

How To Contact A Club

This is a numbers game. There are 100s of thousands if not more, professional clubs and academies all around the world. If you persist and continually make efforts to build connections with clubs eventually someone will give you a chance. If however, you stop attempting to make connections and stop improving the quality of your player profile, then it's very possible that you will not get the response you're after.

You may need to 100 NO's before you get 1 yes. Luckily, you have the power of the Internet at your hands and you can contact 100s of clubs in a single day. The more clubs you approach, the better your chances of building connections and finding your professional opportunity.

So you've created a powerful player profile, now we need to get it into the hands of the right people. I suggest you start by doing an Internet search for professional clubs and academies in your general area. You can branch out later to clubs in different states and countries, but I suggest you start by building connections with clubs that are already close to you.

Do an Internet net search and create a list of potential contacts that you can send your player profile to all at once. On each clubs page you can usually find contact information for technical directors, head coaches, assistant coaches, other coaching staff, and members of the club. Make sure you are sending your profile to a person who has the ability to make a decision on whether or not you can potentially club.

Technical directors, youth development directors, head coaches, assistant coaches, and people associating with scouting are the ones you want to contact. Find as many emails as you can and save them in a word document. If you put the one after another with a comma between, you can copy and paste this into an email message.

I would recommend instead of sending your profile out with 100 different emails viewable to that person, you use what is called a Blind Carbon Copy or BCC. What this will do is make it seem like you've only sent that email to one person, which makes it more personal. That's what you want. The difference between CC and BBC.

Copy and paste the list of potential contacts in the BCC area and put your own email in the normal SEND TO: so when they receive it they will only see your email.

Before you send your email right a few sentences explaining what you are sending, who you are, and what you can offer to the club. Again you can create your own but I would suggest you use these few short sentences or a variation of them:

Subject Title: 1 Way To Make Your Club Instantly Better

Thank you for reading this email. I've done some research on your club and I must say I'm very impressed. My name is _____ (full name). If you want more success for your club, I can help you win more games and titles. I've attached my player profile to prove this.

I look forward to your response.

Make sure to attach your player profile!

Powerful and to the point. When you're trying to persuade someone, you don't want to bore them by telling them all about yourself and how great you are. Instead, they want to know, what's in it for them. How can they benefit from you? What can they get out of this relationship? These short sentences and your player profile allow you to get this message across.

This approach has at this moment allowed me to set up over 20 trials with clubs around the United States, so it does work. Remember, it's a numbers game. You have to keep pushing through all those NOs in order to get your YES. And if for whatever reason you aren't getting the response you wish. First, improve yourself as a player, second improve the quality of your player profile, and third... try again.