



Seattle United Showcase Checklist

(Team Coaches)

Team coaches of high school age teams:

Below is the checklist of items to accomplish before, during, and after showcase tournaments.

Before Each Season

1. Send your team roster to the College Coordinator, Alex Dixon, at dixon@seattleunited.com.
2. Build folders in your gmail account for each player in your team. To sort all emails for each player (instructions on how to do this can be found on the Seattle United website under "College Planning Program").
3. Build a notebook for each team to store recruiting information. You will take this with you to all showcases.
4. Send out a list of college showcases that you will be attending to your team.
5. Hold pre-season meetings with each player to see where they are in the recruiting process.

Before the Showcase Tournament

1. Two weeks prior to the showcase, email the team to remind them to send out invitations to college coaches using the script provided.
2. Make sure they CC you on ALL outgoing emails. You will need to file these in their email folder.
3. Give a list of guest players to your manager as soon as possible so they can add those players to the team brochure.
4. Make sure you know which players are committed.



During the Showcase Tournament

1. Your manager will be giving team brochures to all the college coaches throughout the game. If there are any coaches near you, if you can, speak to them and ask if they are interested in any of your players or if they have any questions about any of the players.
2. Wait after each game and look to see if there are any coaches that would like to talk to you about your players.
3. Be personable to these coaches, give them a card if you have one, and sell your players by being HONEST about them (your reputation and the club's reputation are dependent on your honesty).
4. Obtain a list of coaches that attended your game from the team manager at the end of each game and make sure to communicate to your players if coaches are interested in them.
5. Remind your players to contact these coaches thanking them for attending their game. They will need to CC you on all these emails.
6. Place these emails in their folder.

After the Showcase Tournament

1. Fill out the provided spreadsheet titled "College Coach Attendance - Team Coach" using the spreadsheet provided from your manager after each game. This is a simple form that I have sent to your email.
2. Click the link and fill out the form and it will automatically send me a spreadsheet of the attendance of all coaches attending your games. You can access this spreadsheet as well. I have also sent out this spreadsheet to your emails as well.
3. You will keep the sheet you received for your manager for your own records in the recruiting notebook.
4. Send out the spreadsheet to the players and parents and remind the players to email the coaches thanking them for attending their games (using the script provided under "Player Scripts" on the Seattle United website).
5. Email each coach to thank them for attending your games during the showcase using the script provided below.



Outgoing Script to College Coaches: *After each showcase, each team coach is to send out an email to all coaches that attended their games using the script below.*

NOTE: Forward any responses you get back from college coaches to dixon@seattleunited.com.

Subject: Seattle United team name - team graduating year - name of showcase
(ex: Seattle United G97 Copa - 2014 - Players Showcase)

Coach (college coach's name),

My name is (your name) and I am the coach for (team name). I wanted to take a moment to thank you for coming to watch our team during the (showcase name).

Our (team name - ex: B00 Copa) are open to schools across the country (**here be specific on where your players are willing to go - PNW, West Coast, etc**), so please let me know if you have any questions about players you identified during the showcase.

Again, thank you for your time and I look forward to hearing back from you.

(Your name)