

Choose It Right 

**QUICK GUIDE**  
College Search and Selection

**For Student-Athletes / Parents**

# College Search and Selection

## (Quick Guide) – Student-Athletes

This College Search and Selection (Quick Guide) helps student-athletes and their family best understand what’s most important in the search and selection process. It further explains Choose It Right’s services, including the *Smart* College Report, which are designed to help all student-athletes whether they want to play their sport in college or not. This quick guide also outlines the related recruiting tools for those student-athletes who wish to pursue playing their sport in college.



For many reasons, deciding on which college to attend, and how to go about it, can create a lot of anxiety and stress. Finding the right college involves an enormous amount of time and energy. It requires countless hours of research and analysis just to see what your options are, and this is where the inefficiency lies. Unfortunately, a disproportionate amount of time and energy is spent just researching colleges and little time is spent around the kitchen table discussing the details of what this decision really means and how it can affect the future. College is a huge investment with potentially serious financial ramifications, so it’s extremely important that you’re equipped with the right information and tools to help you navigate the college search and selection process successfully.

Choose It Right and the *Smart* College Report are specifically designed to streamline the college search and selection process by eliminating the “busy work” and reducing any undue stress in the process. Essentially, the *Smart* College Report enables you to re-focus your energy and your time, so that you can think everything through clearly, and ultimately make the **RIGHT** college choice.



### What is the *Smart* College Report?

The *Smart* College Report is a personalized 50+ page report, designed for each individual student-athlete. Each *Smart* College Report provides **KEY FACTS, CLEAR GUIDELINES & SIMPLE MATH** on the colleges that match your specific college criteria.

### Colleges & Statistics:

After completing a simple online questionnaire, you receive instantaneously your own *Smart* College Report with up to 50 colleges, or more, that match your criteria. Each report organizes, analyzes and aggregates your college data into an easy-to-use and personalized report. We believe that if you can see your options clearly now, then you will make a more educated and informed decision when choosing a college.

### Financial Outlook:

In this section of the *Smart* College Report, we encourage families to think differently about the **REAL COST** of college. We apply simple formulas, mathematical concepts and basic financial principles to your college choices so that you can better comprehend the financial magnitude of your decision. What is Your **REAL** Family Contribution? What is Your Post-College 1:1 Ratio?

### “Envision Your Future Now”

“Envision Your Future Now” is a simple exercise to prevent you from borrowing too much for college. It asks you to use your imagination & envision what your financial outlook will be on graduation day. We believe that if you can **SEE** your future financial responsibility now, you will understand the magnitude of this decision and make a more educated college choice.

## Some of the Key Benefits for Student-Athletes and Their Families

- Saves You 100 + Hours of Your Time & Reduces Stress
- Researches & Consolidates Data of Your Top Match Colleges
- Organizes, Ranks & Analyzes Your Top Match Colleges
- Helps You to Focus on What Really Matters
- Does the Math for You
- Shows You the **REAL COST** of Your Top Match Colleges
- Applies an Average Academic Scholarship %
- Applies an Average Athletic Scholarship %
- Encourages Financial Accountability
- Projects Your Post-Grad Earnings
- Encourages You to “Envision Your Future Now”
- and More!

## How to Successfully Navigate the Recruiting Process

(We Know First-Hand What It Takes to Find the RIGHT College Program for You & Your Family)

### Action vs Reaction

You must be proactive during the college recruiting process. In order to find the right program, and ultimately an athletic scholarship, you must initiate contact with at least 50 college programs that match your criteria.

### Play the Percentages

The college recruiting process is a game of percentages. Only 5% of high school athletes play college sports and an even smaller percent receive a full scholarship. You must know your college options and create a plan of action.

### Do Your Math

You are responsible for doing the simple math. Each scholarship is unique and every college has a different cost structure. In order to understand the magnitude of your decision, you must apply your avg. scholarship %s to your colleges.

### Life Beyond Sports

There is more to college than just sports. Regardless of your sport, college is a four-year experience that will affect the rest of your life. It is paramount that your college meets your financial, academic, social, and geographic criteria.

The *Smart* College Report, and related Recruiting Tools, enhance your college recruiting efforts and help your family make more educated decisions.

Essentials - \$30 Off	Advanced - \$50 Off	Showcase - \$70 Off	Showcase Plus - \$100 Off
was \$99.00 now <b>\$69.00</b>	was \$159.00 now <b>\$109.00</b>	was \$279.00 + \$20/mo now <b>\$209.00</b> + \$12/mo	was \$499.00 now <b>\$399.00</b> no monthly fee
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## Ask Yourself

**Should I train more?**

**Am I playing at the highest level for my ability?**

**Am I taking advantage of each and every showcase?**

**On  
The Field**

**Which college camp should I attend?**

**Am I working on my weaknesses as a player and as an athlete?**

**Do I have an Online Profile?**

**Have I contacted college coaches?**

**Have I updated my Online Profile?**

**Do I have a high enough GPA to be recruited?**

**Do I have an Athletic Performance Video?**

**Off  
The Field**

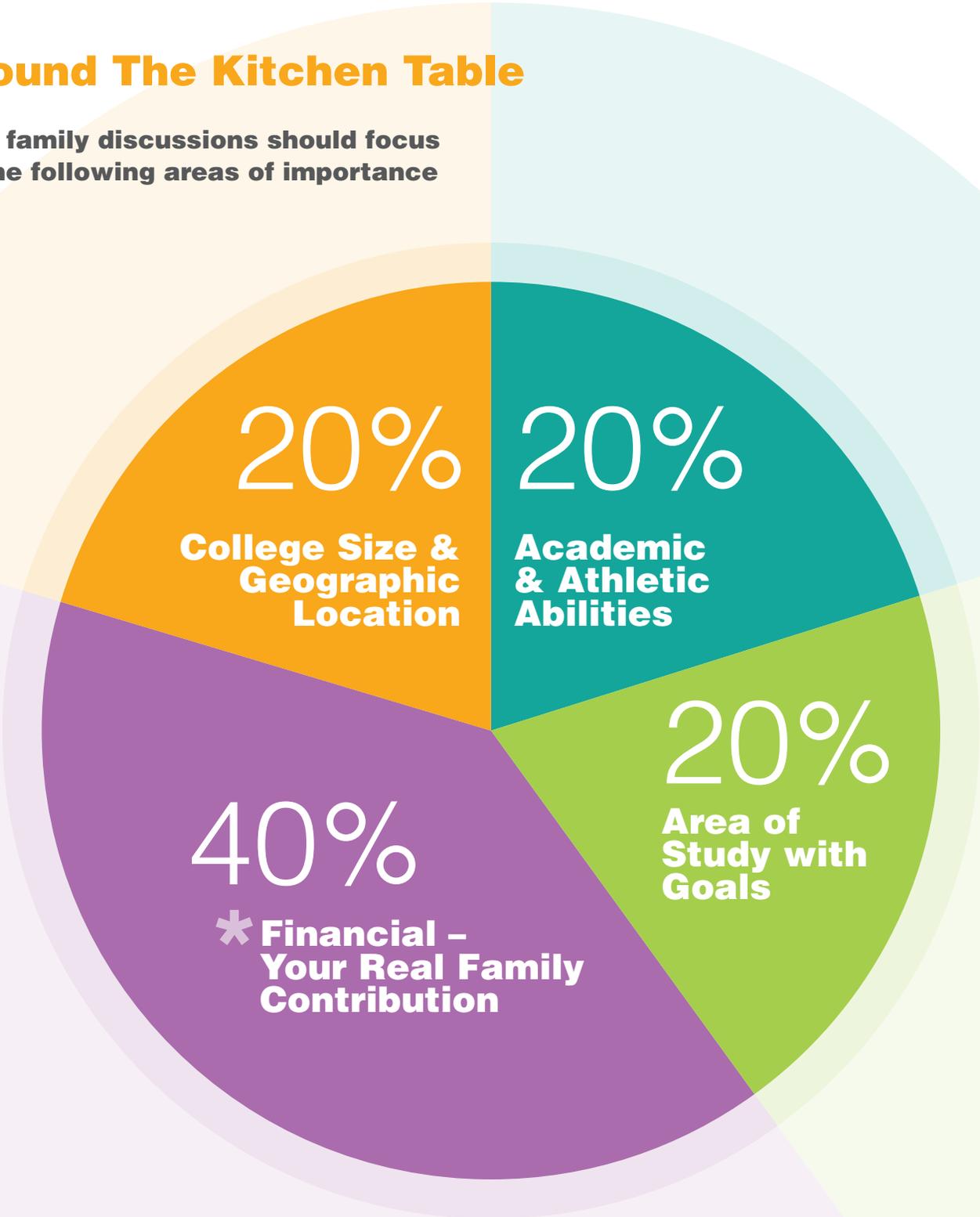
**Have I identified my Top 50 colleges?**

**Have I updated my Athletic Performance Video?**

**Am I prepared to talk directly with coaches?**

# Around The Kitchen Table

Your family discussions should focus on the following areas of importance



\* (this area can have the most significant impact on the rest of your life)

## Focus Your Time on the Choice, not the Research!

### to KNOW

» **Recruiting starts as early as Freshman year**

The moment you step into High School the process starts.

Competition for athletic scholarships is greater today and will be even more so tomorrow.

» **Coaches Watch List**

College coaches recruit athletes that have contacted them.

Being discovered at a camp / showcase is a long shot.

Contact coaches today and get on their watch list.

» **Coaches evaluate online**

Your email is your initial impression.

Your athletic performance video is a must.

Your online academic & athletic profile is vital.

» **Play the percentages**

Outside of the elite 1% of high school athletes, those that do move on to play in college, are the student-athletes who are the most proactive in contacting coaches.

» **Be Accountable**

Your Club or High School coach is not responsible for getting you recruited.

### to DO

» **Know your strengths and weaknesses on and off the field**

» **Focus on the colleges that are the right fit**

» **Focus on the Division that fits you best**

» **Create / Update your online profile**

Keep it simple for college coaches.

Update your online profile regularly.

Present yourself professionally, so that you will more likely be evaluated by college coaches.

» **Create / Post your video(s)**

Athletic performance videos are a must, as coaches view videos to initially evaluate.

» **Access Your *Smart* College Report**

Create your “best match” list of up to 50 colleges or more, that fit YOUR needs and your FAMILY'S needs.

» **Get it RIGHT (Choose Smart. Choose Wise.)**

It's more than a 4 year decision.

Recruits need to follow a system, a step-by-step plan.

Remember, it takes hard work, perseverance and a family / team effort.

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