

ORGANIZATION STRATEGY

The absolute most important thing to remember here is that the more outbound traffic you create, the more inbound traffic there will be as a result.

If you plan on being proactive with your communication from this point forward, I highly recommend that you plan on being organized from this point forward, too.

I'm not going to tell you there is any right or wrong way to do this. I'll lay out some thoughts and ideas that I'd call "low-tech," but you are welcome to replicate these ideas in a more high-tech format if you want.

The two main things you'll want are:

- Record of inbound and outbound communication
- Calendar

RECORD OF INBOUND AND OUTBOUND COMMUNICATION

I'll say it again, the more you send out, the more you'll get in. Having an easy-to-maintain record of this will be very helpful.

I'll describe what this looks like in a low-tech world:

3-Ring Binder

Every school you communicate with gets a divider. Every e-mail, text or snail mail gets put in that school's section chronologically. This means both inbound & outbound. Yes, you can print texts. Any phone calls get documented as a page with notes that are also placed in that school's section chronologically.

Each school can have a blank page at front of section where you can make notes that you want to be able to quickly put your hands on without having to look through entire section.

Depending on how aggressive your outbound is, your inbound may get cluttered with generic camp invites. You may choose to run two folders. One that's just for generic camp invites, another that is for any conversations that move beyond the generic camp invites.

This can be really good resource to review before any scheduled phone calls to refresh memory.

CALENDAR

I'm partial to printing the next 12 months, one month per page.

You'll want to come up with the best color code for you. Below are just some of the different categories you'll fill in:

- Camps: Even if you are registered, this helps your decision making process to see when all the options are in one place. Highlight the ones that you are registered for to differentiate from the ones that you are not registered for.
- High school games.
- Travel games.
- When are you shut down? You will shut it down for a couple months right?
- Showcases
- Tournaments
- Family vacations
- Holidays

I've described the low-tech version. I personally like to be able to touch, feel and see all of it at once.

You may choose to replicate this as 100% digital. You could easily use Google Docs and Google Calendar & Gmail.

You might choose to combine the low-tech and the high-tech. You could do the low-tech version and implement something like Evernote in order to have access to all of the info from any device.

Truth be told, I'd probably be somewhere in the middle. Do what feels best to you.

Just remember, I've said it twice already, the more you send out, the more you'll get in. Staying organized will be huge.