



College Recruiting, Summer 2023

 $Sandy\ Colton \\ Scouting Zone\ |\ Director\ of\ Marketing\ \&\ Partnerships$





Agenda

- + What is ScoutingZone / What's New
- + How To Draw Coaches to Sidelines
 - + Creating a Top College List
 - Communication w/ Coaches
 - Effective Highlight Videos

+ ScoutingZone Demo

- + Scout View
- Player Portal
- Scout Analytics
- College Center
- + Q & A







Creating Your Top College List

- + Realistic Academically
- + Realistic Athletically
- + Financial Aspects
- + Social Atmosphere
- + Soccer Program
- + Athletic Program
- + Size of School
- + Division
- + Geographical Location
- + Quality of Life







Communication w/ College Coaches

- + Game Plan
- + Written by Player, NOT Parents
- + Incl Grad Year, Name, Club Team
- + Personalized
- + SZ Profile Weblink
 - + Upcoming Tournament Schedule
 - + Follow up AFTER Tournaments
 - + Send Video Clips
 - + Pick up the Phone! (2-Way Communication After June 15 Soph Yr)

Dear Coach,
My name is and I play for {insert Club and Team Name/Age Group} as a center forward. I am a freshman at High School in {City, State}. My current GPA is a 4.1 and I plan on keeping a 4.0 or above all 4 years of high school. Academics are extremely important to me.
I have done lots of research and Vanderbilt as a school and soccer program meets every one of my college search criteria. Vanderbilt fits my ideal school profile, strong academics, is a small private school with a phenomenal soccer program as well as it is in the SEC and that for me is super important. I love everything about what I have read and heard of your school and program! I pride myself on working hard, my coachability and being a great teammate. I hope to one day, be that player/teammate for your program.
I am planning to visit on December 6th on my way to the DA Showcase in Florida. I know you cannot host me but I wanted to let you know about my visit. Hopefully you can come watch me play in Florida. I will send you my schedule when I get it.
If you are coming to the Surf College Cup over Thanksgiving, please come watch me play. I am $\#7$ up top.
Friday 11/29 9am – My Team (insert team name/club) vs Opponent X - Oceanside SoCal Complex - Field #10 Sunday 11/30 9am - My Team (insert team name/club) vs Opponent Y - Oceanside SoCal Complex - Field #11
You can view my player profile here: <u>https://scoutingzone.com/Home/prof/3736?pn=Layman</u>
My coach {Insert Club Coach's Name} is on this email if you would like to talk to him about me!
Sincerely,
First Name, Last Name - Class of 2023 - Jersey #7 {Insert Club Team Name} Firstname Lastname23@gmail.com



Effective Highlight Videos

- + What is the Purpose?
- + Keep it Short Highlights (3-5 min)
- + Intro to Your Video (name, grad year, club team, jersey #, position, contact)
- + Make Yourself Visible
- + Best Clips at Beginning
- + Show the Entire Play
- + Keep it Positive
- + Tasteful Music
- + Unlimited Videos SZ Player Profile

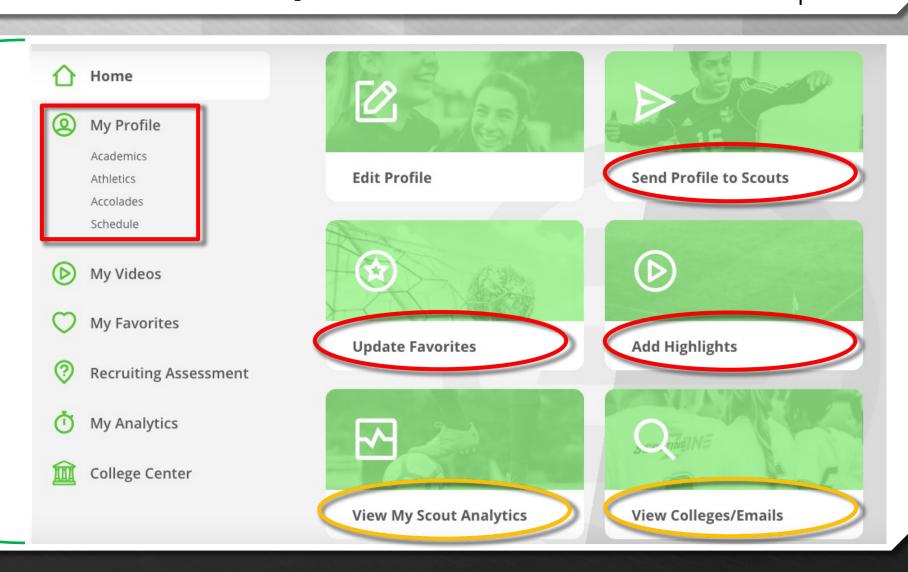






Utilization of Your SZ Player Profile

Driving Meaningful
Connections & Exposure
Through Your SZ Player
Profile

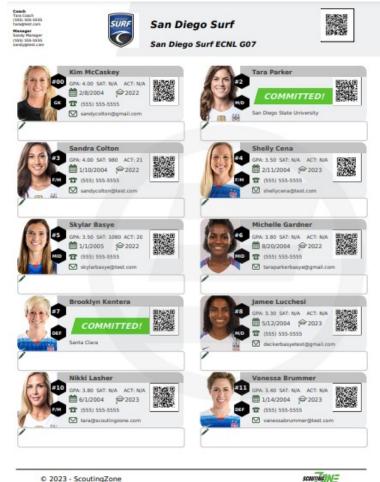






Utilization of Your SZ (Managers)

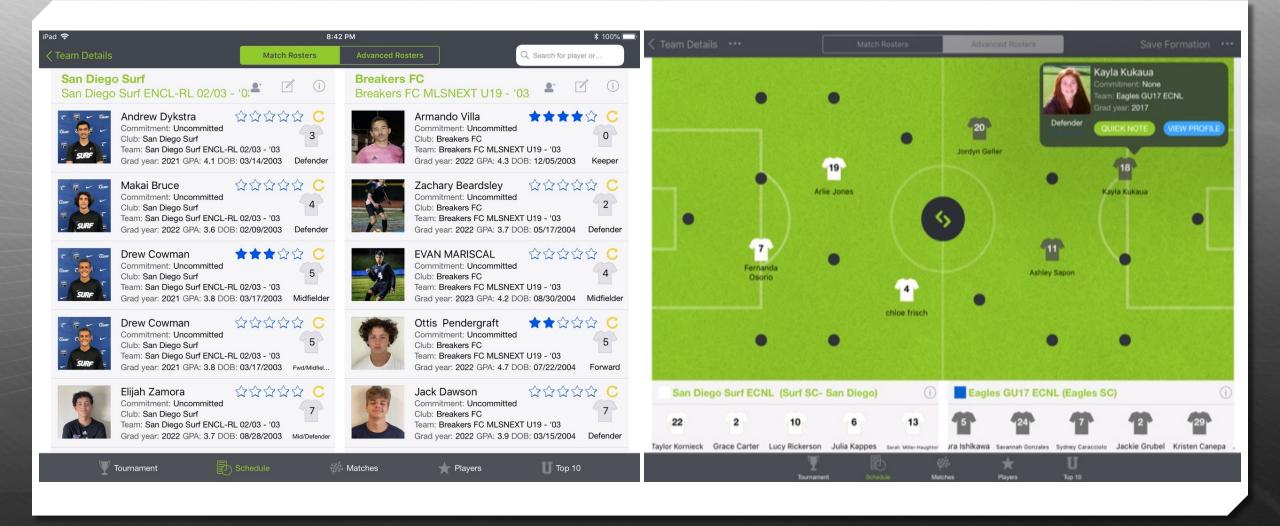








Utilization of Your SZ (Scouts)





Promo Codes

www.scoutingzone.com

- + Players (SZ Premier): WashRush-Premier
 - Players' access to scout analytics and SZ's college center
- + Managers: WashRush-Virtual
 - Printing core rosters / activating virtual team webpages / adding game footage
- + Managers: WashRush-Roster
 - Printing tournament rosters



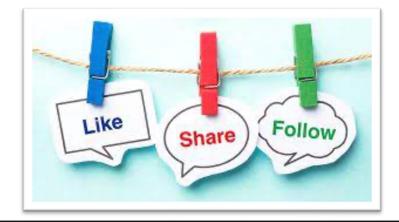


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Players that are driving their own recruiting process are the ones creating more college soccer opportunities for themselves. --ScoutingZone

