



The Weekly Action Plan

Weekly rhythm:

- Monday: open the tracker, review responses, identify follow-ups and new outreach for the week
- Wednesday: write and send — new outreach, follow-ups, and responses
- Friday: update the tracker, set next follow-up dates, note anything from the week

Outreach targets:

- 3 to 5 new programs per week until the full list is contacted
- Follow-up on all unresponded emails at the 2 to 3 week mark
- Response to any coach email within 24 to 48 hours
- Post-call and post-visit thank-you within 24 hours
- Active relationship check-ins every 4 to 6 weeks

Monthly:

- Full tracker review — where are the real conversations?
- Division range calibration — is the market feedback consistent with the list?
- List update — add programs, remove ones that are no longer a fit
- Communication quality review — are the emails still specific and genuine?

The contact tracker is the engine. Every interaction — every email sent, every response received, every call completed, every visit taken — goes in the tracker the day it happens. A tracker that is current is a recruiting plan that is working. A tracker that is weeks behind is a recruiting plan that is running on memory and optimism.

A Final Word on Patience and Persistence

The recruiting plan does not produce instant results. The first wave of outreach produces some responses and a lot of silence. The follow-up wave produces a few more. The camps and showcases start conversations that the emails did not. The phone calls begin. The visits get scheduled. The offers start to arrive — slowly at first, and then sometimes quickly.

The athletes who find the right school are the ones who maintained the plan when it felt like nothing was happening. Who sent the follow-up email even though they were not sure it would be read. Who updated the tracker even when there was nothing positive to put in it. Who kept the outreach moving forward even in the weeks when the recruiting process felt completely out of their control.

It is mostly out of their control. What is in their control is the quality of the outreach, the consistency of the follow-up, the professionalism of every interaction, and the honesty of the assessment at every stage. Do those things well, every week, and the plan does what a plan is supposed to do — it creates the conditions for the right outcome to happen.