

FOR IMMEDIATE RELEASE

Contact Gail Kearns, To Press and Beyond

Phone: 805-898-2263

Email: gail@topressandbeyond.com

AUTHOR AVAILABLE FOR INTERVIEW

Request a Review Copy

WANT TO GET ON THE COLLEGE COACHES' RECRUITING RADAR?

(Riverwoods, IL, November 1, 2008) Every year thousands of high school athletes anxiously sit by their phones waiting for college coaches to call. Some will hear the ring but thousands of talented athletes won't. There are many ways to increase the chances of being recruited, of competing at the college level and of getting a scholarship, even a full ride, but the process stymies most student-athletes and their parents. So where do they begin to figure out how to make it happen?

Laurie A. Richter, author of a new book, *Put Me In, Coach* (Right Fit Press, January 2009, www.rightfitpress.com) advises parents and their kids to **put themselves in the driver's seat** and start the process as early as their freshman year. Here's why:

1. To choose a college that's the right fit takes time in terms of research and making campus visits, and the student-athlete should be doing the choosing. Waiting to be chosen by a coach may leave an aspiring student-athlete with options that are not the best fit.
2. Athletes need to chart out their four-year high school course selection to be sure that it meets NCAA Clearinghouse standards.
3. Colleges have a range of academic standards. Student-athletes will have some goals to strive for in high school based on the kinds of high school grades that the colleges they are targeting expect. It's tough to improve a GPA starting in junior year.
4. Some sports are more developed in certain regions of the country. Coaches want to know about student-athletes outside their region early enough so they can track their development and high school career for a while. Otherwise, they are more likely to favor athletes from programs they are more familiar with.

These are just a few of the strategies outlined in *Put Me In, Coach*, which provides a step-by-step approach to help parents and their student-athletes identify the colleges that are an ideal fit, get financial aid from any school, even those that don't offer athletic scholarships, and understand the recruiting process from the coaches' point of view.

As a marketing research professional for 24 years, Laurie Richter, PhD., has tackled all kinds of assignments. But it was as a parent that she faced her most challenging research project to date: figuring out the complex and mysterious world of athletic recruiting so that her son Dylan could choose the right school and continue playing basketball. While Dylan attends classes and shoots hoops at Washington University in Saint Louis, Laurie, husband Jim, and son Brady live in a suburb of Chicago.