

Recruiting the 8 Athlete Types

Knowing a recruit's Athlete Type will provide an advantage in knowing how to best relate and appeal to them. The information below lists each Athlete Type's "hot button" as well as a high-level strategy of recruitment.



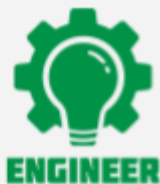
ARTISTIC

Point out the beauty and aesthetics of your campus. Avoid getting bogged down in technical details. Present the big picture and an idealistic future. Creativity appeals to them, so after asking what majors they are interested in, and bring up a couple of unique and creative programs your school offers.



PROPER ORDER

Be very organized in your presentation. Describe in precise detail how the process works. Mention things like how your program complies with rules and regulations; "we follow all NCAA regulations". Describe how your program will make them look good to others, like their parents, teammates and friends. Describe the program as a well-oiled machine.



SECURITY NEEDS

Point out that your program is a sure-bet kind of decision. Mention guarantees your program offers, as well as fail-safes and other safeguard measures your program takes. Mention all the support services you provide to student-athletes. Close by saying if they sign, their future is certain, secure and bright.

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**DRIVEN,
NEVER
SATISFIED**

They will want to see past results of your program, everything from win/loss to graduation rates. Get them to talk about the schools they are considering and what their general concerns about signing are and then explain how you can prevent these issues from happening. Also, they are comfortable sharing things they struggle with, offering you an opening for how your program has a remedy for this.



**STANDING
FIRM,
MAINTAINING
PERSONAL
CLOSENESS**

Point out how everyone in your program pulls in the same direction. Describe the team as family, but also that everyone works hard and is productive. It is important to earn their trust. Make it sound like choosing your program is like following a basic rule; *"for your position, you want a program like ours"*.



**LIVING IN THE
PRESENT,
CHALLENGING
THE STATUS
QUO**

Point out how your program is in vogue with current trends that are in flux; *"we are constantly upgrading our facilities and adopting new technology"*. Make your program sound new, fresh, innovative and cutting edge. Spend part of the conversation talking about personal things like asking the Maverick how their family is doing. Make sure you follow up frequently because they are more likely to change and go with a another program.

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THE
UNVARNISHED
TRUTH

They probably won't sign on your first call. They want time to think about it. Help them along with their decision by saying something like "so it really comes down to only one thing, location". You need to seem very sincere and genuine to this type. Use a down to earth approach. Deep down they want to feel they are helping others, so show how your program does this, even things like community service that your players do.



DECISIVE,
ACTION
ORIENTED

Project a sense of urgency and power, as if you get things done and done quickly. Your recruiting pitch should point out why choosing your program is practical. Show how you provide quick results. Appeal to their competitive nature by pointing out how your program gives them the competitive edge. Use a lot of action words.