



PLAYER ADVANCEMENT PACKAGE

Self-Marketing Suggestions

Step # 1:

- Make a list of teams that you want to contact.
- Find their coaches names and emails.
- Go to league websites, then team websites
- Ex: <http://ajhl.ca/> <http://www.kijhl.ca/> <http://www.your-college-hockey.com/>
- Do some research on the teams
- Use a binder or computer spreadsheet to track your process

Step # 2:



Step # 3:



Step # 4:



Step # 5:

[Redacted]

Step # 6:

[Redacted]

Step # 7:

[Redacted]

Step # 8:

[Redacted]

Step # 10:

[Redacted]

Step #11: Make Your Decision

[Redacted]



Intro Email Example

Dear Mr. Corbett,

My name is John Doe and I am a 16 year old forward with the Midget AA Rangers of the South Central Alberta Hockey League. I am originally from Calgary Alberta and I am in my second year at the Midget level. It is my goal to play at the Jr.A level and pursue my hockey dreams. I am preparing a package of information to send you and would like to know how you would prefer to receive it. Would you like me to email it, fax it, or mail it to you?

I look forward to hearing back from you so I can send you my package of information.

Thanks,

John Doe

Calgary Midget AA Rangers #9

johnnyd@gmail.com

Cell: 555-852-7844

Home: 555-256-4875



Intro Cover Letter Example

John Doe
24 Someplace Crescent
Calgary, Alberta, Canada
555-852-7844
johnnyd@gmail.com

Date: December 12th 2016

Dear Mr. Corbett,

My name is John Doe and I am a 16 year old forward with the Calgary Midget AA Rangers of the South Central Alberta Hockey League. The purpose of this letter is to introduce myself to you and to express my sincere interest in the possibility of attending the Penticton Vee's Camp and playing hockey with your well respected program.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

Thank you for time and consideration. I will follow up with a call or email in the next few weeks to answer any questions you may have.

Sincerely,

John Doe

Calgary Midget AA Rangers #9

johnnyd@gmail.com

Cell: 555-852-7844

Home: 555-256-4875



Intro Email Template

Dear Mr. [COACH'S LAST NAME],

My name is [NAME] and I am a [AGE] year old [POSITION] with the [TEAM NAME] of the [LEAGUE NAME]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



[TEAM LOGO]

Cover Letter Template

[NAME]
[ADDRESS]
[CITY/TOWN, PROVINCE, COUNTRY]
[PHONE #]
[EMAIL]

Date:

Dear Mr.[COACH LAST NAME],

My name is [NAME] and I am a [AGE] year old [POSITION] with the [TEAM NAME] of the [LEAGUE OF PLAY]. The purpose of this letter is to introduce myself to you and to express my sincere interest in the possibility of attending the [TEAM OF INTEREST] Camp and playing hockey with your well respected program.

FIRST SECTION:

Hockey history – past teams (bantam, minor midget, major midget OR previous 2-3 years), points, and accomplishments

**use provided example letter for ideas and layout*

SECOND SECTION:

[REDACTED]

THIRD SECTION:

[REDACTED]

FOURTH SECTION (most important!):

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Sincerely,

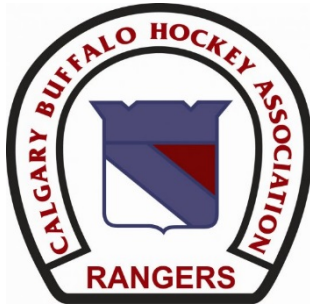
[NAME]

[TEAM NAME] [JERSEY #]

[EMAIL]

Cell:

Home:



[TEAM LOGO]

Extra things to consider:

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]