THE RECRUITING DNA OF BUILDING A CHAMPIONSHIP PROGRAM

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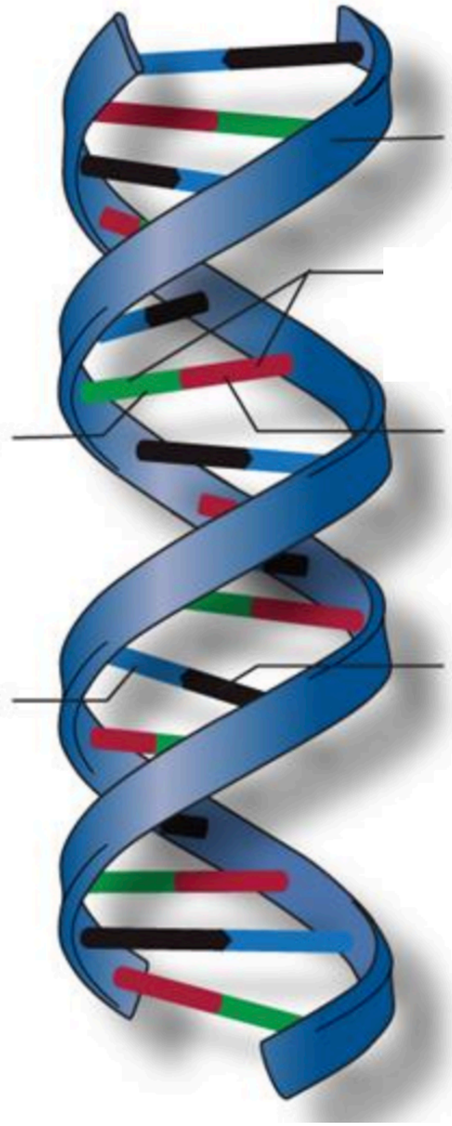
THE RECRUITING DNA
OF BUILDING
A CHAMPIONSHIP PROGRAM

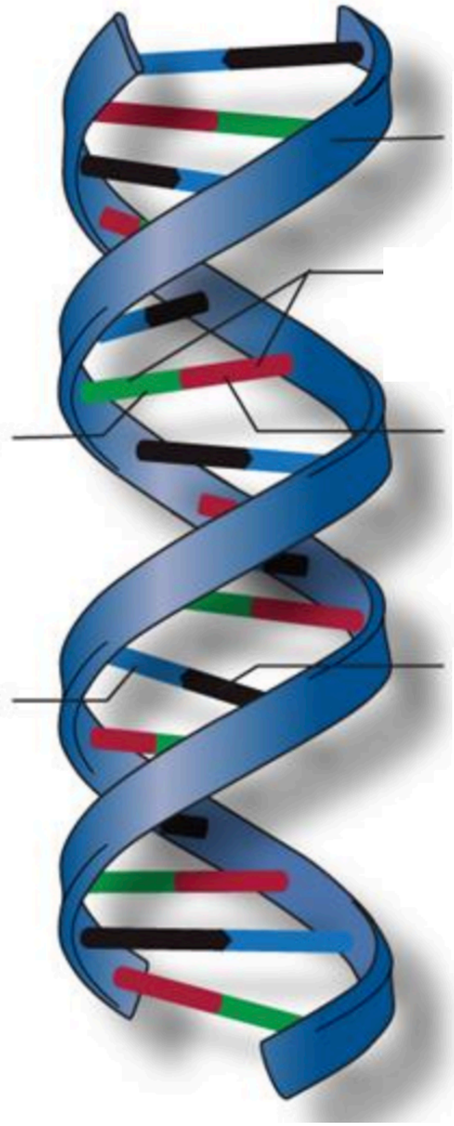
INTENTIONAL

NOT EASY

PREDICTABLE,
REPEATABLE
SUCCESS

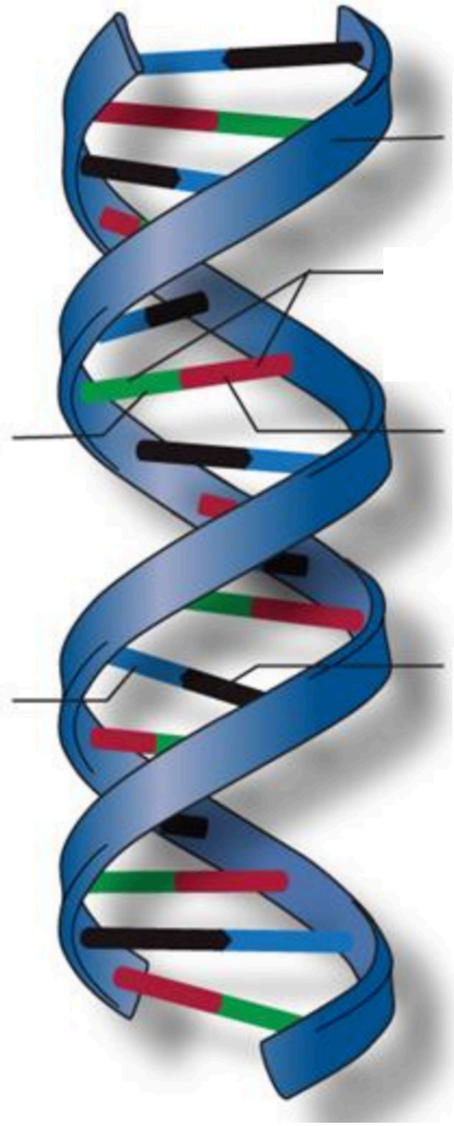


RESPONSE



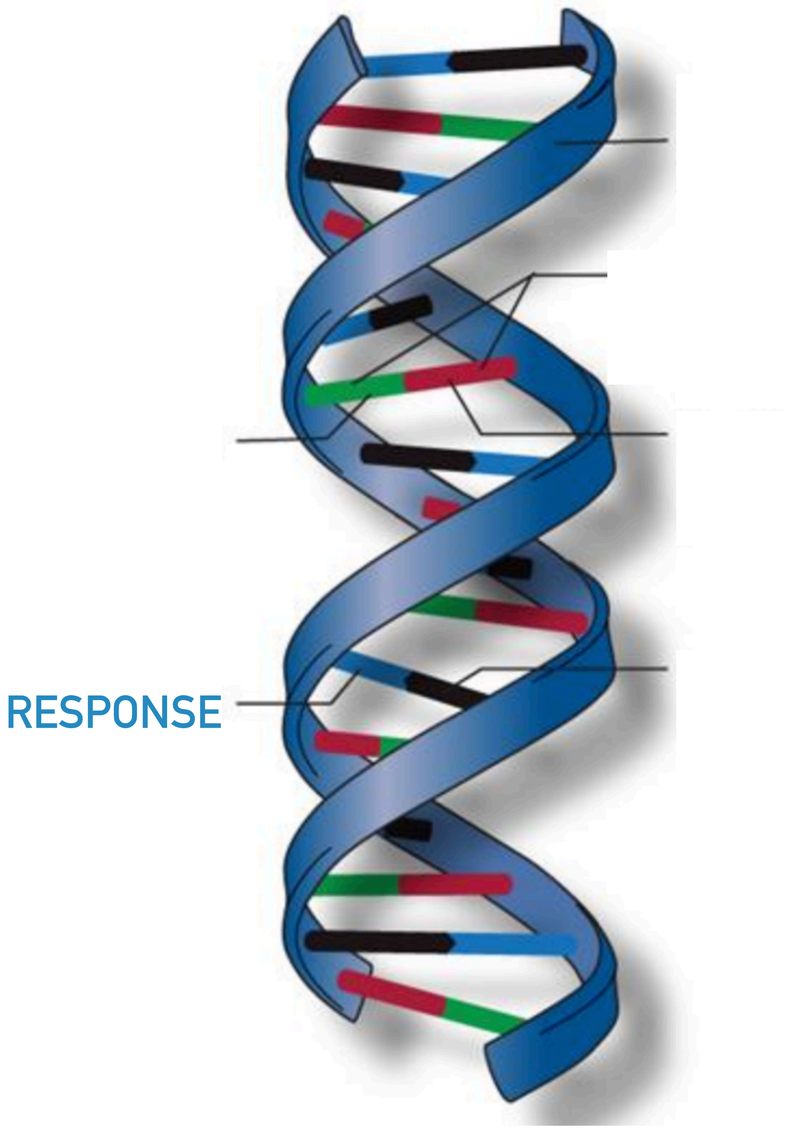
88% OF PREP PROSPECTS LOSE INTEREST WITHIN 21 DAYS

RESPONSE



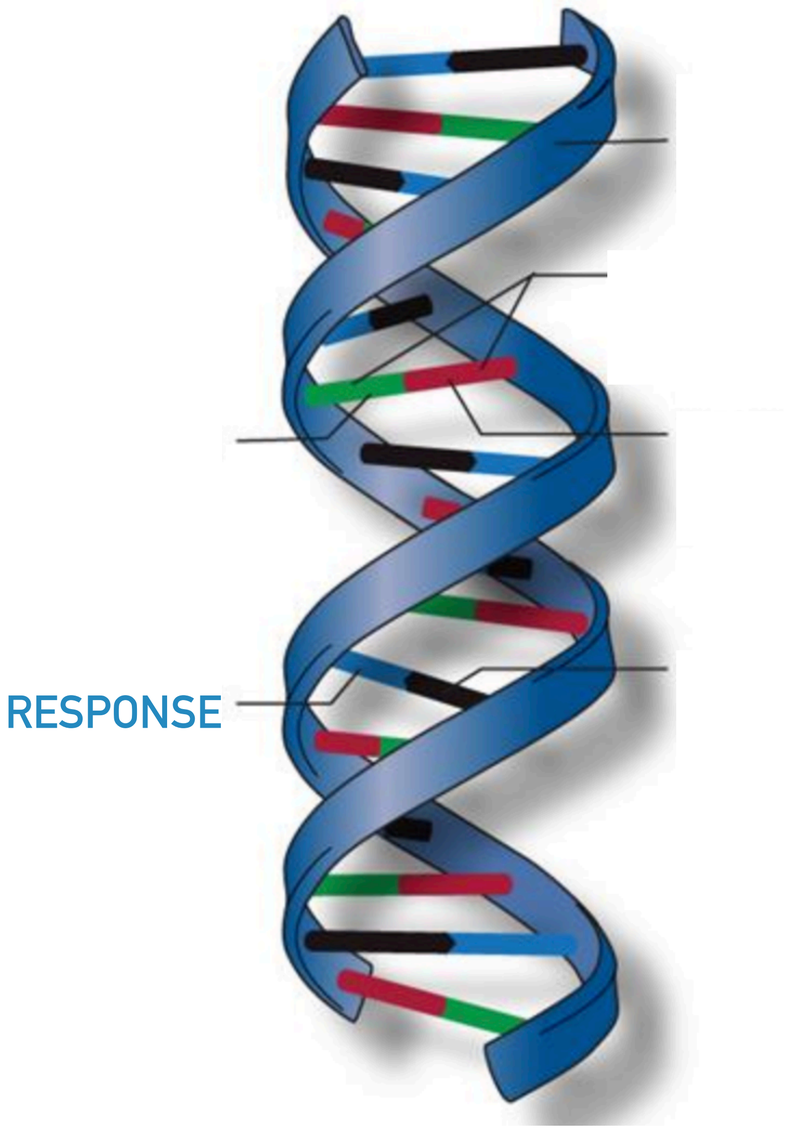
76% OF TRANSFERS LOSE INTEREST WITHIN 10 DAYS

RESPONSE



75% WON'T REPLY
UNLESS INSTRUCTED

RESPONSE

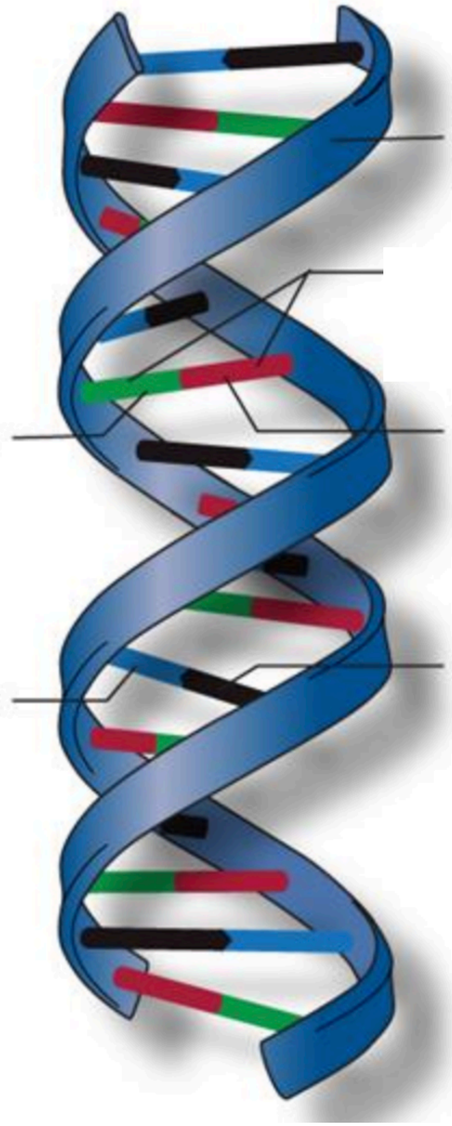


91% OF COACHES DON'T INSTRUCT PROSPECTS

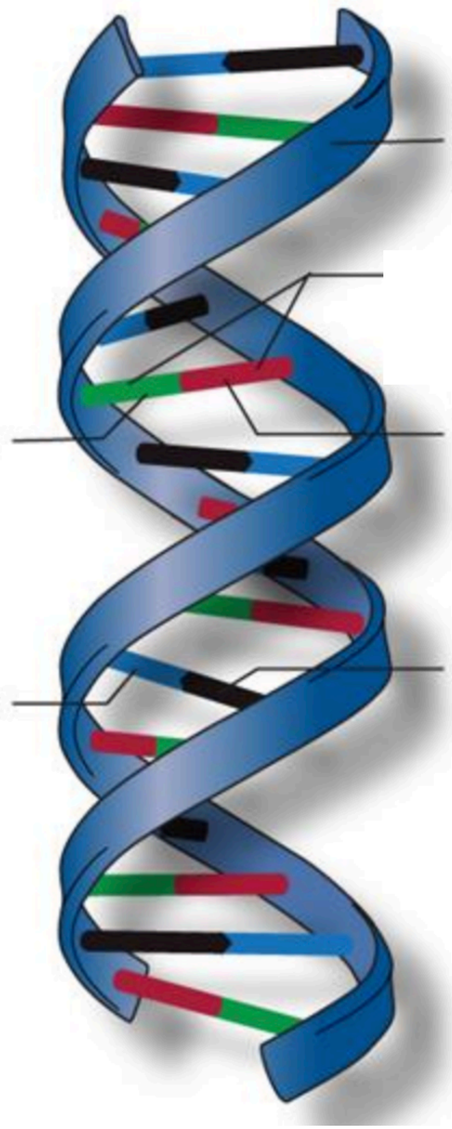
RESPONSE

RESPONSE

SHORTER VS LONGER

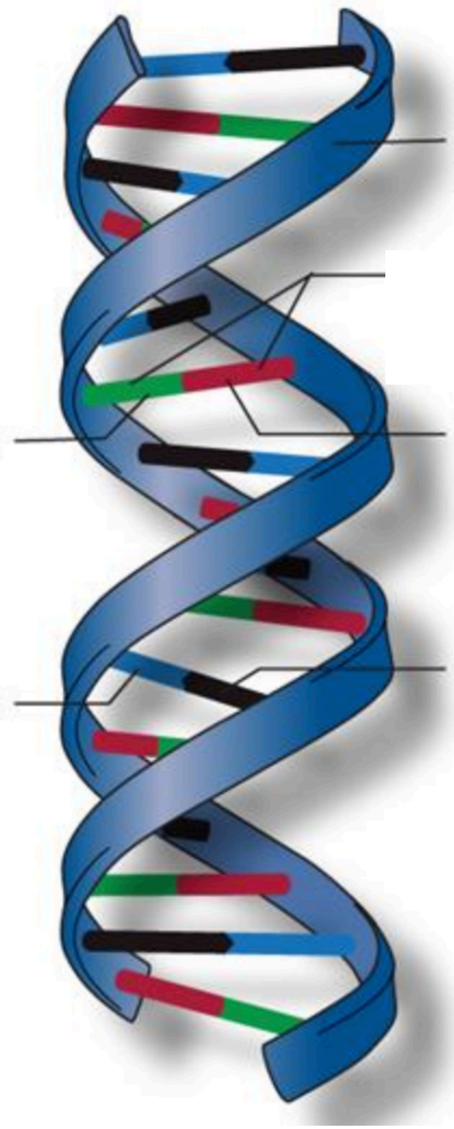


RESPONSE

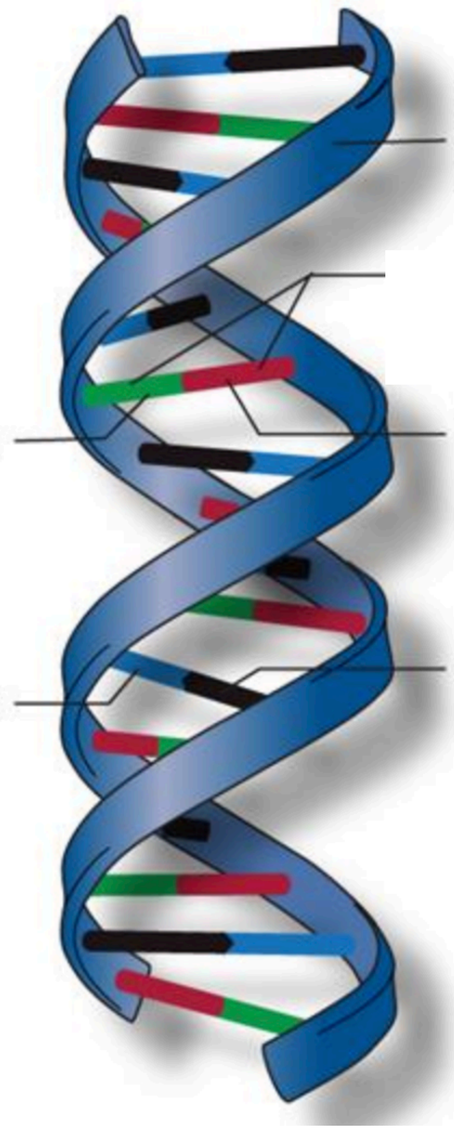


SHORTER VS LONGER

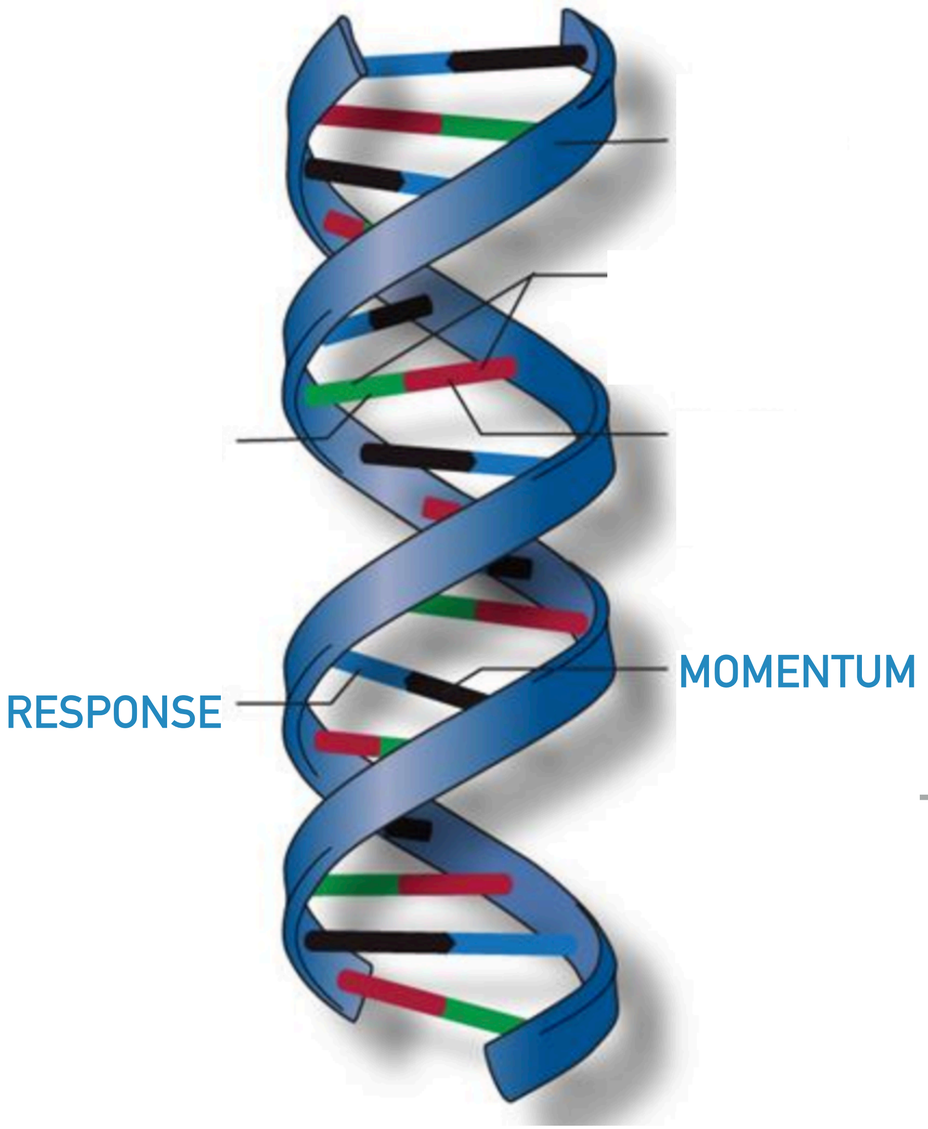
NO SELLING (YET)



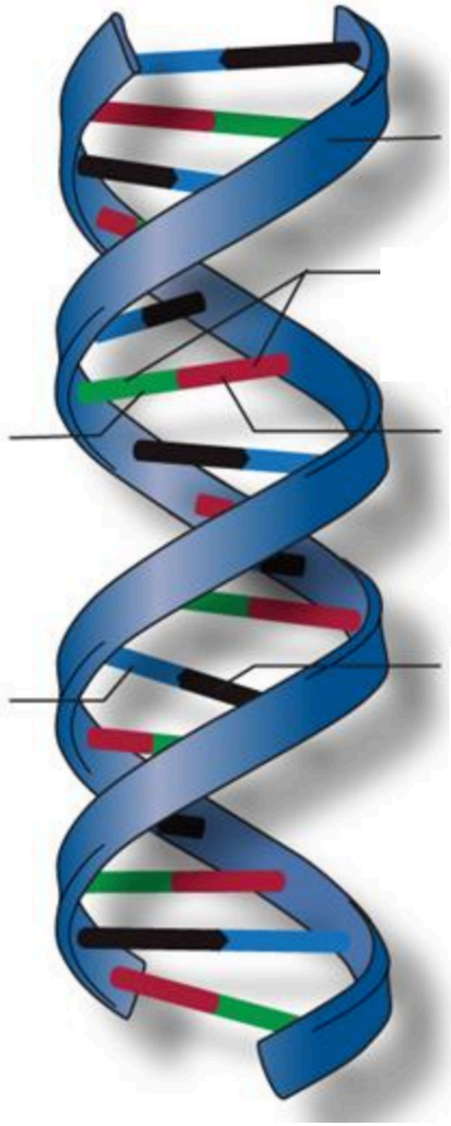
- SHORTER VS LONGER
- NO SELLING (YET)
- ASK FOR A REPLY



- SHORTER VS LONGER
- NO SELLING (YET)
- ASK FOR A REPLY
- WHAT'S NEXT:



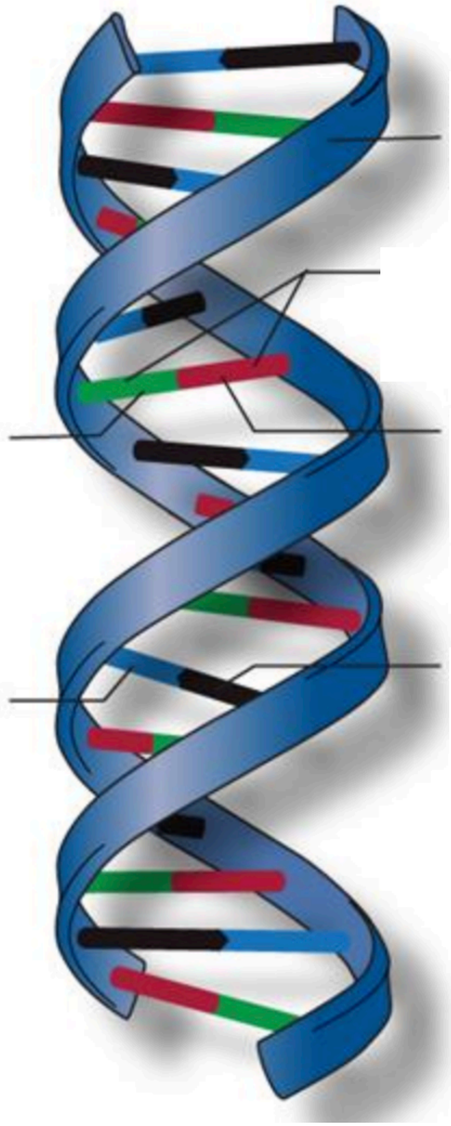
MOMENTUM



REMEMBER

88% OF PREP PROSPECTS LOSE INTEREST WITHIN 21 DAYS

MOMENTUM



REMEMBER

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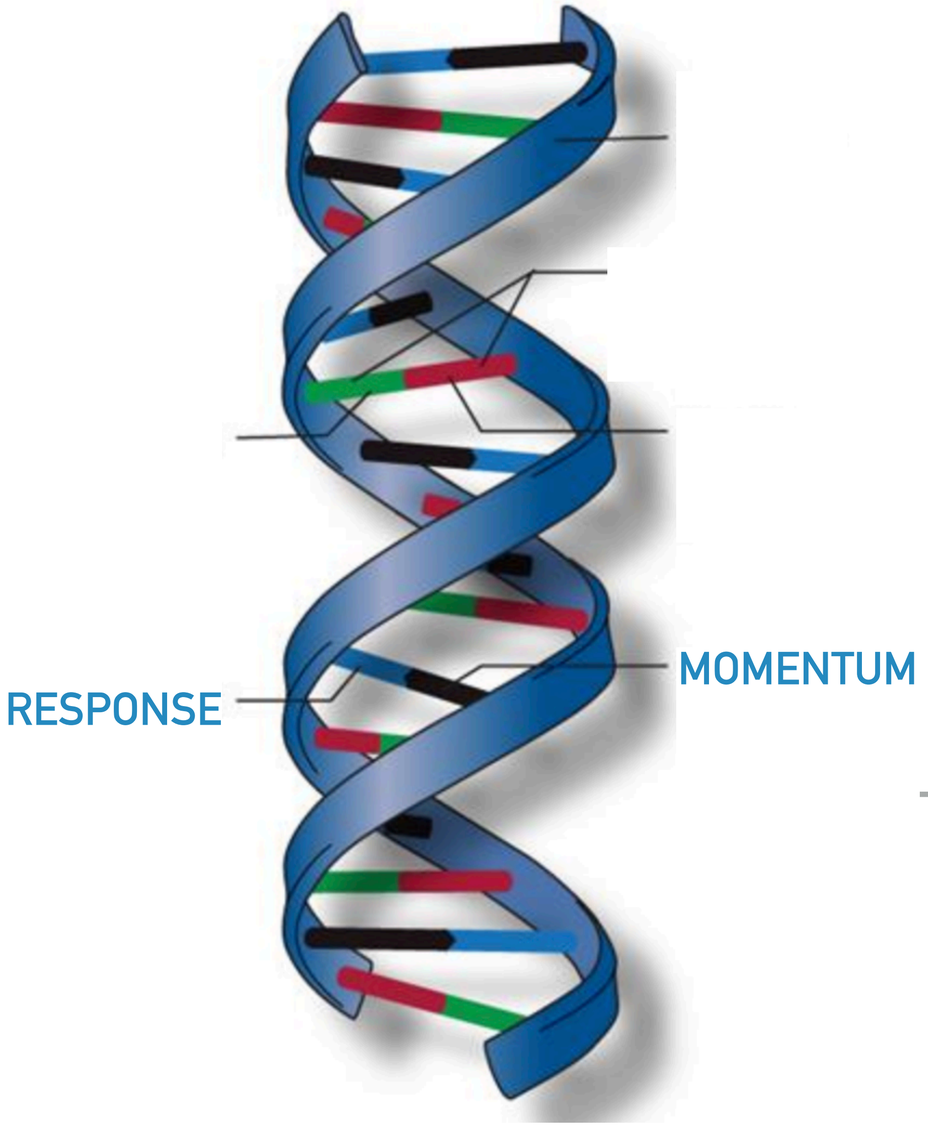
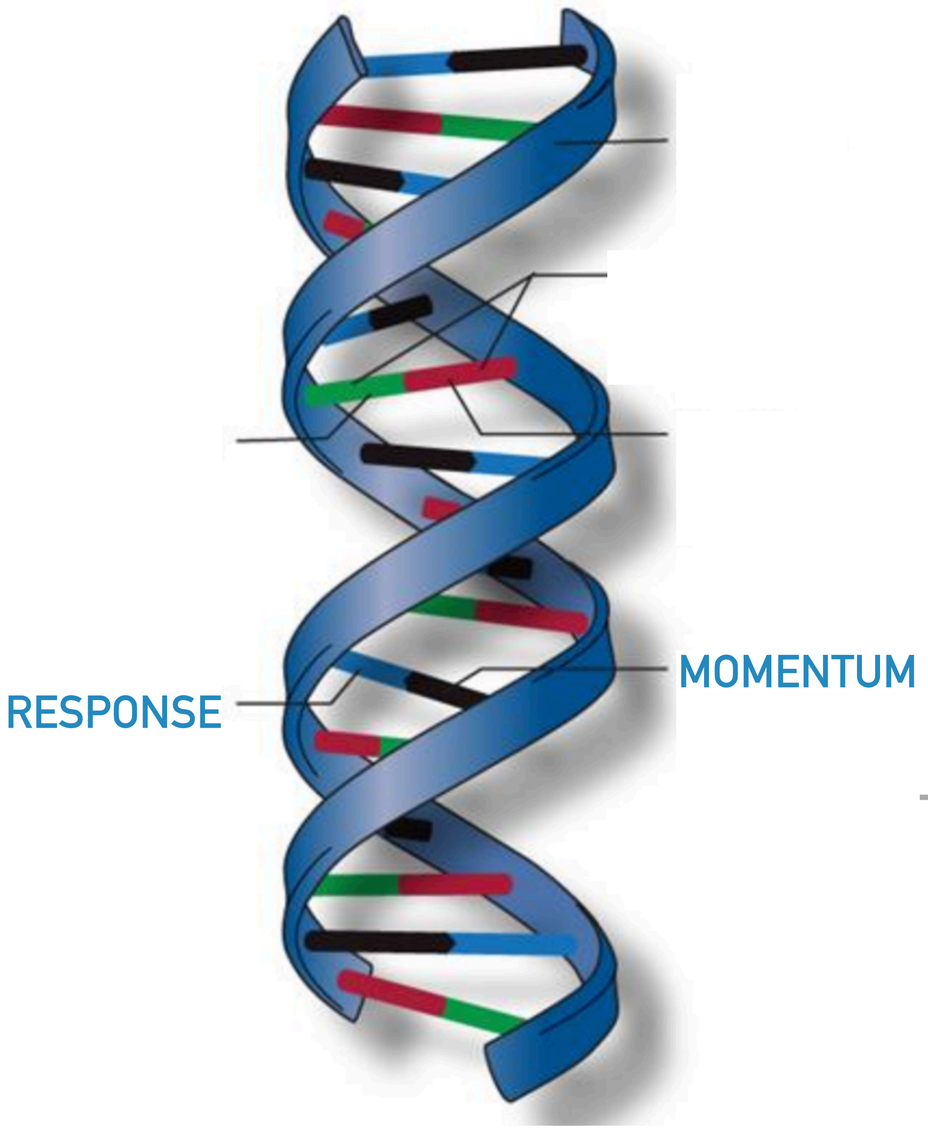


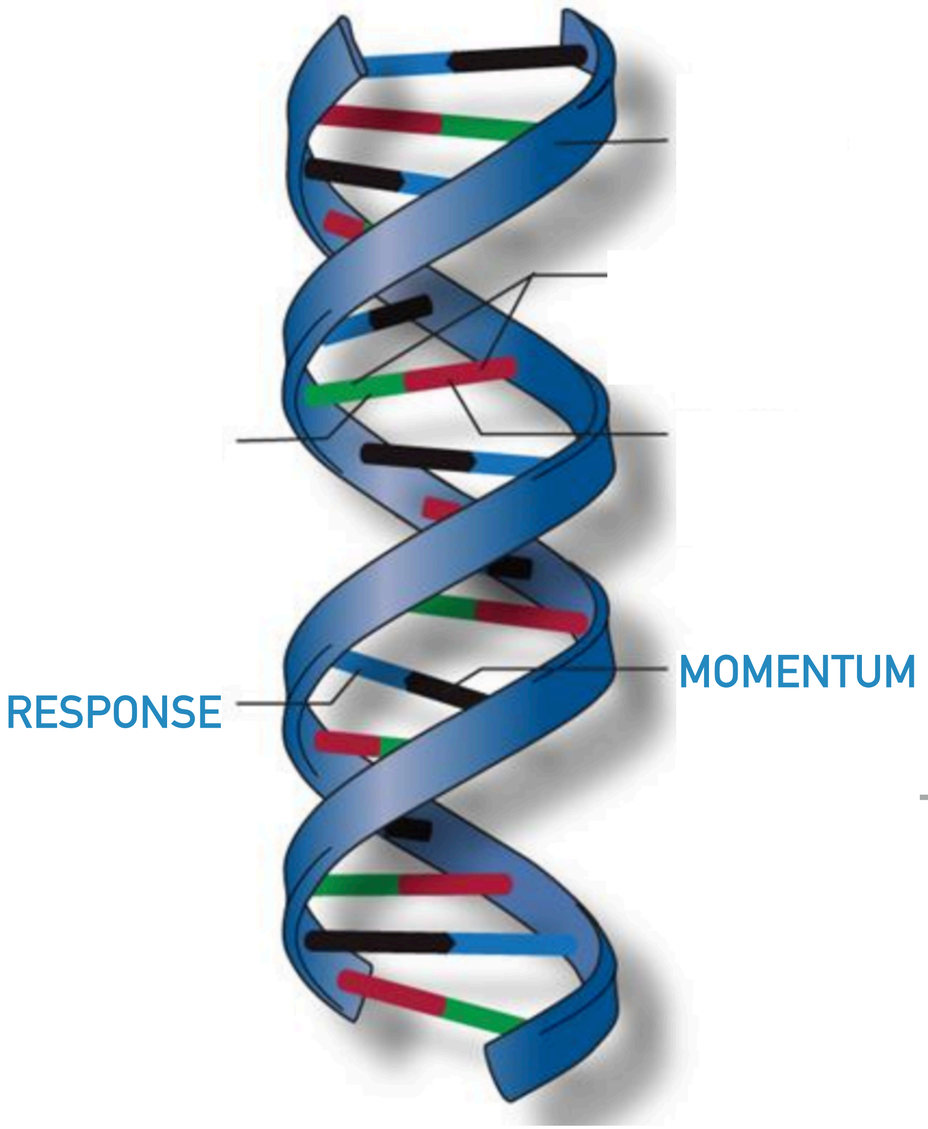
TALK ABOUT THE MONEY INVOLVED

MOMENTUM



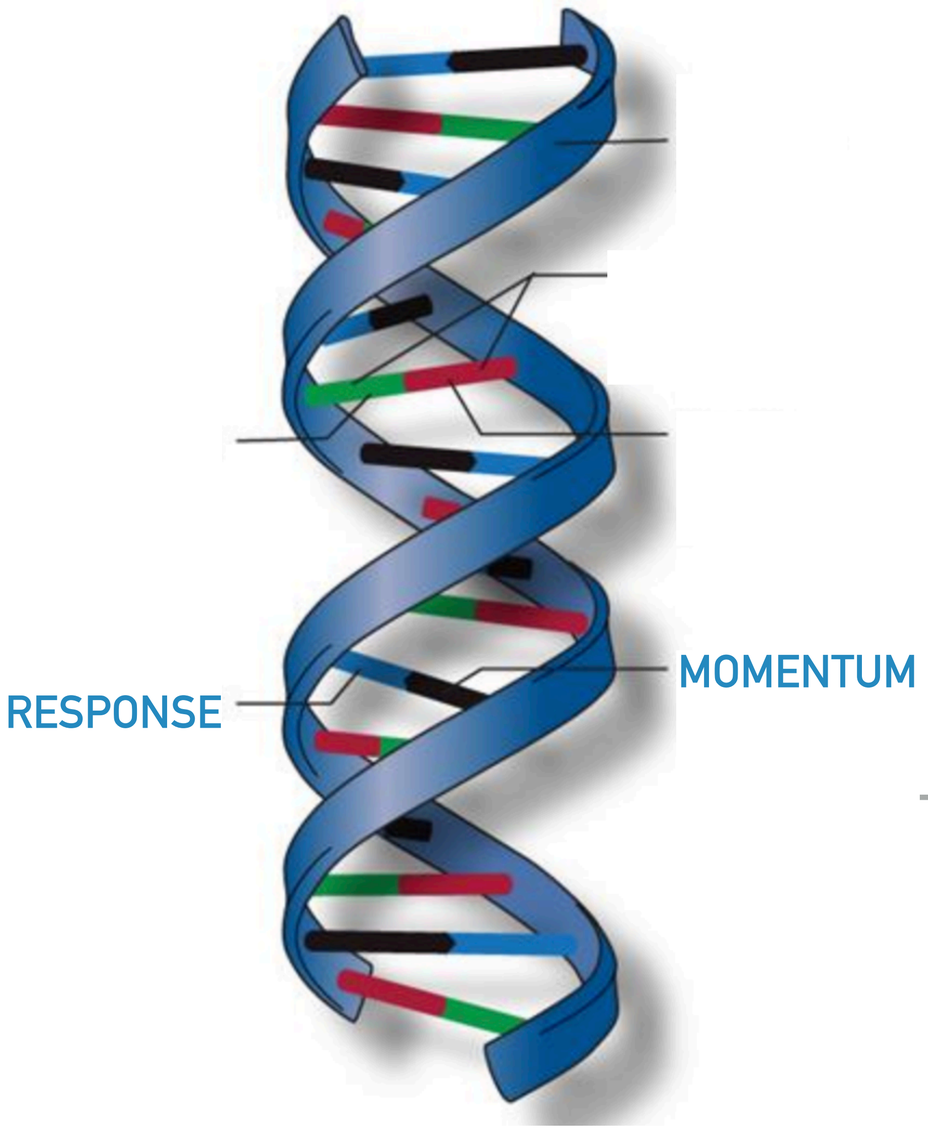
HEAD COACH:
OUTLINE THE PLAN YOU SEE FOR THE PROSPECT

MOMENTUM



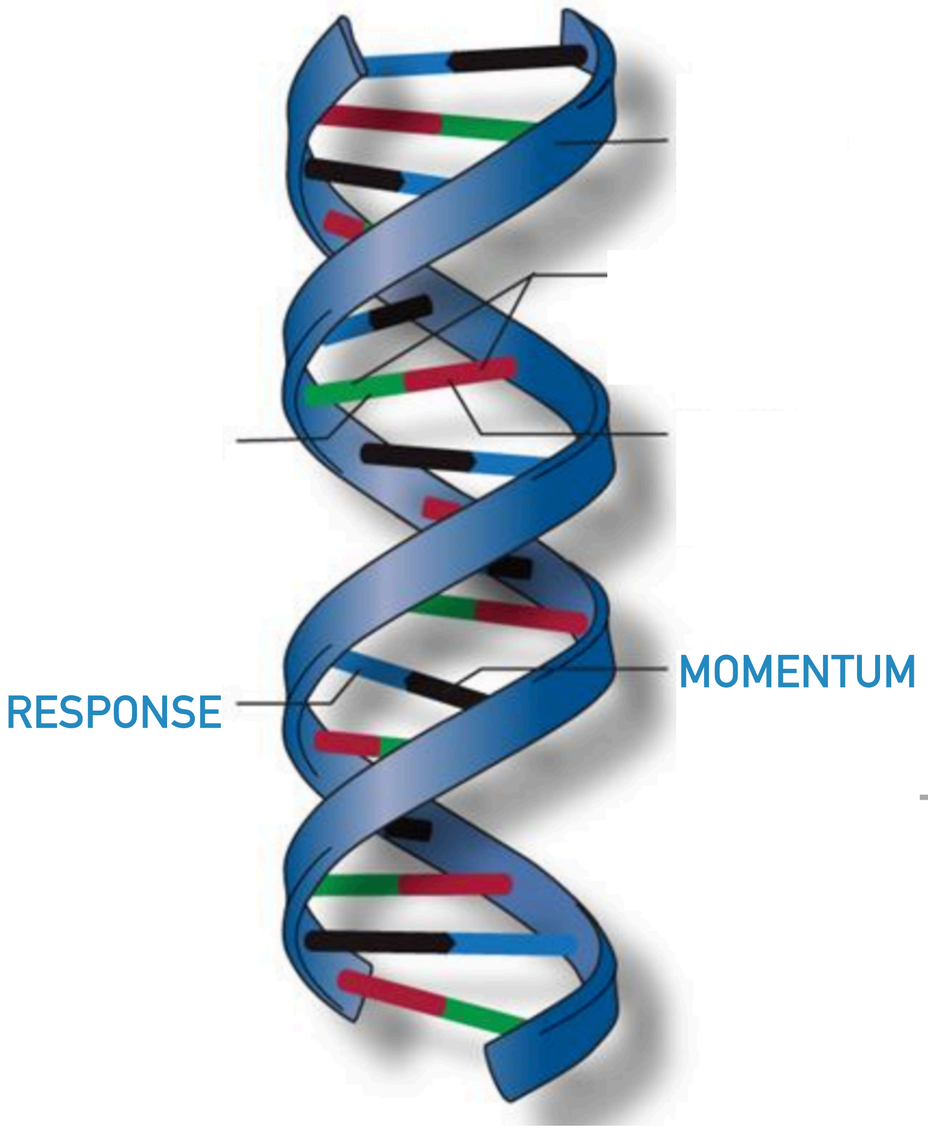
CONSISTENCY:
TELLING YOUR STORY EVERY 6-9 DAYS

MOMENTUM



INVOLVE THE PARENTS AS EARLY AS POSSIBLE

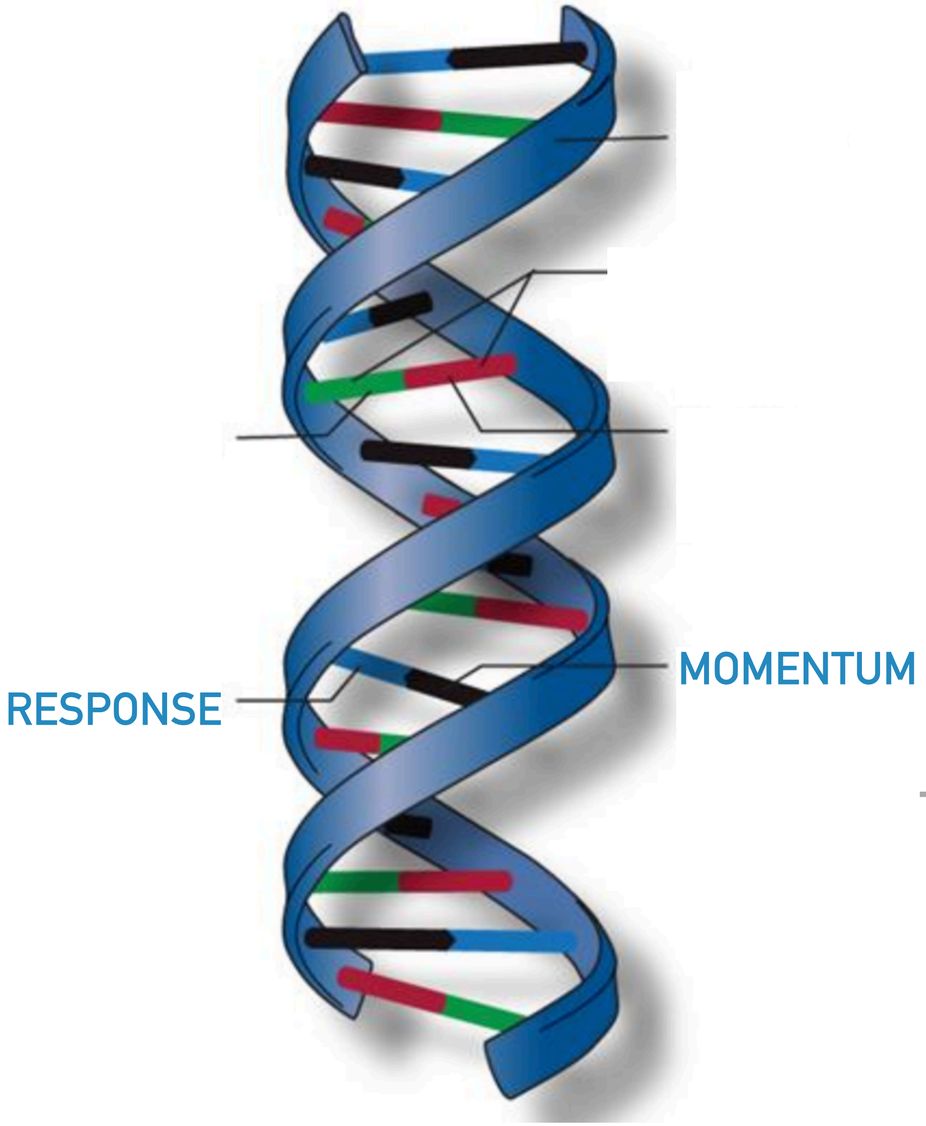
MOMENTUM



65% of transfer prospects ages 20+ use parents for advice in making their final decision.

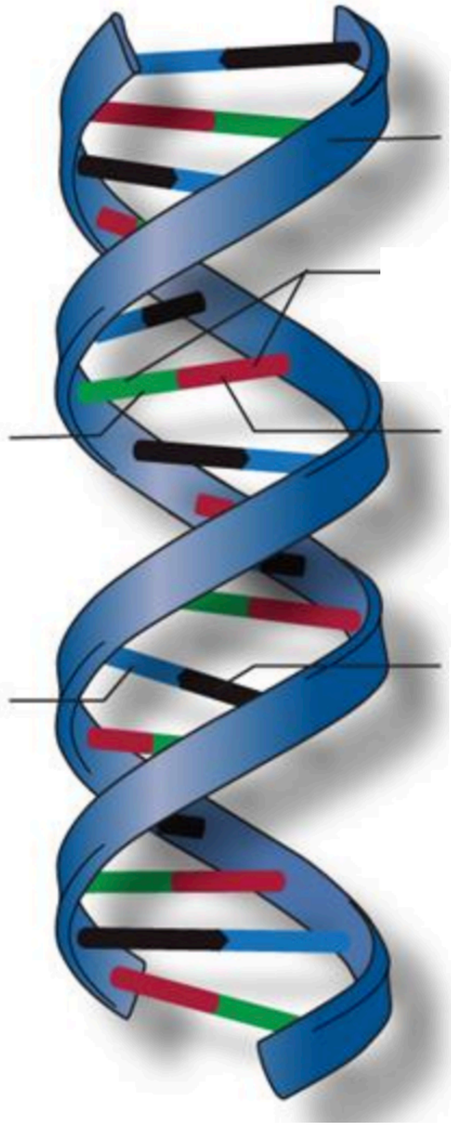
INVOLVE THE PARENTS AS EARLY AS POSSIBLE

MOMENTUM



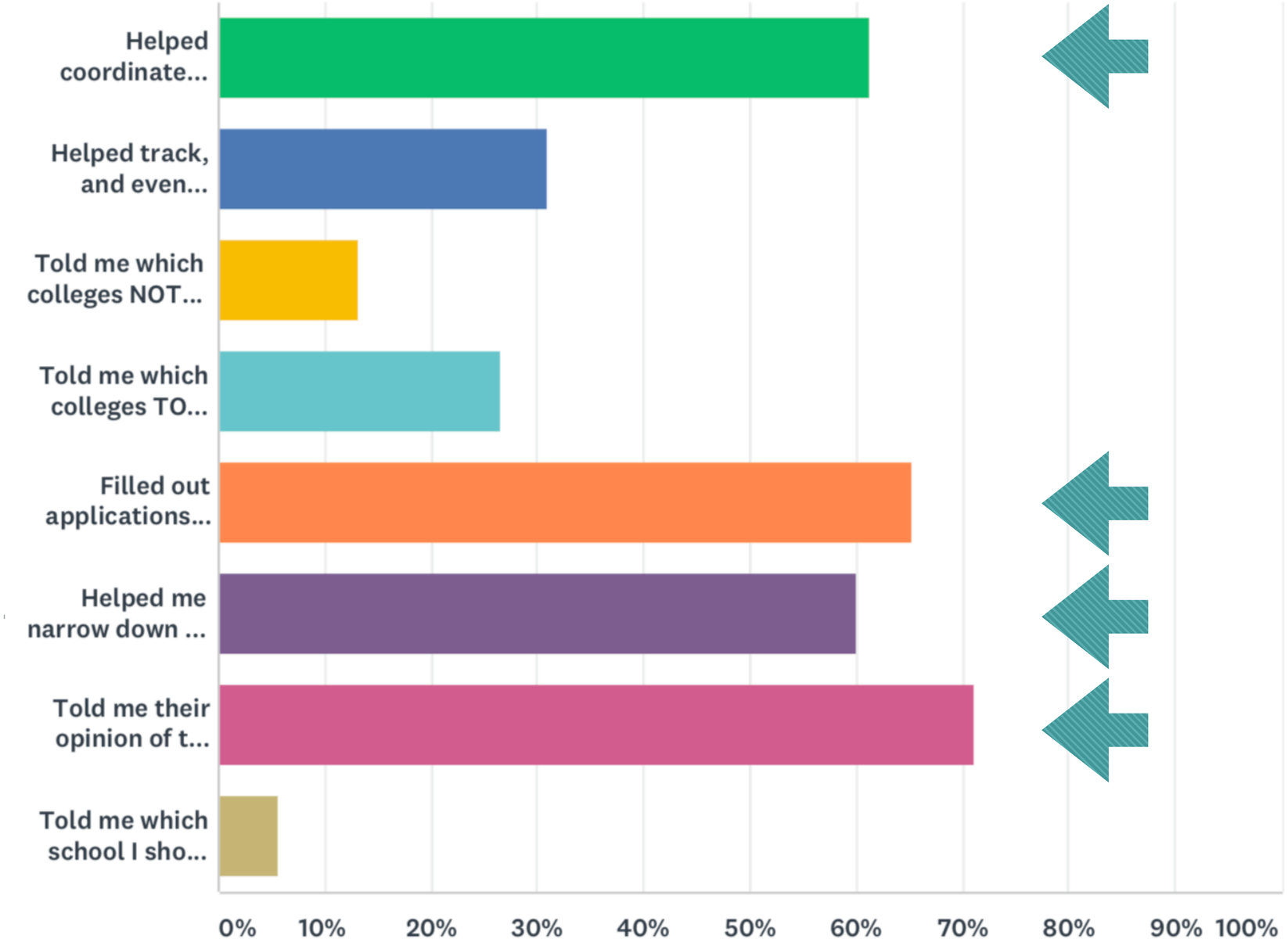
Through this whole process, what did your parents help you with?

MOMENTUM



RESPONSE

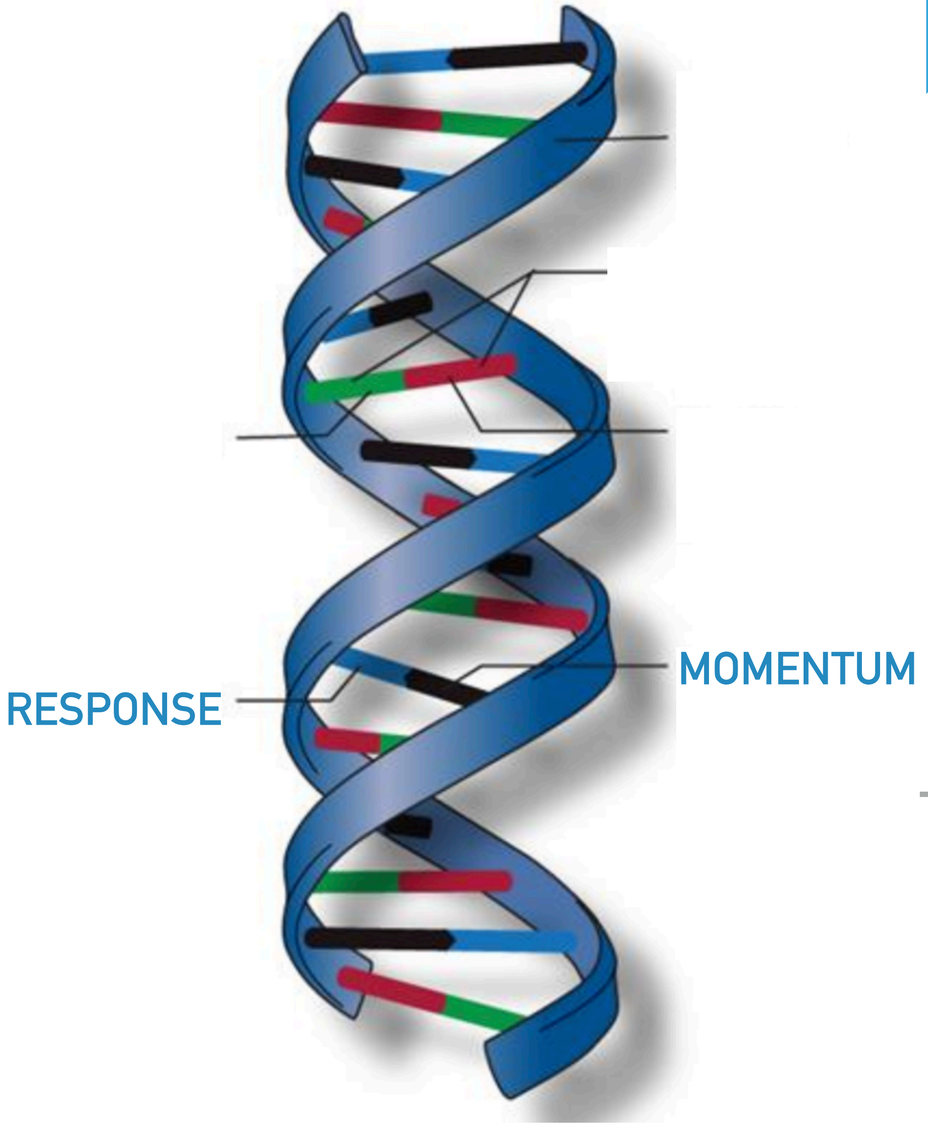
MOMENTUM



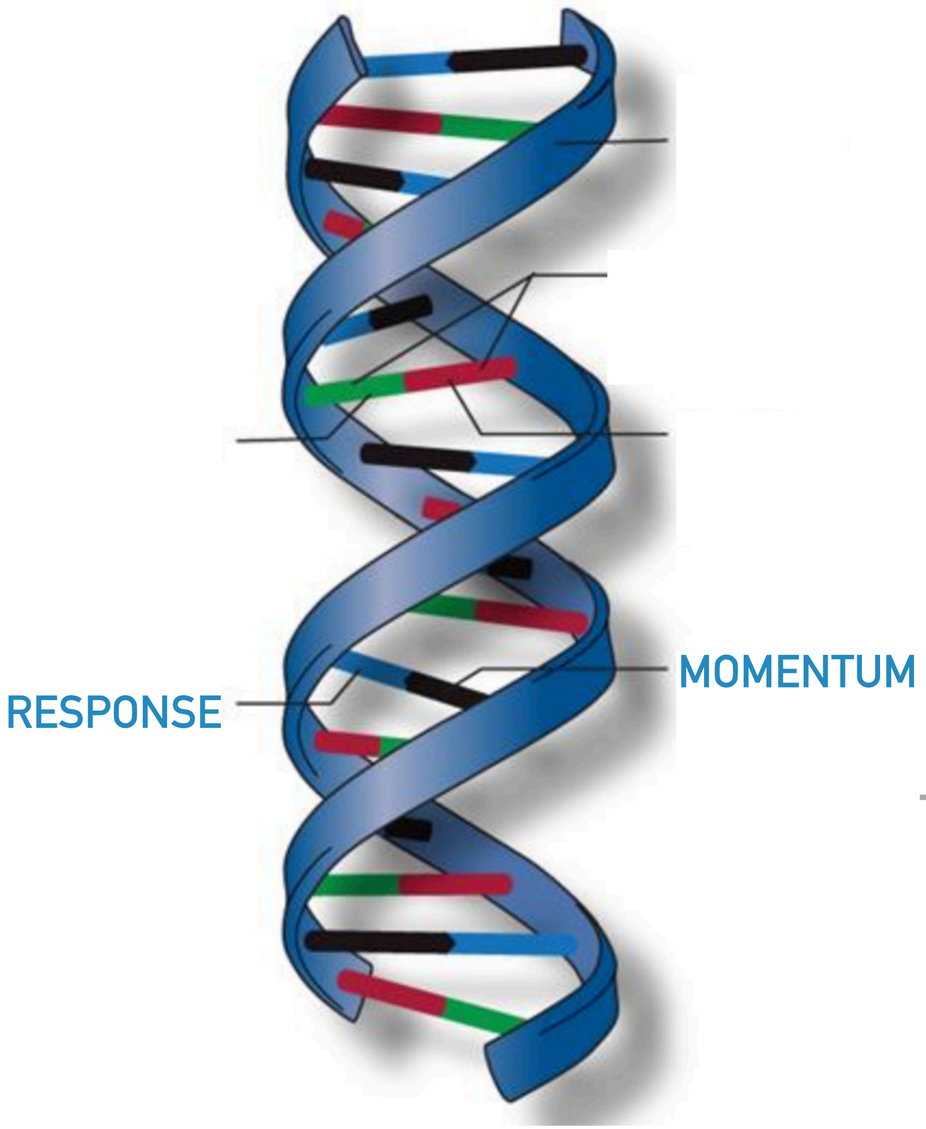
RESPONSE

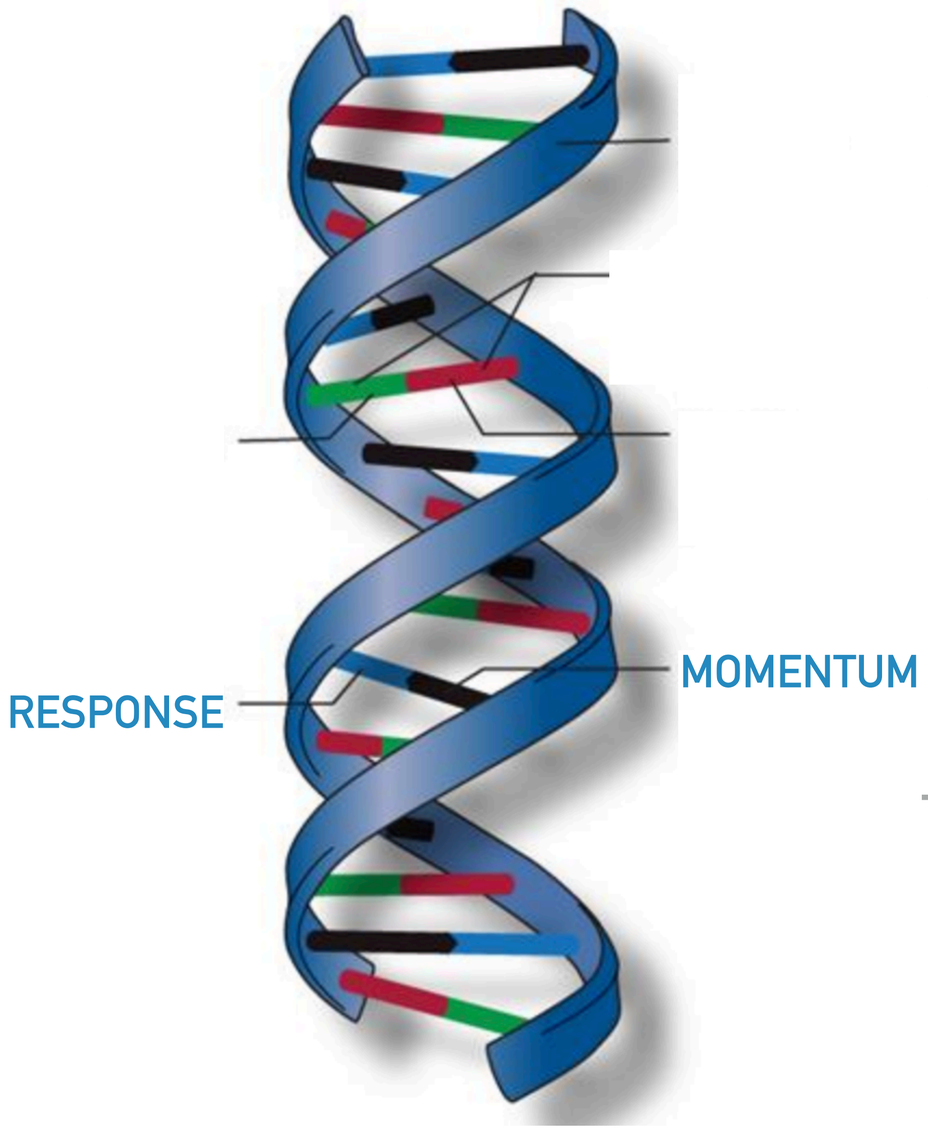
MOMENTUM

OUTBOUND STORY



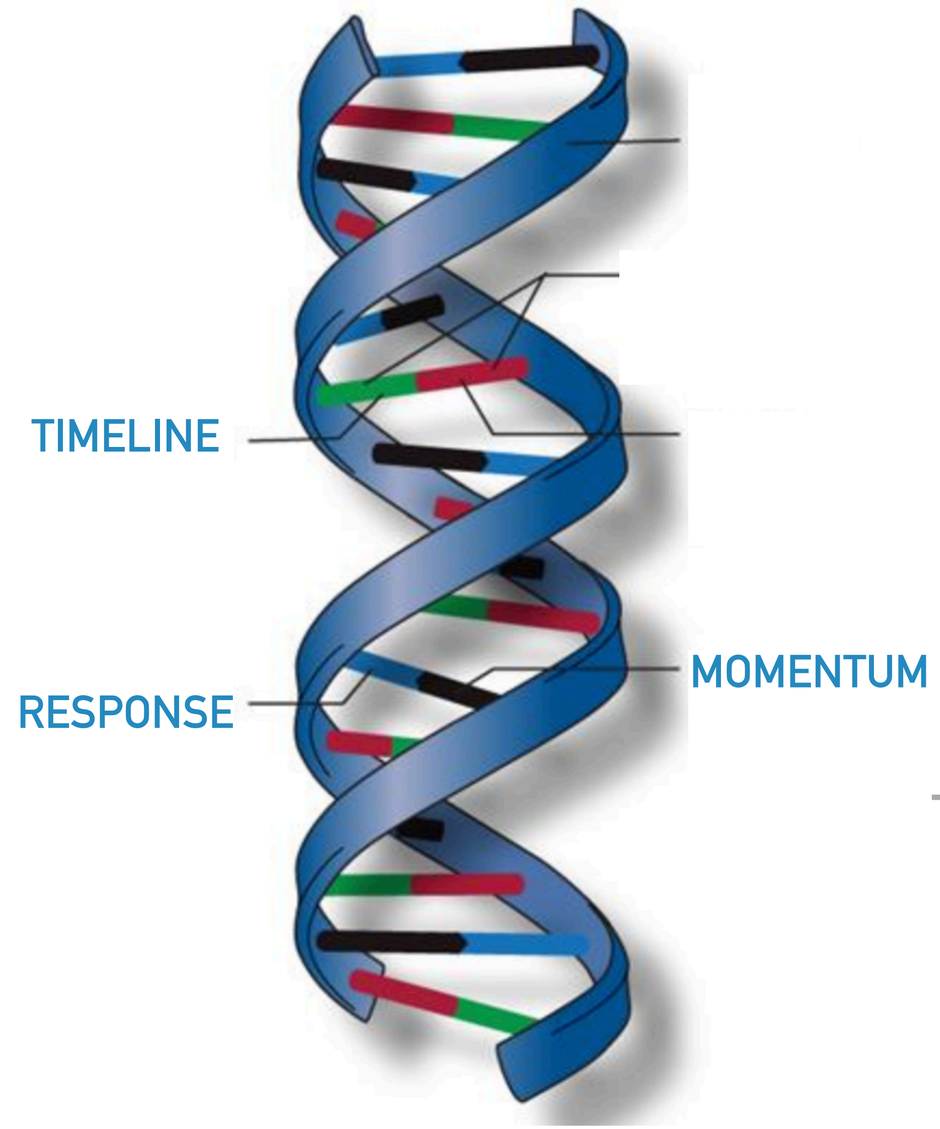
OUTBOUND STORY
MESSAGE→MESSAGE



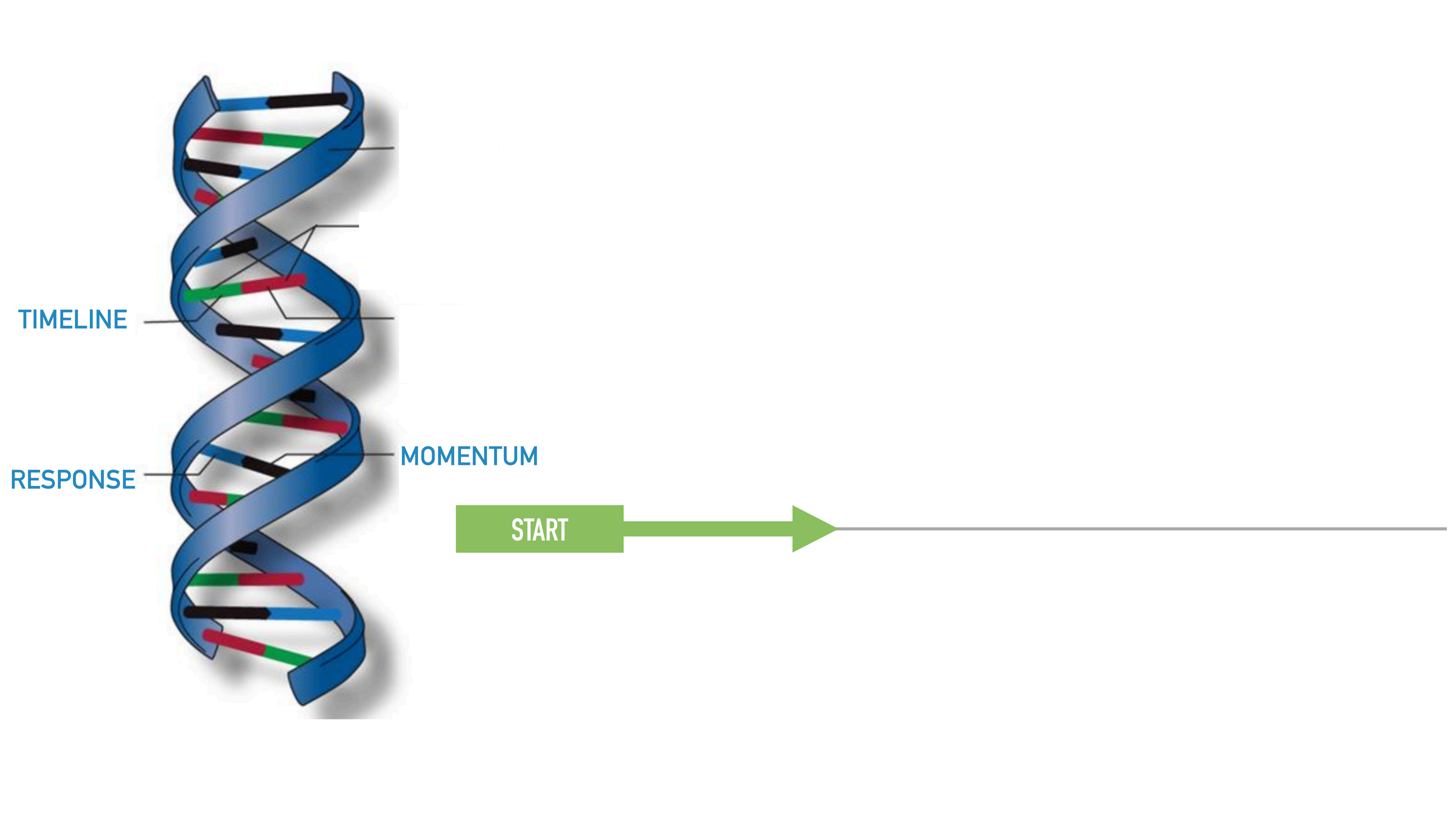


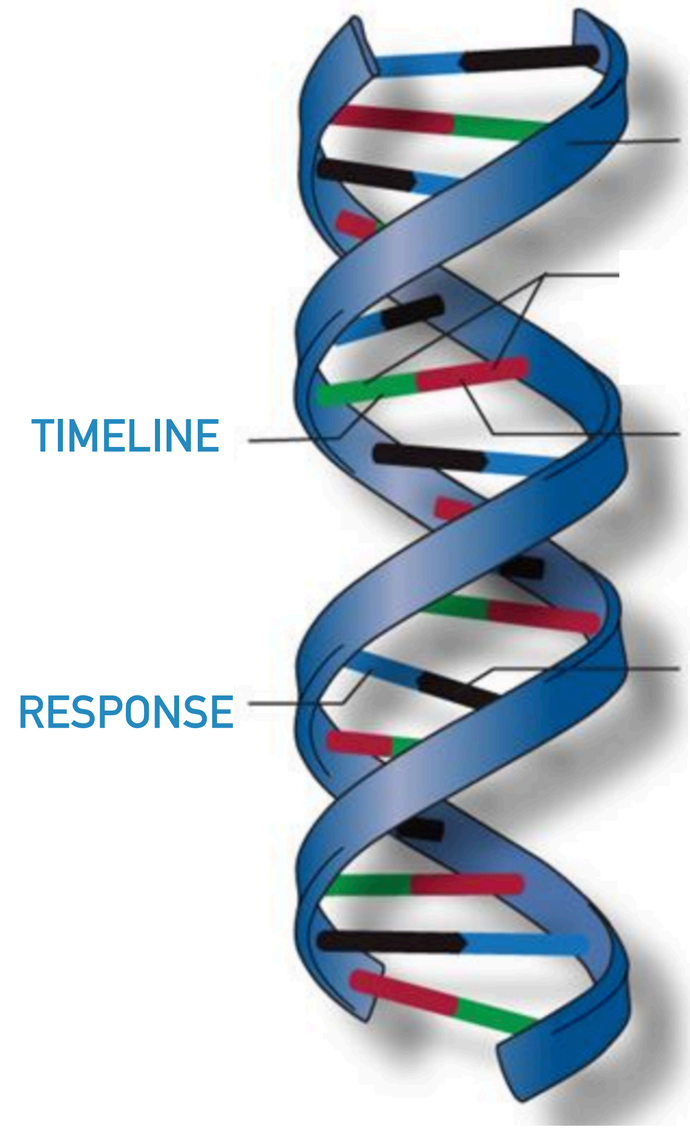
OUTBOUND STORY
MESSAGE→MESSAGE
REVEAL WEAKNESSES

OUTBOUND STORY
MESSAGE→MESSAGE
REVEAL WEAKNESSES
DON'T PANIC



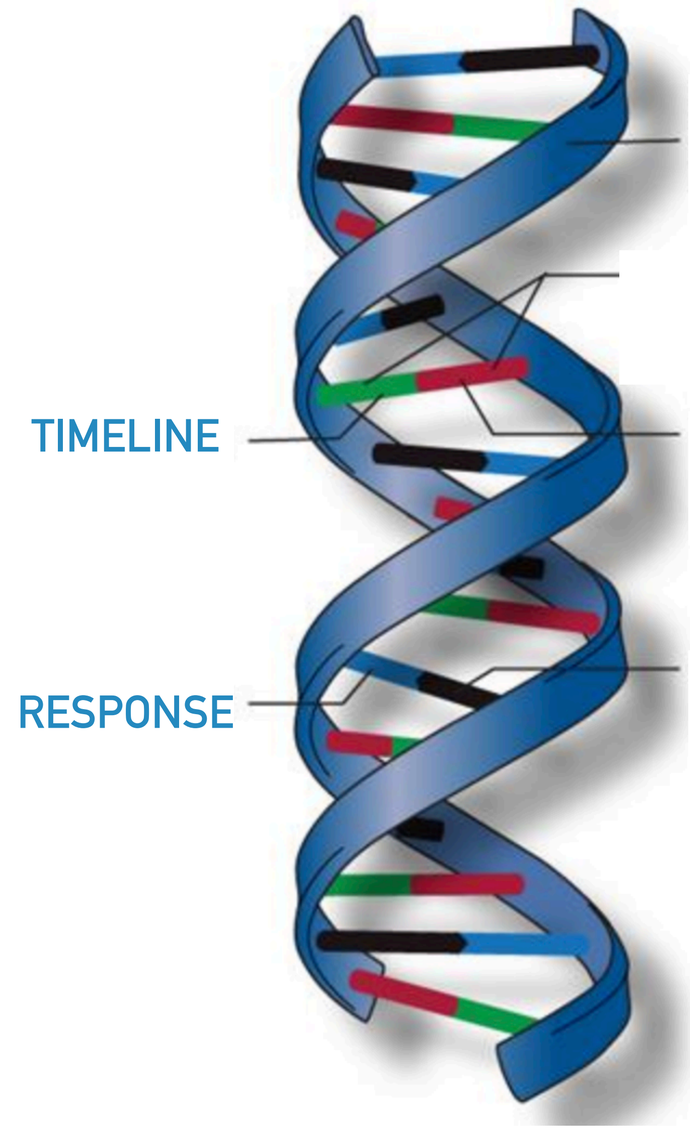
TIMELINE


TIMELINE
RESPONSE
MOMENTUM
START



START

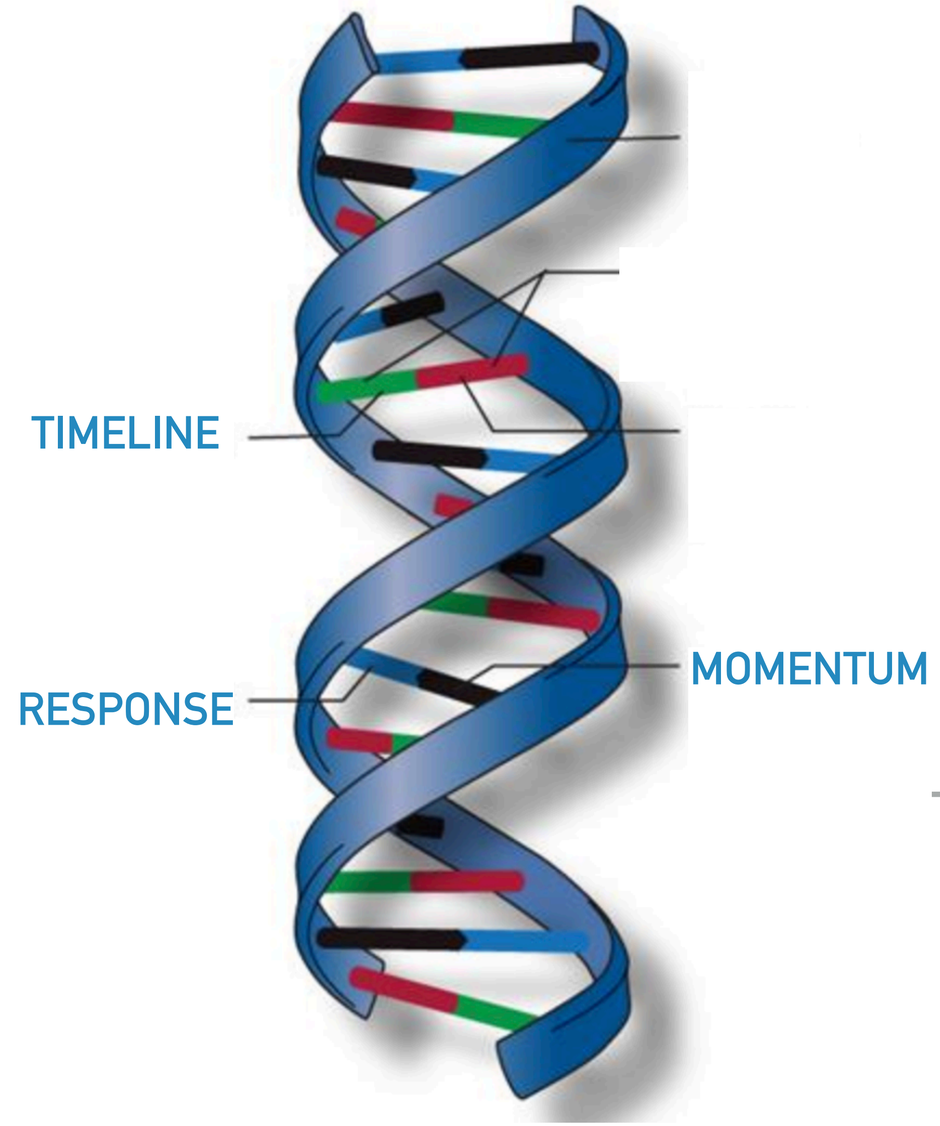
END



START

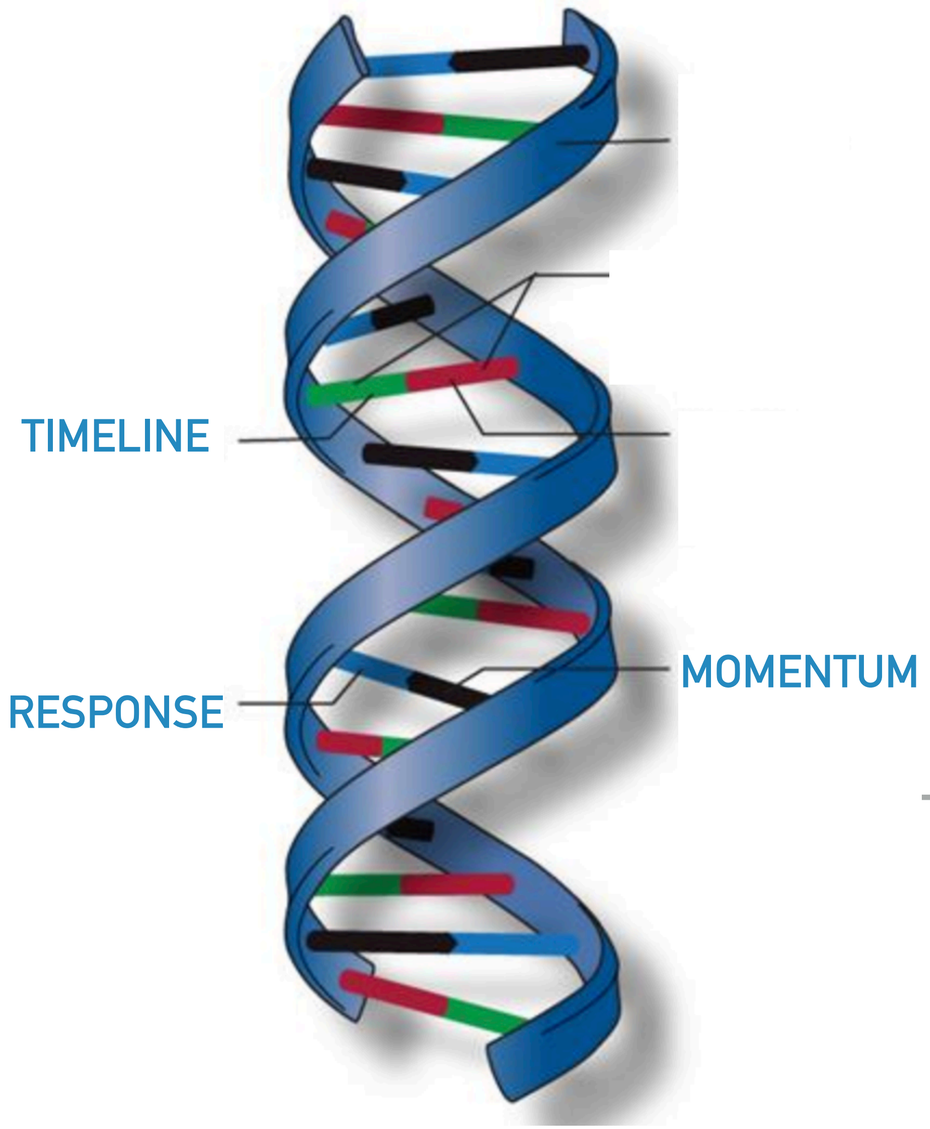
END

CONTEXT



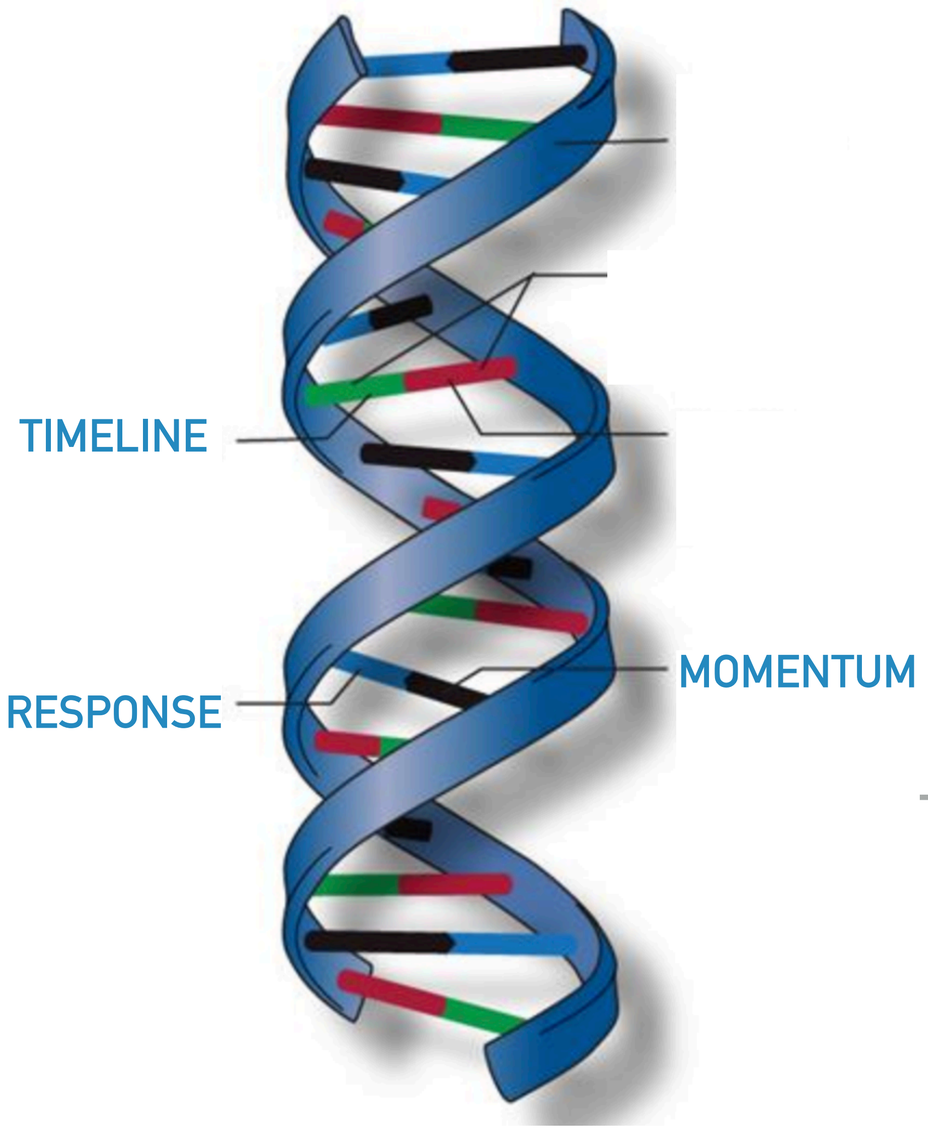
ESTABLISHED AS EARLY AS POSSIBLE AND STRICTLY ADHERED TO

TIMELINE



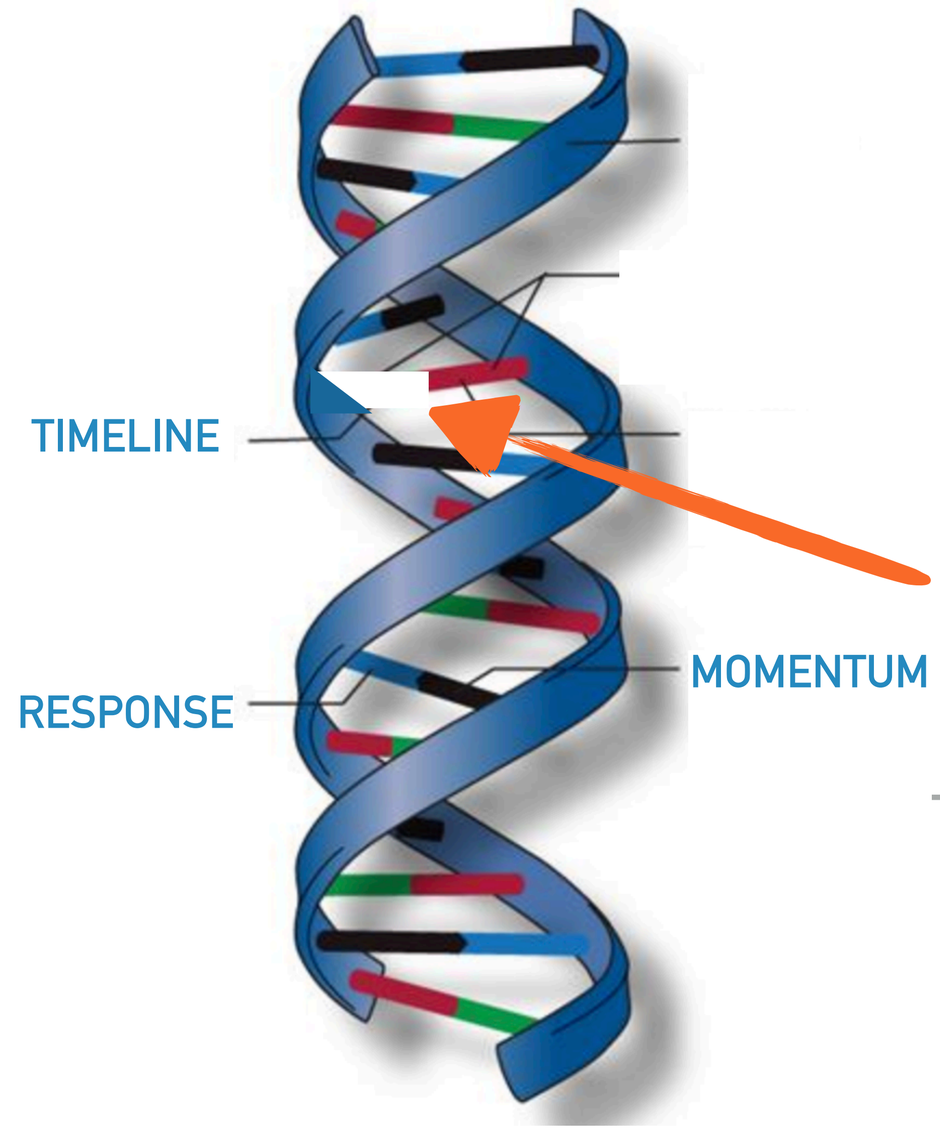
AGREEMENT FROM THE PROSPECT AND THEIR PARENT OR ADVISOR

TIMELINE



IT IS 100% COMPLETELY, TOTALLY, UP TO YOU AS THE COACH

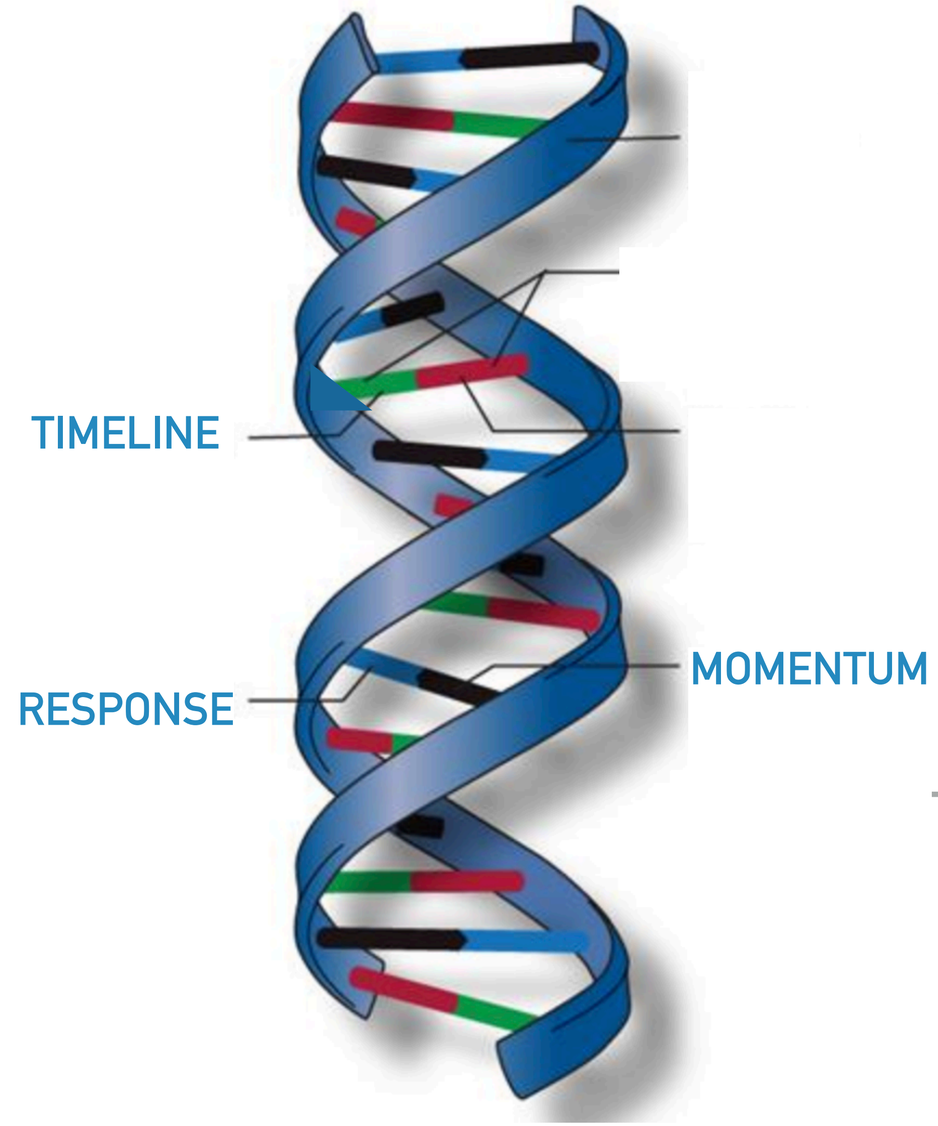
TIMELINE



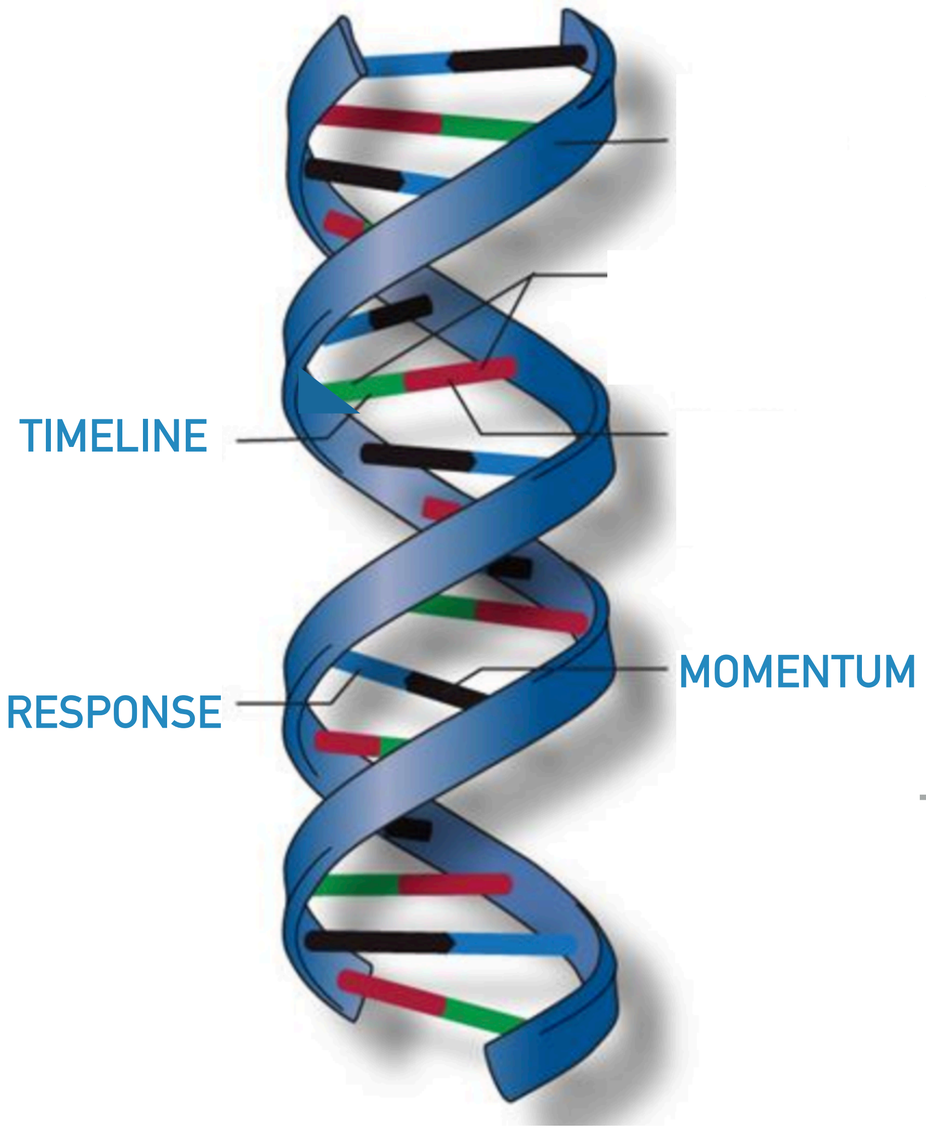
WITHOUT IT, EVERYTHING USUALLY UNRAVELS

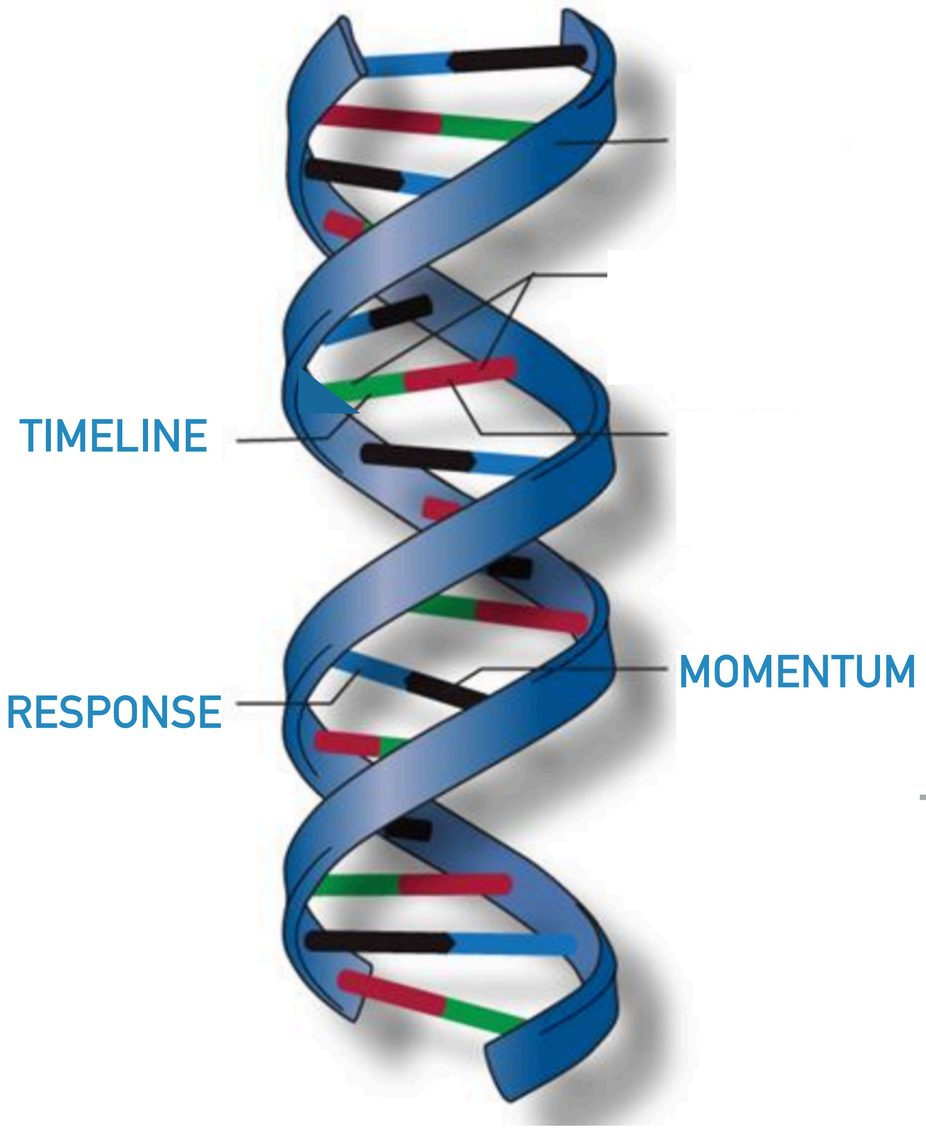
TIMELINE

THE LATEST POINT



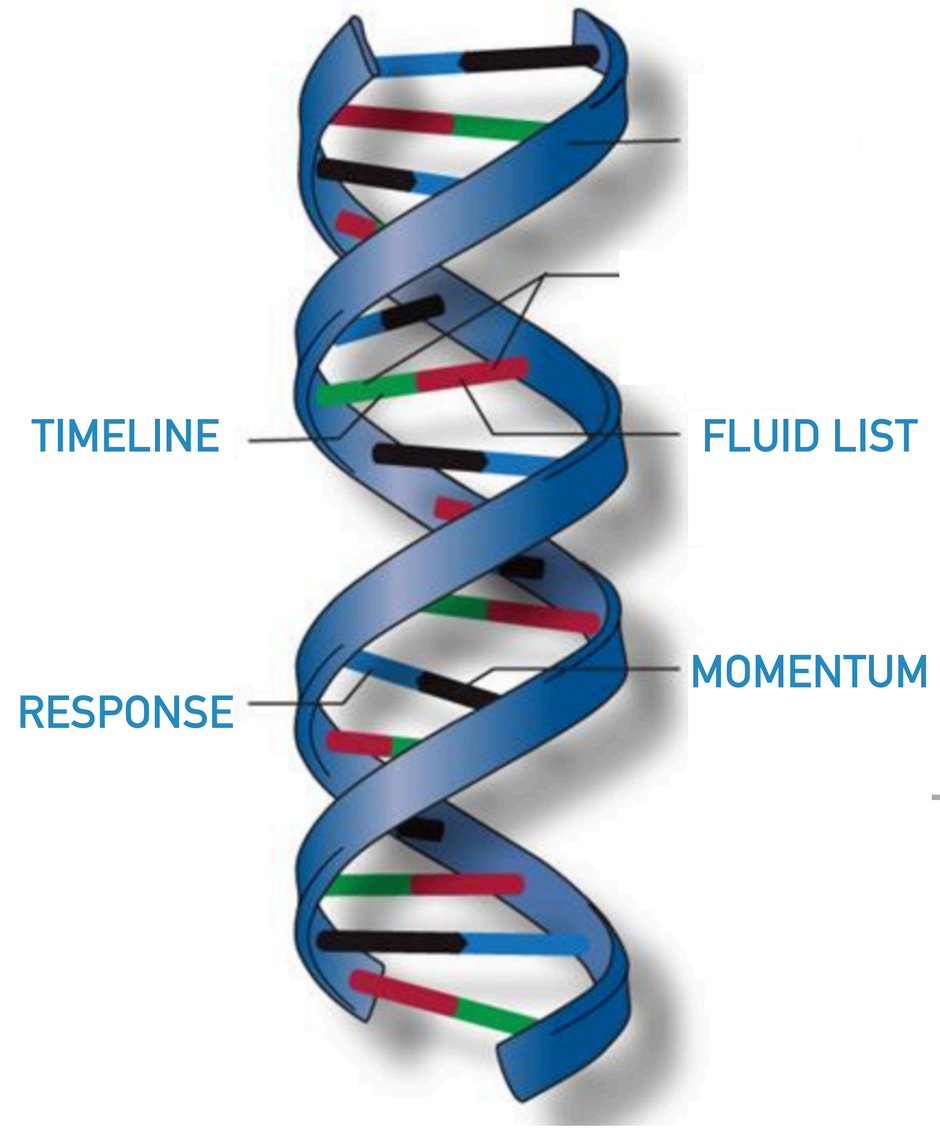
THE LATEST POINT
THEIR TIMELINE?



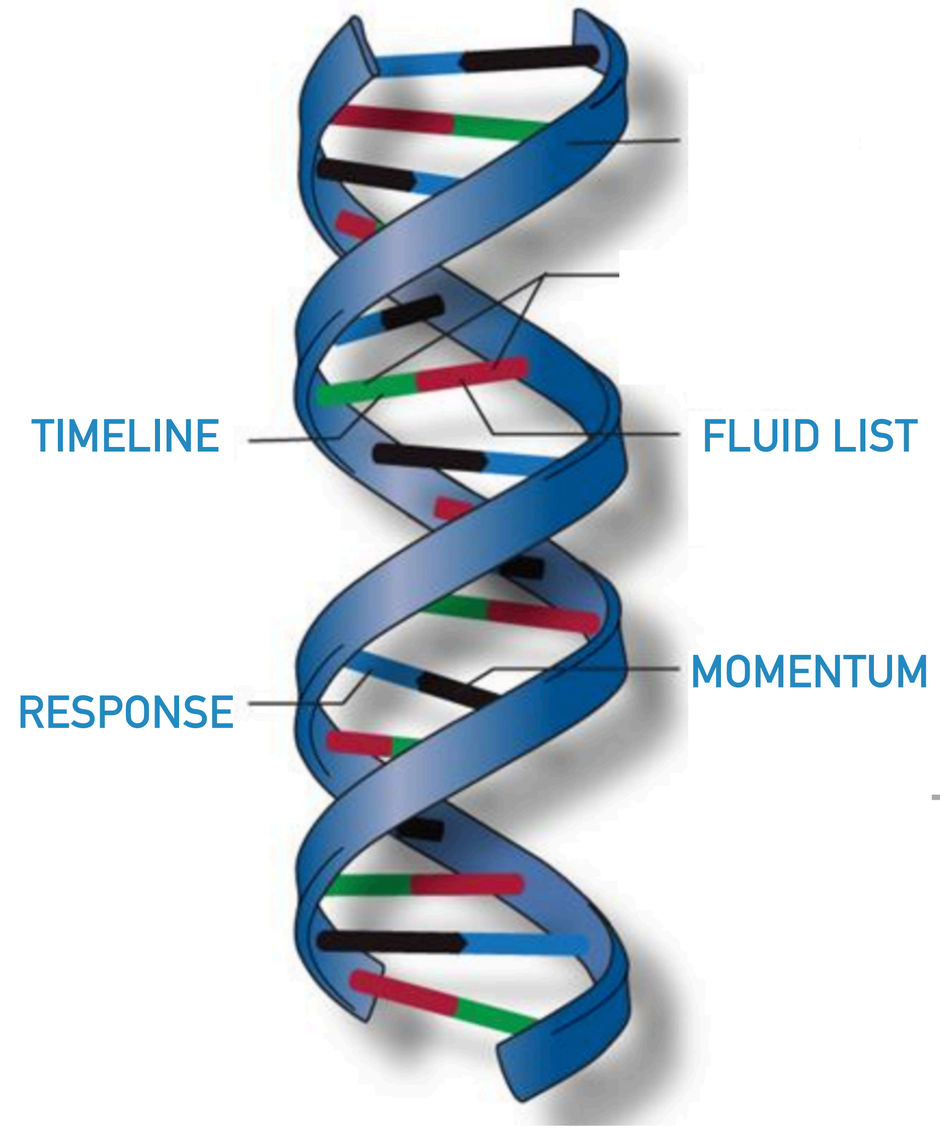


THE LATEST POINT
THEIR TIMELINE?
WHAT DO THEY NEED?

THE LATEST POINT
THEIR TIMELINE?
WHAT DO THEY NEED?
WALK AWAY

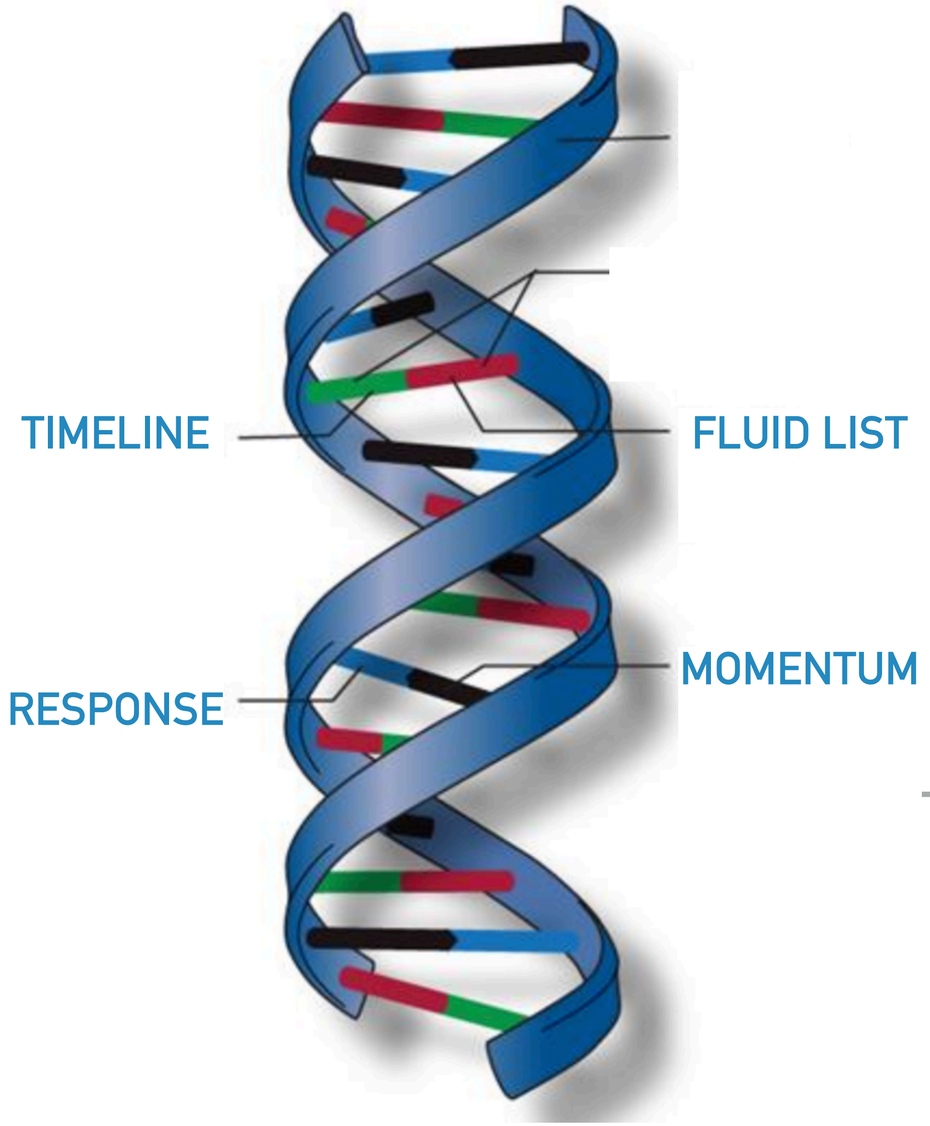


FLUID LIST



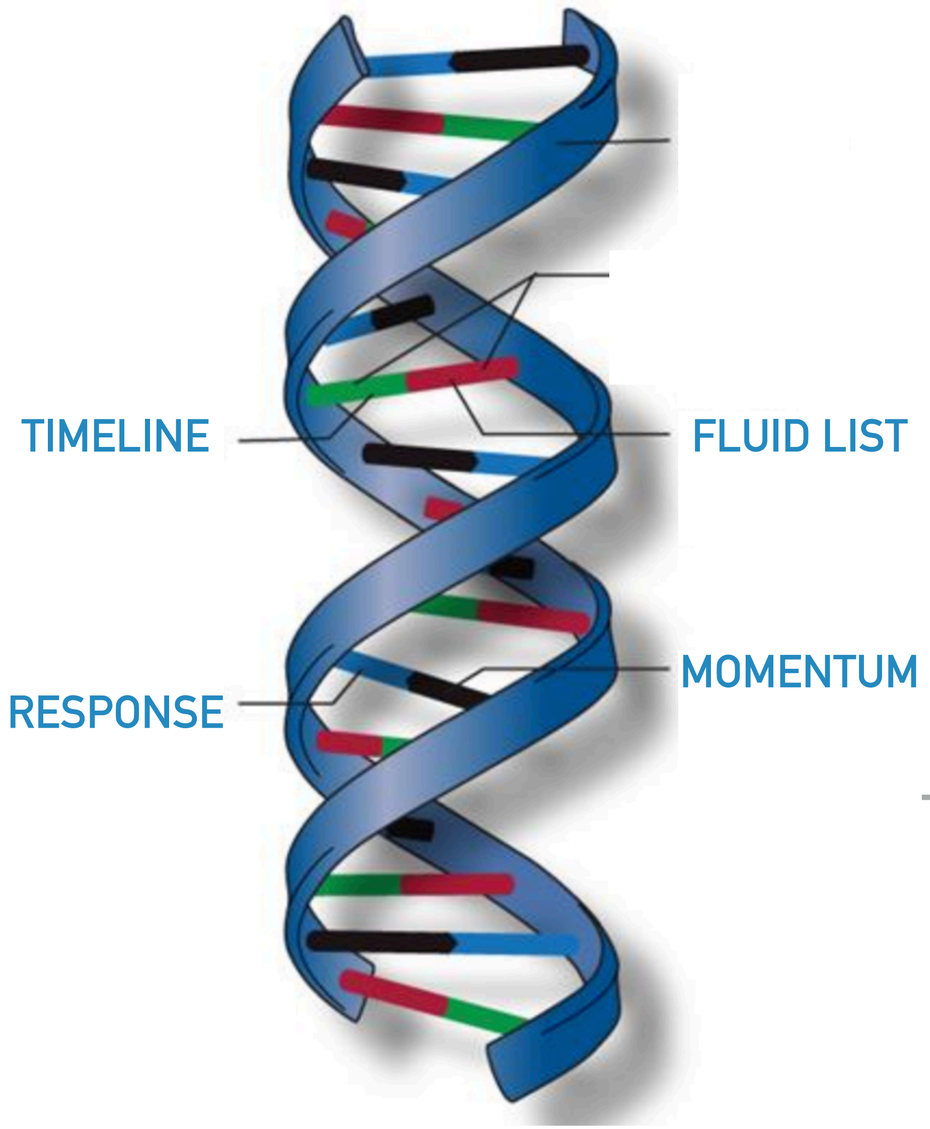
RUTHLESS ELIMINATION AND RE-RANKING BASED ON THE FIRST THREE DNA SEGMENTS

FLUID LIST



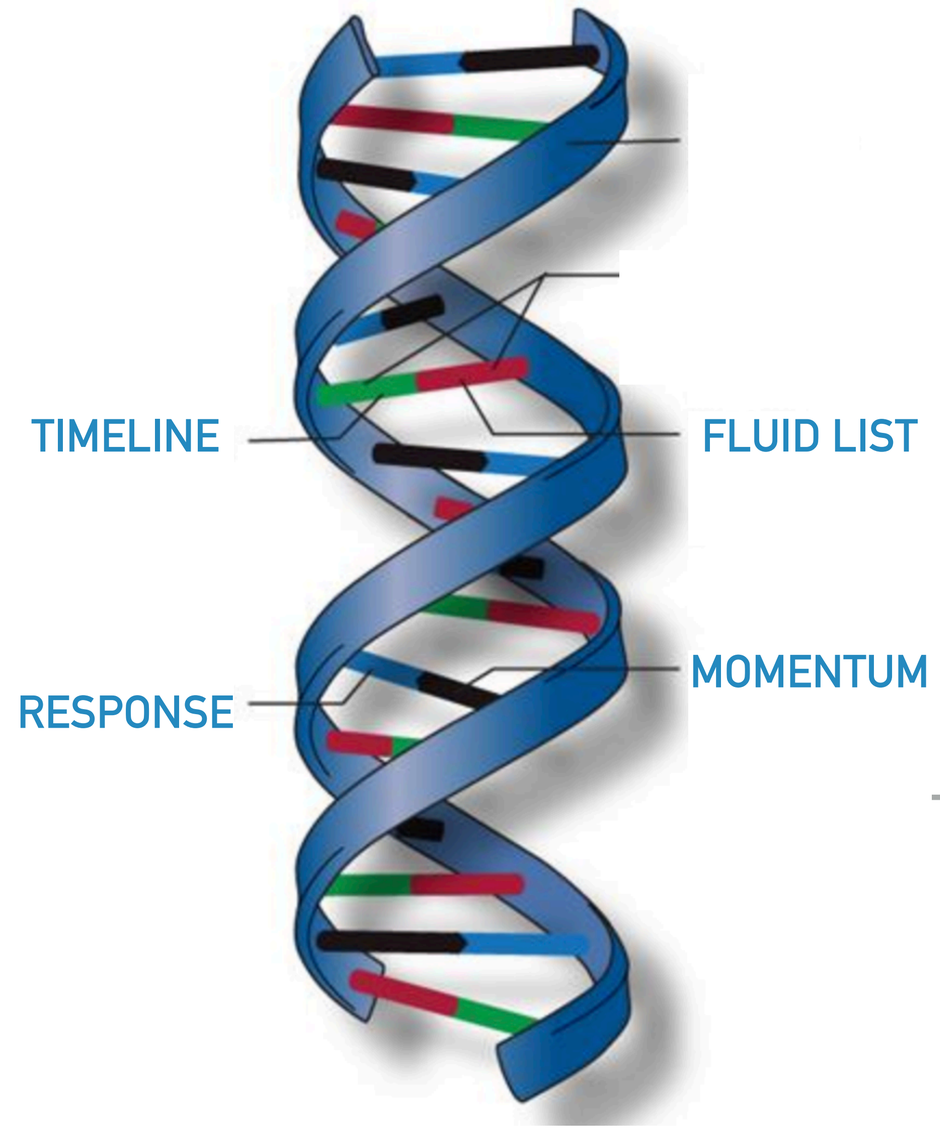
A LIMITED NUMBER OF ACTIVELY TARGETED PROSPECTS

FLUID LIST



NOBODY COMES ON UNLESS SOMEONE IS REMOVED

FLUID LIST



ASSUME THAT GROUP IS TRENDING AWAY FROM YOU

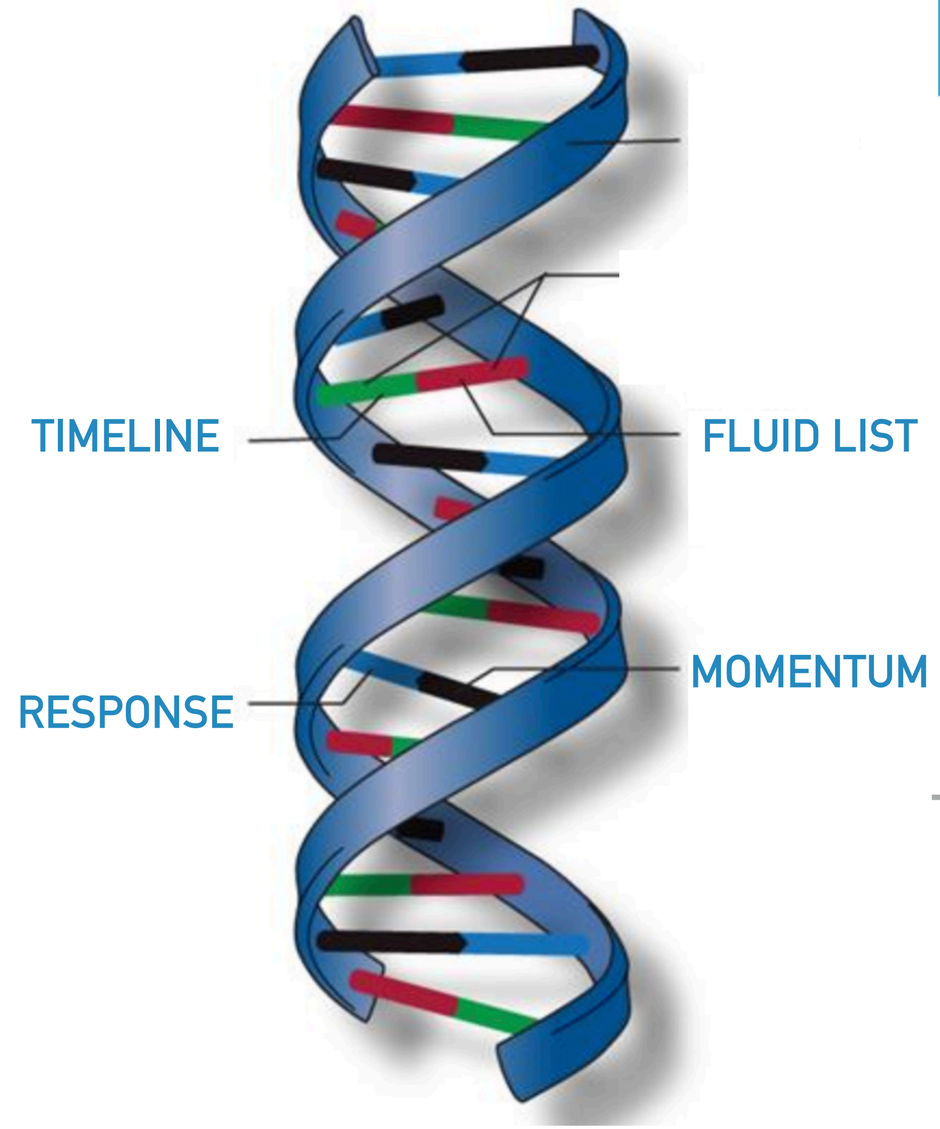
FLUID LIST

NBC

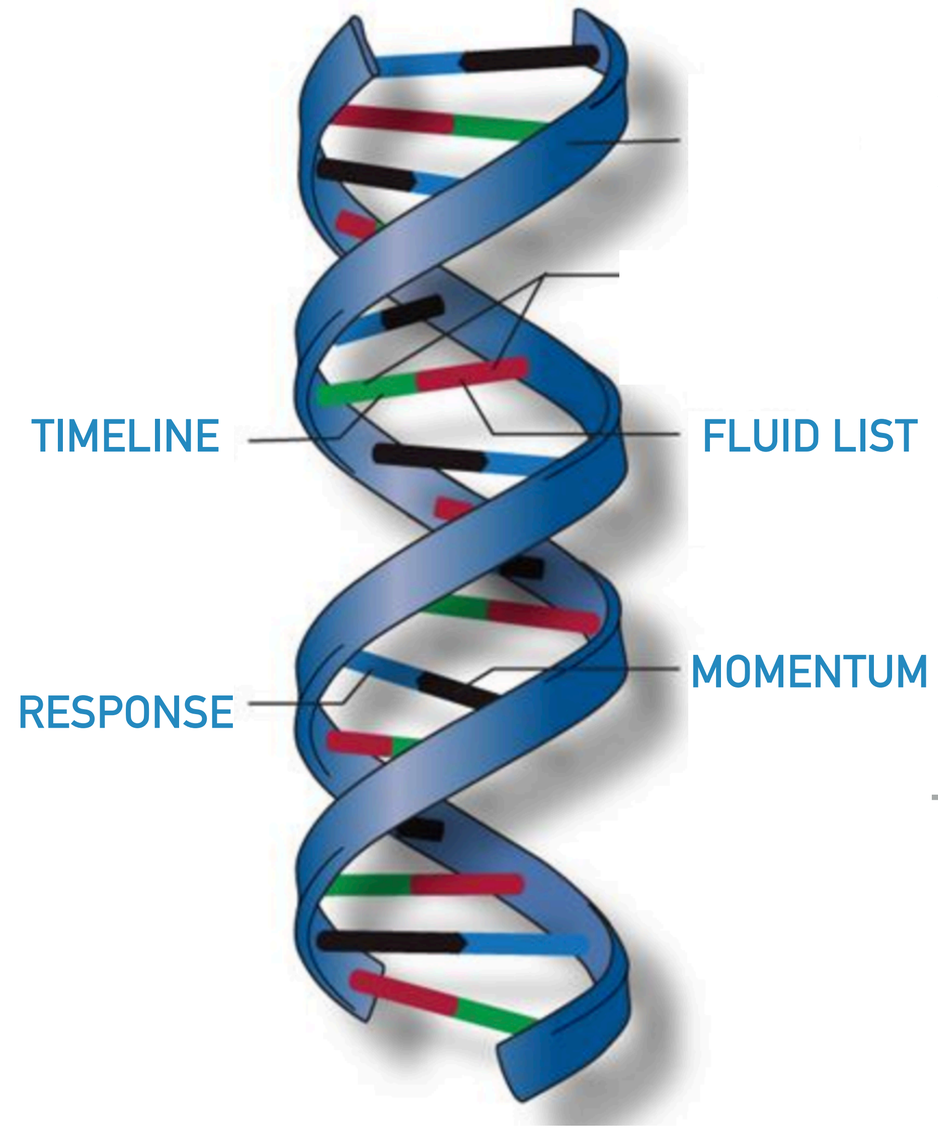
OPTIMIST

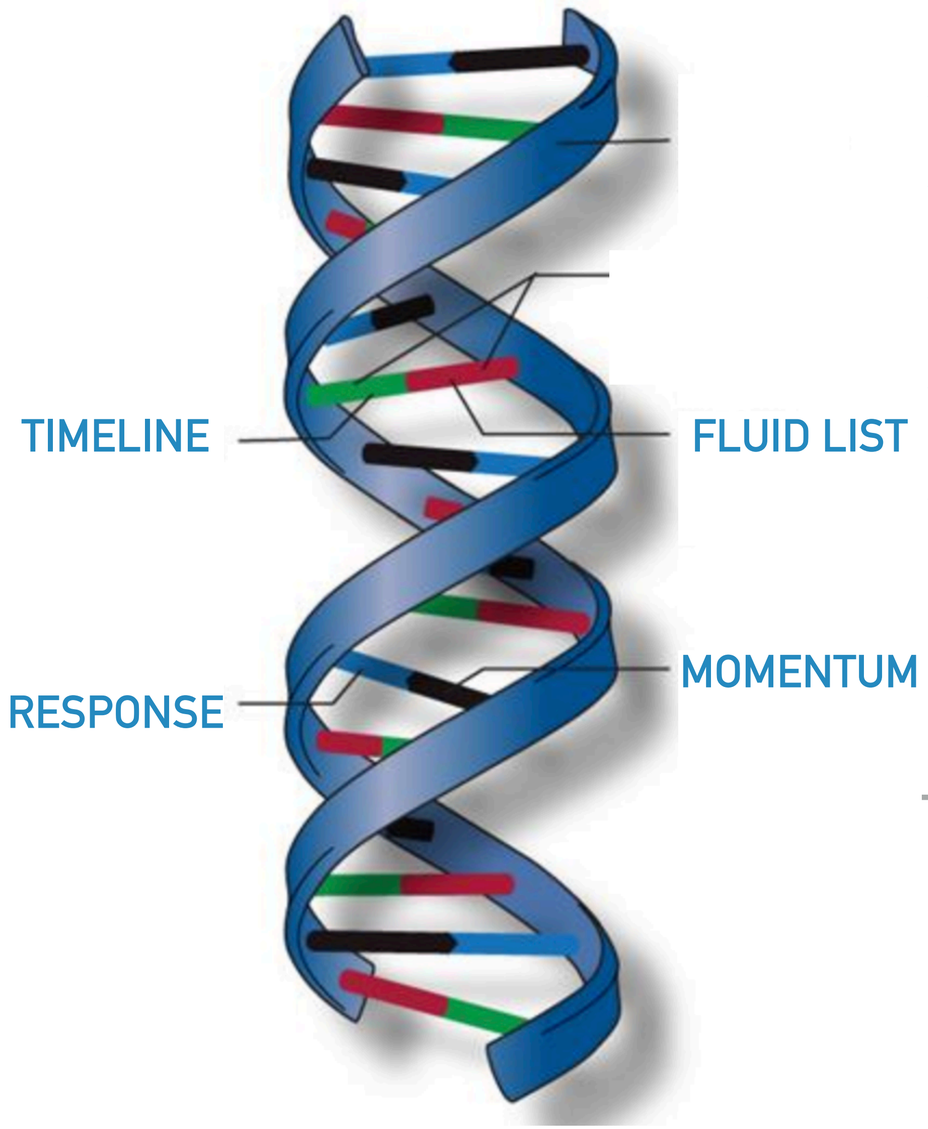
~~OPTIMIST~~
SKEPTIC

YOUR STANDARDS

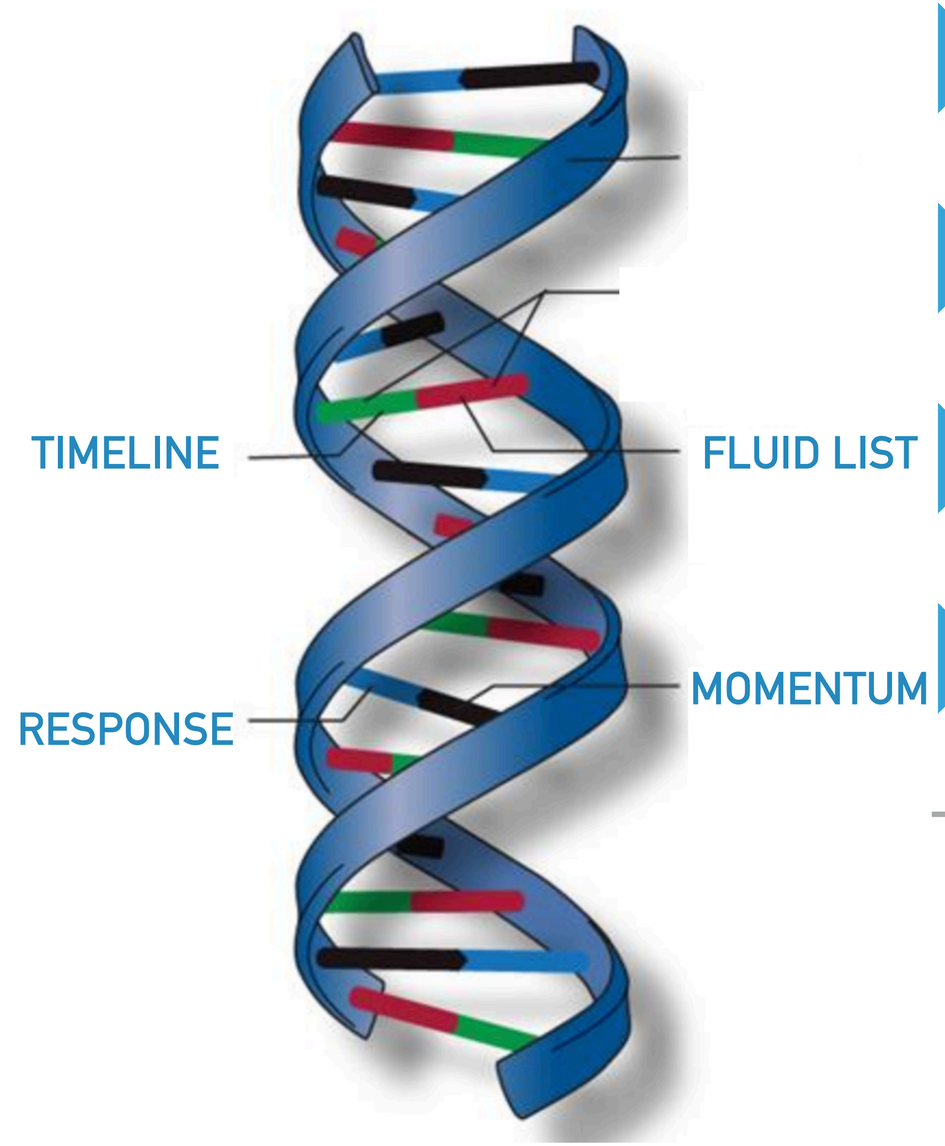


YOUR STANDARDS WEEKLY ASSESSMENT

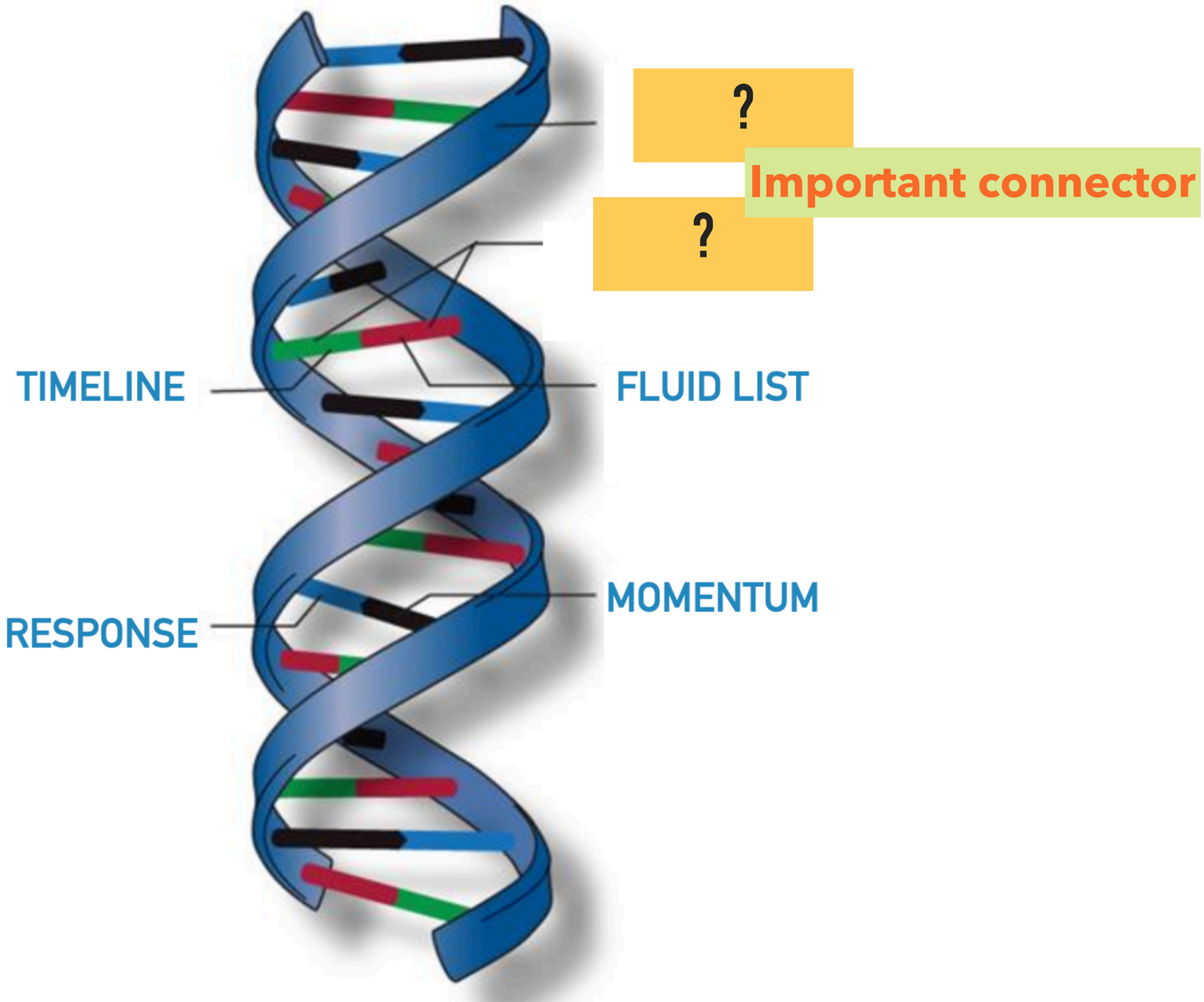


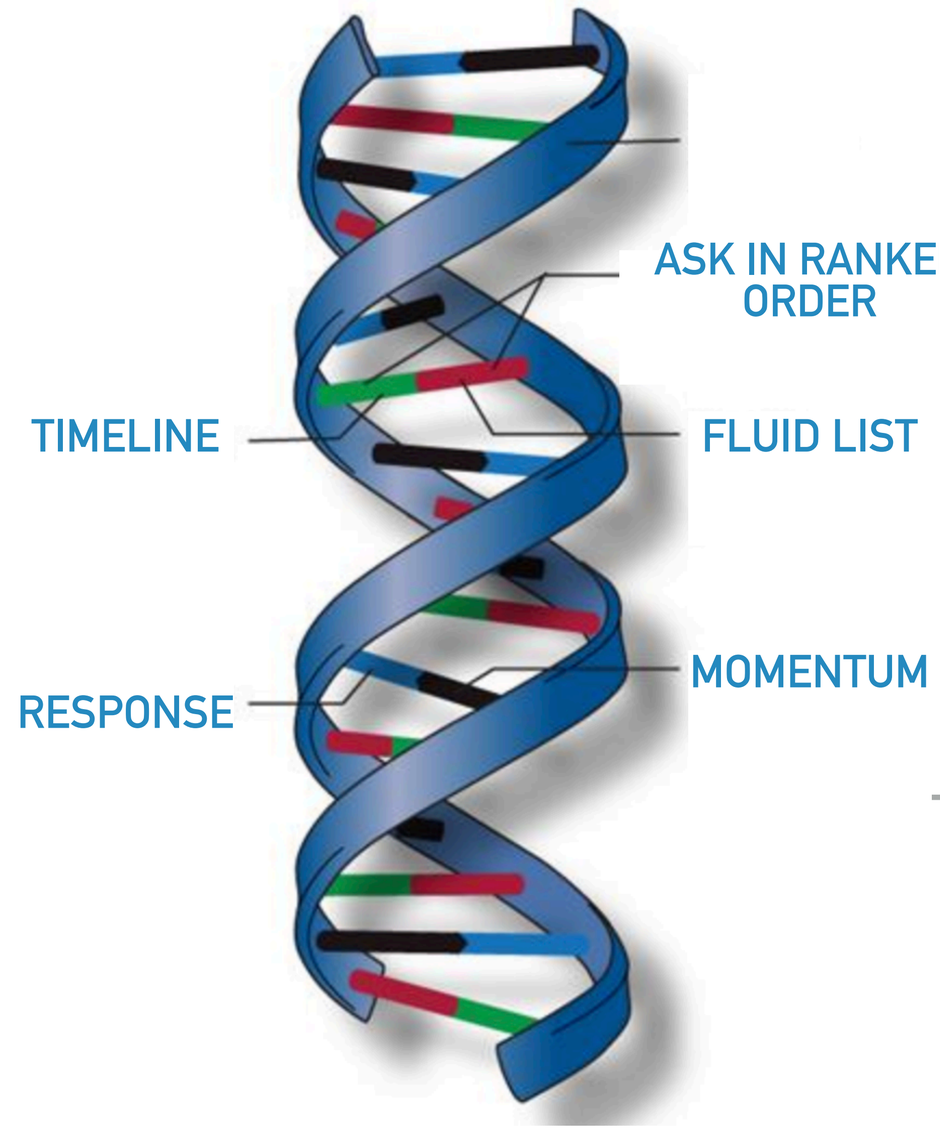


YOUR STANDARDS
WEEKLY ASSESSMENT
EVIDENCE BASED

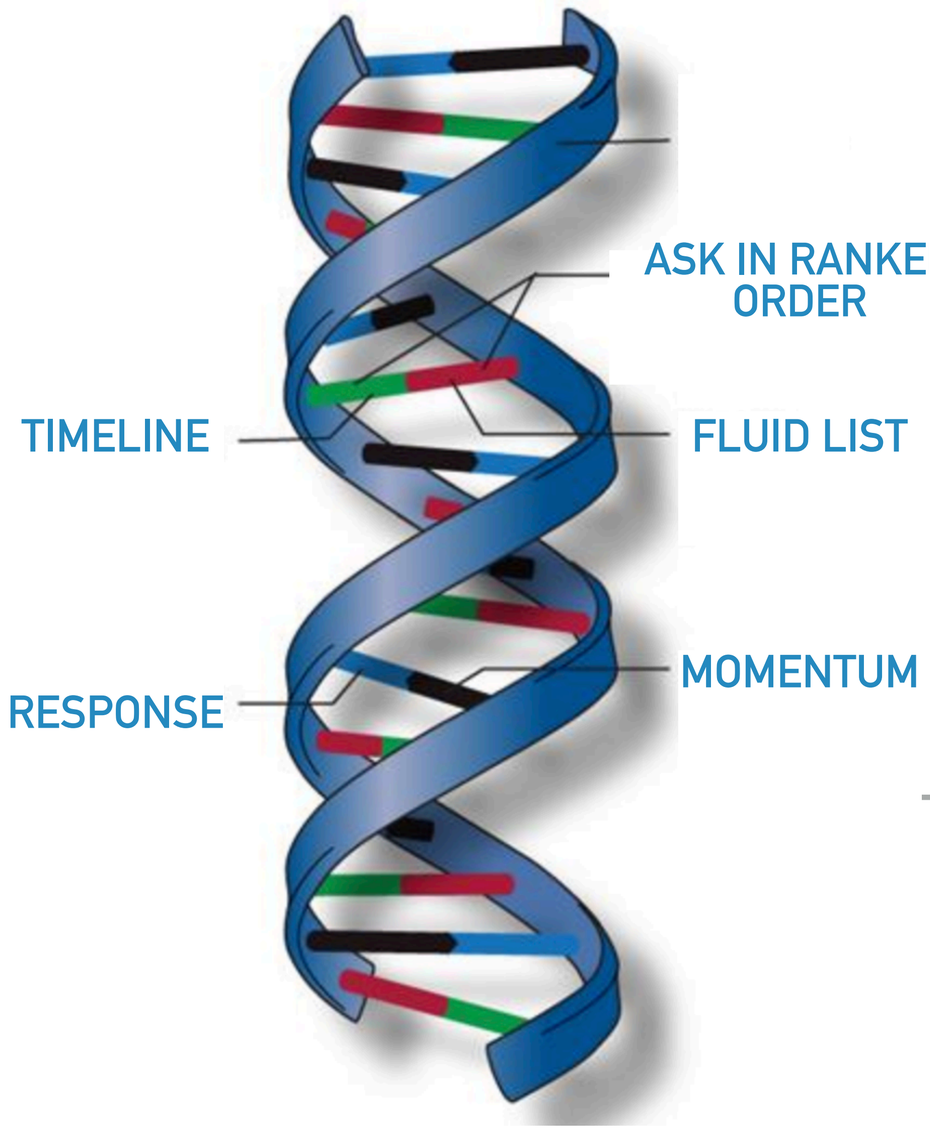


YOUR STANDARDS
WEEKLY ASSESSMENT
EVIDENCE BASED
MOMENTUM MEASURED


?
Important connector
?
TIMELINE
FLUID LIST
RESPONSE
MOMENTUM

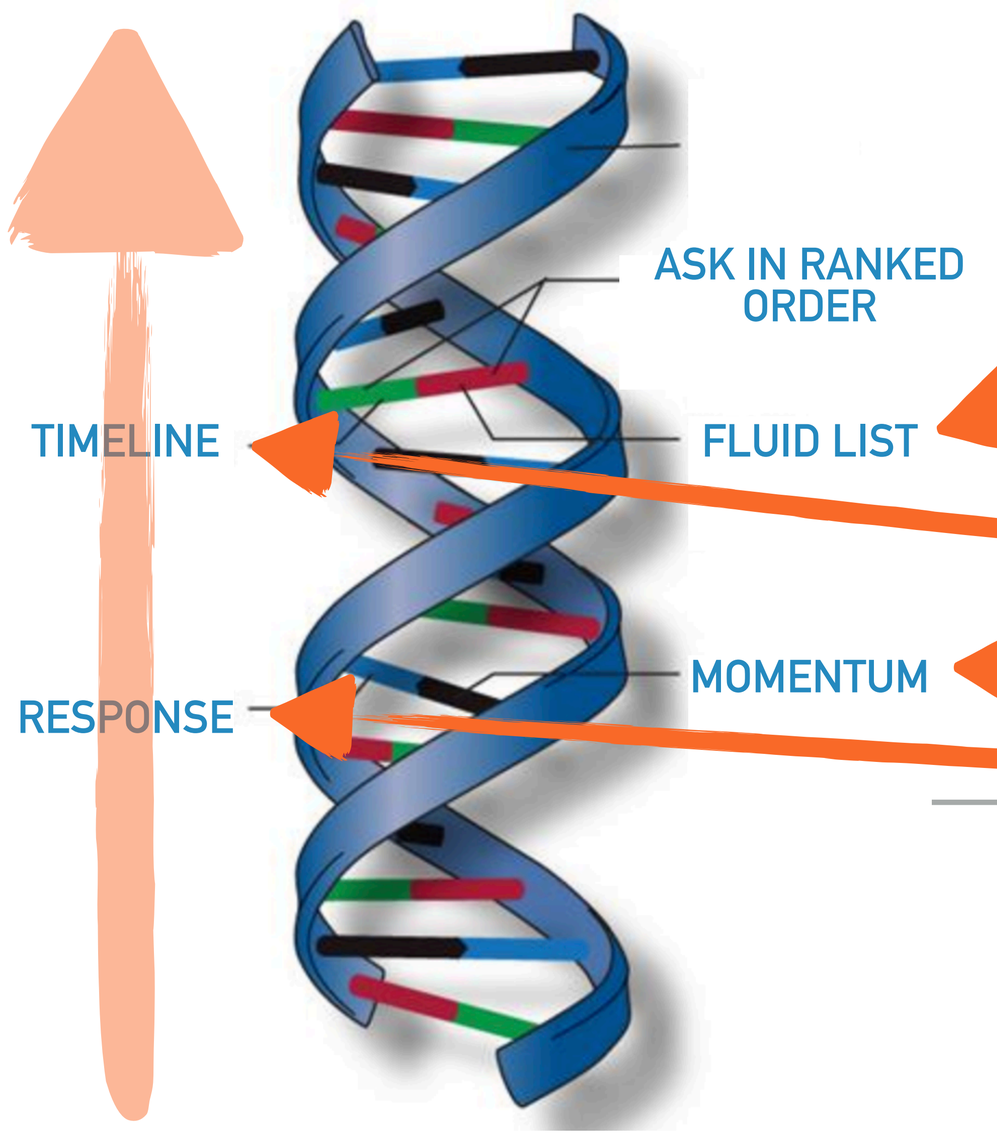


ASK IN RANKED ORDER



GIVES YOU A MANAGEABLE BUT FLUID LIST THAT IS ALWAYS EVOLVING

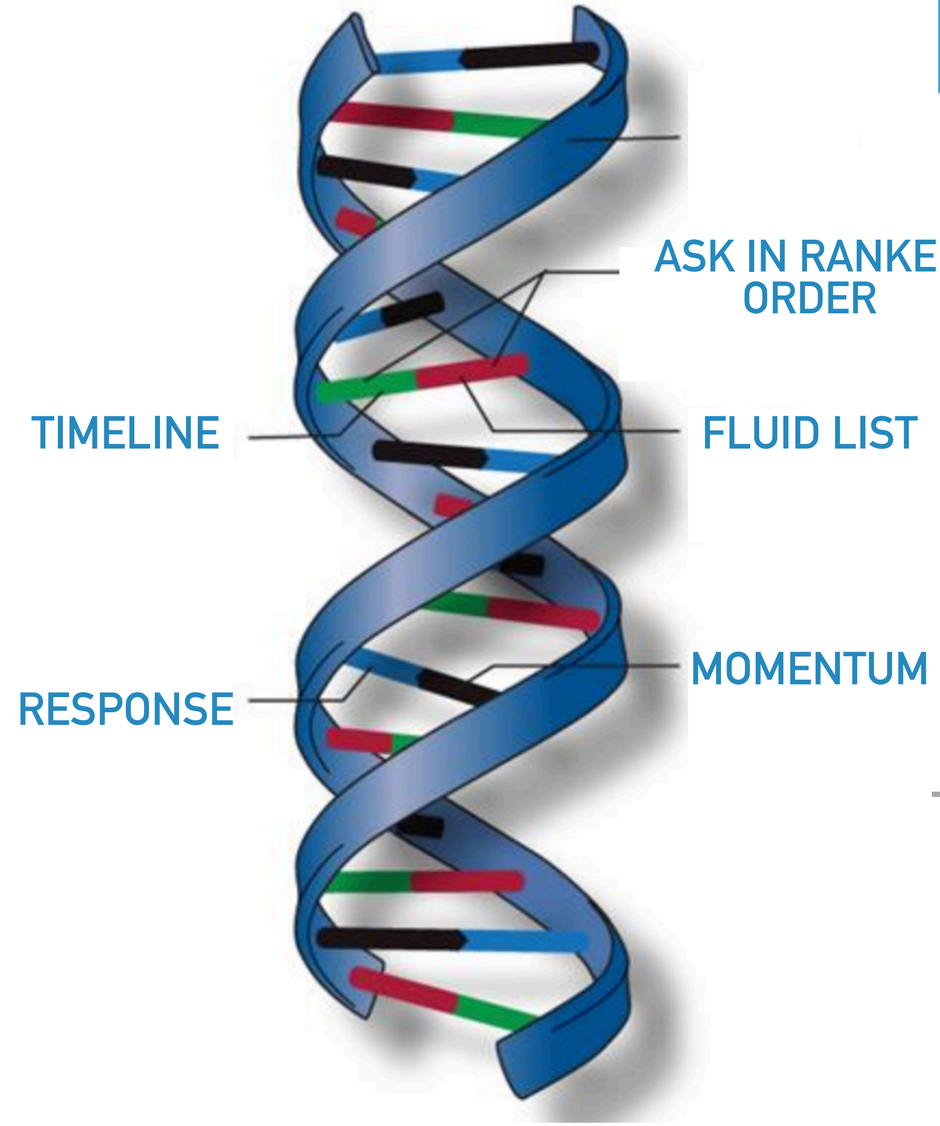
ASK IN RANKED ORDER

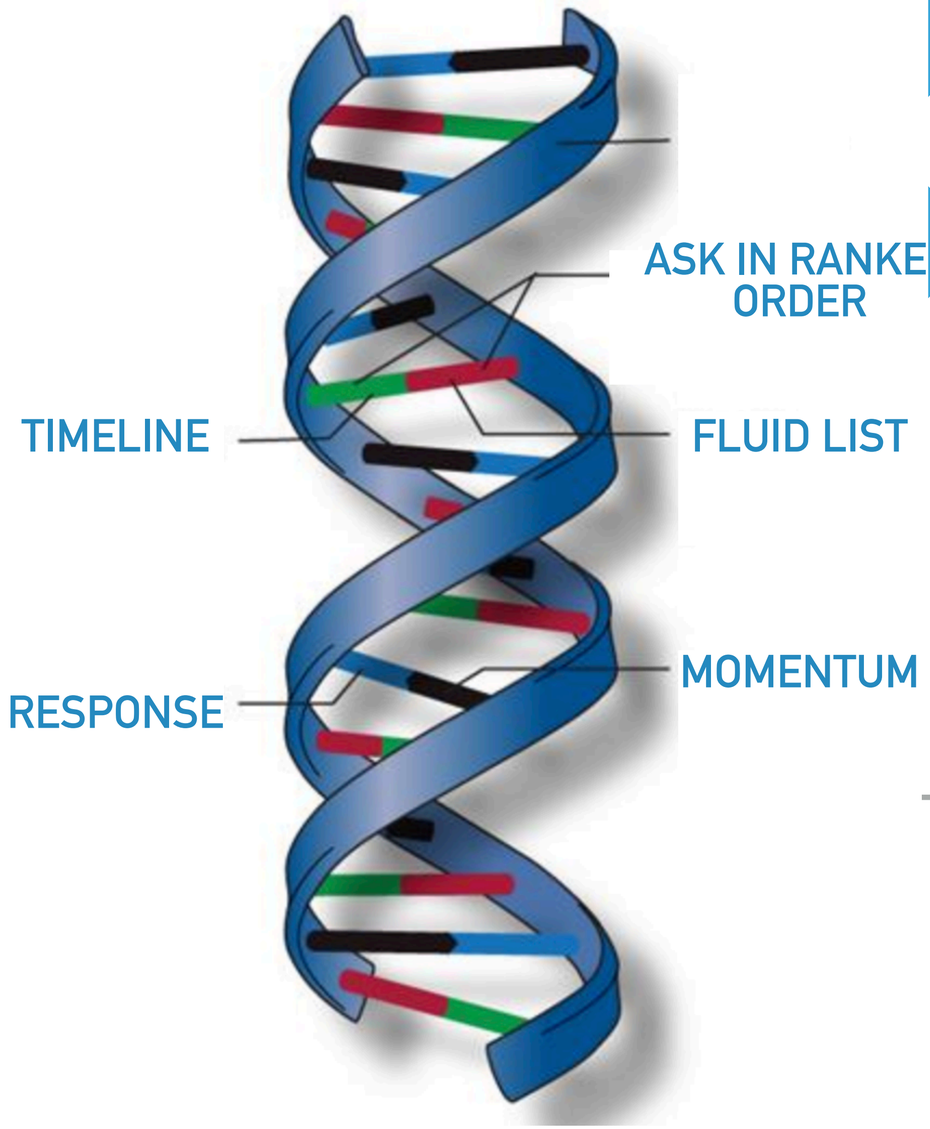


GIVES YOU A MANAGEABLE BUT FLUID LIST THAT IS ALWAYS EVOLVING

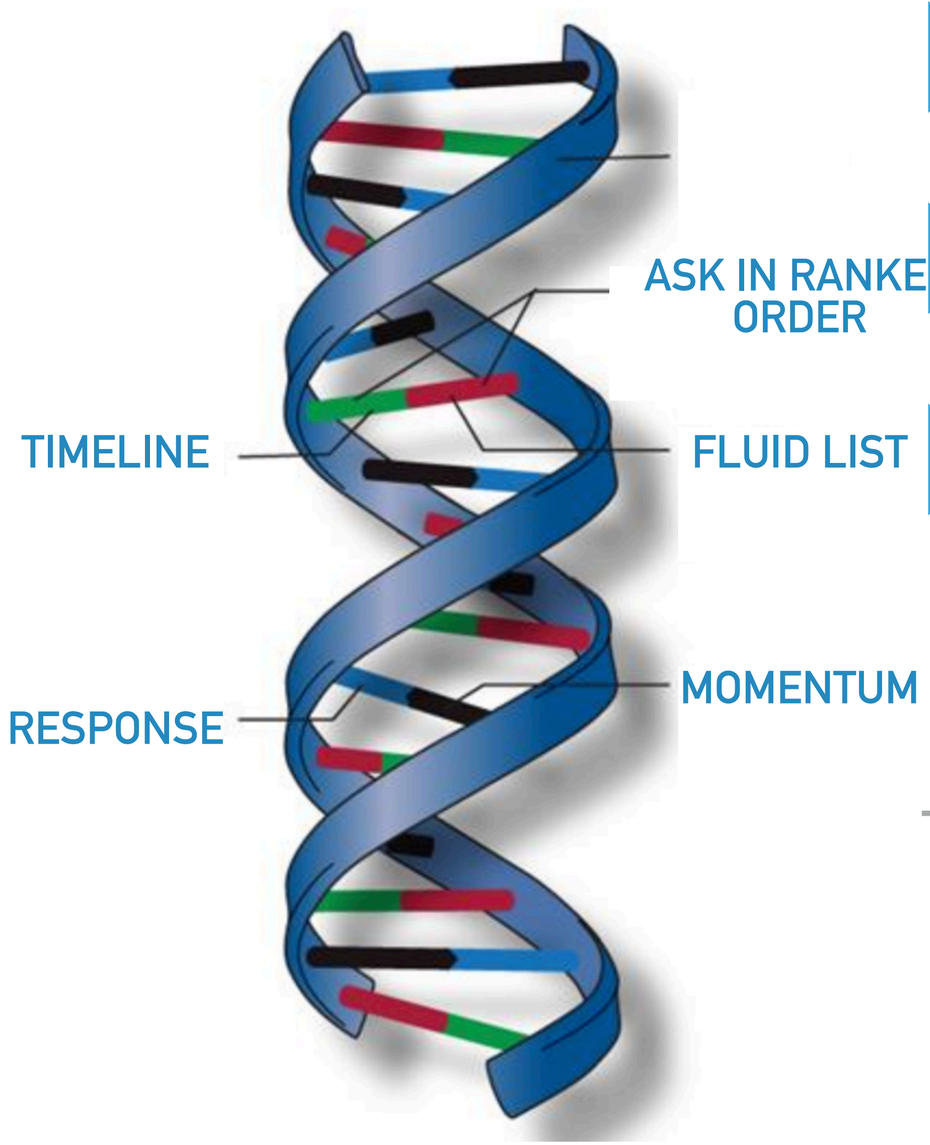
ASK IN RANKED ORDER

A, B, AND C

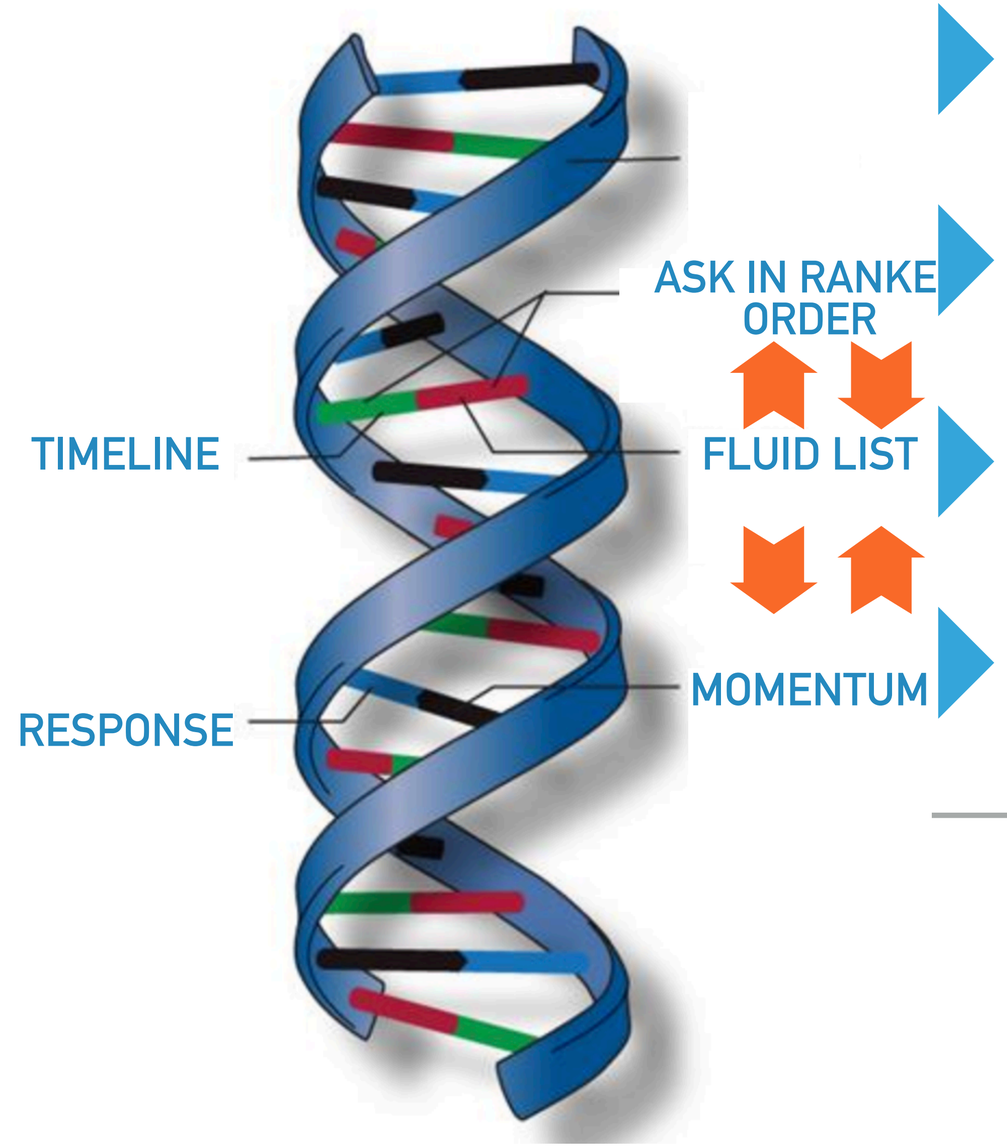




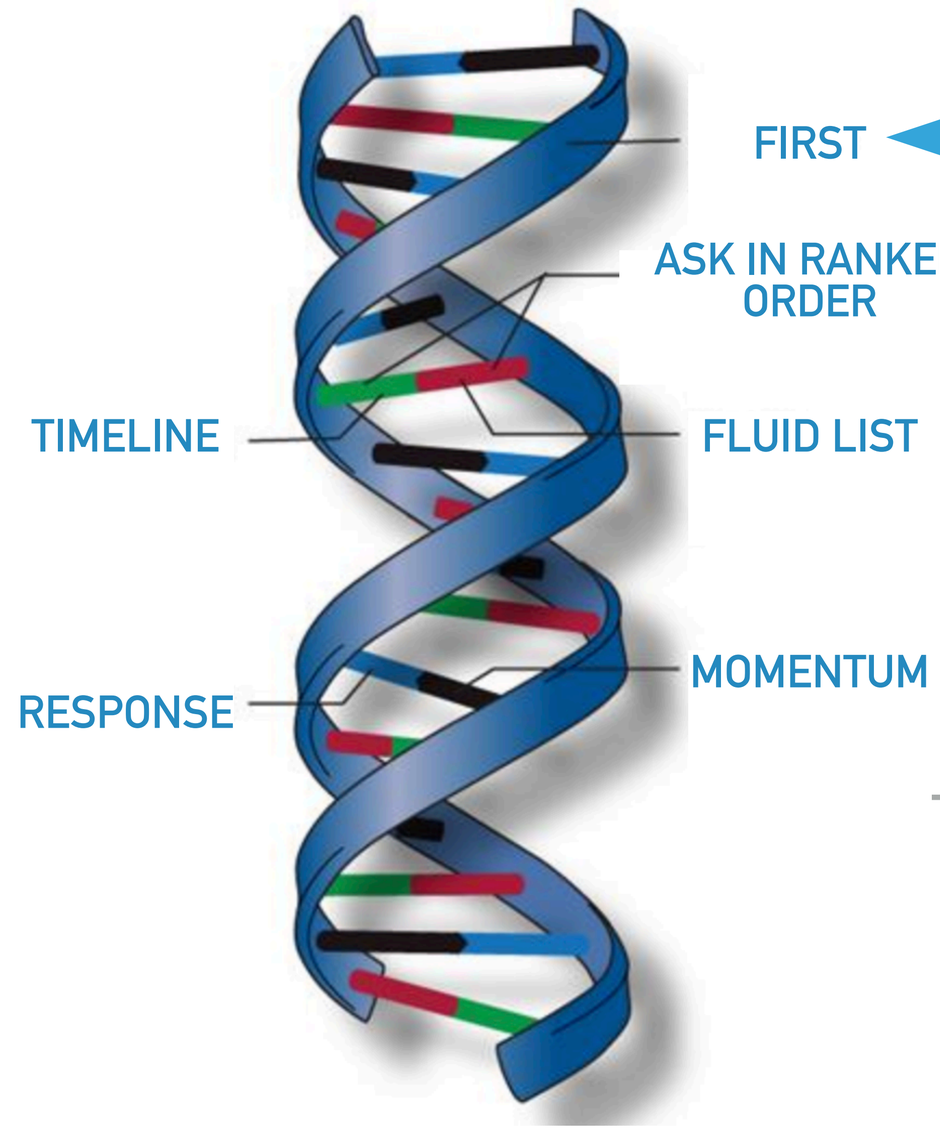
A, B, AND C
FOCUS ON B+ FIRST



A, B, AND C
FOCUS ON B+ FIRST
ELIMINATE WASTE



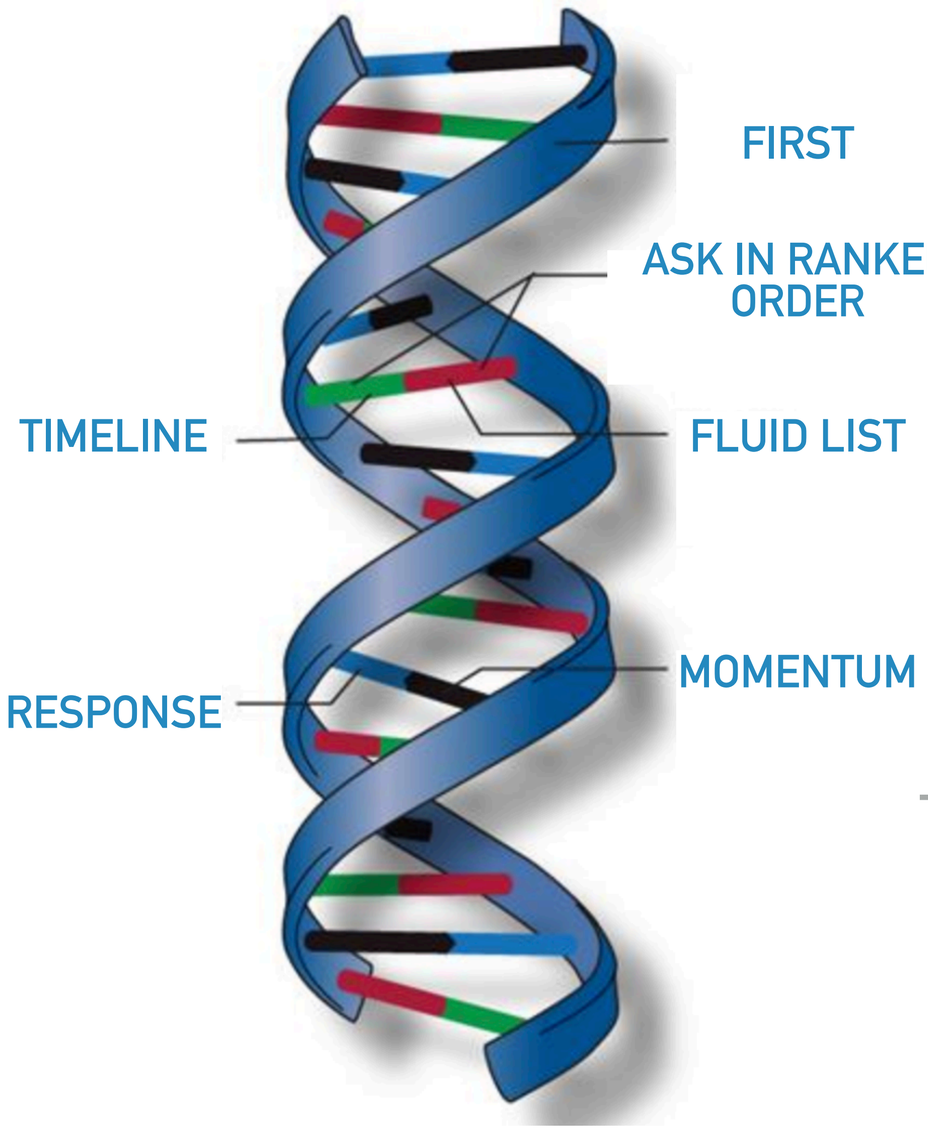
A, B, AND C
FOCUS ON B+ FIRST
ELIMINATE WASTE
MAINTAIN MOMENTUM



The thing that ties everything together.

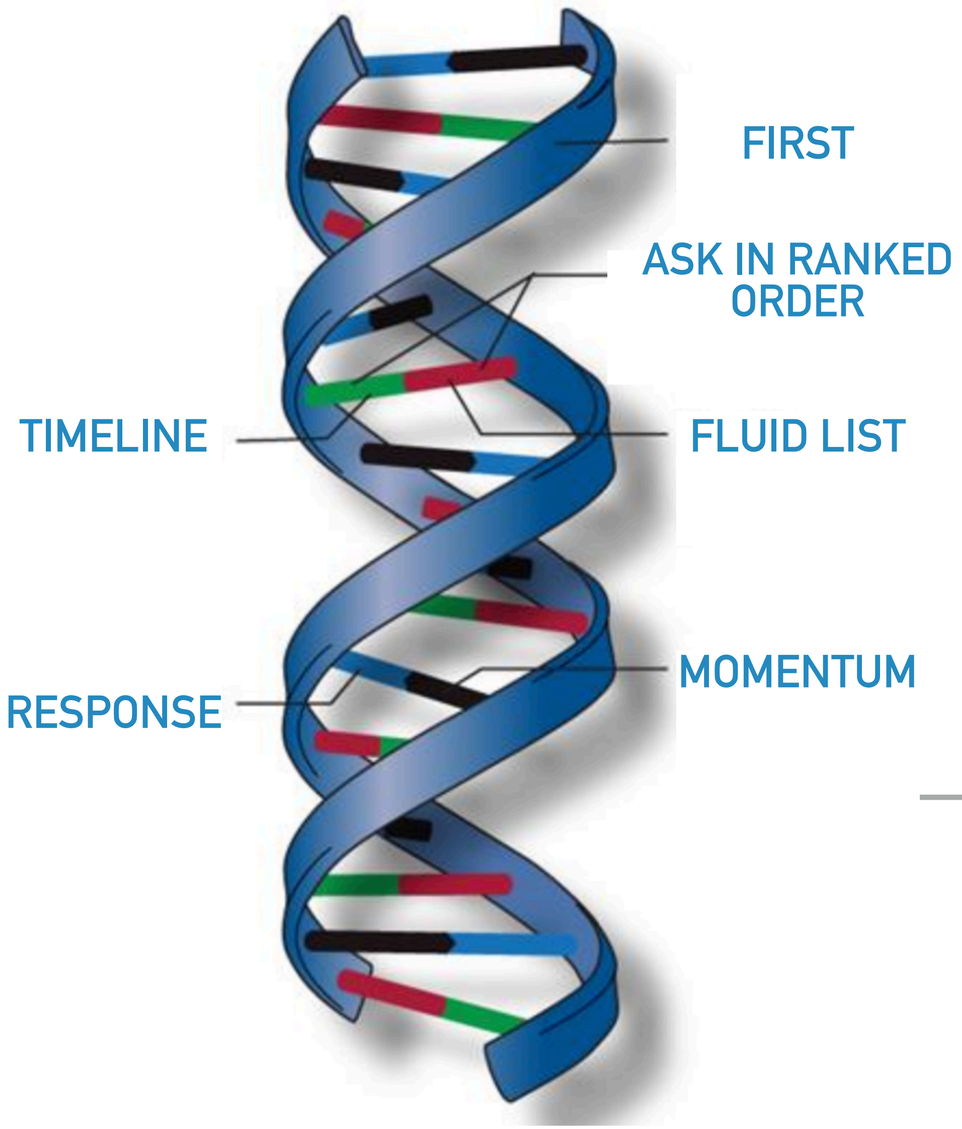
FIRST

If you ain't first, you're last.
FIRST



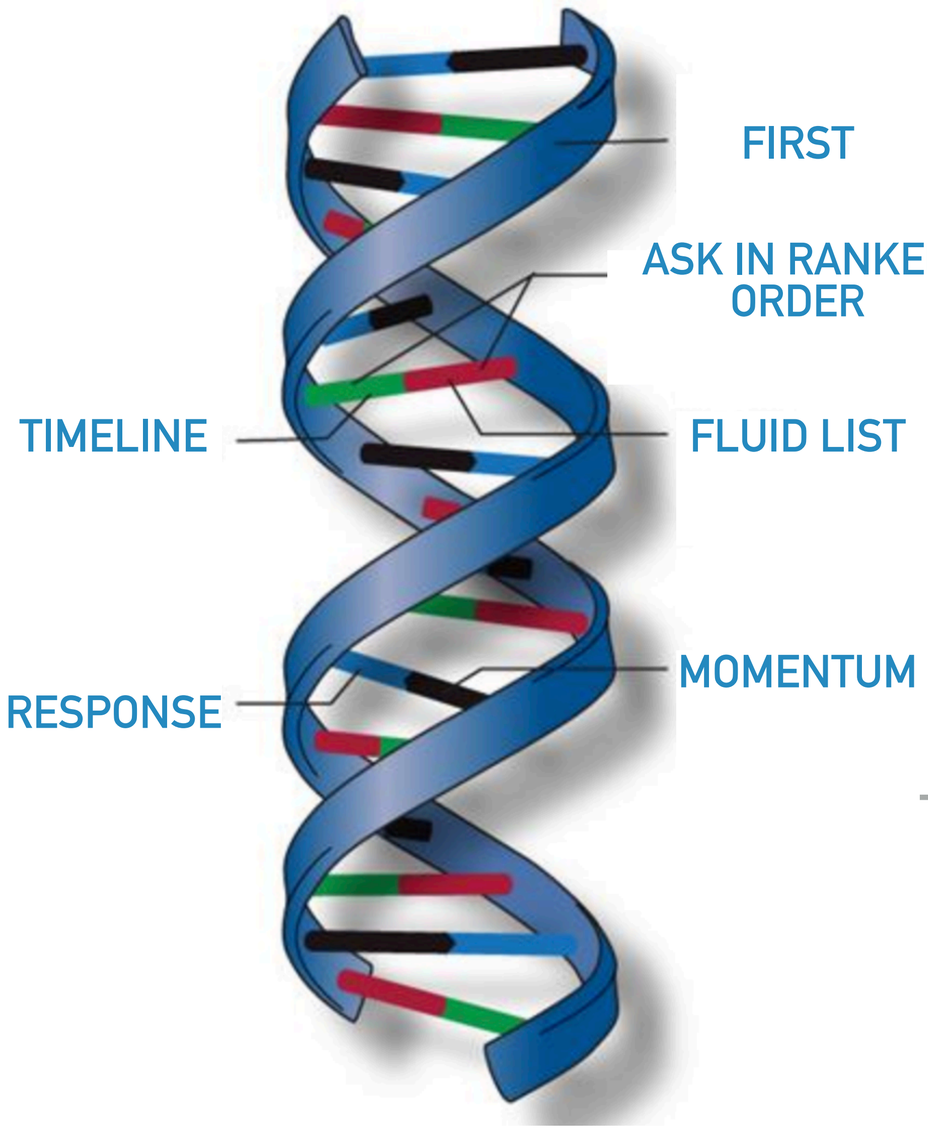
EARLIER BEATS LATER VAST MAJORITY OF THE TIME

FIRST



MAXIMUM CONTROL

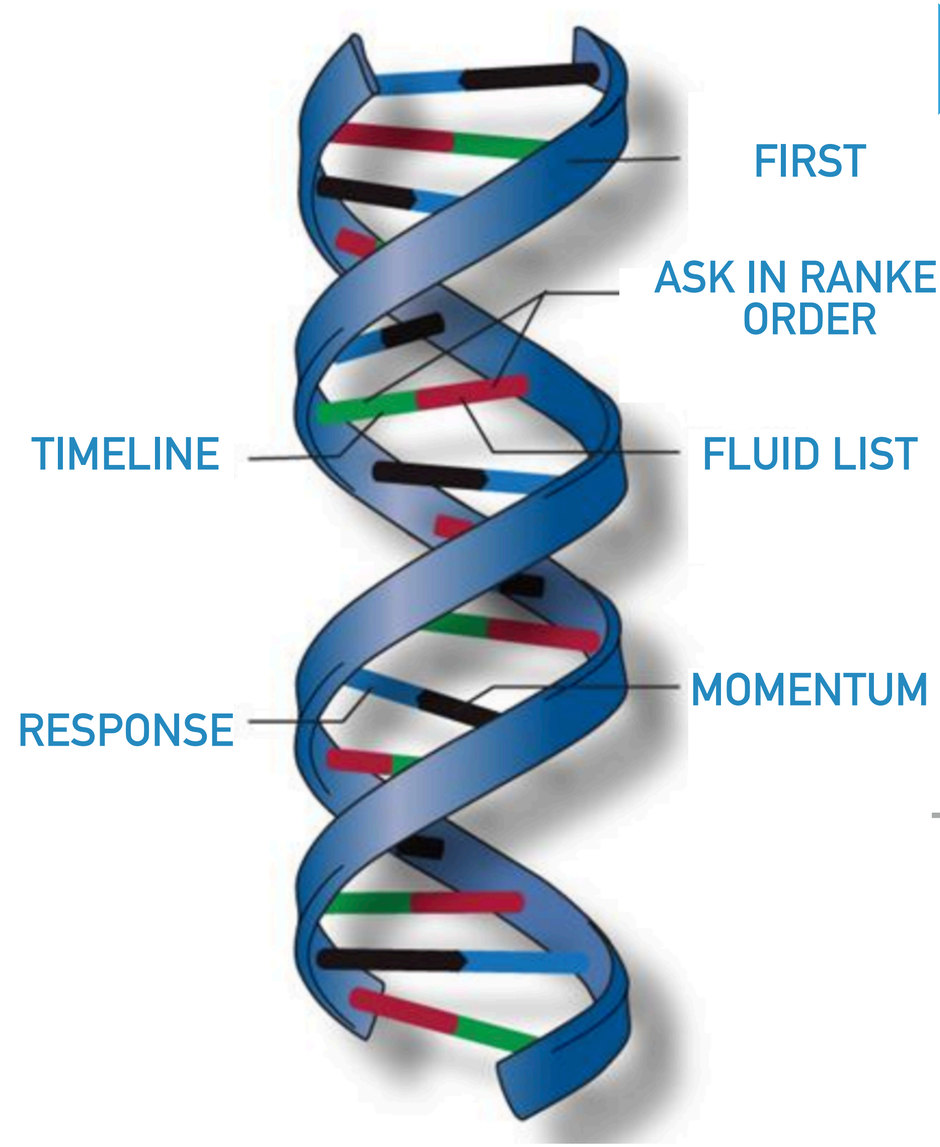
FIRST



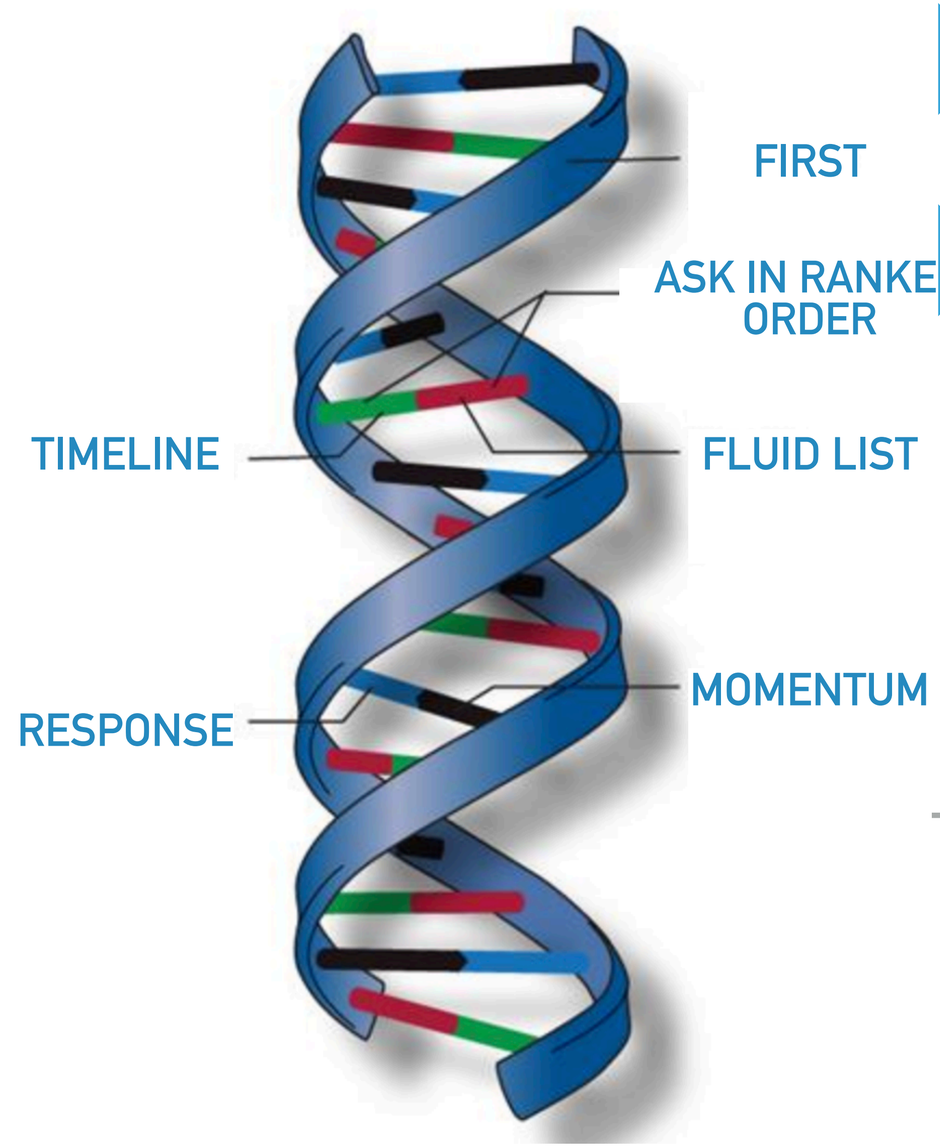
MORE TIME TO COACH

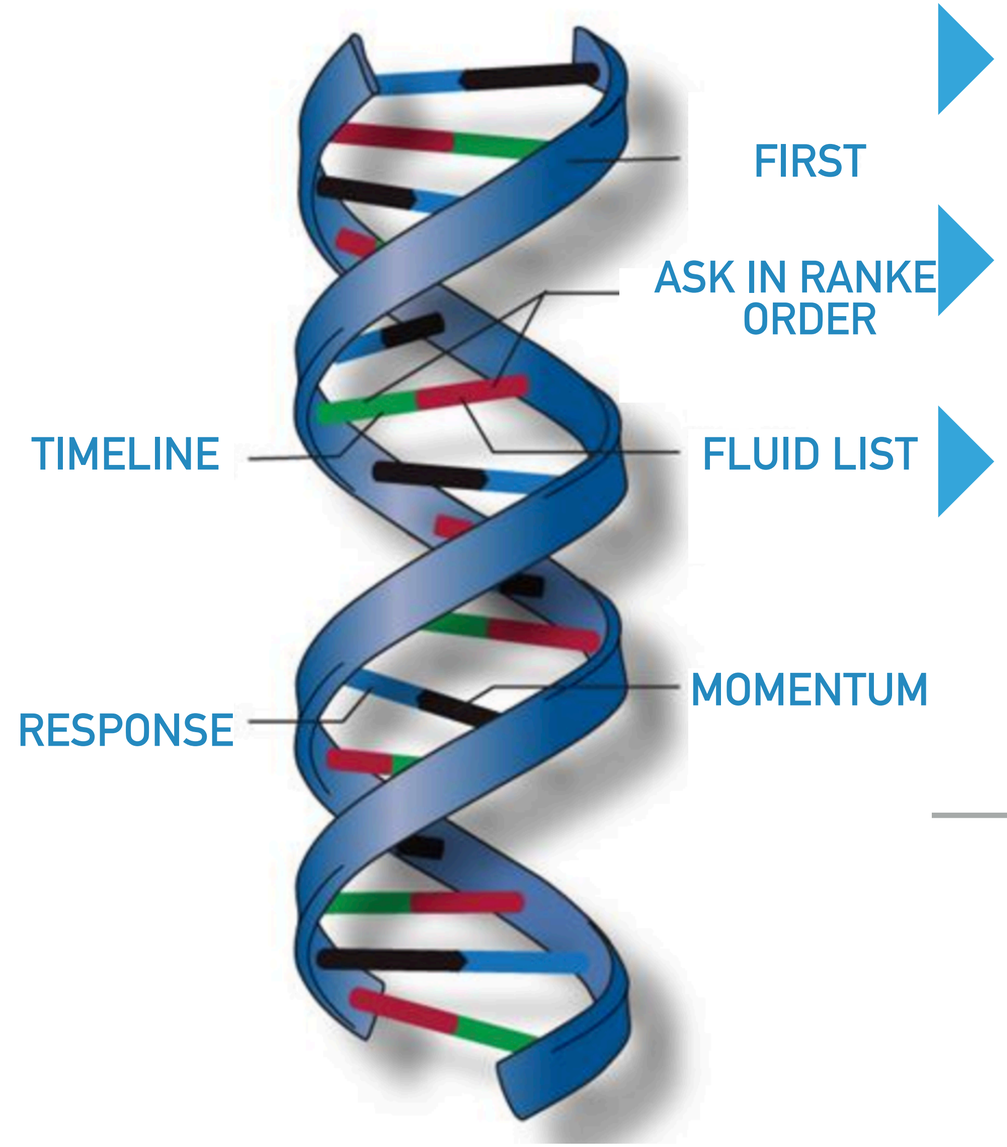
FIRST

ASSESS CHANGES

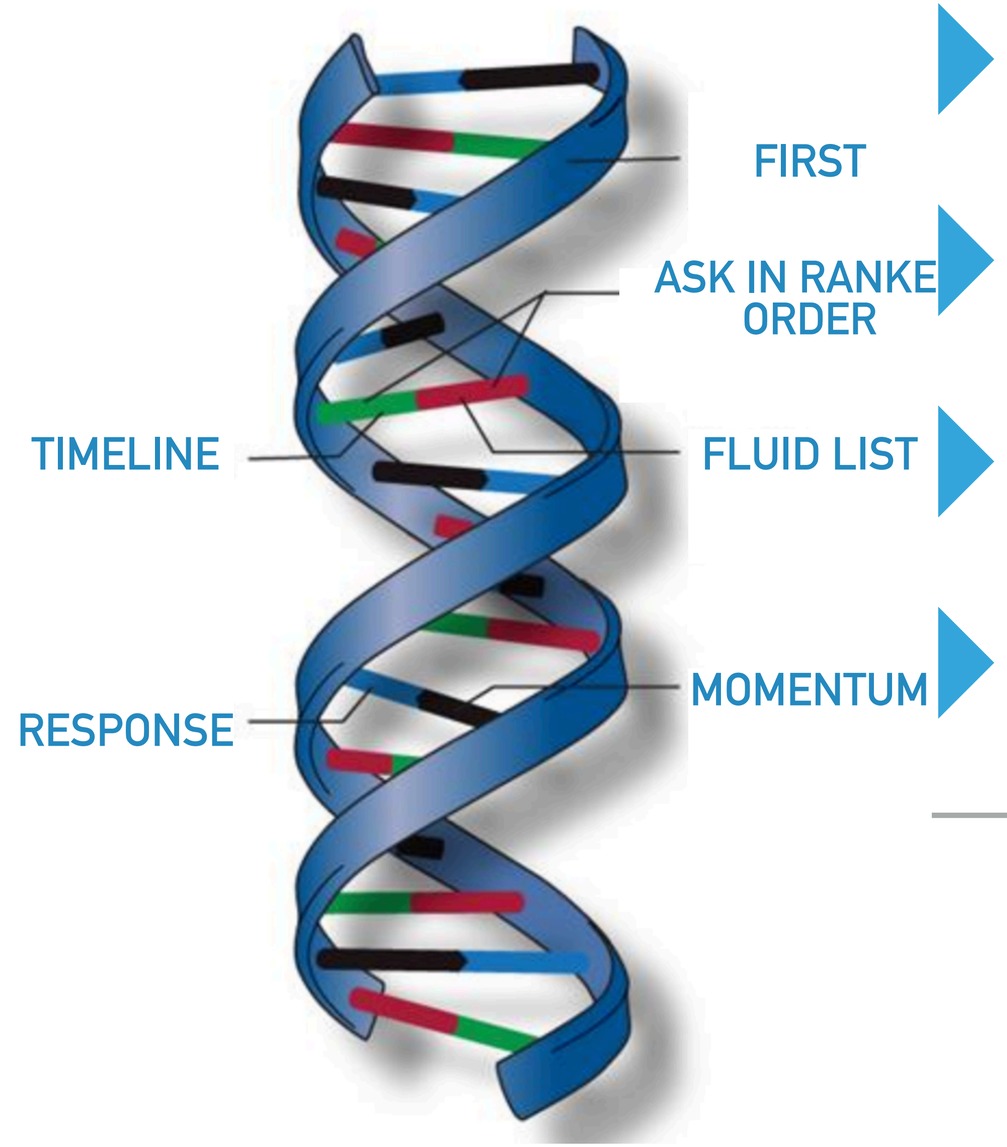


ASSESS CHANGES
RUTHLESSLY EDIT





ASSESS CHANGES
RUTHLESSLY EDIT
45 DAYS SOONER



ASSESS CHANGES
RUTHLESSLY EDIT
45 DAYS SOONER
GO EVEN EARLIER

PREDICTABLE,
REPEATABLE
SUCCESS

GET RESPONSE
KEEP MOMENTUM
SET THE TIMELINE
MAKE A FLUID LIST
ASK IN RANKED ORDER
BE FIRST

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