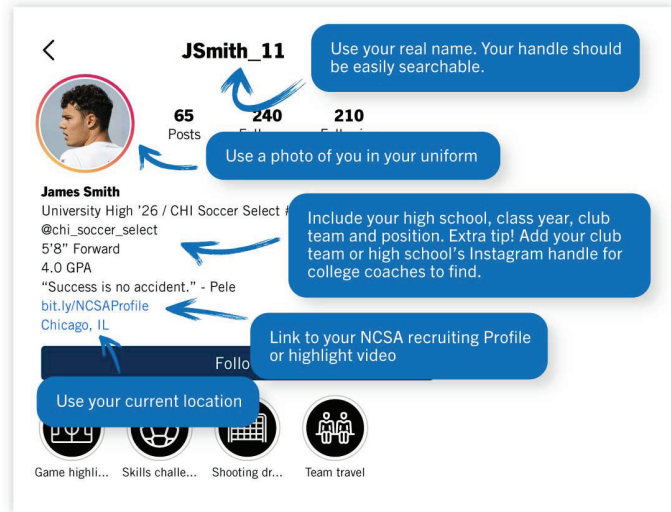


Recruiting Clinic

Tips for parents and athletes to continue playing football at the next level

Facts

- 7% of high school athletes go on to play in college
- 2% receive an athletic scholarship
- 250 DIII / 169 DII / 125 DI FCS / 129 DI FBS
 - D3 no scholarships / D2 partials / D1 full-rides
- 10-15 kids will get a full-ride directly out of H.S.
- Specialist scholarships have to be "earned"
 - Preferred Walk-On Status
- 16,000 high school football programs in U.S.
 - 673 "jobs" available in college
- 4,000+ kids in the NCAA portal
- 1/3 of signing day players quit after 1-yr in college
- D3 schools are exceedingly competitive



Pros

- 32 NFL teams: 32 K/P (\$6MM Tucker / \$860K avg.) (Make your social profiles professional & consistent)
 - 12 new kickers in 2022 / Practice squad makes \$11,500/wk. / 1,700 players: 1600 DI, 70 DII & 30 DIII
- 8 USFL teams: 8 kickers & punters (\$74K max / \$400 housing stipend)
- 8 XFL teams: 8 kickers & punters (\$72K max / \$60K avg.)
- AFL (Arena) 16 teams: 16 kickers (\$40K) Shut down in 2019, scheduled to return in 2024

Recruiting Services

- NCSA, Sports Recruits, Be Recruited, etc. (\$500 - \$5,000)
- HUDL, pro & custom highlight videos (\$400) - Link to your social/email (make viewing quick & easy)
- Nothing they can do that you can't do... Be sure that their services meet your expectations. Ask blatant questions!
- Have difficult questions - especially when in college? Contact Rick Allen - informedathlete.com

Camps

- Kohl's Kicking, Kicking World, Sailor Kicking, KickingCoach, etc. — great for competition & stature
- Mike Farley's Kickers Camp — **focus on personal instruction for team success this season.**

Exposure

- Social accounts: Twitter, Instagram, Facebook, YouTube, LinkedIn, TikTok, Snapchat
- Most college coaches have a Twitter-handle, their programs, an Instagram profile
- Be your own best advocate... Find/follow programs - Introduce & advocate for yourself to head coach & assistants
- Get HS coach to advocate for you. What resources/connections do you have? Get realistic. Where is BEST for you?

NIL

- Average NIL athlete (\$3,700) Bryce Young of Alabama (\$1MM+ in 2022)
- Treat it like starting a branded business. You are the brand. (Web, social, connections, etc.)
- Why would any company want to utilize you to help sell their products and services? Offer it.
- youtube.com/@deestroying / mogl.online / businessofcollegesports.com / jackbetts.com / kickerscamp.com/learn



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