



**IBAC BASEBALL INFO YOU NEED TO THINK ABOUT IN THE RECRUITING PROCESS, ARE YOU MARKETING YOURSELF THE RIGHT WAY? ARE YOU DOING THE RIGHT THINGS THAT WILL HELP YOU DOWN THIS ROAD? ..... MOST HAVE NO IDEA WHAT TO DO OR HOW TO DO IT RIGHT SO YOU GET RESULTS..... And this little word HOW is the most important part of all of this process.**

**Treat those College Coaches how you wish to be treated**

**Mass marketing to college coaches may work for some but chances are you will be treated the same way as those who send the junk mail to your house, unless you have a reliable source helping you and know the right way to go about it, IBAC BASEBALL can create a blueprint for you to get results.**

Have you ever received an email from someone trying really hard to get you to buy into something? Have you ever received snail mail (junk mail) when you didn't ask for it? The list goes on.

Now ask yourself how does it make you feel? You probably hit delete with the email or just threw the junk mail or flyer into the recycling, Right!

Not only that but you also scratch your head in bewilderment and ask yourself, "Why did they bother sending this to me, they don't even know me, it's a complete waste of paper?"

Why did this person send this junk mail to you in the first place? Well it's called mass marketing and for certain demographics, with certain products this may work.

Does it work with high ticket items, like a house or new car?

These items may require a bit more thought since they cost so much anywhere between \$20,000 dollars to \$500,000 dollars. For most folks these days it's not like this is money that is burning a hole in your pocket.

Consider this, College Coaches and Admission Committee members are "buying" into what you can offer their institution and baseball program as a person, a student and a baseball player.

Are you the **TOTAL PACKAGE** candidate, did you make yourself stand out from all the others?

**What do you offer now and what do you still need to develop in order to establish a college ready foundation?**

You may be lucky enough your freshman year to receive a partial athletic baseball scholarship, depending on the division. The real MONEY and OPPORTUNITY is in the grades and in other

forms of college funding and this is the only area you can control in all of this.

However if a college education along with the privilege of continuing your baseball participation is worth anywhere between the cost of that car or house, don't you think you better put some muscle or effort and planning behind it?

**Consider this:**

- Who is sending the emails to college coaches? **YOU (THE STUDENT/PLAYER) SHOULD BE!**
- Are you selling something to a school that can't use what you "realistically" have to offer?
- Are you getting to know the coaches on a "People level?"
- Do you see yourself going to this school even if you were not playing baseball?
- Did you consider that players and families need to recruit and qualify the program!
- Have you interviewed the coaching staff or seen them at work in games or practices? Did you like what you saw?

- Are you sending out emails with no regard to the academic qualifications of the institution?

What about the social and cultural environment? How do you know if it is comfortable fit? Have you looked at their roster DO THEY NEED A PLAYER THAT PLAYS LIKE YOU OR HAS YOUR TOOLS THIS YEAR?

**Mass marketing to college coaches may work for some but chances are you will be treated the same way as those who send the junk mail to your house. Unless you have a reliably source and IBAC BASEBALL is that reliably source that also can talk to the school or coach and about you so they will get interested, this is the key to get them looking at you for real. But always do your homework and find the right fit first then get on the baseball team.**

**Remember if you are a good player and an athlete you can play with anybody, but if you are not the BLUE CHIP player in your area and no coaches are coming after you today or even know who you are, then IBAC BASEBALL is your path to college baseball because we get RESULTS and there is no other program in Northern California that has helped placed more in college or in professional baseball. We understand the HOW!**