



WBCA 2022

Five Post-Pandemic Recruiting Trends Basketball Coaches Need to Understand

BRAND ALLEGIANCE IS TRENDING UP

- Huh?:
- What it means:
- Do this:

THEIR FUNNEL IS NARROWING SOONER

- Here's why:
- The \$\$\$ factor:
- Panic buying:

WHY DO YOU WANT ME, COACH?

- Part of initial assessment:
- Them + your plan + your team:
- Don't do this, though:

TIMELINES & DEADLINES ARE WORKING

- **They want guidance:**
- **What happens when you don't:**
- **Be strategic**

HAVE A PORTAL PLAN

- **The messed-up 2020's and 2021's:**
- **What % of your scholarships/roster?:**
- **Recruit prep prospects with the portal in mind:**

NOTES:

Tudor Collegiate Strategies works with D1, D2, D3, NAIA and JC women's basketball programs around the country. We use strategies like these, along with targeted customized recruiting messaging, to increase responses from more top prospects earlier in the process, leading to better recruiting classes.

If you've never talked with us one-on-one about what you'd like to change about your recruiting results, email me at dan@dantudor.com, or text me at 661-809-6200, and we'll set up a time to talk. My staff and I would love to help.

Want more information about what we do? Visit www.dantudor.com for free training articles, details about our big summer recruiting conference, and workshops we do for programs and athletic departments.