

THE BEST COLLEGE RECRUITER™

SPECIAL REPORT 3

"Strategies of the Highly Successful Recruiter"

WHAT are the strategies of highly successful recruiters? Before we answer that question, maybe we need to define “successful recruiter” and then define the “highly” tag with it. The general public perceives a successful recruiter from the win-loss record of the team for the season. You win because you have good players. You lose because you have bad players. Heck, your administrators probably think the same way. In reality, your head coach dictates whether recruiting has been successful for the program.

A successful recruiting year may be the signing of one, two, or three of your top position choices, depending upon your sport. Or it may be the signing of two or three of your second choices at a position. Or it may be the signing of one “Top 100” players in your sport. Your program dictates what is considered “success” in recruiting. Being “highly” successful would be showing a consistent pattern of recruiting those student-athletes at the top of your position list over a lengthy period of time.

With the definitions out of the way, there are some strategies that the top recruiters at the top programs utilize with student-athletes. Let’s examine a few of them now.

Look at What the Player CAN Do.

Many recruiters have a list of criteria that they look for in recruits when they are watching them in live game situations. Speed, balance, size, quickness, coordination, tenacity, and work ethic are just a few requirements, depending upon your sport. If the prospect doesn’t

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meet the level of standard for these specific categories, the prospect is often dismissed by the recruiter.

The top recruiters observe more deeply. They identify a particular skill that seems to stand out for them when it may not be noticeable to another recruiter. That's what you need to begin looking for in your prospects. What CAN the prospect do? Don't concentrate on what the prospect can't do.

Recruit to Your Program's Image

What is your program's image? Defense? Offense? Big postmen in basketball? Run-pass quarterbacks in football? When you recruit, do your prospects and parents often say, "Oh, yeah, you guys run and gun." Or "You always have a great receiver every year." When you get those kinds of comments, then your program has an "image." And that's what you need to determine. Penn State football is known for having great linebackers. Wisconsin men's basketball is known for tough defense and big postmen who can shoot.

As soon as your program has an "image", then you can begin recruiting to fill the needs of that image. The image is determined by the head coach. Determine the image of your team as quickly as you can. It makes your recruiting pitch a lot easier when you can tell a prospect that he/she fits your playing image perfectly.

Don't Rely Solely on Recruiting Services and Highlight Films

There are tons of recruiting services out there for every sport imaginable. Some are better than others. The main feature that may be helpful is that the service can provide you with names. That's always a good start. But as far as believing the service regarding the evaluation of the

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recruit, that may be suspect at best. So tread very lightly when utilizing recruiting services.

Another element that top recruiters don't want to see is the individual highlight film of the prospect. Many times, the high school coach will edit together only great plays. The top recruiters only want to see game film. Viewing game film will tell you the story of the recruit. Accept nothing but game film on a prospect.

Avoid the Middle Man at All Costs

Recruiting today's top athletes can be very dangerous because there always seems to be a "middle man" somewhere in the equation. These individuals are "advisors" and "runners." The questionable individual might also be a parent, as in the Cam Newton case at Auburn. And look at what Jim Tressel did at Ohio State. He may be fired from his job because he called Terrel Pryor's "advisor" to inform him of Pryor's extra benefits investigation before reporting it to his athletic director. And then he lied about it. What a way to end your career, if it happens. Same thing happened at Oregon. A Texas recruiting service guy gets paid \$25,000 when a star running back happens to end up in Eugene to play football. Just don't get near any situation that smells.

Summary

The purpose of this Special Report was to expose you to some of the strategies that the top recruiters in college athletics utilize with prospects and parents. There are many more. Hopefully, these ideas will be helpful to you in your quest to become a highly successful recruiter at your school.