



FAMILY RECRUITING WORKBOOK

DIY or Recruiting Agency?

A practical decision checklist for Canadian student-athletes and their families

DIY RECRUITING

AGENCY SUPPORT

HYBRID APPROACH

Use this workbook to assess your family's time, knowledge, budget, objectivity, and desired level of support before choosing a recruiting path.

Athlete: _____

Sport / graduation year: _____

1. Understand the Decision

College sports recruiting is a structured, multi-year process. Before comparing DIY and agency support, make sure your family understands the pathways and responsibilities involved.

BEFORE CHOOSING A RECRUITING ROUTE

- ☐ We know which pathways we are considering: U SPORTS, CCAA, NCAA Division 1, 2 or 3, NAIA, and/or JUCO.
- ☐ We understand that each pathway has different eligibility rules, scholarship structures, timelines, and communication policies.
- ☐ We have realistic academic, athletic, financial, and geographic priorities.
- ☐ We agree that long-term fit matters more than prestige, a division label, or a famous logo.
- ☐ We understand that no service can replace athletic development, academic performance, organization, maturity, and proactive communication.

DIY RECRUITING: POTENTIAL ADVANTAGES

- ☐ Cost control: we prefer to limit upfront agency fees and manage spending ourselves.
- ☐ Direct communication: our athlete wants to contact coaches without a middleman.
- ☐ Full oversight: we want to see every contact, response, conversation, and next step.

DIY RECRUITING: WORKLOAD WE CAN MANAGE

- ☐ Research schools and identify realistic athletic and academic matches.
- ☐ Track academic eligibility, core courses, admission requirements, and testing requirements where applicable.
- ☐ Create and regularly update a strong athlete profile and highlight video.
- ☐ Build an email strategy, personalize outreach, and follow up consistently.
- ☐ Evaluate camps carefully and avoid overspending on low-impact invitations.
- ☐ Track coach engagement, deadlines, offers, scholarship details, and conversations.
- ☐ Make objective decisions even when prestige, pressure, or emotion enters the process.

DIY may be a good fit if: your athlete is proactive, your family is highly organized, and you can commit steady weekly time to learning, outreach, tracking, and follow-up.

2. Evaluate Agency Support

A strong recruiting agency should add knowledge, structure, strategy, and hands-on support. Use this page to compare services - not just sales claims.

WHAT A GOOD RECRUITING AGENCY SHOULD OFFER

- ☐ Knowledge of NCAA eligibility pathways and Canadian university scholarship models.
- ☐ Clear understanding of recruiting timelines and coach communication expectations.
- ☐ Realistic guidance about division level, athletic fit, academics, and the recruiting/transfer marketplace.
- ☐ A strategy for identifying and prioritizing suitable target schools.
- ☐ Guidance that helps avoid random outreach and overspending on low-impact events.
- ☐ Support with athlete profiles, highlight-video structure, and exposure planning.
- ☐ Email review, outreach strategy, follow-up, and communication coaching.
- ☐ Recruiting timeline tracking, representation, and help comparing opportunities.
- ☐ Honest feedback, transparent reporting, and a clear role for the athlete and parents.

QUESTIONS TO ASK BEFORE SIGNING

- ☐ Exactly what is included - and what is not included?
- ☐ Which tasks are truly hands-on, and which remain our responsibility?
- ☐ How long does support continue, and how often will we communicate?
- ☐ What experience and relevant track record can the agency demonstrate?
- ☐ How will realistic target schools and division levels be selected?
- ☐ What is the complete cost, payment schedule, cancellation policy, and refund or guarantee wording?
- ☐ How will the athlete stay involved and learn to communicate with coaches?

RED FLAGS

- ☐ A guaranteed full ride, specific Division 1 roster spot, or placement at a specific program.
- ☐ Vague explanations of fees, deliverables, support duration, or who performs the work.
- ☐ A process that sidelines the athlete or suggests development and academic performance no longer matter.

3. Compare, Choose, and Act

The best route is the one your family can execute consistently. A hybrid approach can preserve athlete ownership while adding professional guidance where it matters most.

A HYBRID APPROACH MAY FIT IF WE WANT

- ☐ Education about the recruiting process and eligibility requirements.
- ☐ Strategic guidance while the athlete and parents remain actively involved.
- ☐ Tools, templates, and a clear coach-communication structure.
- ☐ Professional feedback without transferring every task to an agency.
- ☐ Reduced financial risk and a more affordable level of support.

QUICK DECISION SCORECARD

FAMILY SITUATION	DIY	HYBRID	AGENCY
We have substantial weekly time and strong organization.	Best fit	Possible	Optional
We understand the rules and can manage outreach confidently.	Best fit	Possible	Optional
We want guidance but also want to remain hands-on.	Possible	Best fit	Possible
We have limited time or feel overwhelmed by the process.	Harder	Possible	Best fit
We want research, strategy, outreach support, and tracking.	Harder	Possible	Best fit
We need the lowest upfront cost.	Best fit	Possible	Harder

OUR DECISION AND NEXT STEPS

- ☐ DIY
 ☐ Hybrid
 ☐ Agency
 ☐ Still comparing

TOP ACADEMIC / ATHLETIC PRIORITIES

NEXT ACTION 1

NEXT ACTION 2

NEXT ACTION 3

Want an informed second opinion? Canadian Athletes Recruiting offers White-Glove Premium Recruiting Services and works only with athletes it believes it can help. Ask about eligibility and terms for the Money-Back Guarantee during a complimentary consultation.

Visit canadian-athletes.com

Checklist adapted from: [Should You Hire a Canadian NCAA Sports Recruiting Agency?](#)