



Play Collegiate Golf

"creating academic and athletic success"

W. J. Bruce Fleming, EdD

Founder/Consultant

1203 B Meadow Park Lane

Mt. Pleasant, SC 29464

T: 843.303.5592

E: bruce@playcollegiategolf.com

W: playcollegiategolf.com

Write the "Right" Letter to College Golf Coaches

Gain an understanding about the introduction letter to coaches and how to make sure it is effective!

When a junior golfer begins written correspondence with college golf coaches through emails and letters (perhaps as early as the 10th grade) make sure the correct writing rules. Coaches receive many letters each month and your communication needs to stand out! With email being the preferred mode of communication it is imperative to appropriately design your communication strategy so that the coach is left with a positive impression about your academic abilities. As a current education administrator at a Division 1 NCAA institution I am at times underwhelmed with the lack of professionalism in emails sent by students to my colleagues and I throughout each semester. Don't be that individual!!!

The introduction letter should be no more than four paragraphs in length. The paragraphs should be well-written and indicate an interest of playing college golf, explain what type of player you are, discuss your successes in tournaments to this point (as well as indicate where you will be playing in the future), and lay out your practice routine and hopes for improving the quality of your game over the next few years leading up to the college golf experience. A few tips are below that you should always incorporate into your introduction letter.

First...make sure you have done your research and can clearly state why you want to play college golf for said university and attend its academic classes. Explaining that you are excited to play for a championship team that can help you fulfill your goal of turning professional is great...unless the team has never won a championship!!! Sending out mass emails to "go fishing" for a scholarship opportunity often leads to such erroneous statements.

Second...ensure that your writing is grammatically correct and you have proofread your work. Attention to detail on this front indicates to a coach that you are very serious about his or her college golf program.

Third...tell the coach directly what you are trying to achieve with a statement like "I want to play college golf for your team and compete at the highest level possible." A coach will be happy with the directness and will much more easily understand your goals. Talk about how you have developed as a player through various tournament learning experiences. Coaches want to hear how these learned skills can help you be a successful team member.

Fourth...suggest what the next step is for you in this process and make sure it is an active move forward. Take the time to ask for a visit on campus or to have the coach watch you play in person. Unofficial visits can be scheduled as many times as you would like. Take advantage of this recruiting rule. Request a response so you can continue the email dialogue. And, make sure you always thank the coach for his or her time and effort in reading and responding to your letter. Coaches receive lots of correspondence so make sure you stand out among the other potential recruits!

Good luck

Dr. Fleming

Dr. Bruce Fleming is the founder of Play Collegiate Golf, created to mentor young women and men interested in continuing their competitive golf careers at institutions that support their academic, athletic, and personal goals.

For more information please visit playcollegiategolf.com