

- **Keys to Executing Your Game Plan**
 - Specific college sports goals?
 - Decision factors?
 - Athletics, academics & finances
 - Maximize targeted exposure
 - Select tournaments, camps & showcases
 - Online resume with athletic & academic info
 - Sophomore, Jr., and Sr. year highlight video
 - What Questions to ask college coaches?
 - Meeting with your HS & Club team coach
 - Be Proactive & Market Yourself!

Student-Athlete Assessment

- Assess your current position
 - Year in school, academics, athletic ability, stats
- What college experience are you looking for?
- What's the recruiting interest from colleges to date?
- Talk with your parents & coaches (HS & Club)
- What are the most important factors that affect your college decision?
 - Ex. Athletics, size, academics, major, location, cost, etc.

Goal: Get clear on your goals

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8 Basic Keys to Success

- 1. Get Good Grades (Starting Freshman Yr.)**
- 2. Start Early (Sophomore Yr.)**
- 3. Be Proactive & Get Help**
- 4. Be Open to ALL Levels (DI, DII, etc.)**
- 5. Research & Focus on the Right Fit**
- 6. Highlight Video & Online Resume**
- 7. Market Yourself to Target Schools**
- 8. Be Persistent & Perform Well**

It's Your Career!

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What College Coaches Want

- **Elite Student-athletes**
 - Strong athletic & academic ability
 - Ability to stay focused and perform under pressure
 - Willingness to learn / coachable
- **Character / Work Ethic**
 - Team first attitude
 - Shows consistent commitment to excellence
 - Disciplined on and off the field
- **Confidence / Personality**
 - Believes in themselves
 - Is able to communicate and be part of a team
 - Provides good energy / passion


Are You Currently Being Actively Recruited?

- Intro Letters / Questionnaires - NO**
 - Often sent to hundreds / thousands of prospects
- Emails**
 - Personal emails from a coach – Maybe
 - Camp invite or questionnaire emails - Sometimes
- Personal Letters – Maybe**
- Phone Calls – YES**
 - Often to HS / Club team coaches first then to families
- In House Visits / Official Trip offer - YES**

Do You Know?

- **How the college recruiting process works?**
 - **How to determine the right college fit?**
 - **What college coaches are looking for?**
- **How to maximize college recruiting exposure?**
 - **Key dates, rules, regulations and facts?**

The College Recruiting Game Has Changed!

- **Colleges are recruiting VERY EARLY**
 - **Recruiting is the LIFEBLOOD for success**
 - **VIDEO is critical for evaluations**
 - **Internet has INCREASED intensity**
 - **TECHNOLOGY & EFFICIENCY are key**
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High School

Athletes

Coaches

Parents

College

Coaches

Scouts

Teams



“Bridging the Sports Gap”

College Sports Goal

The primary goal should to best position your son or daughter to successfully land a college roster spot at the college that's the best all-around fit for them and your family.



SPORTSFORCE

CREATE.CONNECT.COMPETE.

Empowering the Next Generation
of Student-Athletes



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We have been featured in...



SportsForceOnline.com



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SportsForce Background



- Founded by College Athletes & Coaches**
- 80+ Years Experience**
- 1,000+ Families Successfully Assisted**



John Bava



- 10+ years of helping families with their recruiting & scholarship goals
- Played College Baseball & former High School All-American

Coaching background:

- *Personally assisted over 100 families through college recruiting & scholarship process*
- *Passion for helping student-athletes*



Making Your College Sports Goals a Reality