

COACH EMAIL STARTER KIT

Use this starter kit to send personalized emails to college coaches.



NCSA
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Who should email coaches?

The athlete. Always. Coaches are evaluating who the athlete is as a person, not just a player.

Why should athletes email coaches?

It gets them on a coach's radar, shows they're serious, and gives them a chance to share what makes them worth watching.

When should athletes email a coach?

As early as 8th or 9th grade, once they know they might want to play in college.

Other good times to reach out:

- After updating a highlight video
- To share new academic/athletic wins
- To invite a coach to a game or tournament



D1 coaches have rules on when they can communicate, but athletes can always email first. Just don't expect a reply until contact is allowed.

Email Tips for Athletes:



DO

- Use a clear, specific subject line
- Personalize each email
- Include highlights or a recruiting profile
- Ask a parent to review if needed
- Follow up politely
- Always include your name, graduation year, and contact info



DON'T

- Let your parent send the email
- Mass-copy the same message
- Ask to call if coaches can't respond
- Omit your contact details
- Forget to link your video/profile

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What makes a good subject line?

A strong subject line gives coaches the key info they need to decide whether to open your email.

It should include:

- Name
- Graduation year
- Position
- Location
- 1–2 key stats

Aim for 50–75 characters max. Short and sharp gets noticed.

Example:

Subject: **Emily Taylor | 2027 Grad | Libero | 4.0 GPA, 32 ACT**

What should be in the email?

In your initial email, make a connection with the coach, show interest in recruitment, and share details they can use to evaluate you.

- **Introduction:** Name, school, grad year, position/event, location.
- **Body:** Highlight your strengths, stats, GPA, and why you're interested in the program. Include a link to your video or profile.
- **Next Steps:** Ask for feedback (if allowed), share your schedule, and let the coach know when you'll follow up.



If contact isn't allowed yet, don't ask to call, just introduce yourself and let them know you're interested.



Download your email template:

Use [this email template](#) as a starting point. Be sure to personalize each email.



Download an email example:

Take a look at [this example of a well-crafted email](#) to a college coach.