How high school athletes turn talent into college offers

THE RECRUIT READY BLUEPRINT

GET SEEN. GET RECRUITED. GET SIGNED.

BY COASTAL COMPASS

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CHAPTER 01: ATHLETE BRAND BLUEPRINT

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Every athlete has a story, but only the ones who learn how to communicate it clearly stand out in the recruiting process. Talent may open the door, but it is your identity, character, and consistency that determine how far that door swings open. The purpose of the Athlete Brand Blueprint is to give you a foundation that helps coaches understand who you are before they ever meet you in person.

A strong athletic brand is not about image or perfection. It is about presenting an honest and intentional picture of your work ethic, your values, and the direction you are moving as both a student and an athlete. Coaches evaluate far more than performance alone. They study how you lead, how you respond to adversity, how you carry yourself online, and how reliably you show up for your team.

In this chapter, you will define the core elements that shape your presence on and off the field. You will identify your strengths, your goals, and the qualities that distinguish you from other athletes in your position. By doing this work first, you create a clear and authentic message that guides everything that follows—your highlight film, your communication with coaches, and your digital footprint.

This blueprint is where your recruiting journey begins. It establishes who you are, what you stand for, and why a coach should want to invest in your future.

CHAPTER 01: ATHLETE BRAND BLUEPRINT

Before you can build a strong athletic brand, you must start with clarity about who you are and the direction you want to go. Every athlete has strengths, habits, and qualities that make them unique, but most have never taken the time to define them. When coaches evaluate a recruit, they look for athletes who understand their role, know what they bring to a program, and can communicate that confidently.

Clarity allows you to move with purpose. It helps you stay focused when pressure rises, when competition gets louder, and when setbacks challenge your confidence. Athletes who know who they are make better decisions, train with intention, and handle adversity with maturity. Your brand begins with this foundation of self-awareness.

On this page, you will start identifying the traits that shape your presence on and off the field. These traits include the way you work, how you lead, how you respond to coaching, and the personal values that guide your behavior. When you understand these pieces, you begin to form a consistent identity—one that a coach can trust, invest in, and confidently bring into their program.

Your athletic brand is not created by accident. It is built through intentional choices and clear direction. As you continue through this chapter, you will learn how to communicate your strengths in a way that reflects who you are now and who you are becoming.

Use this page to begin identifying the traits that shape who you are as an athlete, a student, and a leader. Answer each question honestly. There are no right or wrong responses—only clarity.

1. What three words best describe you as an athlete?

2. What three words best describe you as a person outside of sports?

3. What strengths do coaches, teammates, or trainers consistently notice about you?

4. What areas have you worked hard to improve over the past year?

5. How do you want coaches to describe you when they talk about your character?

6. What values guide the way you compete, train, and communicate?

7. What makes you different from other athletes in your position?

8. What do you want your athletic brand to communicate to coaches at first glance?

Now that you have identified the traits, strengths, and values that define who you are, you can begin shaping the foundation of your athletic brand. The answers you wrote on the previous pages are not just reflections—they are the starting point for how you present yourself to coaches, teammates, and future programs.

Coaches want athletes who know themselves. When you understand your strengths, you are more confident in your role. When you understand your values, you make decisions that align with your goals. And when you understand how others see you, you can communicate your identity with clarity and purpose. This clarity is what allows your brand to feel consistent and authentic.

Your athletic brand should reflect both who you are today and who you are becoming. The traits you listed, the words you chose, and the characteristics you highlighted will guide the next part of this chapter as you develop your brand pillars. These pillars will serve as the core themes of your online presence, your communication with coaches, and your overall recruiting strategy.

A strong brand does not require perfection. It requires honesty, intention, and a commitment to showing up in a way that reflects your goals. As you continue to build your blueprint, keep the insights from your worksheets in mind—they will shape the message you share with every coach who evaluates you.

With a clear understanding of your traits and values, the next step is to shape them into brand pillars. Brand pillars are the core themes that define how you show up as an athlete. They represent the qualities you want coaches to associate with your name, and they guide the way you present yourself in every part of the recruiting process.

These pillars become the foundation of your identity. They influence the tone of your social media, the mindset you bring to training, the way you communicate with coaches, and the leadership you demonstrate on your team. When your words, actions, and content align with your brand pillars, you build trust and consistency—two things coaches value highly.

Brand pillars should reflect who you are, not who you think you need to be. They are not manufactured or exaggerated. They are the traits you live out daily, the qualities that shape your reputation, and the characteristics you want a program to invest in. When chosen intentionally, your pillars create a strong and recognizable identity that helps you stand out among other athletes in your position.

As you work through the next section, you will begin narrowing down the qualities that best represent you. These pillars will guide the way you present your strengths and will help you communicate your message with clarity and confidence throughout your recruiting journey.

As you begin shaping your brand pillars, remember that these qualities should feel natural to you. They are not slogans or labels—they are the consistent traits that show up in your effort, your habits, your leadership, and the way you compete. Strong brand pillars help coaches understand what they can rely on when they bring you into their program. They also keep your message clear and focused as you build your presence online and communicate with schools.

Use the space below to identify the qualities that represent who you are and who you are becoming as an athlete. These pillars will serve as the foundation for your brand moving forward.

List three or more qualities that best represent you as an athlete:

1.
2.
3.
4.
5.
6.

List two or more qualities that represent your character and leadership:

1.
2.
3.
4.

Which of these qualities do you want coaches to notice first?

Why are these qualities important to your identity as a recruit?

How do these pillars show up in your daily habits and performance?

Now that you have identified the qualities that make up your brand pillars, the next step is understanding how to put them into action. A brand is only effective when it is lived out consistently. Coaches pay close attention to the habits, behaviors, and attitudes that athletes display both on and off the field. Your pillars should influence the way you train, communicate, and represent yourself in every environment.

Consistency is what transforms your pillars from simple words into a recognizable identity. When your work ethic matches your values, when your leadership reflects your character, and when your actions align with the qualities you listed, coaches begin to see you as someone they can depend on. Reliability is one of the most important traits in the recruiting process, and your brand should reflect that.

Your pillars should also guide how you present yourself online. Social media is often the first place a coach will evaluate your communication style, maturity, and discipline. By aligning your posts, captions, and overall presence with your brand pillars, you create a clear message about who you are and what you stand for. This intentional alignment can set you apart from other athletes competing for the same opportunities.

As you continue through this blueprint, you will learn how to use your pillars to shape your online identity, build stronger highlight reels, and communicate professionally with coaches. Your brand is the foundation for every part of your recruiting journey, and the work you are doing now ensures that foundation is strong.

Your brand pillars become most powerful when they influence the way you act, communicate, and present yourself every day. Coaches value athletes who demonstrate the same qualities on the field, in the classroom, and online. When your actions consistently reflect your pillars, you create a clear and trustworthy identity. This consistency is what sets you apart during the recruiting process and helps coaches understand what they can expect from you.

Use the space below to explore how your brand pillars show up in real situations. This will help you build habits and routines that support the identity you want to communicate.

Describe one daily habit you have that supports one of your brand pillars:

Identify one habit you want to improve so it better reflects your brand:

How do your brand pillars show up during games or competitions?

How do your brand pillars show up in the classroom or during academic work?

Choose one brand pillar and explain how you want it to appear on your social media:

What changes can you make online to better reflect your brand?

Your social media is often the first place a coach learns who you are beyond the field. Before they schedule a call, watch a full game film, or reach out to your high school coach, they will look at the way you present yourself online. Your posts, captions, and overall presence communicate far more than you may realize. They show discipline, maturity, leadership, and the consistency of your habits—qualities that are just as important as athletic ability.

A strong social media identity is not about being perfect or posting constantly. It is about being intentional. When your online presence matches the brand pillars you identified earlier, coaches can quickly understand the type of athlete and person they would be bringing into their program. Alignment between your values and your content builds trust, and trust is one of the biggest advantages you can create for yourself in recruiting.

Your goal is to make your social media a clear reflection of who you are becoming as an athlete. This means being mindful of what you share, how you communicate, and the message your profile sends within the first few seconds of someone viewing it. Coaches look for athletes who demonstrate self-awareness, responsibility, and respect for themselves and others. When your social media reflects these traits, it strengthens your overall brand.

As you move forward, you will learn how to audit your profiles, set up a coach-ready bio, organize your highlights, and create content that supports your goals. Your social media should work for you, not against you—and with the right approach, it becomes a powerful tool in your recruiting journey.

Use this checklist to evaluate whether your social media reflects a professional, coach-ready identity. Check each item you have completed or need to update.

PROFILE SETUP

□ Clear, professional, recent profile photo
□ Simple username using your real name
□ Bio includes:

- Full name
- Graduation year
- Sport(s) / Position(s)
- Height, weight (if applicable)
- Wingspan / reach / PRs (as applicable)
- GPA + academic highlights
- Stats and performance metrics
- Awards, honors, leadership roles
- Records or accomplishments
- □ Bio includes coach or trainer contact information
- □ Bio includes direct links to highlight film or recruiting page
- □ All information is clean, organized, and easy to read

Your bio is one of the first things a coach will look at when visiting your profile. It should give them a clear, organized snapshot of who you are as a student-athlete. A strong bio makes it easy for a coach to understand your identity, athletic ability, academic performance, and achievements—all within a few seconds. The information you include shows discipline, attention to detail, and respect for the recruiting process.

Your bio should always start with your name, your graduation year, and your sport or position. These details help coaches quickly determine whether you match their recruiting needs. Physical attributes such as height, weight, and reach are important for many sports and give coaches a better sense of where you may fit within their program. Academic information, including your GPA and any honors or advanced coursework, demonstrates maturity and commitment in the classroom.

Performance statistics, awards, and accomplishments add credibility and help you stand out. These may include season stats, game highlights, leadership roles, school records, captain titles, or awards earned through school, club, or state organizations. Even small recognitions matter—coaches want to see improvement, contribution, and consistency over time. Finally, your bio should include direct contact information and a link to your highlight film or recruiting page, making it easy for coaches to take the next step.

Use this list to help you build a complete, impressive bio. Include any item that applies to your sport, accomplishments, or academic performance.

Basic Identity

- Full Name
- Graduation Year
- Sport(s) / Position(s)
- Height, Weight (if applicable)
- Wingspan or Reach (volleyball, basketball)
- Dominant Hand/Foot
- Personal Records (track, weightlifting, swim, etc.)

Academic Information

- GPA
- Honor Roll / Academic All-State
- AP or Honors coursework
- National Honor Society
- Academic awards given by the school
- Class Rank (if strong)

Athletic Stats & Metrics

Examples depend on sport:

- Football: tackles, yards, sacks, completions, forced fumbles
- Volleyball: kills, digs, blocks, hitting %, aces
- Basketball: PPG, FG%, assists, rebounds, steals
- Track: PRs for each event, meet placements
- Baseball/Softball: ERA, batting avg, OBP, stolen bases
- Soccer: goals, assists, saves, minutes played
- Wrestling: record, pins, tournament placements

Awards & Accolades

Include anything you've earned—big or small.

- Varsity Letter
- Team Captain
- MVP (Game, Tournament, Season)
- All-Conference
- All-State
- All-Region
- Defensive/Offensive Player of the Year
- Leadership Award
- "Most Improved" or "Hardest Worker"
- Athlete of the Week
- School Record Holder (any event or stat)
- Multi-Sport Athlete Award
- Academic Athlete Award
- Team-voted awards
- Helmet stickers (football)
- Club or travel awards
- Camp awards or standout mentions
- National or regional recognitions

Direct Contact & Links

- High School Coach Contact
- Trainer or Recruiting Coordinator
- Highlight Film Link
- Recruiting Page Link
- Email for inquiries (parent or coach—not the athlete's direct number)

Your social media is not separate from your recruiting journey. Coaches look at your profile to understand the kind of person they are bringing into their program. What you post tells a story about your maturity, discipline, and respect for your future opportunities. Even one careless photo can create a different impression than the one you intend.

The goal is not to be perfect—it is to be intentional. Every post, comment, and story contributes to the identity you are building as an athlete. You are asking coaches to invest their time, trust, and resources in you. Your online presence should reflect the level of responsibility that comes with that opportunity.

Many athletes lose chances without ever knowing why. A single post of friends vaping, a party background, a disrespectful caption, or an inappropriate joke can cause a coach to move on immediately. Even if you are not the one holding the cigarette or drink, being in the picture sends a message about your choices and your environment. Coaches want athletes who represent their program with pride—and that starts with your online behavior.

Use the space below to reflect on the message your social media sends. Be honest, and use your answers to guide the changes you need to

What message does your current profile send to a coach who sees it for the first time?

Is there anything on your profile that could be misunderstood or taken out of context?

Have you ever posted or shared something that does not reflect your goals as an athlete?

What changes can you make today to show maturity, leadership, and discipline?

List two (+) examples of posts or stories you should avoid moving forward:

1.
2.
3.
4.

List two (+) examples of posts that reflect the athlete you are becoming:

1.
2.
3.
4.

Your social media should represent the athlete you are becoming. Even when you are not the person doing something questionable, being in the picture (or even just sharing a video/picture) sends a message. These are the most common things that cause coaches to lose interest—often silently and instantly.

Top 20 Things You Should Never Post:

1. Pictures of friends smoking, vaping, or holding any substance
2. Photos that look like a party environment—even if you were not participating
3. Alcohol in the background, on a table, or in someone else's hand
4. Sexual or suggestive poses or gestures
5. Shirtless mirror pics taken for attention (unless for training purposes)
6. Profanity in captions, comments, or hashtags
7. Negative or disrespectful comments toward teammates or opponents (or humans really)
8. Complaints about coaches, refs, or playing time
9. Posts bragging about skipping school or practice
10. Drama, subtweeting, or indirect attacks at other people
11. Posting screenshots of private arguments
12. Weapons or anything that could resemble one
13. Inappropriate outfits or photos taken in a bedroom/bathroom for attention
14. Jokes that could be taken as insensitive or offensive

15. Posts showing you breaking rules or mocking authority
16. Prom pictures or dances with inappropriate poses
17. Meme pages or reposts that don't align with your goals
18. TikToks done just to impress peers, but not your future coach
19. Romantic content that may look distracting or immature
20. ANY story or post posted out of anger or emotion

One rule to remember:
If you wouldn't want it to play on a jumbo screen in front of your future team (or church pastor), don't post it… EVER!

Coaches form impressions quickly. One post can confirm you're recruitable—or convince them to move on. Use these examples to understand how your content shapes the message you send.

BAD EXAMPLES (What Coaches See):

📌 Photo: You and friends at a party
Coach sees: Risk. Immaturity. A future problem.

📌 Story: Friends vaping in the background
Coach sees: Poor judgment. Wrong environment.

📌 Caption: "We won cause the other team sucks"
Coach sees: Bad sportsmanship.

📌 Post: Complaining about a teacher, ref, or coach
Coach sees: Attitude issues.

📌 TikTok: Trend with suggestive dancing
Coach sees: Distraction, not discipline.

GOOD EXAMPLES (What Coaches Respect):

📌 Photo: Training session at the gym
Coach sees: Work ethic. Commitment.

📌 Story: Studying, homework, or team bonding
Coach sees: Responsibility. Leadership.

📌 Post: Highlight clip or season stats
Coach sees: Competitive value.

📌 Caption: “Proud of our team. Time to get better.”
Coach sees: Maturity. Growth mindset.

📌 Repost: Team achievements, school spirit, volunteer events
Coach sees: Character. Culture fit.

BOTTOM LINE:

A coach should be able to scroll your profile and immediately think:
“This kid represents our program well.”

Use this worksheet to create your own posting standards.
These rules are your commitment to representing your brand consistently.
What three things will you NEVER post again?

1.
2.
3.

What three things will you post MORE often to support your goals?

1.
2.
3.

What message do you want a coach to feel when they scroll your profile?

What is one habit you need to change regarding social media?

Who is one person you can ask to help you stay accountable online?

Write your personal posting rule:
(Example: “If it doesn’t help my future, it doesn’t get posted.”)

Most athletes think stories disappear, but coaches screenshot stories & snaps more often than posts. Even if something is up for only a few seconds, it can be shared, saved, or shown to someone else instantly. Stories and snaps matter because they reveal what athletes post when they think no one is watching.

Coaches use stories to evaluate your habits, your environment, and your maturity. A story showing irresponsible behavior—or even standing next to it—can cost you opportunities you never knew you had. Your stories should reflect the same discipline and leadership you show on the field. They are not temporary. They are part of your brand.

Think before you post. Stories are not private, they are not fleeting, and they are not invisible. The right story can help you, and the wrong story can follow you for years.

Ask yourself before every story:

- Does this reflect who I want to become?
- Would a coach be proud to see this?
- Does this support my goals, or distract from them?

Your stories should match your future—not your moment.

Your social media is not just a place to share updates—it is one of the most important tools you have in the recruiting process. Coaches look for consistency, maturity, leadership, and effort. A strong posting strategy helps you show these traits clearly and professionally.

The most effective platform for recruiting is X (formerly Twitter). This is where coaches spend most of their time evaluating athletes, posting opportunities, searching for highlight films, and communicating with recruits. X allows quick updates, direct messaging, real-time posting during game days, and easy sharing of your film. It is searchable, coach-friendly, and built for fast communication.

Instagram is the second-most valuable platform. Coaches use it to see your personality, your environment, and your character. They look at your photos, reels, and stories to get a sense of who you are off the field. Instagram also helps you show consistency in training, leadership, and academics.

TikTok is optional. It can help you reach a wider audience, especially if you enjoy making creative videos. TikTok is great for personal branding and showing personality, but it should never replace X or Instagram. Coaches rarely recruit directly from TikTok, but they might look at it to understand who you are beyond your highlight film.

In the next few pages, you will learn how to build a simple and effective weekly posting structure. You will post five times each week, each with a clear purpose. These posts will help you communicate your work ethic, your identity, your leadership, and your commitment to both school and sport.

Training content is one of the strongest ways to show coaches your work ethic. These posts demonstrate discipline, improvement, and the effort you put in when no one is watching. Coaches want athletes who take development seriously, and your training videos help them understand how you prepare, how you move, and how you respond to coaching.

Your goal is to share simple, clear clips that highlight your technique and focus. Training posts do not need to be perfect; they need to be consistent and intentional. Short videos of drills, footwork, strength work, or conditioning help coaches see both your skill and your commitment to growth.

What to Post:

- Position-specific drills
- Strength, conditioning, or speed work
- Skill development sessions
- Before-and-after progress clips

How to Film:

- Use short 3–10 second clips
- Show clear movement and effort
- Use good lighting and steady angles

Examples:

- Linemen: get-off and hand placement drills
- Hitters: approach, blocking, or serving work
- QBs: footwork, release, or pocket movement

Post training content at least once per week to show consistent development.

Academics are one of the most important parts of the recruiting process. Coaches want athletes who take school seriously, stay eligible, and represent their program with maturity. When you post about your academic habits, you show responsibility, discipline, and commitment to long-term success.

Your academic posts do not need to be complicated. Simple updates about your study routine or classroom achievements help coaches understand how you manage your time. These posts also demonstrate that you value both education and athletics, which is essential for earning trust at the next level.

What to Post:

- Study sessions or homework setup
- Honor roll or academic awards
- AP or advanced coursework
- Tests or projects you're proud of

How to Film or Photograph:

- Clean study environment
- Notebook, planner, or laptop
- Screenshots of grades if appropriate

Examples:

- "Locked in for finals week."
- "Proud of the work in the classroom."

Post academic content at least once per week to show maturity and balance.

Coaches recruit more than athletic ability—they recruit character. Your involvement in your school, team, and community helps them understand who you are off the field. Community and leadership posts show maturity, humility, and the type of influence you bring to a locker room.

These posts do not need to be formal or complicated. Simple moments of helping, serving, or supporting others can reveal the type of teammate and student you are. Coaches value athletes who contribute positively to their environment and elevate the people around them.

What to Post:

- Volunteering or service projects
- Helping younger athletes
- School events or team activities
- Leadership or captain responsibilities

How to Film or Photograph:

- Natural action shots
- Smiling, positive environments
- Group photos or quick clips

Examples:

- “Giving back to the community.”
- “Proud to support our school and team.”

Post community content at least once per week to show leadership and character.

Highlight posts are essential for showing coaches how you perform in real competition. These clips help them evaluate your strengths, your athleticism, and the impact you bring to your team. Consistent posting also keeps your film current, which is important as you grow and improve.

Your highlight posts should be simple, clear, and focused on strong plays or moments that show your role on the team. Coaches want to see movement, decision-making, effort, and how you compete. Short clips are more effective than long videos and get more engagement.

What to Post:

- Short highlight clips
- Best plays from recent games
- Key stats or accomplishments
- Tournament or game-day updates

How to Film or Pull Clips:

- Use clear sideline angles
- Capture full movement
- Keep clips between 3–12 seconds

Examples:

- “Week 3 highlights—getting better every game.”
- “Proud of our team’s performance tonight.”

Post highlight content at least once per week to keep coaches updated on your development.

Nutrition and recovery are two of the most overlooked parts of athletic development. Coaches pay attention to how well athletes take care of their bodies because it reflects discipline, maturity, and long-term potential. When you show intentional habits, it sends a message that you are serious about your sport.

Your nutrition and recovery posts should focus on simple routines that support performance. You do not need perfect meals or complicated prep. Coaches want to see hydration, smart choices, and consistency in how you fuel your body. These posts also highlight professionalism and readiness for the next level.

What to Post:

- Pre-game or post-game meals
- Hydration routines
- Recovery snacks or habits
- Stretching or mobility work

How to Film or Photograph:

- Clean, simple layouts
- Short clips of meal prep or recovery
- Natural light and steady angles

Examples:

- “Fueling up for game day.”
- “Recovery starts with good habits.”

Post nutrition content at least once per week to show discipline and preparation.

Optional posts give coaches a glimpse into who you are beyond sports. These posts should be used sparingly, but they can help highlight your values, personality, and the things that motivate you. When done intentionally, they add depth to your brand without distracting from your athletic identity.

Your goal with these posts is not to impress anyone—it is to be authentic. Share moments or interests that reflect your character, creativity, or drive. These posts should remain positive, respectful, and consistent with the image you want coaches to see.

What to Post:

- Faith-centered messages or motivation
- Hobbies or creative interests
- Family moments or personal milestones
- Leadership reflections or gratitude posts

How to Film or Photograph:

- Clean, simple visuals
- Natural, candid moments
- Positive and respectful tone

Examples:

- “Grateful for the journey.”
- “Faith and hard work lead the way.”

Use optional themes occasionally to show authenticity while keeping your page focused on athletics.

Building a strong online presence is about consistency. Use this simple weekly planner to stay on track and keep your posts aligned with your brand. Each day has a clear purpose so you always know what to share and how it supports your recruiting goals.

Monday — Training
Focus on effort, development, and improvement.

Tuesday — Academics
Show discipline, responsibility, and balance.

Wednesday — Community & Leadership
Highlight character, teamwork, and service.

Thursday — Highlights & Performance
Share your best plays, stats, or game moments.

Friday — Nutrition & Recovery
Show how you fuel, prepare, and take care of your body.

Optional Weekend Posts
Faith, hobbies, passions, family, or gratitude.

Consistency matters more than perfection. Follow this structure each week to build a clear, coach-ready identity online.

Use this page to bring together the key pieces of your brand. Your answers will help you stay consistent in how you train, communicate, and present yourself online. Be honest, clear, and focused on the athlete you are becoming.

My Top Three Strengths:

1.
2.
3.

My Brand Pillars:

1.
2.
3.

What I Want Coaches to Notice First:

How I Represent Myself Online:

My Posting Goal Each Week:

Keep this page as a quick reference to guide your habits and decisions.

CHAPTER 01: ATHLETE BRAND BLUEPRINT

A strong brand statement helps you communicate your identity clearly and confidently. This sentence becomes the anchor for your social media, highlight film, communication with coaches, and the way you carry yourself as an athlete. It should reflect your strengths, your values, and the future you are working toward.

Use the prompts below to help you craft your statement. Keep it simple and authentic—one clear sentence is all you need.

Prompts to Guide You:

- “I am an athlete who…”
- “My game is defined by…”
- “Coaches can count on me to…”
- “I am becoming the kind of player who…”

My One-Sentence Brand Statement:

This statement should guide the way you train, compete, and present yourself every day.

Use this checklist to make sure you have built a complete Athlete Brand Blueprint. Each item represents a key part of your identity and online presence. Check the boxes once you have completed each step.

Brand Identity

□ I identified my strengths

□ I defined my brand pillars

□ I created my brand statement

Social Media Foundations

□ I cleaned up my profiles

□ I updated my bio with key information

□ I understand what coaches look for

□ I know what NOT to post

Posting Strategy

□ I learned the weekly posting plan

□ I understand the purpose of each post type

□ I created a consistent posting routine

Readiness

□ I can articulate who I am as an athlete

□ I can present myself confidently online

□ I am ready to move forward in the recruiting process

You have now completed your Athlete Brand Blueprint—this is your foundation for everything ahead.



CHAPTER 02: ACADEMIC BLUEPRINT

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Academics play a major role in the recruiting process. Coaches want athletes who are responsible, disciplined, and capable of succeeding in the classroom. Your grades, study habits, and academic decisions show how well you manage your time and how seriously you take your goals. Strong academics open doors to more schools, more scholarships, and more opportunities at the next level.

This academic blueprint will help you understand what colleges look for, how to stay on track, and how to build habits that support both your education and your sport. You will learn how to plan your courses, organize your workload, communicate with teachers, and maintain eligibility. Your work in the classroom is just as important as your work on the field.

Use this chapter to build an academic strategy that reflects your goals and the future you want. The choices you make today will shape the opportunities available to you tomorrow.

Understanding the academic requirements for college athletics is essential for every student-athlete. Colleges must know that you can handle the academic workload, stay eligible, and succeed in the classroom. Your GPA, core courses, and progress each semester play a major role in whether a school can recruit you.

Most colleges look for consistent grades and strong effort, even if your GPA is not perfect. Division I and II programs follow eligibility standards that include specific core classes, minimum GPA expectations, and test scores when required. Division III schools and NAIA programs also value academics and often provide academic-based scholarships. No matter the division, good grades show maturity and responsibility.

Academics can also shape the level of support you receive once you reach college. Athletes with strong academic habits are more likely to qualify for tutoring programs, study halls, leadership opportunities, and academic scholarships. Your academic record can open doors that go far beyond athletics and create long-term options for your future.

Staying organized and aware of your requirements will help you stay on track. Your academic record tells coaches how committed you are to your future. When you understand and meet these expectations, you create more opportunities for yourself at the next level.

Strong academic habits give you a major advantage as a student-athlete. Coaches want players who can stay eligible, manage their time, and handle the demands of both school and sport. When you build consistent routines, you make it easier to succeed in the classroom and reduce stress throughout the season.

Good habits begin with organization. Keeping a planner, tracking assignments, and breaking work into smaller tasks helps you stay ahead instead of falling behind. Setting aside focused study time each day builds discipline and momentum. Even short, consistent work sessions can create major improvements in your grades.

Time management is just as important as studying. Balancing practices, games, homework, and sleep requires structure and awareness. Planning your week, communicating with teachers early, and asking for help when needed shows maturity. When you manage your time well, you reduce stress and create more space for both school and training.

Strong academic habits also help you build confidence. When you know you’re prepared, you perform better on tests, stay focused in class, and maintain eligibility with less pressure. These habits support your long-term success and show coaches that you take your future seriously—both on and off the field.

CHAPTER 02: ACADEMIC BLUEPRINT

Academic posts strengthen your recruiting story by showing maturity, discipline, and responsibility. Coaches want athletes who can succeed in the classroom, stay eligible, and manage their time well. When you share academic achievements, you highlight qualities that matter just as much as your athletic performance.

These posts do not need to be complicated. Simple moments —like studying, earning good grades, completing a project, or receiving recognition—help coaches understand your work ethic. They also show that you take school seriously and can balance both academics and athletics.

What to Post:

- Study sessions or classroom moments
- Honor roll, GPA improvements, or awards
- Test scores or projects you're proud of
- Academic clubs, tutoring, or group study

How to Film or Photograph:

- Clean, organized study setup
- Notebook, planner, or laptop open
- Natural lighting and simple backgrounds

Examples:

- "Proud of the work I'm putting in."
- "Student first, athlete always."

Post academic content once per week to show consistency and commitment.

CHAPTER 02: ACADEMIC BLUEPRINT

Use this planner to stay organized and on track with your academic goals. Write clearly and honestly. This worksheet helps you understand where you are, what you need, and how to improve throughout the school year.

My Current GPA:

My GPA Goal for This Semester:

Classes I Am Taking This Year:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

Classes I Need to Focus on Most:

Weekly Study Plan (Days & Times):

Academic Support I Can Use (Tutoring, teachers, study hall):

Use this page to guide your habits and check your progress each week.

Use this checklist to stay consistent with your academic goals. Check each item weekly or monthly to make sure you are building the habits that support success in the classroom and the recruiting process.

Organization

□ I keep an updated planner or calendar

□ I track assignments and due dates

□ I review my schedule at the start of each week

Study Habits

□ I set aside focused study time each day

□ I break large tasks into smaller steps

□ I avoid distractions during study time

Communication

□ I ask teachers for help when needed

□ I turn in assignments on time

□ I notify teachers early about game travel

Grades & Progress

□ I check my grades weekly

□ I know my current GPA and my goal

□ I improve or maintain my progress each quarter

Support & Resources

□ I use tutoring, study hall, or extra help

□ I take responsibility for my academic habits

□ I stay eligible by meeting school and athletic requirements

Staying accountable helps you build confidence, consistency, and long-term success.

CHAPTER 02: ACADEMIC BLUEPRINT

Your academic interests play an important role in finding the right college fit. Coaches want athletes who have goals beyond sports and a clear understanding of what they want to study. Use this worksheet to explore possible majors, career paths, and the type of academic environment that fits you best.

Majors or Fields I'm Interested In:

1.
2.
3.
4.

Why These Subjects Interest Me:

My Academic Strengths:

Careers or Future Paths I'm Considering:

What I Want Academically From a College:

- __ Strong academic support programs
- __ A specific major or department
- __ Smaller class sizes
- __ A competitive academic environment
- __ Other: _____

Questions to Ask Coaches or Advisors:

- Does this school offer my major?
- What academic support is available for athletes?
- How do athletes balance classes and travel?

Use this page to guide both your college search and your recruiting conversations.

Use this template to compare colleges and determine which schools align best with your academic goals, athletic goals, and personal preferences. Researching your options early helps you stay organized and make confident decisions throughout the recruiting process.

College Name:

Location (City & State):

Academic Programs I’m Interested In:

Athletic Program Notes:

- Division: _____
- Conference: _____
- Team culture or style: _____

Admissions Requirements:

- GPA needed: _____
- Test scores required: _____

Academic Support for Athletes:

Campus Environment:

- __ Large school
- __ Medium school
- __ Small school
- __ Rural
- __ Suburban
- __ Urban

Why This School Interests Me:

Use this worksheet to set clear goals for the semester in every area of your life as a student-athlete. Writing your goals down helps you stay focused, build consistency, and track your progress. Choose goals that matter to you and reflect the future you want to create.

Academic Goals:

1.
2.
3.

Athletic Goals:

1.
2.
3.

Personal & Character Goals:

1.
2.
3.

Lifestyle & Health Goals (Sleep, nutrition, recovery):

1.
2.
3.

How I Will Track My Progress:

Review these goals each week to stay accountable and consistent.



CHAPTER 03: COMMUNITY IMPACT BLUEPRINT

CHAPTER 03: COMMUNITY IMPACT BLUEPRINT

Your impact off the field is one of the strongest ways to stand out in the recruiting process. Coaches want athletes who are leaders, role models, and positive influences in their school and community. Community involvement shows maturity, responsibility, initiative, and the ability to work well with others—qualities that translate directly into the locker room.

Being involved does not require big events or major commitments. Small, consistent actions can have just as much influence. Helping younger athletes, volunteering at school events, supporting local programs, or stepping up when someone needs help all reveal who you are when no one is watching. Coaches pay close attention to these habits because they reflect the type of teammate, leader, and student you will be on their campus.

Community impact also helps you grow personally. When you give your time, build relationships, and contribute to something bigger than yourself, you gain confidence, communication skills, and a stronger sense of purpose. These experiences not only look great on a recruiting profile—they shape you into the kind of athlete who succeeds in college and beyond.

This chapter will help you identify your strengths, discover meaningful ways to serve, and build a clear picture of the positive impact you make. Your character matters, and the way you show up in your community can open doors both in sports and in life.

Coaches are not just recruiting athletes—they are recruiting future leaders for their program. They want players who will represent their school well, contribute to the team culture, and enhance the environment on and off the field. Your community involvement gives coaches a window into your character and the type of person they are investing in.

When coaches review your profile, they look for signs of maturity, responsibility, and initiative. Community engagement shows that you care about more than your own success. It demonstrates that you are dependable, humble enough to serve others, and willing to put in effort without expecting anything in return. These qualities translate directly to the commitment and accountability required at the college level.

Your involvement also signals how you will handle pressure and expectations. Athletes who consistently show up in their community usually show up the same way in the classroom and weight room. Coaches want players they can trust—students who will represent the program with integrity, show respect to staff, and contribute positively to campus life.

Strong community habits also set you apart from other recruits. Many athletes have talent; fewer have leadership, compassion, and a pattern of giving back. When coaches see those traits, you become a recruit they want in their locker room, not just on their roster.

CHAPTER 03: COMMUNITY IMPACT BLUEPRINT

Community impact can be small, everyday actions or bigger, planned projects. Coaches notice athletes who consistently serve others and lead in their school and community.

Weekly Impact Ideas:

- Help younger athletes at practice or open gyms
- Support school events or game-day setup
- Be a positive role model in class and on campus
- Attend other sports teams' games

Monthly Impact Ideas:

- Volunteer at a local charity, church, or community event
- Mentor a younger athlete
- Assist your athletic department with projects or organization
- Participate in school leadership or service clubs

Quarterly (Bigger) Impact Ideas:

- Run a donation drive (food, coats, school supplies, sports gear)
- Lead a youth skills clinic or training day
- Organize a team service project or community clean-up

Consistent service—big or small—shows coaches your character, leadership, and the kind of teammate you'll be at the next level.

CHAPTER 03: COMMUNITY IMPACT BLUEPRINT

Community involvement is one of the strongest ways to show coaches your character. Posting about your impact doesn't mean bragging—it means giving coaches a clear picture of how you lead, serve, and contribute to the people around you.

Your goal is to share simple, genuine moments that reflect responsibility, maturity, and gratitude. Community posts should feel real, honest, and positive. These posts help coaches see who you are off the field and how you represent your school, your family, and your future team.

What to Post:

- Volunteering clips or photos (helping at events, clinics, service projects)
- Mentoring younger athletes
- Supporting school activities or other sports
- Team service days or fundraisers
- Small moments of leadership—encouraging others, helping someone out, showing sportsmanship

How to Film or Photograph:

- Use short 3–10 second clips or one clear photo
- Capture action instead of posed shots whenever possible
- Keep it simple—no need for fancy editing
- Tag your school or community organization if appropriate

Community content should be posted at least once per month, or anytime you participate in a meaningful activity. These posts show coaches the type of person you are—not just the athlete.

CHAPTER 03: COMMUNITY IMPACT BLUEPRINT

Use this worksheet to identify the ways you already make an impact—and the opportunities you want to create. Your goal is to build a clear picture of how you serve, lead, and show character in your school and community.

1. Weekly Impact (Small Actions You Can Take Often)
What are 3 simple ways you can serve or help others each week?

- _____
- _____
- _____

2. Monthly Impact (Bigger Commitments or Volunteer Activities)
List 2–3 activities you can participate in or support each month:

- _____
- _____
- _____

3. Quarterly Impact (Larger Projects or Leadership Opportunities)
Choose 1–2 bigger projects you want to plan or be part of this season:

- _____
- _____

4. Strengths You Bring to Your Community
What skills, personality traits, or values help you make a positive impact?

- _____
- _____

5. Evidence of Character
Write down a moment when you showed leadership, responsibility, or maturity.
• _____

6. Posting Opportunities
Which recent activities could you share on social media to show your impact?
• _____
• _____

Your community involvement tells coaches the kind of teammate and leader you'll be. Use this worksheet to stay intentional and track how you show up for others.

Use this page to reflect on the impact you're making and how you want to grow as a leader. Honest reflection helps you understand your strengths and set goals that matter.

1. What Does "Impact" Mean to You?
Describe what serving your school or community looks like:
• _____

2. Where Do You Naturally Lead?
Identify moments where you step up without being asked:
• _____

3. Who Looks Up to You?
List younger athletes, classmates, siblings, or peers?
• _____

4. Opportunities You Want to Say Yes To
What activities, teams, or events do you want to be more involved in?
• _____

5. Habits That Show Your Character Daily
List behaviors that reflect maturity and leadership (on and off the field):
• _____

6. Your Next Step in Making an Impact
Choose ONE action you can take this week to serve
• _____

Your impact grows when you stay intentional, consistent, and willing to lead in small and big ways.

Use this log to track your community involvement throughout the year. Write down your activities each month to stay consistent, reflect on your impact, and build a record you can share with coaches if needed.

January — Activity & Hours:

February — Activity & Hours:

March — Activity & Hours:

April — Activity & Hours:

May — Activity & Hours:

June — Activity & Hours:

July — Activity & Hours:

July — Activity & Hours:

August — Activity & Hours:

September — Activity & Hours:

October — Activity & Hours:

November — Activity & Hours:

December — Activity & Hours:

Keeping track of your impact shows consistency, leadership, and commitment—qualities coaches value highly in the recruiting process.

CHAPTER 03: COMMUNITY IMPACT BLUEPRINT

Use this page to summarize the impact you make in your school, team, and community. Your involvement shows coaches the kind of leader, teammate, and person you are becoming. Write clearly and honestly—these statements reflect your character and the influence you want to have on others.

My Strengths as a Community Leader:

• _____

How I Make an Impact Each Week:

• _____

My Bigger Goals for Serving My Community:

• _____

The Kind of Teammate I Want to Be:

• _____

How I Want Coaches to See My Character:

• _____

My Commitment:
I will show leadership, integrity, and service on and off the field.

Your community impact is a powerful part of your story. These habits will follow you into college, your team culture, and the life you build beyond sports.



CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Mental resilience is one of the strongest predictors of long-term success in sports. Coaches want athletes who can stay focused under pressure, bounce back from mistakes, and compete with confidence when the moment matters. Your mindset influences how you train, how you perform, and how you respond to adversity. Developing mental resilience helps you handle challenges, stay grounded, and grow through every experience—good or bad.

Mental strength is not something you are born with. It is a skill you build through habits, self-awareness, and intentional practice. Learning how to manage your emotions, quiet distractions, and reset quickly gives you an edge on and off the field. Resilient athletes communicate openly with coaches, respond well to feedback, and lead with calm, steady energy even in difficult situations.

Every athlete faces pressure—big games, high expectations, tough opponents, and moments where fear or doubt creep in. What sets elite competitors apart is not that they never feel pressure, but that they know how to handle it. Mental resilience allows you to stay composed, trust your preparation, and compete with clarity instead of getting overwhelmed by the moment.

This chapter will teach you how to build confidence, manage stress, overcome setbacks, and create the mindset needed to perform at your highest level. Your mental resilience is part of your brand, your leadership, and the future you are building as an athlete. When you strengthen your mind, everything else in your game elevates with it.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Mental resilience is your ability to stay steady, focused, and confident no matter what is happening around you. It is the skill that helps you respond—not react—when things get hard. In sports, resilience shows up in the small moments just as much as the big ones.

Coaches pay close attention to how you handle mistakes, pressure, and setbacks. They want athletes who don't shut down after an error, who stay locked in during tough games, and who bring positive energy even when things aren't going their way. Mental resilience isn't about being perfect—it's about staying composed and moving forward.

Resilient athletes understand that challenges are part of the process. They don't avoid discomfort; they grow through it. This looks like pushing through tough practices, staying consistent on days you don't feel motivated, and keeping your focus when distractions try to pull you off track.

When you develop mental resilience, you become more coachable, more confident, and more reliable. You think clearly under pressure, communicate better with your teammates, and trust your preparation. The athletes who learn to master their mindset gain an advantage that carries into every part of their game—and their life.

Use this worksheet to understand how you respond to pressure and challenges. Your goal is to get honest about what helps you and what holds you back.

1. My Mental Strengths

- _____
- _____
- _____

2. Areas I Struggle Mentally

- _____
- _____
- _____

3. How I Handle Pressure

- _____

4. How I Respond to Mistakes

- _____
- _____

5. What Helps Me Reset

- _____
- _____

6. The Athlete I Want to Become Mentally

- _____
- _____

Knowing your strengths and weak points is the first step toward building real mental resilience.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Confidence is not something you either have or don't have—it is something you build through actions, habits, and repetition. True confidence comes from preparation, consistency, and trusting the work you've put in. Coaches want athletes who compete with belief, stay composed, and bounce back quickly when things go wrong.

Confidence grows when you focus on what you can control. Your effort, attitude, body language, communication, and preparation are always within your control. When you show up with discipline every day, your confidence becomes steady instead of shaky or dependent on a single performance.

Confident athletes also understand that mistakes are part of the game. They don't let one bad play define the rest of their performance. Instead of panicking or shutting down, they reset quickly and stay locked in. This ability to respond—not react—sets elite competitors apart.

Building unshakeable confidence requires daily habits: positive self-talk, good preparation, reviewing film, practicing your skills, visualizing success, and surrounding yourself with people who push you to grow. The more you train your mind, the more your confidence will show up naturally in high-pressure moments.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Every athlete feels pressure. Big moments, high expectations, loud crowds, and the fear of making a mistake can create anxiety—even for the best players. What separates great athletes is not the absence of pressure, but the ability to manage it and compete with clarity.

Pressure becomes a problem when your mind speeds up. Your thoughts jump ahead, you imagine the worst outcomes, or you worry about who's watching. The goal is to bring your focus back to the present moment—your breath, your assignment, your next action. When you slow your mind down, your game speeds up.

Performance anxiety often comes from trying to be perfect. But perfection isn't the standard—execution is. Coaches don't expect flawless plays; they expect effort, discipline, and the ability to stay mentally steady when things get challenging.

You can manage pressure with simple tools: controlled breathing, positive self-talk, visualization, and pre-performance routines. These habits teach your body to calm down and your mind to stay centered. When you learn to handle pressure, you turn big moments into opportunities instead of obstacles.

The more often you face pressure, the easier it becomes to handle. Big moments stop feeling scary and start feeling familiar. Pressure becomes something you are prepared for—not something you avoid.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Every athlete makes mistakes. What matters is how fast you recover. Coaches watch this closely—your bounce-back response shows more about your character than the mistake itself. Great athletes learn to reset instantly, not replay the error over and over in their minds.

Mistakes become destructive when you carry them into the next play. If your body language drops, your focus slips, or you start overthinking, the mistake grows instead of disappearing. A quick reset stops this cycle. Take a breath, release the moment, and shift your focus to the next action you can control.

Elite competitors use simple systems to bounce back: a word they repeat (“next,” “reset,” “breathe”), a physical cue (tapping their chest, clapping their hands), or a mental reminder that one play doesn’t define them. These routines train your brain to move forward instead of getting stuck.

How you respond when you’re taken out of the game matters just as much. Coaches pay close attention to your attitude on the bench—your body language, your willingness to cheer for your team, and your ability to regroup without frustration. Athletes who stay locked in, stay coachable, and support their teammates show maturity and resilience that recruiters admire.

The faster you can reset—on the field or on the bench—the more consistent you become. Mistakes lose their power, confidence stays steady, and you keep your head in the game. A strong bounce-back strategy doesn’t just improve your performance—it proves you’re ready for the next level.

Your emotions and body language tell coaches everything they need to know about your mindset. Even when you don't say a word, you are communicating—confidence, frustration, leadership, or doubt. Athletes with strong emotional control stay steady, composed, and focused no matter what the game throws at them.

Coaches watch how you react to bad calls, mistakes, getting subbed out, or facing tough competition. If you slump your shoulders, roll your eyes, argue, or shut down, it sends a message that you're not in control of your emotions. But when you keep your posture strong, breathe, and stay locked in, it shows maturity and resilience.

Positive body language also lifts your team. When you clap for a teammate, communicate clearly, or bring energy to the sidelines, you raise the standard for everyone around you. Leaders aren't loud—they're consistent. Your ability to stay composed becomes an anchor for your team in high-pressure moments.

Emotional control doesn't mean you stop caring or hide your passion. It means you direct your energy toward the next play instead of wasting it on frustration. When coaches see an athlete who can stay calm, communicate well, and carry themselves with confidence, they see someone ready for the next level.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

A strong mental reset is one of the most important tools an athlete can develop. When you feel overwhelmed, frustrated, or unfocused, a reset brings your mind back to the present moment so you can perform with clarity. The best athletes don't avoid pressure—they have tools to calm their mind and regain control.

Breathing Control:
A slow, steady breath signals your body to relax. Try a simple reset: breathe in for four seconds, hold for two, exhale for six. This slows your heart rate, clears your mind, and helps you settle back into the game. One controlled breath can completely shift your energy.

Pre-Performance Routines:
Routines give your mind something familiar to return to when the moment feels intense. It can be as simple as tapping your chest, adjusting your gloves, repeating a phrase, or visualizing your assignment. A routine tells your brain, "I'm ready. I'm in control."

Positive Self-Talk:
Your thoughts can either build confidence or destroy it. Replace negative thoughts ("Don't mess up," "I'm not playing well") with productive ones ("Next play," "I've done this a hundred times," "Stay locked in"). What you say to yourself directly impacts how you perform.

Reset tools don't erase pressure—they help you handle it. The more you practice these skills, the faster you recover from mistakes and the more consistent you become in every situation.

Use this worksheet to identify what throws off your focus and the tools that help you reset quickly.

1. What Knocks Me Off My Focus:

- _____
- _____

2. How My Body Reacts Under Stress:

- _____
- _____

3. My Breathing Reset:

- _____

4. My Physical Reset Cue:

- _____

5. My Positive Self-Talk Phrase:

- _____

6. My Quick Pre-Performance Routine:

- _____

7. What a Successful Reset Looks Like:

- _____

A strong reset strategy keeps you steady, confident, and ready for the next play.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Mental resilience shows coaches who you are beyond stats and highlights. These posts demonstrate maturity, growth, leadership, and the mindset you bring to your sport. Your goal is to share authentic moments that show your work ethic and how you handle challenges.

What to Post:

- Short clips or photos of pre-game routines or reset tools
- Training moments where you worked through difficulty
- A caption about a lesson you learned from a tough game
- Recovery days, mindset work, or visualization sessions
- Encouraging teammates or showing strong body language

How to Film or Photograph:

- Use short, simple clips—no need for heavy editing
- Capture real moments, not staged or dramatic ones
- Include a short caption explaining what you learned or focused on
- Use angles that show effort, focus, or emotional control

Goal:
Post something mindset-related at least once every 1–2 weeks. Coaches value athletes who show growth, stability, and the ability to stay locked in mentally.

Sharing your mindset gives recruiters a deeper look at your character—and that's a major competitive advantage.

CHAPTER 04: MENTAL RESILIENCE BLUEPRINT

Use this worksheet to plan simple, meaningful posts that show coaches your mental resilience. Keep each idea honest, short, and focused on growth.

1. What Mindset Moment Do I Want to Share?
(Training, bounce-back moment, routine, lesson learned)

- _____
- _____

2. What Did I Learn From This Moment?

- _____
- _____

3. How Can I Show This in a Photo or Short Clip?

- _____

4. What Caption Will Explain the Lesson Clearly?

- _____
- _____

5. What Mindset Skill Does This Post Highlight?
(Confidence, discipline, reset, leadership, focus)

- _____

6. When Will I Post It?

- _____

Your mindset posts don’t need to be perfect—just real. Coaches want to see growth, resilience, and how you handle the moments that shape you.



CHAPTER 05: NUTRITION & RECOVERY BLUEPRINT

CHAPTER 05: NUTRITION & RECOVERY BLUEPRINT

Your body is your engine, and what you put into it determines how hard you can train, how fast you can recover, and how well you perform. Most high school athletes don't realize how much their nutrition is either helping them dominate—or holding them back. You can train for hours, lift heavy, and run sprints, but if your fuel is low-quality, your performance will always fall short of what you're capable of.

When you rely on fast food, soda, or skipping meals, your body struggles to build muscle, maintain energy, and repair after workouts. Eating McDonald's three times a week won't ruin your dreams—but it will slow down your progress, drain your energy, and keep you from reaching your true potential. The strongest athletes are the ones who treat nutrition like a weapon, not an afterthought.

Great nutrition isn't about perfection or eating like a pro bodybuilder. It's about making smart, simple choices that support your goals—choices you can actually stick to as a busy student-athlete. You'll learn when to eat, what to eat, and how to fuel yourself so you feel strong in workouts, confident on game day, and recovered the next morning.

This chapter will give you a crash course in everything you need to know: protein timing, pre- and post-training meals, hydration, simple snacks you can make at home, and easy habits that make a huge difference. When you master your nutrition, you don't just improve your body—you unlock a level of performance most athletes never reach.

CHAPTER 05: NUTRITION & RECOVERY BLUEPRINT

Your performance is only as strong as your fuel. Nutrition impacts every part of your game—your strength, speed, endurance, focus, recovery, and even your confidence. You cannot out-train a poor diet. If your body doesn't get what it needs, you'll feel it in every practice, every workout, and every game.

When you eat high-quality food, your body has the energy to push harder, train longer, and recover faster. Muscles rebuild stronger, your mind stays sharp, and you feel steady instead of drained. But when your nutrition is off—skipped meals, fast food, sugary drinks—your body runs like a car with cheap gas… it works, but not at its best.

Most teens don't realize how much food affects:

- Explosiveness — your ability to jump, sprint, and accelerate
- Endurance — how long you can push before you feel tired
- Strength — your muscle growth and power output
- Focus — staying locked in during games and training
- Recovery — how sore or exhausted you feel the next day

You might be training like a champion, but if your nutrition is low-quality, your progress will always be slower than it should be. The athletes who take nutrition seriously gain an advantage that compounds over time—they build better habits, stronger bodies, and more consistent performances.

When you understand how food affects your body, you stop eating just to eat… and start fueling to win.

Your body runs on three major nutrients—protein, carbohydrates, and healthy fats. When you understand how they work, you can fuel yourself like an athlete instead of relying on whatever's convenient. The goal isn't perfection—it's choosing fuel that helps you perform your best.

Protein: The Builder
Protein repairs and builds muscle. When you're low on protein, you recover slower and stay sore longer.
Better choices: chicken, eggs, yogurt, turkey, tuna
Fast-food example: a burger has protein, but the processed oils make you feel heavy, not strong.

Carbohydrates: The Energy Source
Carbs power your speed, strength, and endurance. They refill your muscles so you can push the whole session.
Better choices: rice, pasta, potatoes, oatmeal, fruit
Fast-food example: fries or sugary snacks spike energy fast, then crash hard.

Healthy Fats: Long-Lasting Fuel
Healthy fats support hormones, joints, and steady energy.
Better choices: avocado, nuts, peanut butter, olive oil
Fast-food example: greasy fried foods drain energy because they're harder to digest.

Small daily choices add up. Better fuel = better performance, better recovery, and a stronger body.

Building a “performance plate” means putting together meals that give you steady energy, strong muscles, and fast recovery. You don’t need fancy recipes—just the right balance of the foods you already have at home. When your plate has the right mix of protein, carbs, and healthy fats, your body performs noticeably better.

1. Start With Protein (¼ of your plate)
This is what builds muscle and repairs your body after training.
Examples: chicken, eggs, turkey, beef, tuna, Greek yogurt
If you choose something like fast food instead, you’ll get protein, but also oils and fillers that slow you down.

2. Add Energy Carbs (½ of your plate)
Carbs power your workouts and games. They keep you from running out of energy halfway through practice.
Examples: rice, pasta, potatoes, bread, fruit, oatmeal
Fast-food carbs (fries, pastries, sugary snacks) burn fast and crash fast.

3. Add Healthy Fats (1–2 tablespoons)
They support hormones, joints, and long-lasting energy.
Examples: avocado, nuts, peanut butter, olive oil, seeds

4. Add Color (fruits or vegetables)
These help your body recover, fight inflammation, and stay healthy through long seasons.
Examples: berries, bananas, carrots, spinach, apples

A performance plate isn’t about eating “perfectly”—it’s about giving your body the fuel it needs to train hard, think clearly, recover well, and compete at your best.

🥗 PERFORMANCE PLATE 🥗

- ½ plate = Carbs
  (rice, pasta, potatoes, fruit)

- ¼ plate = Protein
  (chicken, eggs, turkey, yogurt)

- ¼ plate = Color
  (fruits & vegetables)

- Add Healthy Fats
  (avocado, nuts, peanut butter, olive oil)

Use this checklist to build simple meals that fuel your performance.

✓ 1. PROTEIN (Choose 1)
Chicken • Eggs • Turkey • Beef • Yogurt • Tuna

✓ 2. ENERGY CARBS (Choose 1–2)
Rice • Pasta • Potatoes • Oatmeal • Bread/Tortilla • Fruit

✓ 3. COLOR (Choose 1)
Any fruit • Any vegetable

✓ 4. HEALTHY FATS (Choose 1)
Avocado • Nuts • Peanut butter • Olive oil

YOUR PLATE IS READY WHEN:
✓ Protein
✓ Carbs
✓ Color
✓ Healthy fat

Better fuel = better performance, better recovery, and a stronger body.

When you eat matters. The right timing gives you steady energy, sharper focus, and faster recovery.

1. 2–3 Hours Before Training/Game
Eat a balanced meal with carbs + protein.
Examples: chicken & rice, pasta & meat sauce, eggs & potatoes.

2. 45–60 Minutes Before Training
Choose quick carbs that digest easily.
Examples: banana, granola bar, toast with honey.
Avoid heavy fast food here—it slows you down.

3. Right After Training (0–30 Minutes)
Get protein + carbs quickly to start recovery.
Examples: chocolate milk, protein shake + fruit, yogurt + granola.

4. 1–2 Hours After Training
Eat a full meal to finish rebuilding your muscles.
Examples: chicken & pasta, beef & potatoes, rice bowls.

5. Hydration All Day
Drink half your bodyweight in ounces daily
(Example: 160 lbs = 80 oz)
PLUS 16–24 ounces per hour of practice or games.
Soda and energy drinks don't count.

Fueling at the right times gives you more energy, cleaner focus, and faster recovery—advantages coaches notice.

Hydration is one of the easiest ways to improve your performance. Even slight dehydration can make you slower, weaker, and more tired during training or games.

Daily Goal:
Drink half your bodyweight in ounces of water each day.
(Example: 160 lbs = 80 oz)

Training Goal:
Add 16–24 oz for each hour of practice or games.

What Helps Hydrate You:
Water • Electrolyte drinks • Coconut water

What Doesn't Count:
Soda • Energy drinks • Sugary drinks

Simple Hydration Habits:
• Carry a water bottle
• Drink between classes
• Sip before you feel thirsty
• Add electrolytes on long, hot, or intense training days

Staying hydrated keeps your energy steady, improves focus, reduces cramps, and helps you recover faster—small habit, big advantage.

What you eat before training directly affects your energy, speed, and focus. The goal of pre-workout fuel is simple: give your body clean, easy energy that lasts.

2–3 Hours Before Training
Eat a balanced meal with carbs + protein.
Examples:
• Chicken & rice
• Pasta & meat sauce
• Eggs & potatoes
• Turkey sandwich + fruit

45–60 Minutes Before Training
Choose quick carbs that are easy to digest.
Examples:
• Banana
• Granola bar
• Toast with honey
• Small bowl of oatmeal

What to Avoid Before Training
These slow digestion and drain your energy:
• Fast food
• Greasy foods
• Heavy meals
• Soda or energy drinks

Why This Matters
Good fuel = power, speed, endurance, and focus.
Poor fuel = sluggishness, stomach cramps, early fatigue.

Eating the right foods before training sets you up to perform at your highest level.

CHAPTER 05: NUTRITION & RECOVERY BLUEPRINT

What you eat after training is just as important as the training itself. Your body needs protein to repair muscles and carbs to refill energy. Fueling quickly helps you recover faster and get stronger.

Within 0–30 Minutes After Training

Quick, simple recovery foods:

- Chocolate milk
- Protein shake + fruit
- Greek yogurt + granola
- Peanut butter toast + banana

1–2 Hours After Training

Eat a full meal with protein + carbs.

Examples: chicken & pasta, beef & potatoes, rice bowls, eggs & toast.

Why It Matters

- Reduces soreness
- Speeds muscle repair
- Improves performance
- Prepares you for the next day

What Slows Recovery

Skipping meals • Sugary drinks • Fast food • Low protein

Recovery isn't optional—it's how your body gets stronger.

Smart snacks give you steady energy between meals and help you recover faster. These options are simple, quick, and easy to make with everyday ingredients.

Quick Carb Snacks (Energy Boost)

- Banana
- Apple slices
- Granola bar
- Toast with honey
- Pretzels or crackers

Protein Snacks (Muscle Repair)

- Greek yogurt
- String cheese
- Peanut butter on fruit or crackers
- Tuna packet
- Hard-boiled eggs

Balanced Snacks (Best for Training Days)

- Yogurt + granola
- PB&J sandwich
- Fruit + cheese stick
- Trail mix
- Smoothie with fruit + yogurt or protein

Before Training: choose carbs that digest fast.
After Training: choose protein + carbs to recover.

Small, smart choices throughout the day make a big difference in how you feel and perform.

Use this worksheet to get clear on how you fuel your body and what changes will help you perform better. Be honest—this page is for you.

1. My Current Eating Habits (Typical Day):
Breakfast: _____
Lunch: _____
Dinner: _____
Snacks: _____

2. Where I Feel Low on Energy or Performance:
• _____

3. My Pre-Workout Fuel Options (Pick 2–3 I Can Use):
• _____
• _____

4. My Post-Workout Recovery Options:
• _____
• _____

5. Easy Snacks I Can Make at Home:
• _____
• _____

6. Hydration Goal (Half my bodyweight in ounces):
I weigh _____ lbs → My goal is _____ oz per day.

7. One Nutrition Change I Will Start This Week:
• _____

Better nutrition = better training, better recovery, and a stronger athlete.

Sleep is one of the most powerful recovery tools you have. Teen athletes who sleep well build more muscle, recover faster, and perform better. Even one night of poor sleep affects speed, reaction time, strength, and focus.

How Much Sleep Do Teen Athletes Need?

Sports research recommends 8–10 hours per night.
Your body repairs, rebuilds, and grows while you sleep—this is where real progress happens.

Why Sleep Matters:

- Faster recovery
- Better strength gains
- Sharper focus and reaction time
- Better mood and emotional control
- Lower injury risk

Better Sleep Habits:

- Reduce screen time 30–60 minutes before bed
- Keep your room cool and dark
- Avoid heavy meals and sugary drinks at night
- Create a simple routine (shower, stretching, reading)

Signs You Need More Sleep:

- Feeling slow or foggy at practice
- Trouble focusing in class
- Irritability
- Needing caffeine to stay awake
- Not recovering between sessions

Great sleep isn’t optional for athletes—it’s part of training and a major competitive advantage.

Use this worksheet to understand your sleep habits and build a routine that helps you recover like an athlete.

1. My Average Sleep Each Night:
• _____ hours

2. My Sleep Goal (8–10 hours):
• _____ hours

3. What Keeps Me From Sleeping Enough:
• _____
• _____

4. My Night Routine (What I Do Before Bed):
• _____
• _____

5. Screen Time Habits:
I usually stop using my phone at: _____
My goal time to stop is: _____

6. One Change I Will Make This Week:
• _____

Better sleep = better performance.

CHAPTER 05: NUTRITION & RECOVERY BLUEPRINT

Nutrition and recovery posts show coaches you're serious about taking care of your body. These posts highlight discipline, consistency, and maturity—qualities recruiters pay attention to. Share simple, real moments that reflect your commitment to fueling and recovering like an athlete.

What to Post:

- A quick photo or video of a pre-workout meal
- Your post-training recovery snack
- Hydration habits (water bottle, electrolytes, etc.)
- Stretching, foam rolling, or rest-day routines
- A simple caption about what you're learning

How to Film or Photograph:

- Keep clips short and natural—no over-editing
- Use good lighting and clear angles
- Show real food, real workouts, real routines
- Add a short caption explaining the purpose ("Fuel for legs day," "Post-practice recovery," etc.)

Goal:
Share nutrition or recovery content 1–2 times per week. Consistency shows coaches you understand that fueling and recovery are part of being a complete athlete.

Taking care of your body is a competitive advantage—one that separates serious athletes from everyone else.

Use this planner to map out your weekly nutrition and recovery posts. Keep it simple, stay consistent, and show coaches you take care of your body like a serious athlete.

WEEK OF: _____

Nutrition Post (Meal or Snack):

What I'll share: _____

Photo/Video idea: _____

Hydration Post:

What I'll share: _____

Photo/Video idea: _____

Recovery Routine Post:

What I'll share: _____

Stretching / rest day / foam rolling: _____

Extra Option (If Needed):

- Grocery haul
- Meal prep
- Pre-game fuel
- Post-game recovery

My optional 4th post: _____

Notes / Ideas for Next Week:

Consistency > perfection. Small daily habits make big athletic gains.



CHAPTER 06: PARENT PARTNERSHIP BLUEPRINT

CHAPTER 06: PARENT PARTICIPATION BLUEPRINT

Both the athlete and parent should complete this chapter.

Becoming a college athlete takes more than talent—it takes a healthy partnership.
For athletes, parents can be a huge support but also a source of pressure, even unintentionally.
For parents, supporting a teen athlete is emotional. You want the best for them, but your reactions carry more weight than you realize.
This chapter helps both of you understand each other and work as a team.

For Athletes
Your needs matter. How your parents talk to you—especially after tough games—affects confidence and performance. This chapter helps you identify what support actually helps you and how to communicate that clearly.

For Parents
Sports psychology shows that post-game critiques, even well-meant ones, can increase anxiety and reduce confidence.
Your athlete often needs space first, support second, feedback last. This chapter offers tools to encourage without adding pressure.

Why This Matters

A healthy athlete-parent partnership builds better communication, stronger resilience, lower stress, healthier motivation, and a smoother recruiting journey.

You’re a team—and this chapter will show you how to grow together.

CHAPTER 06: PARENT PARTICIPATION BLUEPRINT

Every athlete needs support, but not every athlete needs the same kind of support. Some athletes want encouragement before a game. Some want space. Some want help breaking down mistakes later. Others just need a hug and to move on. Understanding your support style is the first step to building a healthier parent–athlete relationship.

For Athletes: What Support Helps You Most?

Think about how you feel before games, after games, and during tough weeks.
Ask yourself:

- Do I want encouragement or quiet before a game?
- After a tough performance, do I need space or someone to talk to?
- What builds my confidence?
- What makes me feel pressured or overwhelmed?

You're not "difficult" for having needs. Learning your support style helps you become a stronger communicator and a better teammate at home and on the field.

For Parents: Why Knowing Their Support Style Matters

Your athlete's support needs may not match how you naturally show support. That's normal.
Sports psychology shows that athletes perform better when they feel understood, not corrected. When you know what helps them feel calm, confident, and grounded, you can show up in ways that strengthen trust instead of adding pressure.

Your job isn't to fix every mistake. It's to be the safest place for them to land.

Sports psychologists call the car ride home the most emotionally charged moment in youth sports.
Adrenaline is still high. Emotions are raw. Both athlete and parent are replaying the game, but in completely different ways.

Research shows that post-game critiques, even well-intended ones, raise stress, lower confidence, and make athletes dread the ride home. What helps most is not analysis — but emotional safety.

For Parents: What Your Athlete Needs After a Game

Right after competition, teens experience a spike in nervous-system activity. Their brain is still in “performance mode,” so even gentle feedback can feel like pressure.

Most athletes need:

- Space first — time to decompress
- Support second — “I’m proud of you,” “I love watching you play”
- Feedback last — and only when they ask

Your calm presence helps them settle and return to center.

For Athletes: How to Help Your Parents Support You

Your parents want to help — they just don't always know how. It's okay to tell them what support looks like for you. Clear communication prevents misunderstandings and lowers pressure.

Try saying:

- "I need a few minutes to cool off before we talk about the game."
- "Can we talk later tonight when I've processed it?"
- "Encouragement helps me most right after the game."

This teaches you how to advocate for yourself — a key leadership skill recruiters notice.

The Goal

Make the ride home a safe place, not a stressful one. When parents offer space and athletes communicate needs, confidence grows, stress drops, and performance improves. This partnership strengthens both your mental resilience and your recruiting journey.

How Your Words Shape Your Athlete

This page helps you reflect gently and honestly — without guilt. Every parent says things they later realize could feel stressful or discouraging. This is a chance to strengthen your connection and support your athlete in the way they need most.

1. Think Back to the Car Ride Home

What have I said after games that may have added pressure, even though I meant well?

(Examples: “You should have…,” “Why didn’t you…,” “Next time try…,” “We need you to play better.”)

-
-
-
-
-

2. What Was I Trying to Communicate?

(Encouragement? Pride? Confusion? Wanting them to succeed?)

-
-
-
-

3. How Might My Athlete Have Interpreted It?

(Pressure? Disappointment? Feeling not good enough?)

-
-
-
-

4. How Can I Better Support Them Emotionally After Games?

(Examples: giving space first, asking “What do you need right now?”, leading with pride and love.)

-
-
-

5. What Supportive Phrases Can I Commit to Using?

(Examples: “I love watching you play,” “I’m proud of you,” “Let me know when you want to talk about it.”)

-
-
-
-

How to Advocate for the Support You Need

This page helps you understand what actually helps you perform, relax, and feel supported — and how to communicate that clearly.

1. What Comments After a Game Make Me Feel Stressed or Pressured?

(Examples: questions about mistakes, comparing you to teammates, talking about playing time.)

-
-
-
-

2. What Do I Wish My Parents Knew About How I Feel After Games?

-
-
-
-

3. What Helps Me the Most Right Away After a Game?

(Check all that apply)

- □ Space / quiet time
- □ Encouragement
- □ Physical comfort (a hug, fist bump)
- □ Talking later when I’m calm
- □ No talk about performance until I bring it up

4. What Supportive Phrases Would I Love to Hear?

(Examples: “I’m proud of you,” “I love watching you play,” “Let’s grab food — we’ll talk later.”)

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-
-

5. What Do I Want to Ask My Parents For?

(Explain what helps you be confident, calm, and focused.)

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-
-
-

Our Communication Plan

Use this page together. Talk through your answers, listen to each other, and create a plan that supports both the athlete's goals and the parent's heart.

1. What We Each Need After a Game

Athlete Needs:

-
-

Parent Wants to Do:

-
-

2. Our Agreed-Upon Ride-Home Plan

(Check what you BOTH agree on)

- □ Space first (no immediate game breakdown)
- □ Encouragement only
- □ Talk later that night
- □ Wait 24 hours before discussing performance
- □ Athlete decides when to talk about the game

3. Supportive Phrases We're Choosing Together
(write 3–5 family phrases)

-
-
-

4. How We'll Handle Tough Moments
(Bench time, bad games, frustration, conflict with teammates or coaches)
Athlete will: _____
Parent will: _____

5. Our Commitment

We agree to communicate with respect, support, patience, and understanding as we work toward the athlete's goals.

Parent Signature: _____
Athlete Signature: _____

CHAPTER 06: PARENT PARTICIPATION BLUEPRINT

This page is designed to help you support your athlete in a way that builds confidence, trust, and long-term motivation. These guidelines come straight from sports psychologists who study teen performance and emotional resilience.

✅

DO's (What Helps Your Athlete Thrive)

- Lead with encouragement: "I love watching you play."
- Give space first. Let emotions settle before discussing the game.
- Ask open questions: "What do you need right now?"
- Focus on effort, attitude, and growth — not stats or mistakes.
- Listen more than you talk.
- Support the coach relationship. Back the team structure even when things are tough.
- Validate emotions. Big feelings after games are normal and healthy.

❌

DON'Ts (What Increases Stress + Lowers Confidence)

- Don't analyze the game in the car ride home.
- Don't compare them to teammates or siblings.
- Don't point out mistakes unless they ask for feedback.
- Don't ask performance-heavy questions immediately ("What happened on that play?").
- Don't use language that implies disappointment, even unintentionally.
- Don't try to "coach" them — let the coaches coach.

Why This Matters

Teen athletes' brains are in performance mode long after the game ends. Immediate feedback — even positive — can feel like pressure.
What they need most right away is:
space → support → feedback (only if requested)

This order protects confidence and strengthens your relationship.

Simple Scripts You Can Use

These phrases are sports-psychologist approved and help your athlete feel supported without pressure:

Right after a game:

- "I love watching you play."
- "Let me know if you want to talk about it later."
- "You worked hard out there."

During tough performances:

- "Everyone has off days. I'm proud of how you handled it."
- "Bad game ≠ bad athlete."
- "You're growing — and I'm with you."

If they initiate the conversation:

- "Want support or solutions?"
- "What part felt hardest for you today?"
- "I'm here to listen."

How to Support Your Athlete's Communication

Healthy communication helps your athlete feel safe and confident. Teens often struggle to express what they need, and your calm response makes the difference.

1. Their Needs Aren't Criticism
If your athlete asks for space or a different kind of support, it isn't rejection. They're learning to advocate for themselves — a skill they'll need in college sports.

2. Stay Open, Not Defensive
Teens may express needs awkwardly.
A helpful mindset: "I'm here to understand, not react."

3. Ask One Simple Question
"Do you want support, space, or solutions?"
This prevents conflict and shows respect for their needs.

4. Don't Take It Personally
Requests like "I need space after games" aren't about your value as a parent. They help keep the relationship healthy.

5. Validate First
Supportive phrases keep communication open:

- "I hear you."
- "Thanks for telling me."
- "I'm here when you're ready."

For Athletes: How to Help Your Parents Support You

Parents want to help — they just may not know what support actually works best for you. Clear communication strengthens your relationship and reduces pressure on both sides.

1. Know What Helps You Most

Do you need space after games? Encouragement? Quiet? A hug?
Identifying what helps you recover makes it easier to ask for it.

2. Say What You Need Simply

Short, direct phrases work best:

- “I need a little quiet first.”
- “I’m not ready to talk yet.”
- “Encouragement helps more than advice.”

3. Share What Doesn’t Help

Parents can’t adjust what they don’t know.
You can say:

- “When we talk right after the game, I feel overwhelmed.”
- “I play better when I don’t worry about mistakes afterward.”

4. Remember They’re Learning Too

Just like you’re growing as an athlete, they’re growing as sports parents.
Patience and honesty help both of you succeed.

CHAPTER 06: PARENT PARTICIPATION BLUEPRINT

Your relationship with your parents is part of your story as an athlete. These posts show maturity, gratitude, and leadership — qualities coaches notice immediately.

What to Post (1–2×/Month)

- Gratitude moments (support from coaches, teammates, or family)
- Growth reflections (something you learned about communication or pressure)
- Team culture wins
- Mentorship moments
- Challenge → response (how you handled adversity calmly and professionally)

How to Film or Photograph

- Simple photos from games or family support
- Short 5–10 sec clips of positive moments
- Screenshots of journal reflections or meaningful quotes

Why This Helps Your Brand

These posts show coaches you communicate well, stay composed, appreciate support, and contribute positively to team culture.

You now have a blueprint that most athletes never get access to — a guide that shows you how to build your brand, communicate like a leader, fuel your body like a champion, manage your academics with intention, and grow into the kind of athlete colleges want. But the truth is this: information alone changes nothing.

Action is what transforms athletes. Consistency is what separates dreamers from doers. And you have everything inside you to do this — the talent, the work ethic, and now the roadmap.

Your goals are not too big. Your dreams are not out of reach. Thousands of athletes want what you want, but very few will take the steps you're about to take. You have the opportunity to become a standout — not because someone picked you, but because you chose yourself. Every post, every workout, every study session, every act of leadership adds up. You don't need perfection. You need commitment.

Chase your dream with full speed. Own your story. Show coaches who you are — and who you are becoming. This is your moment. Go get it.

Coastal Compass is an award-winning marketing and strategy firm known for elevating brands in competitive spaces — from business to athletics. Our work centers on helping individuals communicate their identity with clarity, confidence, and intention. The Recruit Ready Blueprint™ extends that same high-level strategy to student-athletes, giving them access to tools and insights normally reserved for elite programs.

Our founder brings a unique combination of expertise to this work — decades of experience in marketing, psychology-based communication, leadership strategy, and human performance, paired with a background as a professional athlete and master nutritionist. With multiple high-level athletes in the household and extended family, they have lived the recruiting journey from both the athlete and parent perspective.

At Coastal Compass, we understand the emotional weight, competitive pressure, and the branding challenges today's athletes face. The Recruit Ready Blueprint™ was created to provide clarity, structure, and a proven roadmap — empowering athletes to present themselves with professionalism, discipline, and confidence on and off the field.

Coastal Compass is honored to support athletes who show up with grit, discipline, and belief in what they can become.
This is how high school athletes turn talent into college offers.
Stay locked in. Execute. Get Seen, Get Recruited, Get Signed™.

The Recruit Ready Blueprint

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