



Dulles Academy
22923 Quicksilver Drive #115
Dulles, Virginia 20166
703-661-8586 Fax 202-330-4558
Info.dulles@pinkmanbaseball.com

Springfield Academy
7398 Ward Park Lane #7
Springfield, Virginia 22153
703-440-8824 Fax 202-330-4558
Info.springfield@pinkmanbaseball.com

Old School Values with New School Technologies

“Marketing Yourself To College Ball”

This will be the 8th year that “Marketing” has been taught. We have sent over 150 players on to college. Parents and players report that it was the most significant aid in their search for a collegiate home. Each year dynamic parent input has helped us refine and make the class a valuable experience. The addition of parents creates an environment that produces an entertaining process of learning how the colleges recruit. The discussion format answers all your questions.

The recruiting trail can be intimidating, confusing and expensive. You will learn how to incorporate professional methods and tailor them into a specific and individual process to choose a college. The course structure and accompanied work book provide proven methods of research and analysis in understanding the collegiate athletic process and lifestyle.

“Marketing” will teach players to:

- ✓ Develop a criteria of judgment as to where they want to attend college
- ✓ As time progresses, prioritize that criteria
- ✓ Research and assess college program personnel and future player requirements
- ✓ Assess very competitive educational opportunity by leveraging athletic skill
- ✓ Evaluate personal ability vs. collegiate competitive level
- ✓ Write an introductory letter, prepare an athletic resume
- ✓ Organizational and strategic skills for managing the recurring process
- ✓ Learn how to communicate with college coaches and administrators
- ✓ Create a timeline of available personal and family travel time
- ✓ Strategies for campus visits and interviews
- ✓ Selection of exposure opportunities and specific personal value
- ✓ Financial challenges and scholarships
- ✓ Take advantage of our extensive relationships with college coaches

Parent Quotes –

“I didn’t realize how much I didn’t know. But we are totally amazed at how much we all learned in such a short time.”

“In retrospect I can’t possibly imagine living through this tedious process without this class. I wish we had know this when our daughter was in high school!”

“Fascinating, I now understand why my son was so frozen to act.”

“This course was very important to my husband and me whether my daughter plays in college or not.”

“We learned that we waited too long to act; thought our coach would help. We are on target now. We will be able to make a better decision and will not waste time!”

This course includes parents and player. It meets in five 1 ½ hour sessions (6hrs). The family fee of \$95 includes the \$40 workbook.

