

America's Team - MaxPreps - Direct Player Marketing Process

Step 1 - America's Team will provide you with the database of players. The database will provide you with each player's name and the address of their respective high school. The database will also show you each player's grade in school and stats. Having their stats are key, in case any of the players are curious to why you recruited them...you can take a look at the positions they play and their stats and tell them you were looking for a player with their makeup and positions they play.

Step 2 - America's Team will provide you with a sample letter template. Please take this template and customize it to your specific trip details. Also, there is a paragraph where you introduce yourself and explain your story and why you are so excited to travel overseas and experience the world through sports. Tell your story here...let the kids feel your excitement!!! After you have completed your letter, please email it to America's Team for review. Once America's Team approves and sends back your letter, it is ready to be mailed to each player.

Step 3 - Coach mails out the letters to the kids. If possible, we would prefer that you use envelopes from your high school or club. This gives the mailings even more credibility, versus just using a plain white envelope. If it is not possible to use your high school or club envelopes, plain white envelopes are fine. Just make sure there is a return address on the front of the envelope, so the school and player can see who mailed it.

I would send out approximately 50 invitations per week, until the team is complete. If you are finding you are getting more responses than you can keep up with, then you can send out fewer as time goes by, but to start out, I would send 50 every week.

Step 4 - The players that are interested will contact you...either by phone or email. When they contact you, make sure to let them know how excited you are to have them be part of the team...make them feel special!!! We want YOU!!!

Step 5 - Collect the player's contact information. We need you to collect the following info for each player. 1. Player name, cell phone and email address. 2. Parent's name, cell phone and email address. It is imperative you collect the parent's info!!! We must include them in all communication from the very beginning, as they are the ones that are making the final decision. The kid may want to go very badly, but until the parents agree to it, the kid's decision doesn't mean anything. Must get the parents involved and support!!!

Step 6 - Coach emails the player's name and contact information to America's Team. At this point, America's Team will enter the player into our recruiting system and email the player their official invitation to review with their parents.

Step 7 - Coach follows up with each player after America's Team sends invitation. Make this follow up contact no later than 7 days after the player receives their invitation. You want to make sure the player knows how badly we want them on the team and you are there to help answer any questions. America's Team will also be following up with each player, helping to push each player to a yes or no. But the most important person they can hear from is you...their coach!!! They need to know you want them on the team, and you are their local rep to America's Team.