



# COLLEGE RECRUITING EMAIL PLAN

## INTRO EMAIL

**When to Send:** Anytime you are ready to start the process

**Best Day/Time to Send:** Tuesday-Thursday, 7am-9am

**See Template:**

**"How to Write a College Recruiting Introductory Email"**

## PRE SHOWCASE EMAIL #1

**When to Send:** 2-3 weeks ahead of the showcase

**Boca's Tip:** You don't need to have the schedule yet. Just let the coaches know that you will be participating.

## PRE SHOWCASE EMAIL #2

**When to Send:** About 1 week before the showcase OR  
As soon as the schedule is released

**Boca's Tip:** Send your schedule in the body of the message and include a link. If your schedule changes, send an email right before or during the event to alert coaches.

## POST SHOWCASE EMAIL #1

**When to Send:** The week after the showcase

**Boca's Tip:** Send a short "Thank you" email for any coaches that attended your games. It's ok to include any important results or stats but keep it short.

## POST SHOWCASE EMAIL #2

**When to Send:** 7-10 Days after Post Showcase Email #1

**Boca's Tip:** This is the time to add highlight clips from the showcase and a full recap. Finally, let the coaches know when your next event/showcase will take place.