



the email that gets opened

The Coach's-Inbox Response Kit

Three templates that put your name, your class year and your best number in front of a coach before they ever open the message.

EMAIL · X (TWITTER) DM · INITIAL, METRICS-ONLY, FOLLOW-UP

the inbox rules

Coaches Get Hundreds a Week. Two Details Decide Yours.

Coaches receive hundreds of emails a week. Two specific details separate the outreach messages that get opened and answered from the ones that get ignored: who you send it to, and whether your numbers are labeled the way a coach reads them. Get those two right and the templates in this kit do the rest.

TARGETING Put the Recruiting Coordinator in the To line, because they run the recruiting process, and CC the Head Coach on the thread. Find the recruiting coordinator's email directly on the team page on the school's website, or use a search tool like RocketReach if you need to.

KEEP THESE TWO LABELED AS SEPARATE SECTIONS

Physical Metrics

your measurables

The raw numbers showing your athletic ceiling regardless of who you are playing against. Wingspan, max vertical, 60-yard dash, exit velo, 40-yard dash.

Game Stats & Film

your production

Proof of your in-game execution. PPG, batting average, ERA, goals, assists, yards, plus your highlight reel attached or linked.

TWO RULES THAT APPLY TO EVERY MESSAGE

01 THE RESEARCH RULE

Never send a generic "I love your program" line. Name ONE specific, easily verified fact you researched: a recent season result, the way they play, a coaching philosophy. Be authentic, be specific, never fabricate.

02 THE BIG PROGRAM / X PROTOCOL

At major programs, especially in football, coach emails are often left off public staff directories. Search X for the recruiting coordinator, Director of Player Personnel, or position coach, and send the same template as a DM.

SUBJECT LINE BLUEPRINT

[Class of 20XX] [Position] | [Standout Metric] | [Full Name]

the standout metric is your best number: 89 mph, 4.4 40, 3.9 GPA

ON X Drop the subject line entirely and open directly with "Coach [Last Name]," then go straight into the message. Keep the text clean and attach your graphics or film link right in the DM.

template one

Standard Initial Outreach, With Stats and Film

USE WHEN You have verified game film, stats, and physical metrics. This is the first message that lands in the thread, and every follow-up you send later replies to it.

BEFORE YOU SEND Fill every highlighted bracket, and replace the researched-fact line with something you can point to on the school's own site. Attach or link the film. If you are sending this on X instead, delete the subject line and open on the salutation.

copy and send this

TO [Recruiting Coordinator Email Address or X Handle]
CC [Head Coach Email Address]
SUBJECT [Class of 20XX] [Position] | [Standout Metric, e.g. 89 mph / 4.4 40 / 3.9 GPA] | [Full Name]

Coach [Last Name] ,

I have been following [School Name] 's program and what stands out to me is [ONE specific, easily verified fact you researched, such as a result from their most recent season, the way the team plays, or the coaching staff's development philosophy. Be authentic and specific, and never make anything up] . That is exactly the kind of environment I am looking for.

My name is [Your Name] . I am a class of [20XX] [position] from [High School, City, State] . Here is a quick snapshot of where I am at:

PHYSICAL METRICS (MY MEASURABLES)

[e.g. 89 mph fastball, 6.8 60 yard dash, or your position's equivalent: wingspan, max vertical, three-quarter court sprint, shuttle time, whatever coaches at your position care about]

GAME STATS & FILM

[e.g. .340 avg, 5 HR, 12 SB, or 72 IP, 1.8 ERA, 94 K's, or your sport's equivalent: goals, assists, yards, points, times. Attach or link your highlight reel]

My stats can vary depending on the level of competition, but my measurables speak for themselves regardless of who I am playing against.

ACADEMICS AND EXTRACURRICULARS

[e.g. 3.8 GPA / 4.1 weighted GPA. Include your current GPA, class rank if strong, and any relevant coursework like AP or honors classes that show you can handle college-level work] . Outside of the sport I am involved in [e.g. student government, National Honor Society, volunteering, a part-time job, a leadership role in another organization. Whatever shows you are more than just an athlete and that you bring character and commitment to everything you do] .

I have attached my film and recruiting profile below. I would like to hop on a brief call with you. Additionally, can you point me in the direction of any upcoming showcases that your program is hosting?

[Your Name]
 [Phone Number]
 [Email]
 [Link to Film / Recruiting Profile / X Profile]

template two

Metrics-Only Outreach, No Film or Stats Yet

USE WHEN You are an underclassman in 8th through 10th grade, or you do not have varsity stats or film yet. State your current numbers, name the program's benchmark, and give a one to two sentence plan to close that gap. Coaches recruit your trajectory, not just today's number.

copy and send this

TO [Recruiting Coordinator Email Address or X Handle]
CC [Head Coach Email Address]
SUBJECT [Class of 20XX] [Position] | [Standout Metric, e.g. 6.8 60 / 89 mph / 4.4 40] | [Full Name]

Coach [Last Name] ,

I have been following [School Name] and what stands out to me is [ONE specific, easily verified fact you researched, such as a result from their most recent season, how the team plays, or the coaching staff's development philosophy. Be authentic and specific, and never make anything up] . That is exactly the kind of environment I am looking for.

My name is [Your Name] . I am a class of [20XX] [position] from [High School, City, State] . I don't have varsity stats or game film yet, but I wanted to reach out early because I'm serious about the process and I'm tracking my development consistently.

Here's a quick snapshot of where I'm at right now:

CURRENT PHYSICAL METRICS (AS OF [MONTH/YEAR])

- [Physical metric 1 for your position, e.g. max vertical] – [Your number]
- [Physical metric 2 for your position, e.g. three-quarter court sprint] – [Your number]
- [Physical metric 3 for your position, e.g. wingspan] – [Your number]

I understand the level of [School Name] , and I know the standard for my position at your program is approximately [the specific benchmark range that program requires] . Here is where I am today and my 1 to 2 sentence plan to close that gap over the next [8 to 12] months:

- **Training focus:** [speed / strength / mobility / skill work]
- **Weekly schedule:** [brief weekly structure]
- **Coaching and support:** [trainer, coach, or program, if applicable]

I'm going to update you every 1 to 2 months with measurable progress. As soon as I have game film and official stats, I'll send those as well.

I would like to hop on a brief call with you. Additionally, can you point me in the direction of any upcoming showcases that your program is hosting?

[Your Name]
 [Phone Number]
 [Email]
 [Link to recruiting profile / X Profile, if you have one]

template three

The 1 to 2 Month Follow-Up Email or DM

USE WHEN Every 1 to 2 months, to keep programs warm. Reply on the existing email thread so the coach sees the original message underneath it, or send it as a direct follow-up DM on X.

WHAT CHANGED

The training you actually put in over the last 1 to 2 months. Two or three lines, no more.

WHAT IMPROVED

The metrics that moved, written as old to new. This is the part that proves the trajectory.

THE ASK

The same two questions every time: a brief call, and any showcase the program is hosting.

copy and send this

TO [Recruiting Coordinator Email Address or X Handle]
CC [Head Coach Email Address]
SUBJECT Re: [Class of 20XX] [Position] | [Standout Metric] | [Full Name] – Update

Coach [Last Name] ,

Quick update since my last message on [Month/Date] .

DEVELOPMENT + TRAINING (LAST 1 TO 2 MONTHS)

- **What I've been working on:** [2 to 3 bullets: strength, speed, skill work, recovery]
- **What improved:** [metric improvements, before and after]

UPDATED PHYSICAL METRICS (CURRENT)

[Metric 1] → [Old] to [New]

[Metric 2] → [Old] to [New]

[Metric 3] → [Old] to [New]

UPDATED GAME STATS & FILM (IF APPLICABLE)

- **Film:** [link]
- **Updated stats:** [a quick line or two, or "N/A yet"]

UPCOMING SCHEDULE

[dates / events / where you'll be]

I would like to hop on a brief call with you. Additionally, can you point me in the direction of any upcoming showcases that your program is hosting?

Thank you for your time,

[Your Name]

[Phone Number]

[Email]

before you hit send

The Template Is Not the Work. The Research Is.

Anyone can paste three templates into an inbox. What separates the athlete who gets a reply is the one line at the top that proves they actually watched the program, and the discipline to send the update email 60 days later when nothing has happened yet.

CORRECT

- Recruiting Coordinator in the To line, Head Coach on CC.
- One researched fact you can point to on the school's own site.
- Physical Metrics and Game Stats labeled as two separate sections.
- Class year, position, best number and full name in the subject line.
- Follow-up sent on the existing thread every 1 to 2 months.

DON'T

- "I love your program" with nothing specific behind it.
- A number you have not actually hit, or a stat you rounded up.
- One blended paragraph of metrics, stats and film links.
- A subject line that says "Recruiting Inquiry" and nothing else.
- One email, then silence, then a new email six months later.

FINDING THE ADDRESS WHEN IT IS NOT ON THE STAFF PAGE

01 START ON THE TEAM PAGE

The school's own athletics site lists the staff. The recruiting coordinator's email is there far more often than athletes assume.

03 THEN X, FOR BIG PROGRAMS

Search for the recruiting coordinator, Director of Player Personnel, or your position coach. Their handles are public even when their emails are not.

02 THEN A SEARCH TOOL

If the address is not published, a tool like RocketReach will usually surface it.

04 ADAPT THE TEMPLATE

In a DM, skip the subject line, keep the text clean, and attach your graphics or film link directly in the message.

The blanks are the point.

A template with your real numbers in it is not a form letter. It is the shortest possible version of your case, written the way a coach reads. Fill every bracket with something true, name one thing you actually watched, and send it to the person whose job it is to answer.



All outreach must follow current NCAA, NAIA, and NJCAA contact rules for your sport and graduation year, including the dates coaches are permitted to respond to you. Verify every coach's role and contact details on the school's official athletics site before you send. Never send a metric, stat, or accomplishment you cannot back up on film or on a verified results sheet.