



the handshake beats the highlight

The Stand-Out Showcase Checklist

The three-phase system that turns one camp into a face-to-face evaluation, a coach's exact requirements, and a follow-up they actually remember.

BEFORE · DURING · AFTER · THE 2-QUESTION BLUEPRINT

the system

A Showcase Is Not a Lottery Ticket.

Camps and showcases are not events where you hope a coach randomly notices you on a field with hundreds of other recruits. They are touchpoint accumulators, built to turn a cold email into a face-to-face evaluation. The athletes who leave with real information are not the ones who ran the best time. They are the ones who executed a system across three phases: the positioning you do before, the handshake you take during, and the follow-up you send inside 48 hours.

BEFORE YOU REGISTER Cross-reference the published list of attending coaches against your targeted 50-school list first. A showcase where none of your target programs are standing on the sideline is a workout you paid for, not a recruiting event.

3

PHASES TO EXECUTE

1–2WEEKS OF PRE-EVENT
OUTREACH**2**QUESTIONS ON THE
FIELD**48**HOUR FOLLOW-UP
WINDOW

HOW THE THREE PHASES CARRY THEIR WEIGHT

PHASE ONE

Before

pre-event setup

You tell every attending target coach your jersey number, your field assignment, and your game time, so they know where to look before they arrive.

PHASE TWO

During

the handshake

You walk up, introduce yourself, and ask two questions that pull the program's exact requirements straight out of the decision-maker.

PHASE THREE

After

the 48-hour loop

You reference the conversation while it is still fresh, attach the verified numbers, and set the next update date before you close the message.

TWO THINGS THAT DECIDE WHETHER THE TRIP WAS WORTH IT

01 THEY HAVE TO KNOW YOU ARE COMING

A coach evaluating hundreds of athletes cannot find the one who emailed them in March. They can find your jersey number on field three at 10:40 if you told them a week out.

02 YOU HAVE TO LEAVE WITH THEIR BLUEPRINT

Every program wants something specific out of your spot. Ask, and you stop guessing what to train. The answer becomes your next two months of work.

*phase one***Pre-Event Setup. Do This 1 to 2 Weeks Out.**

Everything on this page happens before you pack a bag. A coach who already knows your name, your number, and your time slot walks onto that field looking for you. A coach who does not is watching 200 strangers.

☐ **Verify the attending programs**

Cross-reference the published list of coaches attending the showcase against your targeted 50-school list. Register for the events where your targets are actually standing on the sideline.

☐ **Send the pre-showcase outreach** 1 TO 2 WEEKS PRIOR

Email or DM the Recruiting Coordinator, and CC the Head Coach, at every attending target school. Tell them you will be there and give them everything they need to find you.

Jersey number

Field or team assignment

Scheduled game and testing times

Physical metrics re-attached

Highlight film link

☐ **Research one specific receipt per coach**

Identify ONE specific, verifiable fact for each attending coach on your list: a recent season result, their track record developing players at your position, or the way the team plays. One line, and it has to be true.

☐ **Target academic camps when the school is academic**

If you are aiming at Ivy League or high-academic programs, prioritize on-campus academic camps and showcases, like Catalyst camps. It shows genuine interest in the institution beyond the roster, and it puts you in front of real college-level academic standards.

*what the pre-showcase message carries***EVERY MESSAGE, EVERY SCHOOL**

- The event name and the date you will be there.
- Jersey number, field or team assignment, game and testing times.
- Your current physical metrics, attached again.
- The film link, again. Never make them dig for the old thread.
- The one researched fact about their program.

*what it does not carry***CUT THESE BEFORE YOU SEND**

- “I would love the opportunity” with nothing specific behind it.
- A metric you have not actually hit on a verified clock.
- A generic blast with the school name swapped out.
- Any ask bigger than knowing when and where to watch you.

phase two

On-Field Execution and the Handshake.

This is the part almost nobody does. Coaches are standing on the field before the session starts, and most athletes are stretching twenty yards away hoping to get noticed. Walk over. Two questions later you are holding the exact requirements for that roster spot.

TIMING Do this before performance sessions begin, not after. Once the event starts, the coach is evaluating and you are competing. The window is the walk-around beforehand.

☐ **Arrive early and spot your target coaches**

Walk the field or the court before events begin and locate the coaches you have been emailing. You already know their names. Now put faces to them.

☐ **Initiate the direct handshake**

Walk straight up to the coach down on the field, introduce yourself, and shake their hand before the performance sessions start.

☐ **Execute the 2-question blueprint**

Ask the exact two questions printed at the bottom of this page, in that order, word for word. They are short on purpose. A coach with a clipboard in their hand will answer both of them.

☐ **Log the real-time requirements**

Pay close attention to the answer, and write it down before you forget it. That answer is the exact blueprint of what that specific program requires to give someone your spot.

☐ **Control the controllables on the field**

High energy. Immaculate body language between reps. Vocal communication with your teammates. Hustle on and off the field. Coaches evaluate how you respond to failure just as hard as they evaluate your raw metrics.

THE 2-QUESTION BLUEPRINT · ASK THESE EXACT TWO

01 “Hey Coach [Last Name], are you still looking to fill [Your Position] positions for the class of [Your Grad Year]?”

02 “What specifically are you looking for out of that spot to make a decision?”

question one tells you if the door is open. question two tells you the price of walking through it.

phase three

The 48-Hour Follow-Up Loop.

A coach leaves a showcase with a stack of names and no faces attached to most of them. The follow-up is not a thank-you note. It is the message that reattaches your face to your numbers while the conversation is still in their head, and it is the reason the next email you send gets opened.

THREAD DISCIPLINE Reply on the existing thread you started before the event, with the Recruiting Coordinator in the To line and the Head Coach on CC. One thread per program holds the whole history, so a coach opening your name in November can scroll back to the day you shook their hand.

☐ **Send the follow-up message** WITHIN 24 TO 48 HOURS

Email or DM every coach you actually spoke with, on the existing thread, while the event is still fresh. Reference your specific face-to-face conversation on the field and mention the feedback or requirements they gave you during the handshake.

☐ **Attach your verified showcase metrics**

Include any official measurables or laser-timed numbers recorded at the event. Verified beats self-reported every time, and this is the one week you have numbers a third party put a clock on.

☐ **Outline your next developmental loop**

Tell the coach which metric you are working on next based on the feedback they gave you, and confirm the date of your next update, roughly two months out.

☐ **Ask the next-steps question**

Close by asking whether they have upcoming campus prospect days, or whether they are open to a brief follow-up call. End every message with something they can say yes to.

Ask the question.

Nobody gets recruited by being seen. They get recruited by being known. The walk across the field is the shortest thing on this checklist and the one almost nobody does, and it is the whole difference between a coach who watched you and a coach who can tell you exactly what it takes to play for them. Go get the answer, then go build it.



All camp and showcase contact must follow current NCAA, NAIA, and NJCAA rules for your sport and graduation year, including the dates coaches are permitted to respond to you and the rules governing on-campus camps. Verify each coach's role and contact details on the school's official athletics site before you reach out. Never send a metric, time, or accomplishment you cannot back up on film or on a verified results sheet.