

The Al Woods

“How To Become A
College Recruiter”

Intensive

College Recruiter
Reggie Williams

The Last Chapter

A large part of this training has been to educate you on the various strategies of getting business as a college recruiter.

1. You learned strategies on delivering an incredible, enthusiastic presentation to parents of high school student athletes.
2. You understand the importance of asking questions.
3. You understand the importance of follow-up questions.
4. You understand the importance of tie-downs.
5. You have learned the importance of following-up via e-mail and other strategies to keep parents informed prior to your second follow-up phone call.
6. You have learned the strategies of the sales closing question.

Be The Best

Part of this training was to help you understand how you can separate yourself from all of the other recruiting services that exists. Using various tools will make you more like a college recruiting expert.

Parents like to look through a lot of information because it helps them to build

trust. Using various tools will clearly make you stand out over all other recruiting services.

1. You have learned the importance of various recruiting tools.
2. Setting up a blog using Word Press is critical.
3. Using Open Office to create athletic profiles is critical.
4. Take advantage of Blog Talk Radio because it is a great tool to interview student athletes who are part of your recruiting service.
5. Form Desk allows you to create an athletic questionnaire where student athletes or their parents can fill out detailed information.

This is one of the ways you will capture leads and information on student athletes.

6. The video is a powerful way to get your message out about who you are and what you do.
7. It's important to have a strong presence on Facebook and Twitter because that's where the student athletes and college coaches are.

Price Is Often An Objection

From the beginning, all parents are going to be interested in listening to what you have to say.

A large percentage of parents will be open to the idea of using a college recruiting service, but your price may steer many of these parents away.

Don't let price be a reason to let parents off the hook. Come up with various pricing strategies.

1. Use Paypal as a way to collect payments and you can also set up a monthly payment plan.
2. Never allow parents to send you a monthly check or money order. This could become a potential disaster because eventually parents will stop paying.
3. You could accept half of the entire payment up front, allowing them to pay the other half at a later date.

There Are A Lot Of Horrible Recruiting Services Out There

Part of the objective of this training course was to make you better as a college recruiter and for you to stand out over all the other recruiting services.

It's important that you study all of the pages of the various eBooks that you've received throughout this course.

The reason why is because there are so many horrible recruiting services out there that only care about money and not people.

1. Bad recruiting services put pressure on parents to make decisions.
2. Bad recruiting services use tricky and underhanded tactics to get business.
3. Many recruiting services will tell parents lies in an effort to get their business.

Build A Huge List Of Leads

Leads are the names and phone numbers of high school student athletes that lead you directly to their parents.

Acquiring leads will potentially lead you to sales. A steady flow of leads will lead to a steady flow of business, which will lead to a steady flow of business referrals.

1. Set a goal of acquiring 30 new leads every month.
2. What are the strategies you will use to acquire these new leads?
3. Leads are the lifeblood of your business.
4. Failure to acquire enough leads every month could have a negative impact on your business.

Think About Writing A Blog

A blog on recruiting will allow you to do a great many things to express yourself. You can write about the college recruiting process, providing tips, resources and information. This will help you get business.

Many college recruiting services do not have a blog component; therefore, they're missing out on additional leads for their business.

Think About Hosting Your Own YouTube Video Show

All you need is a webcam and a good microphone and you could have your very own online radio show where you talk about recruiting.

Parents are always searching the Internet for information about recruiting. If they

come across your video, obviously you will have your link in the description where they can find your college recruiting blog.

All you need to do is record a two minute video about a recruiting ideal or strategy. Write a great description including the link to your blog or website and you will no doubt gain viewers.

Why Not Host An Internet Radio Show?

Blog Talk Radio is a great way to interview student athletes and college coaches. This is a powerful tool because Internet radio can be heard over and over again.

The great thing about Blog Talk Radio is that you can embed the HTML code on your blog or website.

You could write a headline and a brief description of what the show is about and share that information.

Hosting your own Internet radio show will make you look important and someone to be reckoned with when it comes to the college recruiting process.

Why Not Write An eBook?

All the information in this coaching program has been written in a free PDF Software, Open Office.

Why not write your own eBook? It does not have to be anything elaborate or lengthy.

Your eBook could be 7 to 10 pages of information about recruiting and why someone should use your recruiting service.

The great thing about eBooks is that they are easy to download and easier to share on Facebook, Twitter, Blog Talk Radio or Youtube.

Any book is a great way to spread your message of who you are, what you do and how you can help student athletes and parents.

Time Consuming

Implementing all of the things that I have mentioned is extremely time consuming, but becoming successful is not an overnight process, it does take time.

The college recruiters who cheat and steal from people look for success within the

first month and two.

The college recruiters who are looking to be in this business for a number of years look to sustain consistency by adding new leads every month, implementing the strategies and know that success is guaranteed.

Recruiting Services Fail For Many Reasons

The problem with most recruiting services is they have not mastered how to get more business.

If you cannot consistently get new business then you will be out of business real fast as a college recruiter.

- 1.** They lied to parents.

2. They misled parents and student athletes.
3. They failed in developing strategies for closing the sale.
4. Lack of preparation in delivering the presentation.
5. No network of college programs.

There Are Many College Recruiting Services

All over the country, there are college recruiting services in just about every city and state in this country. Many of these recruiting services do an excellent job; others do a horrible job.

1. Some recruiting services only work with 30 or 40 student athletes per year.

2. Some recruiting services charge outrageous fees because they only work with a small number of student athletes.
3. Some recruiting services only focus on one sport.
4. Some recruiting services focus on all high school sports.
5. Some recruiting services are regional.
6. Some recruiting services are national.

Conclusion

My hope is that you will take the information you've learned over the past 12 weeks of the college recruiting intensive program and use this knowledge to succeed.

There is a need for good quality and smart college recruiters. Parents have very little understanding of the recruiting process and many of them are given very little information.

As a college recruiter, be everywhere (online and offline) where you can build a reputation of someone who knows what they're talking about. Parents will trust

you because you have the most knowledge.

The college recruiting services that cheat and steal from people are generally the ones that are in it for fast money.

Those recruiters are not in the business very long and ruin the overall reputation of all the good recruiting services out there.

Your job is to stand out above all other recruiting services.

Good luck and may you prosper as a college recruiter for many years to come!

Thank you!