

A+

TALENT IS NOT ENOUGH 101



A guide to getting recruited and being successful at the college level for basketball players.

Written by Kelli Bagley





**If you have a younger
child/player that wants to get
on college coach's
radar, THIS IS FOR YOU!**

**If you have an older
child/player and they are not
getting any recruiting
interest, THIS IS FOR YOU!**

**If your child/player wants to
play college basketball, THIS
IS FOR YOU!**

OR....

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**If your child is getting
recruited already but you
want to ensure their
success at the college level
so they can use basketball
as an avenue to more
opportunities in their
life.....**

THIS IS FOR YOU



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If your child needs one-on-one help in any of the three areas discussed in this guide(recruiting, basketball IQ, mindset)use the link below to schedule a free consultation for my Talent Is Not Enough mentorship and to find out more information about all of my developmental services.

<https://scheduler.zoom.us/kelli-bagley/talent-is-not-enough>

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My name is Kelli Bagley and I am an athlete development coach. I played and coached D1 basketball and I have over a decade of experience at the college level. After coaching at the college level, I realized more than ever how little the role of **talent** played in

overall success for athletes at that level. You would be surprised how many talented players I've seen **struggle** at the college level for reasons outside of talent. In fact, most of the players I've seen struggle, more often than not, it had **NOTHING** to do with talent. After playing and coaching for as long as I did, I found that most players struggle because of 3 areas outside of talent. Those 3 areas are **RECRUITING, BASKETBALL IQ, and MINDSET**. You may be wondering what those three things have to do with being successful as a college basketball player...and I am here to tell you they have more to do with it than you think!



We have all seen and heard stories of talented players going to college and not reaching their full potential or messing up their opportunity, and it is so unfortunate when that happens. It's unfortunate because being a college athlete can open so many doors and opportunities for your child...especially now! That is why I wrote my latest book **"TALENT IS NOT ENOUGH"**, developed **Believe and Elevate Basketball Academy**, and created this **quick guide**. My focus is to help equip players and parents with the tools they need to prevent them from becoming another talented player that went off to college and struggled for reasons outside of talent.





In the pages before, I gave you three areas that have the biggest impact on overall success as a college basketball player. The first one I want to tackle is **RECRUITING**. When I say recruiting, I am ultimately referring to the overall

recruiting process. If you are familiar with college sports I am sure you have heard the term “transfer portal”. It is really amazing how every year it continues to grow at such a fast rate. Partly, because kids and parents aren't doing their research on programs and they are choosing schools for the wrong reasons. Reasons I like to call **“DO NOT MATTER”** reasons! Another thing I've realized from my experience is parents and kids do not truly understand the recruiting process. From things as simple as when it starts and what it looks like, to as serious as what questions to ask once you start getting recruited and what red flags to look for. One of the questions I get asked the most, is how to **gain interest** from schools and help your chances of getting recruited? The great thing about today's time, is we live in the social media and internet era! When I was coming up and getting started in my recruiting process, there were things that weren't available then that are now. I didn't have highlight videos and I couldn't post my awards and stats on twitter. I didn't even have any full game footage on a computer. Everything was on a VHS tape. If I wanted to give a coach my full game footage, the process was a lot harder than it is today. If I needed direction in the process, I couldn't download a guide like this one or find someone like me to help my process. If I wanted to be seen by coaches, the process was harder than it is today. The recruiting process is so important to your success as a college basketball player! WHY? Because in order to become a college player, you must first get recruited. Next, you have to understand the process (interest vs offers, things to look



for questions to ask etc). This is important because the most important thing when going through the process is choosing the **RIGHT FIT**. If you choose for the wrong reasons or you are misguided in the process, you are already

setting yourself up to become one of those “not reaching full potential stories” and **NOONE** wants that for their child!

The second area I mentioned on the pages above was **BASKETBALL IQ**. If you do not know what basketball IQ is, it is the ability to understand and read the game. Basketball IQ can be something as simple as remembering and understanding plays to understanding and controlling the tempo, reading defenses, reading screens, and recognizing advantages and disadvantages in the game on both offense and defense. Basketball IQ affects a players ability to make good decisions



during the game. Not having a good basketball IQ can really affect you at the college level...more so than in high school. The college game is more detailed and more challenging than the HS level in more ways than one. You may go from playing on a team or against a team with a handful of plays to playing on or against teams with a full play book of plays. You may go from



not ever having a typed out scouting report to having to study and memorize your opponent's player personnel as well as top offenses, defenses, inbounds plays etc. You may go from being able to use your "go to" move or your strength every time down the floor to that being taken away every time down the floor in college. It is so important to have a good basketball IQ because lacking in that area can keep you off the floor. I've been in numerous huddles where the words "we can't put them in at a time like this or game like this" have been said and it all boiled down to IQ and understanding of the game. The best way to help develop a player's IQ is by film study. Yes, studying other people's games (WNBA, college, NBA) but also studying your own. Unfortunately a lot of young HS and middle school players aren't getting that type of development on a consistent basis and if they are, it's probably from a parent who has not played or coached at the level they are wanting to get to (no knock to all of you hardworking parents). Also, even if they are watching with someone who played college, it's a lot different than watching with someone who also coached at the college level. When I played, I had pretty good basketball



and I learned a lot as a college player. However, I learned even more when I became a college coach! I see a lot of parents pay for skills training to help improve their child's physical skill, but I hardly ever see parents investing in their child's basketball IQ. Unfortunately, skills training and playing a lot of games is not all that is needed to improve and develop your child's basketball IQ, especially not at the level needed for college. Also, it is one thing to be told something and another to be shown something. Don't disregard the importance of film study to overall success as a college player. As a former college





coach and player, I am here to tell you it matters so much more than you think! Plus when you watch film with your own kid, it gets to a point where what you say goes in one ear and out the other. Also watching film with hs/aa coaches are usually team

based sessions and not individual one-on-one sessions. Don't take for granted the importance of getting this type of development in a one-on-one setting. They will definitely experience this type of development in college, but don't wait until then! The same way you invest in their physical skill, make sure you invest in their basketball IQ and get your child with someone who is knowledgeable of the game and can teach them. The third area I mentioned above is **MINDSET**! Mindset is so important to overall success as a college basketball player! It does not matter how talented you are, if you lack the right mindset, you will struggle in college. When I say



mindset I am actually referring to things like focus, time management, attitude, work ethic, being coachable, discipline, confidence, relationships, perseverance, faith, etc. As I stated above, if you lack in any of these areas I just mentioned, you are going to struggle in college. You can be the most talented player in the gym but if you are not confident and don't want to work





hard, or you do not want to be coached you will struggle! The mindset is just as important as talent and honestly I could argue that it is more important than talent. If you have all of the other qualities outside of talent, you will develop the talent. I know

from experience that a lot of young players come into college thinking that their talent will be enough to sustain them and allow them to have a successful college career. However, that is simply not true! If you want to have a great career, you have to be well equipped in the important qualities outside of talent also. One beneficial way to help your child develop in these areas is mentorship. So many athletes can benefit from having a mentor that not only can help them in these areas but has also done what they are trying to do. It is a lot easier to be successful at something when you have someone in your corner who has already done it!



My main reason for writing my book “TALENT IS NOT ENOUGH” that touches on each of these qualities is to help mentor young players and help them determine the areas they need to grow in and develop before they step foot on campus! The last thing you want to do is go to college lacking confidence, focus, work ethic or any of the other qualities I mentioned.

If you do not remember anything else I said in this guide when it comes to college basketball, please remember these four words...TALENT IS NOT ENOUGH!



In summary, if you want to equip your child with the best chance to be successful at the next level, please grasp the importance of the 3 main areas of **recruiting**, **basketball IQ**, and **mindset**. If your child can check these 3 boxes successfully on top of talent, they will arrive to campus with the necessary tools they need to have a great college career and be able to use the game to bring even more opportunities to their life.

**UNDERSTAND THE RECRUITING PROCESS
(HOW TO GET RECRUITED AND HOW TO NAVIGATE THE
PROCESS)**



DEVELOP A GREAT BASKETBALL IQ



DEVELOP A GREAT MINDSET



**HAVE A SUCCESSFUL COLLEGE CAREER THAT
LEADS TO A SUCCESSFUL OVERALL LIFE!**



Use the “Market Yourself Like A Product” checklist on the next page to help you kickstart your recruiting process and help your child gain more interest from college coaches and programs. Remember, sometimes it’s not that you are not good enough for the college level, it’s the fact that coaches don't know you exist. Take advantage of the social media and internet era that we are living in and improve your recruiting process with the simple steps below!

If your child needs one-on-one help in any of the three areas discussed in this guide(recruiting, basketball IQ, mindset)use the link below to schedule a free consultation for my Talent Is Not Enough mentorship and to find out more information about all of my developmental services.

<https://scheduler.zoom.us/kelli-bagley/talent-is-not-enough>

Market Yourself Like A Product



CHECKLIST

№	TO DO	☒
1	Get access to your full game footage and have 1-3 games available to send	
2	Create a Hudl account if you do not already have one	
3	Create yourself a highlight video	
4	Create a twitter account (if you already have one clean it up)	
5	Create a youtube account and upload your full games and highlights	
6	Create a list of schools you are interested in (diversify your list)	
7	Get contact information for coaches of those schools	
8	Find coach's twitter account and contact them	
9	Contact Coaches through email	
10	Have your coaches make calls to schools for you	
11	Send schools your summer schedule and school schedule	
12	Send schools your tournament game schedule for summer tournaments	
13	Attend summer camps of the schools you are interested in and vice versa. Diversify and include D1, D2, D3, NAIA, Juco especially if you are older and not getting interest yet	
14	Email the schools and let them know you are coming to their camp	
15	Don't be afraid to pick up the phone and call	
16	Be active and visible on social media (post multiple highlights, updates, stats, positive posts)	
17	Make sure your stats are on max preps and are not hard to find	
18	Use your resources (former coaches, trainers, connections)	
19	Tag coaches and message coaches through social media	
20	WORK HARD GET BETTER AND DEVELOP AS A PLAYER	

Market Yourself Like A Product

EMAIL CHECKLIST



No	TO DO	☒
1	Full Name	☐
2	Grade	☐
3	City/State	☐
4	High School Name and AAU team name	☐
5	Express interest in the program	☐
6	Give some information about your game (stats, awards, strengths)	☐
7	Attach your game schedule	☐
8	Attach highlight	☐
9	Attach full game footage	☐
10	Your contact information	☐
11	Coach's contact information	☐
12	Include height and position	☐
13	Include information about your grades	☐
14	FOLLOW UP	☐
15	FOLLOW UP	☐
16	FOLLOW UP	☐
17	FOLLOW UP	☐
18	FOLLOW UP	☐
19	FOLLOW UP	☐
20	And lastly FOLLOW UP	☐

Do you need one-on-one help with your recruiting process?

Do you need someone to help you prepare for the college level and help ensure your success?

If you answered yes to either of these questions, click the link below and set up a zoom to find out more information about all of my services as well as my one-on-one “Talent is Not Enough” mentoring program that focuses on the 3 key areas (recruiting, basketball IQ, and mindset).

<https://scheduler.zoom.us/kelli-bagley/talent-is-not-enough>

I’ve seen plenty college players struggle at the next level and the reasons always fall in these 3 areas! Don’t let that be your child’s story!

CLICK THE LINKS BELOW

Talent Is Not Enough Mentorship

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