



Why Some Applications Feel Stronger Than Others

Breaking into sports can feel overwhelming.

There are hundreds of different roles, countless job postings, and no shortage of advice telling you what you should be doing.

Early on, it's easy to apply to anything with a team logo attached to it.

The challenge is that hiring managers want to understand where you're headed and whether your experience supports that direction.

If your applications feel random, your resume often feels random too.

WHAT STUDENTS OFTEN GET WRONG

One of the biggest mistakes students make is trying to target:

- sales
 - marketing
 - operations
 - analytics
 - social media
- all at the same time.

That usually weakens your:

- resume
- outreach
- interviews
- confidence

Key Takeaway

You do not need to know exactly what career you want.

You do need a direction.

A clear direction makes it easier to build experience, improve your resume, and apply with confidence.

START WITH INTEREST + STRENGTH

A better question to ask yourself is:

"What type of work do I actually enjoy doing?"


Not:

"What sounds impressive?"

A lot of students focus too much on the industry itself and not enough on the actual work they'd be doing every day.

That matters.

Because working in sports still means doing a job.

 **Teams hire for specific skills and responsibilities - not simply because someone loves sports.**

That's why it helps to think about:

- what type of work you enjoy
- what environments fit you best
- what skills you actually want to build

Some students love:

- content creation
- filming
- storytelling

Others enjoy:

- organizing
- operations
- event support

There isn't one "best" path.

The goal is to start identifying:

what energizes you

what comes naturally

where you want to build experience first.

WHAT EXPERIENCE DO YOU ALREADY HAVE?

A lot of students underestimate experience that actually matters.

A common mistake is thinking experience only "counts" if it's from a professional team.

That's not true.

Hiring managers are usually looking for things like:

- initiative
- consistency
- responsibility
- evidence that you enjoy the work

That can show up in a lot of different places.

Things like:

- club leadership
- filming games
- athletics department work
- social media
- volunteering
- intramurals
- student organizations
- running an account or project

can all help tell a story about where you fit.

A student consistently creating content for one organization will often stand out more than someone applying to dozens of unrelated roles with no clear direction.

Smaller experiences with clear direction are usually stronger than random unrelated experiences.

PICK A PRIMARY DIRECTION

You do NOT need to lock yourself into one career forever.

But for applications, it helps to have one primary direction right now.

That creates:

- clearer resumes
- stronger interviews
- better outreach
- more focused experience building

A student targeting social media roles should probably build different experiences than a student interested in operations, analytics, or coaching.

That doesn't mean you can never explore other areas. It just means your applications should tell a clearer story.

You can always evolve later.

Very few students get it perfectly right on the first try.

The goal right now is not perfection.

It's building momentum in one direction instead of staying stuck applying randomly.

A lot of students stay overwhelmed because they keep trying to pursue everything at once.

Usually, it's better to:

- pick one area
- build experience there
- learn what you enjoy
- and adjust over time

That's how most careers in sports actually develop.

CAREER DIRECTION EXERCISE

Take five minutes and write down your answers.

Roles I'm Most Interested In

- 1.
- 2.
- 3.

Experience I Already Have

- 1.
- 2.
- 3.

Areas I Need to Improve

- 1.
- 2.
- 3.

You do NOT need your entire career figured out right now.

But having some direction makes it much easier to:

- build a stronger resume
- interview better
- and understand where you fit.

 **Next: "02 - Sports Resume Fix"**