



WBCA 2023

WRITING INSANELY EFFECTIVE RECRUITING LETTERS IN 15 MINUTES OR LESS

WHY THEY WORK SO WELL WITH THIS GENERATION:

- It's physical evidence that you want them and value them
- They know it's difficult to do, which causes them to feel that you're different than other coaches
- They remember it - and, it's one of the only things they don't swipe or delete away being recruited
- It creates an overall positive feeling
- It's one of the only accepted methods that allows you to sell your program

GETTING THE BEST RESPONSE:

- Make it part of a mix of messaging (one of the least understood principles of recruiting this generation of student-athletes)
- Make it sound like you talk
- Make a single, memorable take away from the letter. One central topic.
- Shorter vs Longer: The more direct and simple the letter, the greater the chance you get a reply and the message gets remembered

BUILD YOUR RECRUITING LETTER LIKE THIS:

- A written message every 3-5 weeks
 - Typed and printed, not handwritten
 - Unless you have neat handwriting + lots of extra time
- Method: Give yourself only 10-15 minutes to complete the letter
 - Shorter time to write will make it sound more like you
 - It should be part of a consistent, ongoing series
 - If you don't say everything you want to say in the letter, don't worry: You can continue the story in your next message
- Add a P.S. or a mark-up when it makes sense
- No labels on the envelopes - hand addressed