

Areas for basketball players to consider in the US recruitment process

Consider the 'offer' carefully
Is it a firm scholarship offer or are they just showing 'interest'?
Don't stop looking at schools if you don't have an offer in writing.

The sales pitch
Be aware that the college may adjust communication to make it more appealing to you. Do your own research!

Be active on social media
Post highlights on social media but build your brand carefully. How do you want to come across to colleges? Check for any inappropriate content from years ago!

Match highlight reel to college style of play
Be aware of the style of play at the college you are sending the tape to and what type of player the college are looking for. Edit your tape accordingly.

Start the process early!
Start looking at least two years before transition. Starting late limits research time, means you may become a back-up option and could lead to a transfer.

So when should you commit to a college?
Committing a year in advance can relieve pressure, however, make sure it is the right college for you!

Go it alone or seek help?
If you're looking at agents, ask: how many UK athletes have successfully used this service? How much is it? Could someone in the UK system help you do it at no cost?

What type of agency do you want to work with?
Marketing firms - send fishing emails (risk - may get lost). Scouting service - coaches get access to scout database (risk - may lack choice). Tailored agency support - work with you to understand what you want (risk - may be costly).

Understand your level!
Players can be 'oversold' in the recruitment process by agents, leading to players not being matched to the right college for their level - seek help to understand your level in the US system.

Player should be in control of the process
Be in control of your own decisions - managing the process can assist in the development of valuable skills. Have a plan B - if you don't get a scholarship in the US... what's next?