**SAMPLE RECRUITING E-MAILS:**

1. It is recommended that you have a list of at least 50 colleges that you are interested in, **and** that you will have good chance of playing at
2. E-mail each college once a month on your progress, in the summer months, every two weeks is okay if necessary
3. Below are a few Sample E-mails and Subject Lines to get you going. There is no one perfect way to do this, but this will help you get started - Keep in mind all Ruthless teams have access to the same information, so it is recommended that you customize your emails/subjects and make it your own
	1. Replace the areas below in **Blue** with your information, delete the **Red** and **[ ] ( )** text.
4. \*Always keep your subject line the same, so coaches become familiar with **your** emails and can search them
5. When creating your e-mails it is recommended that you have your Recruiting Coordinator or a parent proof your e-mails before sending
6. Be sure your Recruiting Profiles, PDF Send-Out and SportsRecruits Page, are fully complete before sending e-mails
7. Once you are ready to send you can Cc: your Coach and/or Recruiting Coordinator so they know who you are contacting so they can follow up and be prepared should a scout show up to a game
	1. Don’t forget to attach your Player Profile if you are NOT using SportsRecruits
8. Press Send!

**SAMPLE SUBJECT LINES:**

SUBJECT: **SOFTBALL PROSPECT [POSITION]:** **[FIRST LAST #] CA** **2020 Grad, RHP, SS, 3.85 GPA**

SUBJECT: **SOFTBALL PROSPECT [POSITION]:** **[FIRST LAST #] 61 MPH, Southern California Pitcher, 2020**

SUBJECT: **SOFTBALL PROSPECT [POSITION]:** **[FIRST LAST #] SoCA Outfielder, 5’7’’ 2020, 3.5 GPA, Video Included**

SUBJECT**: SOFTBALL PROSPECT [POSITION]:** **[FIRST LAST #] SoCA Short Stop**, **looking for East Coast School**

SUBJECT**: SOFTBALL PROSPECT [POSITION]:** **[FIRST LAST #] Crystl Bustos Trained 5’11’’1B, Slapper, 2019 Grad**

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**SAMPLE *INTRODUCTION* E-MAIL:**

Coach [Coach’s Name],

My name is [Your Name], I am a [Class Grade] class of [Your Graduation Year] at [Your High School] in [Your Hometown and State]. I am very interested in [University Name] and learning more about your school and softball program.

My current GPA is: [list GPA, or delete if you do not want to list]. My favorite subject is [List] and I also enjoy [list one or two school activities].

I am interested in studying [list (make sure you have your main area of study)] and have done some research and see [University Name] is also very well known for [Include information here about the research you did into their school or program].

I play [List your position] for Crystl Bustos’ [Team Name, ex) SoCal Ruthless Eklund 16U] Team. Some of my best accomplishments to date are [list your top two or three best awards or recognitions]. I have attached my player profile that links back to my personal page with my complete online profile including statistics, photos and video (if you have these, if not adjust for what your profile does have).

On my recruiting page is my softball schedule for the (Month, Year, Season):

Please feel free to contact my coaches at [coach’s email]

[Coach’s Name], College Recruiting Coordinator - [Coach’s Phone]

[Coach’s Name], Head Coach - [Coach’s Phone]

I look forward to hearing back from you and learning more about your program. I will be following up this email with monthly updates and stats as my travel and high school seasons progress. Thank you.

Sincerely,

[**Your Name**]

[Your Email]

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**SAMPLE *FOLLOW-UP* E-MAIL:**

Coach [Coach’s Name],

It is [Your Name], with [Team Name, ex) SoCal Ruthless Eklund 16U]. I wanted to follow up my email dated [list date you send last email] and update you on a few of my accomplishments over the last month.

1. My team took 1st place in the USSSA Toys for Tots tournament in Lancaster, CA, December 2017
2. My batting average for the tournament was .566, my season overall batting average is .376
3. I hit 3 doubles, 2 singles, had 3 RBI’s and had 1 Sacrifice Bunt that advanced the runner that would win the game
4. I had 7 put outs in outfield (one was caught on video, see my profile)

That is all for now, thank you.

Sincerely,

[**Your Name**]

[Your Email]

As a reminder: I am a [Class Grade] class of [Your Graduation Year] at [Your High School] in [Your Hometown and State]. My current GPA is: [list GPA]. I play [List your position] for Crystl Bustos’ So Cal Ruthless Eklund 16U Team.

Attached is my updated player profile that that links back to my personal page with my complete online profile including statistics, photos and video (if you have these, if not adjust for what your profile does have).

My softball schedule for the (Month, Year. Season) is listed on my profile page

Please feel free to contact my coaches at [coach’s email]

[Coach’s Name], College Recruiting Coordinator – [Coach’s Phone]

[Coach’s Name], Head Coach - [Coach’s Phone]

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