

OFFSEASON 360

PARENTS PLAYBOOK

A Parent & Athlete's Guide to
Understanding the Recruiting Process,
the Right Way

- ✔ Create a realistic recruiting strategy
- ✔ Understand the recruiting process
- ✔ Be prepared for opportunities
- ✔ Avoid common recruiting mistakes



OFFSEASON 360

THE RECRUITING BLUEPRINT

Understanding Recruiting, Exposure,
Camps, Evaluation & Fit



Stop Guessing.
Start Building A Strategy.



ABOUT

COACH MIKE BELLAMY

Coach Mike Bellamy is an experienced college football coach, recruiter, and player development leader with coaching experience across the SEC, Big Ten, MAC, MEAC, NFL, and FCS levels. Beginning his coaching career at Clark Atlanta University, Bellamy has coached at the University of Illinois, Howard University, Mississippi State, Toledo, Delaware State, and with the Chicago Bears organization.

During his time at Illinois, Bellamy was recognized as Wide Receivers Coach of the Year and named one of the Top 10 Recruiters in the Big Ten Conference from 2015-2017. He also helped contribute to one of the top recruiting classes in the MAC Conference for three consecutive years while at Toledo.

Having been both a highly recruited athlete and college recruiter, Coach Bellamy understands recruiting from every angle evaluation, exposure, development, communication, camp strategy, and long-term fit. Through **Offseason 360**, he helps athletes and families navigate today's recruiting landscape with honest evaluation, structured guidance, and real recruiting insight designed to create meaningful opportunities on and off the field.



QUESTIONS THIS PLAYBOOK WILL HELP ANSWER

1. How does college football recruiting actually work today?
2. What are college coaches truly evaluating beyond highlight film?
3. How do we determine what level schools realistically fit our athlete?
4. Which camps are worth attending and which ones waste time and money?
5. When should athletes begin serious recruiting preparation by class year?
6. How important are social media, communication, and relationships in recruiting?
7. What are the biggest mistakes families make during the recruiting process?
8. How do we know if a school is the RIGHT fit academically, athletically, and personally?
9. What should parents focus on to best support their athlete throughout recruiting?
10. How do we create a structured recruiting strategy instead of simply chasing exposure?

**KNOWLEDGE CREATES CONFIDENCE.
CONFIDENCE CREATES ACTION.**

SECTION 1 (CONTINUED)



HOW PARENTS CAN HELP THEIR ATHLETE MOST

The best support parents can provide includes:

- Accountability
- Structure
- Encouragement
- Perspective
- Academic support
- Emotional stability



Parents should help athletes:

- Stay organized
- Communicate professionally
- Stay disciplined academically
- Maintain perspective during recruiting highs and lows

THE RECRUITING PROCESS BECOMES EASIER WHEN FAMILIES OPERATE WITH CLARITY INSTEAD OF EMOTION.

RECRUITING IS A JOURNEY — NOT A MOMENT

One camp does not define an athlete.
One offer does not define success.
One setback does not end opportunity.

Parents should focus on:

- Development
- Fit
- Preparation
- Maturity
- Long-term growth



The athletes who usually navigate recruiting best are the ones who:

- Stay patient
- Continue developing
- Remain disciplined
- Maintain perspective



SECTION 1 (CONTINUED)



GUIDANCE — NOT PRESSURE

One of the most valuable things a parent can provide is stability.

Athletes already experience pressure from:

- Coaches
- Social media
- Competition
- Recruiting timelines
- Teammates



Parents should become:

- A source of perspective
- A voice of realism
- A source of encouragement
- A support system

THE PROCESS BECOMES MUCH HEALTHIER WHEN ATHLETES FEEL SUPPORTED INSTEAD OF CONSTANTLY EVALUATED AT HOME.

THE BIGGEST MISTAKE MANY PARENTS MAKE

Many families unintentionally focus too heavily on:

- Social media hype
- Comparing offers
- School logos
- Rankings



Instead of asking:

- Is this the right fit?
- Will this environment help my child develop?
- Is this school realistic academically, athletically, and personally?
- Will my child be supported long-term?

THE BEST RECRUITING DECISIONS ARE USUALLY BASED ON FIT — NOT EMOTION.

SECTION 1 (CONTINUED)

WHAT PARENTS SHOULD REALLY EVALUATE

Parents should evaluate:

- Coaching staff stability
- Academic support
- Development history
- Culture
- Communication
- Honesty
- Opportunity
- Long-term growth



A school should fit:

- The athlete
- The student
- The person

NOT JUST THE IMAGE OF THE PROGRAM.

UNDERSTANDING THE EMOTIONAL SIDE OF RECRUITING

Recruiting can create:

- Unrealistic expectations
- Anxiety
- Frustration
- Disappointment

Not every athlete's process looks the same. Some athletes:

- Gain traction late in the process
- Receive attention early
- Develop later
- Grow physically at different rates

Parents must help athletes:

- Avoid emotional reactions to temporary setbacks
- Stay patient
- Stay focused
- Continue developing

DEVELOPMENT ALWAYS MATTERS MORE THAN PANIC.



SECTION 7

"What you post today, coaches see tomorrow."



SOCIAL MEDIA & COMMUNICATION

Social media now plays a role in recruiting.

Athletes should:

- Keep profiles clean
- Post quality football content
- Communicate professionally
- Avoid unnecessary negativity online



COMMUNICATION WITH COACHES

When emailing coaches:

- Be direct
- Include film
- Include measurables
- Keep communication short and professional

RECRUITING COMMUNICATION SHOULD ALWAYS REFLECT MATURITY AND DISCIPLINE.

"YOUR ONLINE PRESENCE IS PART OF YOUR RECRUITING RESUME."



WORKSHEET COMMUNICATION AUDIT

Evaluate your athlete's current communication readiness with coaches.

-
1. Does your athlete have a professional email address? Y / N

 2. Is their social media clean and appropriate? Y / N

 3. Do they have a Hudl profile with updated film? Y / N

 4. Have they drafted an introductory email to coaches? Y / N

 5. Do they know how to follow up without being pushy? Y / N

 6. Can they clearly state their position, measurables, and goals? Y / N

 7. Have they researched schools before reaching out? Y / N

 8. Do they respond to coaches within 24 hours? Y / N

ACTION ITEMS:



COMMUNICATION IS A SKILL. PRACTICE IT BEFORE YOU NEED IT.

SECTION 8

"The biggest recruiting mistake is thinking you have more time than you do."

BIGGEST RECRUITING MISTAKES

Avoid these costly errors that derail recruiting every year.

- 1 CHASING LOGOS INSTEAD OF FIT**
Big names feel good but rarely lead to the best opportunity. Fit determines playing time, development, and happiness.
- 2 ATTENDING RANDOM CAMPS**
Camps without a purpose waste money. Every camp should have a strategic reason behind it.
- 3 OVERESTIMATING RECRUITING LEVEL**
Ego kills recruiting plans. Honest self-evaluation opens more doors than inflated expectations.
- 4 WAITING TOO LONG TO COMMUNICATE**
Coaches move fast. Athletes who wait until senior year often miss windows that closed months earlier.
- 5 COMPARING TO SOCIAL MEDIA**
Offers posted online tell a fraction of the story. Recruiting is personal — not public.
- 6 PRIORITIZING HYPE OVER DEVELOPMENT**
Attention fades. Skill doesn't. The athletes who develop consistently get recruited consistently.
- 7 FOCUSING ONLY ON OFFERS INSTEAD OF LONG-TERM FIT**
An offer is not a finish line. The right fit leads to a career — the wrong one leads to a transfer.

