



How to get the most out of tourneys & events that college coaches are at:

Before Hockey Tourney or Event:

- Research to see what hockey programs might be at the event. Most of the time you can find this on that event's website. If not, email the event coordinator and/or ask your coach. (With LineUP, it is very obvious!)
- Email coaches a few weeks before the event to let them know you will be there and tell them as much details as you have (time of game or clinic /jersey, etc). At LineUP, we give coaches your info but it is super important for you to also email - this is the best way to form or strengthen your relationship with that coach.
- Time your email so that it doesn't overlap with one of their games or a major holiday.
- Be as specific to that program/school/coach as possible in this email. Do not send a generic copy/paste email to every coach. If you have video, include it.
- It wouldn't hurt to follow up on that same email chain with a quick email a few before the event to remind them you will be there.
- Be in good shape so that you can maintain high stamina throughout the whole event, get good rest a few nights leading up to it, eat a big healthy breakfast and drink lots of water and go into the event with an excited, positive mindset!

At Hockey Tourney or Event:

- Have positive body language; especially with a bad play, a bad call or being subbed out.
- Do not get frustrated or speak rudely to your teammates, coach or ref.
- Be a leader on the field with lots of communication and hustle.
- Mom & Dad - you do the same when you are on the sideline. Keep cheering positive.



After Hockey Event, the Follow-up:

- Send a personalized email to all coaches on your list a few days after. Thank them for watching your games or coaching you. If you learned something specific from them, or a drill or something you liked, make sure to include that!
- Include follow up steps. Let them know if you are planning on being on their campus anytime soon. List any other LineUPs you plan to attend or showcases, tournaments and camps you will be participating this year so they know where to find you.
- Keep the email short and to the point. Coaches get *lots* of emails.
- Write it, sign it and send it yourself and from your email (not mom or dad). Have a parent, coach or teacher proof read and double check links, attachments, subject line, etc.
- Do not send a mass email. Ensure coach name, school and email are all correct (copy and pasting emails to multiple schools can get messy).
- Do not limit yourself! Have a strong list of reach and safety schools. For the LineUP, don't just limit the emails to the coaches whose clinics you participated in.

The Exceptions:

- If you are a 7th or 8th grader. Athletes still in jr. high do not need to worry about the college process. Take this time to develop your skills, positive habits, have fun and see what you love. Summer going into 9th grade is the earliest we recommend you start thinking about college. If you plan to play at a high level DI, you can start emailing coaches then, but do not put that pressure on yourself.
- If a coach made it clear that you are not the right fit for the program. If a coach isn't responding to your emails - *keep emailing them!* However if they explicitly said you are not a right fit for the program then it's time to cross that program off your list.
- Other than these two reasons, we strongly encourage you to email coaches!! We know it can be time consuming and daunting, but the coaches want to hear from you!!