



E-Mail Marketing 101

Lee McDonald

Landing on a college's recruiting radar can be extremely difficult for kickers, punters and snappers. Besides attending camps and combines for exposure, having a college coach evaluate your game film is critical. The reality for specialists is that it often takes a lot of self marketing just to get a look. However, with the right talent and a good marketing plan, you can give yourself an edge in recruiting. Here's how...

1. Create a short highlight film (see *Highlight Video Tips* article on how to do this).
2. Post your film on youtube.com or any other site which provides a direct link.
3. Compile a list of every college in the country that fits your criteria such as size, location, major etc. The NCAA web site is a great place to start: <http://web1.ncaa.org/memberLinks/links.jsp> Do not rule out any schools because you think they won't be recruiting a specialist. Set your goals high but have realistic expectations on which schools you are contacting (see *Recruiting Realities: Inside the Numbers* article to gauge what level is right for you).
4. Look up each program's football recruiting coordinator and special teams coach's name and email address via the athletic department web site directory. If an email is not listed, try a people search on the school's regular academic web site.
5. Create a simple, straight forward email letter template such as the following:

Dear Coach,

My name is Joe Smith and I am a class of 2011 kicker/punter for Anytown High School in Anytown, USA. I have a strong interest in attending your school and playing for your program. Below is a list of my accomplishments thus far:

FOOTBALL:

- 1st Team All-State, All-Area and All Conference 2009
- Hit 5 of 7 field goals with a long of 47 yards
- 68% of kickoffs were touchbacks
- Averaged 42 yards on 29 punts
- Listed as a top college prospect by Special Teams Solutions
- 2009 Game Highlights: www.youtube.com/joesmithkickerpunter

ACADEMICS:

- 3.65 Overall GPA
- 1850 SAT Score (600 Math / 600 Critical Reading / 650 Writing)

-46 out of 437 Class Rank

REFERENCES:

Billy Williams, Head Football Coach, Anytown HS
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Lee McDonald, Kicking Coach and Director, Special Teams Solutions
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Thank you for your time and interest, I hope to hear from you soon.

Joe Smith
5555 Main St.
Anytown, USA 55555
732-555-5555 (home)
732-555-5555 (cell)

6. Set up a group email list so you can frequently and easily send coaches updates on your progress. Make note of which coaches respond and begin sending personal correspondence to build a relationship. The higher level schools (DIA-DIAA) are less likely to respond but be persistent!

About the Author

A 1st team All-State and Blue Chip Illustrated All-American kicker out of DeMatha Catholic High School (MD), Lee McDonald signed a full scholarship to Rutgers University from where he earned a BA in 1999 and a Master's in Psychology in 2002. The former Scarlet Knight is known for his booming kickoffs and 1999 game winning overtime field goal that upset the Syracuse Orangemen 24-21 in front of a national TV audience. A four-year kickoff specialist and two year starter, McDonald also garnered Special Teams Player of the Week honors twice during his career and was named to the Big East Conference All-Academic Team in 1998 and 1999.

McDonald then kicked for the Buffalo Destroyers of the Arena Football League and the Norfolk Nighthawks where he set several Arena 2 football kicking records including most field goals in one game (6) that earned him AF2 Player of the Week honors. After serious injuries cut short his playing career, McDonald spent three years as an athletic academic advisor with the Rutgers University football program where he voluntarily coached kickers and punters. He is now a certified NJ school counselor and assistant football coach. McDonald is a member of both the New Jersey and American Football Coaches Association and provides private training for many high school and college level players. His yearly speaking engagements include the Nike Football Coach of the Year Clinic and Rivals.com Recruiting Junior Day.

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