

# Building Your Personal Coaching Brand

Your Expertise Separates You from  
the Rest



The Road Ends Here

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## How to separate yourself from the Pack?

There are four keys to success in making yourself more valuable, marketing yourself ahead more rapidly in your career. They are:

1. Specialization--Is your ability to channel your talents or abilities into a vital area that is of measurable value to your company and customers.
2. Differentiation--Is how you set yourself apart from other on a basis of your superior performance in one or more areas. Your ability to differentiate yourself on the basis of high quality work probably is the most important single focal point of your career. If co-workers or colleagues asked, "What is your area of excellence? What would they say about you? Where can you put your "X" on the basketball program you work for?"
3. Segmentation--Is the ability to determine the people and organizations in your work like that can most benefit the fastest from your performance in a particular area. Identify them as contacts, growing relationships and future employers.

4. Concentration--Is your ability to focus single-mindedly on serving your specific market segment with products and services that are excellent for that individual or organization.

Ask yourself, “What one skill, if you developed it and did it in an excellent fashion, would have the greatest positive impact on our career?”

WHATEVER your answer to that question, write it down as a goal, set a deadline, make a plan, and begin working on developing yourself in that area until you master it. This is the real key to career success.

Stay committed to your goals, be tough minded, persevere and follow his simple thought:

**Don't let other people's issues be bigger than your goals!**



**DON'T LET  
SOMEONE WHO  
GAVE UP ON  
THEIR DREAMS  
TALK YOU OUT  
OF YOURS.**



## **10 Strategies for setting yourself apart in the networking process**

Below is a list of creative strategies the coaches in my College Coach Now program have used to their advantage in the past.

1. Visit college practices and individual skill workouts to learn their system and terminology and to meet the coaches. These are great environments to meet the coaches without hundreds of others waiting to do the same. It will give you some precious minutes to introduce yourself and ask for advice. Make sure you indicate that your goal is to become a college basketball coach and the passion you have to accomplish that goal. Once you ask for advice, shut up and let the coach or coaches advise you. This is a time-tested strategy that has greatly helped many of my coaches through the years.
2. Become an excellent hand writer and develop a writing schedule you will be committed to and follow up with on a daily basis.
3. Find a list of the Top 30 Assistant coaches in the country and write hand written note congratulating them and ask for career advice. A great way to open the door to new contacts.
4. After applying for job and not landing them, write letter of thanks to the coach and stay in touch with him. Not getting a job can be a blessing by allowing more people to enter your network.

5. Here is a question asked by one of my coaches and my answer:

Question: Recently I saw a big time Division I head coach at a social following a clinic. Answer: I would get between him and the door and not let him get out of the room.

The key is to meet and follow up with coaches. Simply ask them for one piece of advice on how to get a college coaching job...and let them answer. They may give you 30 seconds or 30 minutes. Don't be shy because at one time they all were in your shoes too! Follow up with a brief note to him saying you missed him at the game but want to meet him.

--Another example from one of our coaches:

“I send a letter to Frank Haith, head coach at University of Miami, about a great underclass recruit here in Michigan. He wrote me back and told me to stay in touch with him. I couldn't believe it.”  
My advice---Do the same with 50 head coaches and you may hear back from half of them and open the door to meet and develop a relationship with 25 head coaches.

--Here is a great thing that happened earlier this week. Taking your advice I wrote Georgia Tech's volunteer assistant and got an email from him this

Monday. He was great, giving me great answers. He told me he was pretty much in the right place at the right time. He coached in the Atlanta area for about 12 years, always worked their summer camps, and even coached at a DII school in S.C. to get some NCAA experience. He said last year he taught full-time at a high school and said it was very tough. This year though he has a part-time job. I emailed him back asking when Tech starts workouts and if all schools allow volunteers and he said it depend on the school regarding the volunteer coaches. Great advice from you!

--I also emailed Purdue assistant Cuonzo Martin to see if I could introduce myself Saturday because they will be 40 miles away in Ann Arbor to play Michigan Sunday. I will keep my fingers crossed. It was a boost of confidence when I emailed him about the frosh at Detroit Country Day and he responded by agreeing with me because he saw him earlier. I sent a similar email to Bobby Kummer at University of Charlotte about the kid and he responded with a thanks.

--“I tried something new this past week. I gave myself the assignment of helping the Ramblin' Wreck of Georgia Tech. If they win tomorrow against Virginia they will play Carolina.

Sometimes if I see a good play or whatever on TV I will write it down. Last year UNC was playing USC in the Sweet 16 and had the ball with 0.8 seconds in the first half with the ball on the side. They ran a great play and got a

good look. I copied it down and have glanced at it from time to time over the past year. A few weeks ago I turned to Wake Forest at UNC and the first half was wrapping up. Wouldn't you know it, pretty much the same situation but with 3.3 seconds. Again, the Tar Heels got a great look and scored. Wayne Ellington hit the 3 in the corner of Wake's bench. I noticed the motion right from the start. It was pretty much the same action but from a different formation.

So, I copied both down with their information and sent it to Coach Hewitt Monday morning on over-night delivery. I did that because I figured they would leave for Charlotte Wednesday and I wanted to make sure it at least got to Tech. Whether he opened it, who knows.

If everything breaks right, the letter was opened and looked at, GT wins and faces UNC and UNC will have the ball late in the first half or maybe at the end of the game from a side out of bounds situation.

I'm hoping all of this will allow me to meet Coach Hewitt of Georgia Tech soon and add him to my network. "

--Another coach commented: "I applied for an opening at the Citadel last year. I knew they played Army the previous season and I knew that Coach Conroy and Coach Crews at Army went on a trip to Kuwait together earlier in the summer. So I used that connection and asked Coach Crews at Army to recommend me to Coach Conroy at the



Citadel. It worked for me at Dartmouth also after I saw that they also played Army and Coach Crews gave me a good recommendation for that job as well. I keep in touch and am developing good relationships with both coaches in case there is another opportunity down the road. I don't even think I would've gotten in the door at both places if I wouldn't have recognized that connection.”

ARTICLE by RB

## **Setting Yourself Apart from the Rest**

*Developing an expertise to gain an edge in College Coaching*

Developing an expertise is an area that most young coaches don't even know about or consider.

### **Common misconceptions:**

- I've been a successful player, I'll be a good college coach.
- My success at the high school level will get me a college job.
- I have a lot of connections, so I'll have no problem getting a job.
- AAU coaches are a lock to get college jobs because I can deliver players
- I've worked Kentucky's camp and Auburn too, so I'm getting in good with the coaches.

Becoming an expert in an area of coaching is based on the TOP 3 Concept of coaching.

**“A master of all is a master of none!”**

**"Jack of all trades, master of none"** is a figure of speech used in reference to a person who is competent with many skills but is not outstanding in any one. The term has become a cliché and often used as an insult in its current form, which is only half of the quote. The full quote, "Jack of all trades, master of none, though oft times better than master of one," is actually a compliment, though the term stemming from it, just 'Jack of all trades' is usually seen as a compliment to someone who can adapt to most situations.....*From Wikipedia.com.*

## **Signs that you are gaining an edge as a future college coach:**

1. Your calls are returned.
2. You receive notes back in response to notes you have written.
3. Coaches recognize you when you run into them.
4. When asked, “Who were your best camp coaches last summer?” your name is mentioned.
5. When asked, “Do you know of a good young coaches out there that would be a good GA or assistant coach? your name is mentioned

**Areas of expertise to develop:**

1. X and O's man

**2. Recruiting**

3. Organizer—i.e.—Knowing and documentation of NCAA rules.

4. Camp Director

5. Director of OPS

6. PR guy—speaking engagements, reading program locally.

7. Video guy

8. The Veteran

9. The Workout guy