QB INFLUENCE RECRUITING BLUEPRINT

A quarterback-specific system to organize recruiting, identify fit, communicate with coaches, evaluate camps, track interest, and make better college decisions.

2026 EDITION

Quarterback development. Recruiting clarity. Better decisions.

QB INFLUENCE RECRUITING BLUEPRINT

Stop chasing exposure. Start running your recruiting process.

WHAT THIS IS
A quarterback-specific recruiting system for organizing schools, preparing recruiting assets, communicating with coaches, evaluating camps, tracking interest, and making better college decisions.

How to use this system

This is not a promise of offers, scholarships, admissions, roster spots, or a specific level of college football. It is a decision and execution system. Work through the modules in order, complete the companion workbook, and keep the Recruiting Command Center updated weekly.

- Quarterback: gradually owns communication, follow-up, academics, film, and relationship building.
- Parent/guardian: supports research, logistics, budgeting, organization, and sound decision-making.
- High school coach/trainer: may provide evaluation context and referrals, but should not replace the athlete's ownership.

COMPLIANCE NOTE
Recruiting rules and eligibility requirements change. Always verify current NCAA, NAIA, NJCAA, conference, and institutional rules with the official source or the school compliance office.

The 10-module system

Module	Focus	Outcome
0	START HERE	Build the recruiting operating system before chasing attention.
1	THE RECRUITING REALITY	Understand the difference between awareness, evaluation, active recruiting, and an actionable opportunity.
2	KNOW YOUR QB	Define the athlete's football, academic, physical, and personal recruiting profile.
3	BUILD YOUR COLLEGE BOARD	Create a focused school list based on fit, not logos.
4	BUILD YOUR RECRUITING ASSETS	Make evaluation easy with film, profile, academics, and organized links.
5	CONTACT COLLEGE COACHES	Use concise, professional communication and track every interaction.
6	STOP WASTING MONEY ON CAMPS	Evaluate camp ROI before spending on registration and travel.
7	READ RECRUITING INTEREST CORRECTLY	Separate social attention from meaningful evaluation and opportunity.
8	VISITS, OFFERS & DECISIONS	Compare opportunities across football, academics, finances, culture, and long-term fit.
9	THE 30-DAY RECRUITING SPRINT	Turn the system into weekly action and measurable next steps.

MODULE 0 | START HERE

The first objective is clarity. Recruiting becomes expensive and chaotic when families confuse activity with progress.

OPERATING PRINCIPLE
Your goal is not to convince every college to recruit you. Your goal is to identify programs where athletic ability, academics, character, positional need, and institutional fit create a legitimate path - then make evaluation easy.

Who owns what?

Quarterback owns	Parent/guardian supports
Direct communication and follow-up	Research and organization
Academics and eligibility tasks	Travel and budget decisions
Film/profile accuracy	Quality control and calendar
Relationship building	Questions and decision support

Before you do anything else

- Create one recruiting email address used only for football and college communication.
- Create one source of truth for schools, coaches, contacts, follow-ups, camps, expenses, and opportunities.
- Complete the QB Recruiting Profile in the workbook before contacting new programs.
- Agree on a weekly 20-minute recruiting review between the athlete and parent/guardian.

MODULE 1 | THE RECRUITING REALITY

Recruiting is a funnel. The mistake is assuming every piece of attention means the quarterback is being recruited.

Level	What it means	Examples
0 - Unknown	Program has no meaningful awareness	No communication; no evaluation
1 - Aware	Staff knows the athlete exists	Film seen, referral, social follow, camp roster
2 - Initial engagement	Staff has responded or interacted	Reply, brief DM, basic conversation
3 - Evaluating	Staff is gathering evaluation information	Film request, transcript, HS coach contact, camp evaluation
4 - Active recruiting	Repeated football-specific communication	Calls, position discussion, visit/camp planning
5 - Priority recruit	Meaningful place in current plan	Frequent staff contact, roster discussion, coordinated visit
6 - Actionable opportunity	A concrete path exists	Offer, PWO/roster discussion, admissions-supported opportunity

REALITY CHECK
Attention is not the same as recruiting. A follow, graphic, generic camp invite, or automated message is not an offer. Track behavior over time.

MODULE 2 | KNOW YOUR QB

Before marketing the quarterback, define the product accurately. Coaches evaluate more than stats; your job is to present a complete, truthful profile.

Profile categories

Category	What to document
Identity	Name, graduation year, high school, city/state, contact information
Physical	Height, weight, throwing hand, verified measurements when available
Academics	GPA, test scores if applicable, intended major, academic honors, eligibility status
Football production	Starts, attempts, completions, yards, TD, INT, rushing, honors, team results
Quarterback traits	Arm strength, accuracy, release, pocket movement, processing, coverage recognition, decision-making, leadership
Context	Scheme, competition level, role, injuries/absences if relevant and appropriate
Development plan	Three strongest traits and three areas requiring development

NON-NEGOTIABLE
Be accurate. Do not inflate height, GPA, statistics, offers, interest, or coach contact. Credibility is a recruiting asset.

MODULE 3 | BUILD YOUR COLLEGE BOARD

Build a focused board based on fit. The board is dynamic: schools move up or down as performance, academics, roster needs, staff changes, and recruiting feedback evolve.

The 40-school starting board

Bucket	Starting count	Definition
Reach	10	Current profile may be below the typical evaluation level, but the fit is worth testing.
Target	15	Athletic, academic, geographic, and positional fit appear realistic.
Strong Fit	10	Multiple fit factors align and the athlete has a reasonable evaluation pathway.
Development	5	Monitor as the athlete develops or the program's roster/recruiting circumstances change.

Score each program

- Academic fit /5
- Athletic fit /5
- Location/lifestyle fit /5
- Program/system fit /5
- Opportunity/roster fit /5

USE THE SCORE CORRECTLY
A 25-point score is not a prediction of an offer. It is a structured way to prevent emotion and brand recognition from dominating the decision.

MODULE 4 | BUILD YOUR RECRUITING ASSETS

Every asset should reduce friction for the evaluator. Make the quarterback easy to identify, understand, verify, and contact.

Core asset checklist

- Professional recruiting email
- Highlight film and full-game film availability
- Accurate athletic and academic profile
- High school coach contact information
- Simple recruiting resume
- Current season schedule
- Official social handles used professionally
- One clean link hub if you use multiple links

Highlight film framework

Lead with plays that demonstrate traits a quarterback coach can evaluate: decision-making, ball placement, pocket movement, downfield throws, pressure response, anticipation, movement throws, situational football, and functional athleticism.

Use	Avoid
Immediate identification of the QB	Long logo/intro animations
Best evaluative plays first	Music or graphics overpowering film
Variety of game situations	Ten versions of the same throw
Readable video and down/distance context	Film where the QB is difficult to locate
Truthful labels and stats	Edited claims that cannot be verified

THE OPENING-SEQUENCE TEST
Ask: If a coach watched only the opening sequence, would they see something worth continuing to evaluate?

MODULE 5 | CONTACT COLLEGE COACHES

Communication should be short, specific, professional, and easy to act on. The goal of the first message is not to tell your life story. It is to earn the next evaluation step.

Introduction email framework

TEMPLATE
Subject: 2028 QB | [NAME] | [HEIGHT/WEIGHT] | [STATE] | Film

Coach [LAST NAME],
My name is [NAME]. I am a [HEIGHT/WEIGHT] quarterback in the [CLASS] at [HIGH SCHOOL] in [CITY/STATE]. I am interested in [SCHOOL] because [ONE SPECIFIC REASON].

Film: [LINK]
GPA: [ ] SAT/ACT: [ ]

I would appreciate any feedback on where I may fit within your evaluation process.

Thank you,
[NAME] | [PHONE] | [X/HUDL]

Follow-up rule

Do not follow up simply to say "checking in." Give the coach a reason to reopen the evaluation: new film, grades, verified measurements, statistics, schedule, award, camp registration, visit plan, or a meaningful football update.

Communication cadence

- Quality over volume. Personalize the school-specific reason.
- Keep subject lines scannable and consistent.
- Track every message in the Command Center.
- Respect current recruiting communication rules and school compliance guidance.
- Quarterback should increasingly own communication as maturity and recruiting stage advance.

MODULE 6 | STOP WASTING MONEY ON CAMPS

A camp registration fee is only part of the cost. Airfare, hotel, food, transportation, time off work, and parent travel can turn a small registration decision into a major family expense.

QB Camp ROI Scorecard

Factor	Score 0-5
School is a realistic fit	
School has a potential QB need in the class	
Staff has reviewed film or has athlete information	
Direct communication exists	
QB coach/offensive staff will evaluate	
Athlete is physically and competitively ready	
Academic fit is credible	
Location/lifestyle fit is acceptable	
Camp creates meaningful evaluation access	
Total cost is justified	

SCORING GUIDE

40-50: high priority **30-39:** consider **20-29:** low priority **<20:** usually pass

This is a decision framework, not a scientific recruiting formula.

Camp cost stack

Registration + athlete travel + parent travel + hotel + local transportation + meals + parking + lost work/time + other expenses = true camp cost.

MODULE 7 | READ RECRUITING INTEREST CORRECTLY

Track actions, not hype. Interest should rise only when behavior becomes more specific, repeated, and football-relevant.

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IMPORTANT
The Interest Meter is a QB Influence organizational tool - not an NCAA classification system.

MODULE 8 | VISITS, OFFERS & DECISIONS

The best football brand is not automatically the best life decision. Compare the entire opportunity.

Decision factor	Score 1-5
Football opportunity	
QB development	
Coaching stability	
Offensive system	
Academic program	
Campus/lifestyle	
Culture	
Location	
Financial package	
Post-football opportunities	
Relationship with staff	
QB room/depth chart	
Roster competition	
Overall personal fit	

FIT TEST
Question: Would I still want to attend this college if football disappeared tomorrow?

Questions to ask on visits

- How many quarterbacks are you planning to take in my class?
- What traits do you value most in your quarterbacks?
- How do you develop quarterbacks day to day?
- Where do I currently sit in your evaluation process?
- What do you need to see from me next?
- What is the likely QB room when I arrive?
- What academic and career support exists for football players?

MODULE 9 | THE 30-DAY RECRUITING SPRINT

Week	Objective	Actions
1	BUILD	Complete profile; build resume; audit film; clean socials; build initial college board; verify eligibility/compliance tasks.
2	RESEARCH	Identify head coach, OC, QB coach, recruiting-area coach, roster/QB room, recruiting forms, camps, major, and fit data.
3	OUTREACH	Prioritize Target + Strong Fit programs; send quality introductions; record every interaction.
4	FOLLOW-UP	Update film/data; score responses; adjust board; evaluate camps; set the next 30-day action plan.

Weekly review questions

- What changed this week?
- Which schools moved up or down? Why?
- Where do we have real evaluation activity?
- What is the next action for every active school?
- What expenses are coming and what outcome would justify them?
- What development or academic issue must be addressed next?

THE QB INFLUENCE RECRUITING STANDARD

Run the process with discipline. Development comes first. Recruiting should be organized, honest, targeted, and athlete-owned.

Standard	Meaning
Truth over hype	Never exaggerate measurements, statistics, academics, offers, or interest.
Fit over logos	A college must fit the athlete, not the parent's social-media aspirations.
Evaluation over exposure	Chase opportunities to be evaluated, not generic visibility.
Ownership over outsourcing	Use experts for guidance, but the athlete must learn to manage the process.
Development over marketing	Recruiting cannot permanently hide poor quarterback play.
Evidence over emotion	Use film, academics, communication behavior, roster context, and fit data.

FINAL MESSAGE
Everything counts: academics, film, communication, development, character, preparation, and decisions.

Educational disclaimer

QB Influence provides educational and organizational guidance. This product is not a recruiting agency, legal service, academic eligibility certification, admissions service, scholarship guarantee, or representation agreement. Recruiting, eligibility, contact, calendar, admissions, roster, financial-aid, and scholarship rules vary and change. Verify current requirements with the applicable governing body and institution.