



BETTER ATHLETES
BETTER PEOPLE

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4 Common Mistakes Athletes Make in The Recruiting Process

Mistake 1: Hiring a Recruiting Service

Unfortunately, there are many companies that prey on aspiring athletes and their parents. These services will often tell athletes what they want to hear but ultimately can't deliver on their bold promises. This is because recruiting services present an inherent conflict of interest. Like an agent for high school athletes, they are paid to embellish about players and represent them to colleges. The reality is that these services don't "know" every college program and their unique recruiting needs. Furthermore, college coaches won't risk their jobs and the success of their teams by recruiting an athlete that is recommended by a paid endorser who doesn't actually coach the student-athlete.

Mistake 2: Lacking Proper References from Their Coaches

For a college recruiter, the best references are your coaches and the coaches of the teams you've competed against. Sadly, many athletes fail to realize this and miss out on opportunities. In the recruiting process, college coaches are not just assessing your playing ability but also your character, work ethic, leadership qualities and even financial situation. These coaches are almost always more objective and therefore more reliable than student-athletes and their parents. To avoid this mistake, be sure that your coach's honest assessment of you and his/her contact information are readily available for college recruiters.

Mistake 3: Relying Too Heavily on Video and Statistics

All athletes should have a highlight video and keep track of their statistics, so they can be made readily available to college recruiters. However, in recruiting, video and stats don't always tell the full story. If a football player averages five touchdowns per game, it clearly suggests that the student-athlete is performing well. However, it does not mean that the athlete is destined for the hall of fame or is even a DI-caliber prospect. Because competition varies so widely in high school, video and stats do not provide an accurate comparison. Therefore, college recruits rely on references (see above) and must evaluate athletes in person to determine if they are truly a good fit or are simply overpowering much weaker competition.

Mistake 4: Being Lazy

When you talk to college coaches, there are many horror stories of athletes missing out on being recruited because they simply don't respond to college coaches via email or messages on social networks. This should

continues

4 Common Mistakes Athletes Make in the Recruiting Process, continued

never happen, and recruits should always be responsive to college coaches, even if they don't want to play for that particular college. Recruits should also compile ALL of their personal, athletic, and academic information (including transcripts) so that it is readily available to college coaches. Some college coaches maintain that if an athlete doesn't make the effort to supply all necessary information, he or she isn't worth their time and will move onto the next prospect.