

COACH COMMUNICATION PLAYBOOK

OUTREACH TEMPLATES

COLLEGE RECRUITING EMAIL SCRIPTS

Five emails that cover the full recruiting conversation — from first contact to final decision.

PREPARED FOR

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POSITION
CMCLASS OF
2027TARGET
D1 / D2 TARGETSCRIPTS
5

01 INITIAL OUTREACH EMAILS

FIRST CONTACT IS THE MOST IMPORTANT EMAIL YOU'LL SEND TO EACH PROGRAM

HOW TO USE THESE TEMPLATES

Personalise every email before sending — coaches read hundreds of copy-paste emails every week and delete them immediately. Replace every [bracketed field] with specific information. Reference something real about the program. Your mentor will review each email before you send it.

EMAIL 01

COLD OUTREACH

First contact with a coach

SUBJECT [Your Name] | [Position] | [Grad Year] | [Club Name]

Dear Coach [Last Name],

My name is [Full Name] and I am a [position] graduating in [year] from [High School] in [City, State]. I am reaching out because I have been following [School Name] soccer closely and [insert one specific thing — recent tournament result, coaching philosophy, academic program, or a player from the program you admire]. Your program aligns with both my athletic and academic goals.

A few highlights about my playing background:

- [Current Club]: [League/Level] | [x] appearances, [x] goals/assists this season
- [Notable achievement or recognition]
- GPA: [X.X] | [Academic recognition if applicable]

I have attached my full player profile and a link to my highlight reel:
[Highlight Reel Link] | [Full Match Link if available]

I would welcome the opportunity to speak with you about your program and how I might contribute. I am available for a call any time that works for you.

Thank you for your time, Coach.
[Full Name] | [Phone] | [Email]

MENTOR TIP

Keep this under 200 words. Coaches skim. One specific thing about their program signals you did the work.

EMAIL 02

FOLLOW-UP (2 WEEKS LATER)

Exactly 14 days after initial email, if no response

SUBJECT Following Up — [Name] | [Position] | [Grad Year]

Dear Coach [Last Name],

I wanted to follow up on my previous email from [date]. I remain very interested in [School Name] and wanted to make sure my materials reached you.

Since my last contact, [add relevant update — recent performance, tournament result, new footage, academic update, etc.].

My updated highlight reel: [Link]

I would love to schedule a call at your convenience. Thank you for your time.

[Full Name] | [Phone] | [Email]

MENTOR TIP

Send exactly 14 days after initial email if no response. One follow-up is professional. Two is the limit.

02

VISIT & FOLLOW-THROUGH EMAILS

AFTER FIRST CONTACT — KEEPING THE CONVERSATION ALIVE AND MOVING

EMAIL 03

VISIT REQUEST

*After initial coach response or call — formalise interest***SUBJECT** Visit Request — [Name] | [Position] | [Grad Year]

Dear Coach [Last Name],

Thank you for taking the time to speak with me [on our call / via email]. I am very excited about [School Name] and wanted to formally express my interest in arranging an official or unofficial visit to campus.

I am available on the following dates: [Date 1] / [Date 2] / [Date 3].

Please let me know what would work best for your program's schedule. I look forward to the opportunity to see the campus and meet the team.

[Full Name] | [Phone] | [Email]

MENTOR TIP

Always offer specific dates. 'Anytime' forces them to do the scheduling work — specific dates show respect for their time.

EMAIL 04

POST-VISIT THANK YOU

*Within 24 hours of any campus visit***SUBJECT** Re: [School Name] | Thank You + Continued Interest

Dear Coach [Last Name],

Thank you for the incredible visit to [School Name]. Meeting [coach/player names] and seeing [specific thing you observed] confirmed that your program is exactly the environment where I want to develop as a player and a student.

[School Name] is among my top choices. I want you to know my full commitment to the program and to the academic and athletic standards you have set.

Please don't hesitate to contact me with any questions. I am excited about the possibility of joining your program.

[Full Name] | [Phone] | [Email]

MENTOR TIP

Send within 24 hours of any visit. Be specific — reference real things you saw and heard. Generic thank-you notes are ignored.

03

CLOSING THE PROCESS — PROFESSIONALLY

THE EMAIL THAT PROTECTS YOUR REPUTATION AFTER YOU COMMIT

EMAIL 05

WITHDRAWAL — PROFESSIONAL EXIT

After committing to another school

SUBJECT Commitment Decision — [Your Name]

Dear Coach [Last Name],

I am writing to let you know that after careful consideration, I have made my decision to commit to [Other School Name]. This was an incredibly difficult decision — [School Name] is a fantastic program and I have a great deal of respect for you and your staff.

I wanted to reach out personally to thank you for your time and interest. I hope our paths cross again in the future.

Best regards,
[Full Name]

MENTOR TIP

Always send this email when you commit elsewhere. The soccer world is small. Leave every door on good terms.

04

OUTREACH BEST PRACTICES

THE RULES THAT SEPARATE A 1% RESPONSE RATE FROM A 20% ONE

BEFORE YOU SEND

Show your mentor every first email to a new program before you hit send. A fresh set of eyes catches the things you've stopped seeing.

TIMING MATTERS

Send Tuesday–Thursday, 9am–11am in the school's time zone. Monday gets buried, Friday gets ignored, evenings get missed.

KEEP IT TIGHT

Under 200 words. Short paragraphs. Bullet your highlights. Coaches skim — make it easy to skim well.

PERSONALISE OR DELETE

If you can't find one specific, real thing to reference about the program, don't send the email. Go do more research.

NEVER MASS-EMAIL

One email per coach, individually. BCC chains are the single fastest way to get deleted. Coaches spot them immediately.

ATTACH & LINK

Attach your player CV. Link (not attach) your highlight reel. Test every link before you send.

THE ROAD AHEAD

KEEP GOING.

"Every email you send is a ten-second test. A coach reads one line and decides whether to open the next. Make those ten seconds count: who you are, what you play, why them. Personalise every message — the ones who send 300 copy-paste emails get 300 deletes. Be the 1%."

— ALBERT ARAMAYO

Professional footballer • National team • Founder, FP by Aramayo

YOUR NEXT STEPS

- 01** Draft your first cold outreach email this week. Send it to your mentor before sending to any coach.
- 02** Set a weekly 30-minute outreach block on your calendar. Keep it non-negotiable.
- 03** Track every email sent, every response, and every follow-up in the Roadmap target list.

PLATFORM

FOOTBALLPATHHQ.COM

INSTAGRAM

@FOOTBALLPATHHQ