

College Recruiting Consulting Program

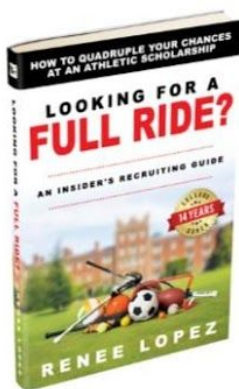
RL Academy, LLC



Taking Your Game To The Next Level

Our consulting programs are aimed to educate you on the often daunting college recruiting process from an insider's perspective. Our staff will guide you on the best ways to market yourself to college coaches and explore your academic, social, and athletic options.

We help you narrow down the best fit for you to continue your sport in college, while also developing the leadership and mindset college coaches are looking for in potential recruits.



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College Recruiting Consulting Services

RL Academy, LLC is pleased to present you with a consulting services to help you explore being a part of a college athletic team. We will bring 17+ years of coaching background, 2 years of being an NCAA Compliance Director. Our staff has been on staff with SEC Elite Eight programs, been Head Coaches for NCAA Division I, II, assistant in NCAA Division III, as well as High School Varsity and Director of Coaching positions. Our staff has also coached both men's and women's college level teams.

In addition, we provide resources and leadership training from the #1 leadership guru in the world including John Maxwell, Jon Gordon Companies, 3Dimensional Coaching, and the Positive Coaching Alliance. We will lead you through a series of exercises to push you to strategize the best approaches in pursuing the opportunities of playing at the next level. Our goal is help educate you on the college recruiting process and help you avoid the pitfalls many make along the way.

OBJECTIVES

- 1) To identify a large funnel of potential schools and then narrow it down based on student interest, coaches interest level, and potential/possibility of being an athlete at that school
- 2) To help student-athletes identify important factors for a college to be the right fit for them beyond athletics (size of school, location, academic course offerings, social setting, academic scholarships, financial aid offerings, etc)
- 3) To provide insight into how to narrow down your potential academic major.
- 4) To encourage student-athletes to market themselves in the best ways possible in correspondence with a coach via email, social media, and in person contacts.
- 5) To educate the student-athletes of questions they should be asking when on a campus visit to the coach, athletic trainer, athletic director, financial aid, admissions representatives and other college staff.
- 6) To do a mock-interview of potential questions a coach may ask when on a campus visit.
- 7) To identify differences in unofficial vs. official campus visits.
- 8) To help identify the realities of being a college student-athlete on a daily basis.
- 9) To educate student-athletes and families on NCAA and NAIA recruiting rules.
- 10) To encourage and promote student-athletes and families to register with the NCAA/NAIA Eligibility Center.
- 11) To help design email strategies to prevent their emails from being deleted by a college coach.

- 12) To provide insight into a college coach's mindset in recruiting.
- 13) To guide student-athletes in ways to create the best exposure in getting college coaches to evaluate you at a Showcase event, through video, and player profiles.
- 14) To present other options for playing beyond NCAA/NAIA colleges or a liberal arts college (Christian College, Junior Colleges, Military schools, varsity club opportunities, intramurals, etc)
- 15) To plan the best camp possibilities to pursue, depending on high school graduation year, coach/player interest level, and academic pursuits
- 16) To strategize and provide insight on potential walk-on positions and scholarship opportunities for various levels of college programs & understanding of National Letters of Intent (NCAA) and Letters of Intent (NAIA) documents.
- 17) To provide insight into leadership characteristics and mindset college coaches are looking for in potential recruits through group coaching in conference calls, webinars, facebook live, etc.
- 18) To present confidence-building sessions and develop a mindset of using adversity to learn and mature as a leader and influence those around you through group coaching in conference calls, webinars, facebook live, etc.

A few things that our staff cannot do...

- 1) We cannot promise you will obtain an athletic scholarship offer, as that can only be offered by an institution/coach. We will help you market yourself in the best way possible to obtain one but our services can NOT guarantee this..
- 2) We cannot promise a roster spot on a college team, as that can only be offered by an institution/coach. We will again, help you market yourself in the best way possible to obtain an opportunity but our services can NOT guarantee this.
- 3) We do not create recruiting videos for you (we will just advise you on what to include/not to include). There are many companies that provide this service for a few hundred dollars, but many students can put one together by themselves. The technical aspect is not an area of our expertise.
- 4) We do not do the marketing that you need to be doing (emailing coaches, attending showcases to promote you, etc). We are a recruiting consulting guide (think of us as your "Yoda"), not a full-service recruiting service (which most college coaches just delete those emails, so highly recommend you don't pursue that path). We are a safe place to ask questions and hear the reality of college recruiting.
- 5) We do not regularly initiate contact or engage other college coaches to create interest in you as a potential recruit. In a rare occasion, you may be interested in a college that our staff is friends with their staff, we may help connect you. This should not be expected or implied in this consulting relationship.
- 6) We are not counselors. If there are emotional, behavioral, etc concerns, you should seek a professional counselor.
- 7) We do not work for the NCAA, NAIA, or JUCO. (We actually couldn't work with with you if we did work for an NCAA school!) Although we try to keep updated on the latest recruiting rules, it

is ever-changing across all divisions. The NCAA and NAIA websites can help provide you with the most up-to-date information.

- 8) We do not, “sugar coat” the process. We provide honest, specific feedback, based on 14 years of college coaching experience as well as surveying 35 college recruiters regarding the process.
- 9) We do not provide academic, admissions essay writing, or ACT/SAT test-prep training. We do have others we will refer you to if interested in this service.
- 10) We do not provide financial planning advice. We do have others we will refer you to if interested.
- 11) We do not provide advice on scholarship applications for community or academic scholarships. We do have others we will refer you to if interested.
- 12) We will not, under any circumstances, spend time alone with a minor child in anywhere other than a public setting. We also ask that all phone, skype, facetime, etc interaction always be with a parent in the room. We are Level 2 Background checked (meaning finger-printed, etc with the same level of clearance as school districts and preschools require by the state of Florida). We do also offer private facebook groups (one for parents and one for student-athletes). There will always be other adults in these student facebook groups. At no time, will our staff engage in any individual private conversations on social media with minors. We will provide unlimited email coaching for the student-athlete, but recommend parents also be included in the emails so every precaution is taken for the minor.