

"Letter Packages & Showcase Camps":

Getting Prospects to Want You as Bad as You Want
Them

Prospects, Suspects & Shopping Lists

- One Page
- Send the “Vision”
- Make Your Request Simple & Clear
- Time-Line Your Mailers: Make Calendar Goals & Stick to Them
- Always Follow-Up: Names & Relationships are our Product and Business—Reinforce Return Business
- Aggressive Summer (Showcase Camp) Schedule: Wherever Rising Jr’s & Sr’s Are
 1. Build Relationships: No Phone Call is Complete W/Out
 2. Find Out Who Loves to Play; is Teachable; has Instincts

“Bits & Pieces....”

- Have an *instinct* for the recruits you have a chance to sign; spend most of your time here
- Recruit for attitude and ability—all success begins with commitment
- Know when to challenge & walk away
- Use (and *trust*) your instincts—We get paid to PROJECT
- Good *projection* takes you to the top—**Build a History**
- **Letter Package:** Paint a picture of strength; Be clear; Sell opportunity

Letter Package Examples (May)

- **Coach (Name, HC)**
Great Teacher of Game
Pedigree
Reputation
- **Javelina Stadium**
First Class
Crowds; Environment
Home Record
- **Great Campus**
Pride in Campus; Beauty
Safe; Lots to Do
- **President Committed to Athletics**
Full Support From the Top
- **Open Door Policy for Players**
Building Relationships
Home & Office Open
Here to Help
- **Biggest Turnaround in NCAA**
Coach _____'s Impact
Style of Play

Letter Package Examples (June)

- Javelina (Sport) +
Player's Name = Success

- First Class Equipment

Brand(s)

The best _____

- Only Show in South
Texas/Town

Biggest Attraction in K'ville

City Centers Around Jav's

- Fast Paced Style of Play

Intensity on Both Sides

Tailor-Made for Your Game

- You'll Get Your Degree @
TAMUK

Our # 1 Priority

Academic Support

- Career Development

X% Job Placement

\$ ___K Average Salary

Alumni

Letter Package Examples (July)

- **Individual Attention in Classroom**

Teaching #1 Priority

Faculty Cares, Supports ___

Small Classes

- **Start of Something Big**

Our 1st Recruiting Class

Opportunity to Play

We Graduate ___ Seniors

- **K'ville a Great College City**

Love the Javelinas

Active Social Life

- **Competitive Schedule**

National/Regional Teams

Great Trips

Prepares Team for Post-Season

- **Team Travel**

Visit Great Cities

First Class

Letter Package Examples (August)

- **Great Start to Practice**

Players Excited About Season
We Love to Coach
Preparing for NCAA's

- **Proud of Player's in Our Program**

Good People; Work Hard; Will
be Successful After...

- * **We Care About Players Off the _____**

- **You Are a Priority to Us**

- **Our Player's Say Great Food**

All You Can Eat

_____ Places to Eat on Campus

- **Program Philosophy**

- **10 Reasons to Come to TAMUK**

- **Your Decision is Easy**

Go Where You're Most Wanted
Go Where You're Most Needed
Go Where You Can Impact

Fundamental Basics: *Campus Visit*

- **Career Planning & Placement**: They need to see what happens with the degree—work from final product backwards
- **Prof in Academic Area**: Make sure prospect has “*good*” reasons for choice of major
- **Student Support Services**: It’s a recruiting tool; but the goal is *not* to use it; Highlight safety nets & services
- **Strength & Conditioning**: Sell development & accountability
- **Special Interests**
- **Facility & Campus Tour**: Sell proximity & contrast w/ larger universities

Campus Visit Continued

- **Head Coach Meeting:**

1. What to Expect & What's Expected of You
2. Describe an normal...pre-season, fall, off-season, spring
3. Where You Are in the Recruiting Process: Next Steps
4. Next Day(HC): Send Personal Letter; Highlight Points, Underscore Next Steps
5. Asst' Coach: Phone Follow-Up; Highlight Points, Underscore Next Steps
6. It's a Mutual Investment