



MIND THE NET GOALTENDING
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The Art of Self-promotion

The goaltender that relies on his skills as a player, the help of a scout, agent or coach, can be limiting their chances for advancement. While ability, scouts, agents and coaches are useful; the goaltender should not rely on them. They should be used as a means of assistance to aid the goaltender in the goaltender's self-promotion.

****The ability to self promote is a continual and endless task, not only for a future in hockey but for advancement in life as well.****

With hockey being a Canadian game, it is only natural that MTN use key words for Self Promotion that start with "Eh".

Ability: A natural or acquired skill or talent (physical, mental) to accomplish something.

Aptitude: The ability to learn and understand new concepts and ideas.

Attitude: A state of mind or a feeling; disposition.

Appearance: The act or an instance of coming into public view or sight.

Association: The act of associating or of being associated with an organized body of people who have an interest, activity, or purpose in common.

Off-Ice Promotion

Every goaltender has dreams of advancing to the highest level. Believing that as this advancement comes there will be less need for them to promote themselves. The stats and their actions will do the promoting for them. This, unfortunately, rarely happens. All goaltenders will probably experience setbacks and disappointment. When these setbacks occur it is then vital for the goaltender to know how to go about promoting themselves so that the advancement while temporarily stalled, can continue on in the near future.

There are two types of off-ice promotion MTN wants the goaltender to recognize.

Promotional Introduction Material

Using various methods to find a list of teams and their contacts that you may want to play for in the near future and that may have an interest in you and your specific position. Know who you are touching base with; in short, do your homework.

Letters of introduction:

- a) Make the letter look official, letter head if possible, typed not hand written, and proper spelling and grammar.
- b) Personalize the letter, Dear Mr. Smith(?), is better than Dear Sir
- c) Keep it brief but to the point and refer to any attachments that are enclosed (e.g. please find enclosed my....., etc.).
- d) Thank them for taking the time to look over what you have sent to them.

Player Profile (Resume)

- a) Make it as professional as you can.
- b) Front page should have your name, home address, home phone number, and billet information if you have one. Add a facial and/or action photo if you have one.
- c) Provide personal information, height, weight, position, shot, and date of birth, parents names, school level obtained or currently in.
- d) Provide a copy of your latest school transcripts and/or SAT scores. Report cards usually have teacher comments on them that can back up your personal character and attest to your ability to learn and socialize with others. List any scholastic awards and achievements
- e) Provide hockey information. Your history of where you played and those coaches contact numbers. List any high performance camps you have attended. List any significant individual or team awards.
- f) Provide recent stats and a couple of relevant newspaper clippings that can help. For easier recognition highlight where you are mentioned. Remember, a Junior or University coach will not be interested if you won tournament MVP in a Novice tournament.

Off-Ice Character Promotion**Interactions Between Your Teammates and Coaches**

- a) Are you a leader?
- b) Are you friendly and welcoming to new teammates.
- c) Positive influence.

Community Involvement

- a) Take an active role in team commitments in the community.
- b) Do you help in the schools or minor hockey systems.
- c) Willing to take time for autographs.

Body Language Communication

- a) Dress well.
- b) Be polite.
- c) Good manners.
- d) Positive actions.

Work Ethic and Commitment to Skill Development

- a) Commitment to enhancing your skill development.
- b) Continued education (SATs)

On-Ice Promotion

Strong on-ice habits are a key to being recognized and for continued development and success up the hockey ladder. MTN often hears about the politics involved in the game and the selection of teams. Get used to it, political games are not just in hockey but also in every aspect of life. Often you hear statements” I was just as good as the goaltender they chose.” Being equal is not good enough. Being equal enables politics to come into play. *****Try and avoid the political excuses, don't be as good as, be better!*****

On-Ice Key Words

Desire: Want it more than the next goaltender. Be willing to do what it takes.

Passion: Show enthusiasm. You're doing something that you enjoy doing make sure other people around you can see that. Be calm and display confidence.

Communication: The art and technique of using words effectively to impart information or ideas. Be loud and be seen. Display positive talk and actions.

Work ethic: A set of values based on virtues of hard work and diligence. Don't be out worked. Be active when it is not your turn in the net. Don't be a spectator. Be the first on and last off the ice. Keep yourself in the coach's eye by always doing something. Be noticeable in a positive way.

Practice/Game Habits: A recurrent, often unconscious pattern of behavior that is acquired through frequent repetition. Work hard, work smart.

Coach-ability: Can you take instruction? Do you get along with your teammates? Are you a positive role model for the team and the community.

*****For the goaltender to continue his/her advancement up the hockey ladder someone, somewhere has to notice you. Make sure you provide ample opportunity for exposure by using any and all resources available to you, both on and off the ice.*****

People judge you by what they see and hear from you. There is an old saying that “You never get a chance to make a second impression.” Make that first impression a good one and continue on your hockey path with the relentless and endless self-promotional skills we call life!