



Hot Seat #3 – High School Athletes

The niche for this hot seat is high school athletes who want to play at the collegiate level, or probably more the parents of those high school athletes. This was submitted by Greg and Beth. They have given us lots of information.

2. What is your niche or market?

2. What is our niche or market? There are 7 million high school students playing HS sports every year in the US. We are targeting all student-athletes and their parents who want to "live the dream" of playing their sport in college. This is an evergreen market. Every year colleges give sports scholarships in excess of \$1 Billion. In addition, other scholarships (academic, special interest, foundations) amount to more than \$100 billion per year.

There are seven million high school students playing sports. Lots of them want to play in college. There is a billion dollars in scholarships available.

3. describe your prospect... what are your prospects top fears and frustrations? What are their dreams and aspirations? And what are their hot points?

3.1 Our prospect: Student Athletes from the 8 through 12th grade and their parents (parents have the money and the most to gain) As you will see the ROI for our clients is HUGE!
3.2 Top fears and frustrations: • Everyone is too busy with life – school, sports, job and family • Everyone is trying to survive rising college costs and tougher financial times • Students are involved in too many activities at the same time • Coaches are not contacting them • Parents and kids sometimes don't communicate well • HS Coaches and Guidance counselors don't have current info. on how to get a sports scholarship • HS Coaches don't have time to help student-athletes with the process • Are they reaching too high to think they can play in college? • Not knowing how to catch a coaches eye and get recruited • Lack of knowledge
3.3. Dreams and Aspirations: • Play their sport in college • Like to get a scholarship (any scholarship for that matter) • They want to "belong" to a team in college • They want a memorable experience • They want to avoid a lot of work • Want to improve their chances of getting a scholarship • Parents want to save money AND see their kids play in college
3.4 Hot Points: • College is expensive • No direction and no plan • Lack of time to figure things out • Not having a process or plan to get a scholarship • No one place to find all the information needed to make a decision • Unrealistic expectations of students ability to play in college

The prospect is student athletes from eighth through twelfth grade and their parents. The ROI for the clients is huge. In other words the return on investment for the clients, if they get a scholarship, is huge.

Fears and frustrations – they're too busy. These student athletes are students, but since they are athletes, it just makes them even busier than everyone else. Everyone is trying to survive rising college costs with tougher financial times. The students are involved in lots of activities. College coaches are not contacting them. Their high school coaches and guidance counselors don't have the information or the time to help with this process.

Basically these students are trying to get recruited. The students and the parents of the students would like to see their kids recruited by colleges to go play sports and hopefully get a scholarship.

They want to play their sport in college. They want to get a scholarship. They want to belong to a team. They want a memorable experience. They don't want to have to do tons and tons of work getting lined up with a scholarship.

Now let's move on to the story, and I think they are pretty darn close

4. What is your launch story? Give me what you have so far...

4.0 Launch Story: I think we're a lot alike: (My wife Beth's voice...she is the content creator) We knew our daughter had talent...how much I wasn't sure, but she was doing well in High School against her peers. Brooke wanted to play in college and if possible get a scholarship of some kind. We were all busy with school and didn't want to waste a lot of time or money. We wanted her to improve her skills and we also needed someone who could tell us the facts about playing at the collegiate level and getting a scholarship to help reduce the costs. Brooke liked being part of a team environment and wanted to find a team in college where she could "belong" and make the transition from home easier. As a Parent I wanted her to pick a school that would be a good match and not just a school "to go get a degree". Being a researcher and planner by nature I immediately tried to find out who knew about this stuff...I went to her high school coaches and while they were well intentioned they didn't have the time or training to give me the type of step by step actionable information I needed. I then went to the guidance counselors...they'd have the answers....wrong! They know a lot about the scholastic requirements, but nothing on the sports scholarship side!! Welcome to frustration....I saw the cost of tuition going through the roof...we didn't have the money to spend a fortune on a consultant that I didn't even know... and we were already paying for our son to attend college with a limited academic scholarship. We were frustrated because we felt our daughter wasn't getting enough exposure to coaches...why, because no-one told us we needed to contact them first. I thought I'd find my answers at the bookstore....yeah there were books there but most were written in the 90's! I found that there was a ton of mis-information out there. We had several friends who had no time to research what needed to be done, and they were not sure if their athletes were good enough to play or even how or where to catch a coaches eye. Everyone seemed to have an opinion on what to do or what they did 30 years ago...frustration again!!!! we had no direction and no plan!!!! A VERY bad thing for a PLANNER....and I'm not your typical planner, my husband kids me because I work with a 3 year planner... yeah I've got to admit it I am a real detail and process person...more on that later. Realizing that I would have to do this on my own I bought every book I could get my hand on. I researched the web for what was out there and then began to put a plan together with specific and

every step we took with Brooke on her college scholarship quest. I spent several years managing all communication and drafting every letter and responding to every email we got from coaches. I set up a filing system that is easy to create and manage. I tapped on all my organizational tricks and processes to manage the ton of correspondence we began to receive. We worked through each meticulous step of the process. As we went through this process, other parents began to ask me questions about what I was doing and what was working and what was not. I remember one parents meeting where I was actually clarifying some of the information that the "expert" who was standing at the front of the room was sharing. Made me think...I'm starting to understand this stuff! To make a long story short Brooke earned a \$150,000 sports scholarship (after tax!!!) to Michigan State University. They paid for everything! I remember we actually got an email one time actually apologizing that we had to pay \$150 for books or something and that we would be reimbursed. It was awesome! I started to get asked by more and more parents to help them navigate the same process. Each time I helped a family I learned more about how to do it more efficiently. I once explained my process to a group of parents whose kids were playing in competitive club volleyball and 22 of the 25 families signed up for my one on one coaching. As my personal practice filled up, I had several clients tell me that I needed to share what I had learned more widely which brings me to why I am writing you here today. I have a passion to help kids live their dream! I have spent 8 years developing a comprehensive formula on how to play your sport at the next level in the college that best fits YOU. What I want to share with you is a step by step plan with the nuts and bolts not theoretical stuff. If you use my formula you will :

- Have a clear step by step plan to follow
- Save time and money
- Know the reasons why behind every action you take
- Clearly understand the process and what is expected of every member in the family
- Stay very organized throughout the process
- Get all your questions answered from the experienced viewpoint of people who have "recently" been through the process
- Learn how and where to promote yourself
- Learn how to pick the schools that best fit YOU and how to target them
- Learn what questions you need to ask coaches and what questions you need to prepare for
- Have daily access to other families going through the same process as you are
- Have a social network of like minded people
- Have access to college entrance, sports psychology, financial aide, strength, nutrition and agility experts to help you make the right decisions.

• There is no other site on the market that takes this complete an approach to helping you play your sport in college and helping you learn how to pay for it for pennies on the dollars you invest. In addition you will get: stuff you don't even know you needed:

- We'll teach you how to pick the right school that fits YOU and why that's important
- We'll teach you to understand the importance of grades in this process
- We'll teach you to understand the importance of Sports Psychology and how your mental attitude can have a huge impact on your success
- We'll teach you to understand the importance of Nutrition and skills development, and how your developing healthy habits can impact your success...and your scholarship potential. I plan on sharing a lot of this information with you for free over the coming weeks.

. Here's the story, in Beth's voice:

"I think we're a lot alike. We knew our daughter had talent. How much? I wasn't sure. But she was doing well in high school against her peers. Brook wanted to play in college and if possible get a scholarship of some kind. We were all busy with school and didn't want to waste a lot of time or money.

"We wanted her to improve her skills and we also needed someone who could tell us the facts about playing at the collegiate level and getting a scholarship to help reduce the

costs. Brook liked being a part of the team environment and wanted to find a team in college where she could belong. It would make the transition from home easier.

“As a parent I wanted her to pick a school that would be a good match and not just a school to go get a degree.”

I think you nailed it. I think that’s perfect. Then here’s the shift – the shift into how you found the solution.

“Being a researcher and planner by nature, I immediately tried to find out who knew this stuff. I went to her high school coaches, and while they were well intentioned, they couldn’t help.”

Here I would make this transition a little self-deprecating. Up here you are saying, “I’m a lot like you. We wanted to pick a good school. She wanted to play sports,” but down in this transition zone, it would be something like, “I have to admit, I am one of those people; I guess it’s a little bit weird, but I’m one of those planners.

“You probably know some people like me, where I just can’t help just being this crazy researcher. Any time I’m faced with a problem or some big project, I go into this massive research and massive planning mode. I just approached this problem of getting Brook a scholarship similar to the way I go after other problems in my life. So this is what I did.”

Then you basically go right into it. I think you’ve got the story completely nailed. Here you talked about your journey, looking for what you are going to do, that no one seemed to know what to do, and I think you’ve got it.

I would just be a little self-deprecating in that transition. Make it out like you really are this crazy person. You are basically talking to the prospect, “I’m just this crazy person who went insane with all this research because I’m sort of driven that way. You are probably not like that and you are probably not going to want to go through all this huge amount of work that I did.”

I really do think it is a great transition. Here you have some proof, “To make a long story short, Brook earned \$150,000 in scholarships, after tax, to Michigan State University.” I have to say that Michigan State is my alma mater. I went to Michigan State and I got a degree from Michigan State, so it’s good to see that Brook is attending my alma mater.

This is basically a great story. I think it is well told. There are lots of personal details. The more that you can be sort of self-deprecating as you go through this idea, like “I’m this crazy person; you really don’t want to be like I was and get obsessed with researching this because I’ve done all the hard work for you,” the better off you are going to be.

5. What is your offer... tell me what's going to be included in your offer? Remember to include any bonuses. And write down your intended price and your guarantee.

5.0 Offer Basic • Access to www.sportsscholarshippro.com a Membergate membership site which includes: • Hundreds of articles in our library - help yourself! New information every week • Full access to our "How-to" templates • Promoting Yourself articles • VIDEOS... Online skills videos and more! • NCAA updates • Online College Selection Tools • Online resources to post your profile for coaches to find you • College Prep and Financial aid information • Sports nutrition and Sports Psychology resources to maximize performance • On-line assessment tools to help you play your best and communicate with others more efficiently. • Interviews with former college standouts and content experts • Key questions to ask during your college visit • A straight forward and informative Discussion Forum • So much more! Upsell Basic Program plus 4 hours of one on one with Beth by phone

5.1 Bonuses Fast Mover Bonuses • First 10 get Beth's personal critique and editing of the clients "Letter of Interest" letter for coaches. • First 25 get one hour of Beth's time \$150 value • First 100 get a quickstart Teleseminar at the end of the first week to show how to best use the site. • First 100 get free access to a 10 week Teleseminar series with content experts where they share their best info. on how to play your sport in college (60-90 minutes each. • Monthly coaching club teleseminars • Bonus Scarcity • I plan on possibly reducing the number teleseminars by content experts by one day as we move from day 1 of the launch week to day 7 (not sure...trying to drive scarcity) • Also The teleseminars are free if you sign up in the launch week. If out of the primary launch week, they will be available for \$97 (too low) for the series of 10 one hour teleseminars by mp3 and available for \$297 in hard copy/CD. • Remove Monthly coaching club teleseminars • Remove Quickstart Teleseminar

5.2 Price Basic Package \$75 or \$97 (it keeps creeping up as I add more content) sign-up fee plus \$29.95 a month. Not sure if this is too low when you consider that a consultant charges \$2,000 to \$3,000 to hand hold the same process. I would like to discuss this with you. Upsell Package Basic Package plus 4 hours of Beth's time for \$397 we could put a limit on those for scarcity purposes.

5.3 Guarantee Need to discuss the idea below with you for my type and price of product!!! My "Double Guarantee" Ensures YOUR Satisfaction... Here's how it works...

Guarantee #1: 30 Day "Free Look" You have a full 30 days (more than enough time to go through the entire website) to see if my Sports Scholarship Pro membership site is right for you. If you determine that it isn't, just let us know and we'll gladly refund your money. No hassles. No hard feelings. But even if you go beyond the 30-day unconditional guarantee

Let's get to the offer. The offer is basically a membership site with all kinds of stuff there. There are 'how-to' templates, videos, articles, updates from the NCAA, selection tools, just all kinds of stuff here. There is a full-fledged membership site. The pricing down here is \$75 or \$97 sign-up fee, plus \$29.95 a month.

Go with \$97; I don't like that \$75 price point. I think anyone who pays you \$75 would definitely pay you \$97. I think you are leaving money under the table at \$75. I just don't like that price point.

Here is the key thing. "I'm not sure if this is too low when you consider that a consultant charges \$2,000 to \$3,000 to handhold the same process." I think that needs to be part of your whole story going in.

“This is a complicated process. You are definitely too busy to be doing this. Your kid is in school. You are trying to manage a busy teenager. Your teenager is running around going to team practices, plus they are trying to manage school, plus they have other activities. Everyone is too busy, so you need help with this process. The problem is, to get help it is \$2,000 to \$3,000 and that is not guaranteed.”

When you are selling something for \$97 to get into your membership site, you are selling something for 1/20th or 1/30th of what a consultant charges and you are going to give more comprehensive help. That is a strong selling point. I would work that into your launch story.

6. What is your plan for pre-launch content? What is your pre-launch content going to cover? How many distinct pieces of content? What format will it be in?

6.0 Pre-launch content plan We have created another site: www.sportsscholarshipformula.com We will use this site to promote and launch www.sportsscholarshippro.com I have 4 more launches scheduled for the next 18 months and will use the “formula” site to introduce these new offerings. The prelaunch sequence will be a 3 week plan with approx. 29 emails and blog posts. After landing the prospect will receive our initial report: that is being tweaked but will be very close to: Special Report:

http://www.SportsScholarshipPro.com/public/3_Key_Steps_To_Jump_Start_Your_Sports_Scholarship_Search2008.pdf

This will be followed by a FREE video mini course series (camtasia, powerpoint, mindjet): Video #1 How to get a sports scholarship Video #2 Understanding the Recruiting Game Video #3 Developing your dream team Video #4 Staying organized Video #5 Promoting yourself Video #6 Visiting colleges Video #7 Making the decision Video #8 Bonus video – In depth class to teach prospects how to develop a top 25 target college list Video # 9 Advance views of new site www.sportsscholarshippro.com showing how easy it is to find information and take action. Video #10 Social proof interview with the past head coach of the university of PENN gymnastic team

Pre-launch content – it sounds like you have fantastic content planned here – a video mini-course. I mean, it looks like you’ve really got this thing nailed.

What I would like to see you do is go with what your plan is here. Go with that \$97 price point. It might be too low, but I think that is a good start. You can experiment with raising it later on.

Emphasize that you have a really strong guarantee. These consultants at \$2,000 to \$3,000 don’t have guarantees. I think down here you mentioned that Michael Jordan was cut from his high school team as a sophomore. He’s probably the greatest basketball player of all time and he was cut from his high school team. That is a powerful story and I

would work that into your overall story, so parents understand that if their kid is in 9th grade or 10th grade and they are not a superstar, they still could possibly have a future.

Scarcity play at the beginning – you have great ideas for first mover bonuses. Those are all up here – great ideas for first mover bonuses. “The first ten get a personal critique and editing of their letter of interest. The first 25 get an hour of consultation. The first 100 get a quick start teleseminar. The first 100 get this ten-week teleseminar series.”

Those are great fast mover bonuses. One concern that I have about this whole thing is that if these people are too busy, and you are giving them all this stuff, I want them to have one very simple easy-to-follow path through the site. I don’t want them dumped on a site with a bazillion different ways to go. You have to have a very clear path for them to follow.

7. What do you think your prospects top three objections will be? What are your answers to those objections?

7.0 Top Three Objections and Answers
Objection #1 I don't have enough time to do all the research required to get a sports scholarship. Answer #1 Right! you don't want to waste your time. That's why working with sports scholarship pro you will save time and money! We have collected the best content experts available to provide all the information you need in one place to make an informed decision and maximize the opportunity to play your sport in college and possibly have it paid for.
Objection #2 The cost for a comprehensive recruitment plan by a third party can range from \$2,000 to \$3,000 with no guarantees. Answer #2 If you have the money to spend on a third party to manage the whole recruiting process that's fine, but not everyone has that luxury. If you follow our proven 7 step process and apply the content provided by our content partners you have an equal to better chance of playing at the next level. No one wants you to succeed more than your family. By working through this process you can identify your needs, determine your plan and implement your plan for a fraction of the cost of some services. It is very important to personally "own" this process as it will impact the rest of your life.
Objection #3 Why should I try, only the best athletes get scholarships. Answer #3 Clearly the top 1% of athletes get sports scholarships and are heavily recruited by coaches. That still leaves thousand of athletes who the coaches don't know exist. By following our 7 step process you will learn how to get noticed by coaches. In addition with the help of our content experts we supply you with additional information to help you capture some of the additional financial aid that is available every year. Finally, remember that Michael Jordan was cut from his High School team as a Sophomore! We all change and develop as we grow. If you have the athletic potential (coaches know what to look for) the will, the grades, and the personality you can play at the next level.

Down in here – what are their objections? The top three objections – I don’t have enough time to do all the research required to get a sports scholarship.

That is not an objection to your product. That is an objection to the process. I think you really need to focus – you build up the pain in your launch story that if they don’t go through this then their kid is not going to get the scholarship.

Now, what is the number one objection to your site? It isn't that they don't have the time required to do it; I would think their number one objection is that you are giving them so much stuff, they aren't going to have time to go through the stuff. I think what you need to do is make sure it is a step by step process to go through your site to get the minimum information they need. I think then you have to communicate that.

You have to make this very step-by-step and make it clear that it is very step-by-step. You aren't just dumping them on a membership site with tons of videos and tons of audios and tons of articles and they can go hunt and peck however they want through it; you have to turn it into a process that they walk through step by step.

8. What's your plan for scarcity at the beginning of the launch? How about at the end of the launch?

8.0 Scarcity Plan Beginning • First mover bonuses go away End of the launch • I plan on possibly reducing the number teleseminars by content experts by one each day as we move from day 1 of the launch week to day 7 (not sure...trying to drive scarcity) • Also The content expert teleseminars are free if you sign up in the launch week. If out of the primary launch week, they will be available for \$97 (too low???) for the series of 10 one hour teleseminars by mp3 and available for \$297???? in hard copy/CD. • Remove Monthly coaching club teleseminars • I will tell them I plan on raising the prices further (have not determined the amount yet).

Back to the scarcity here; you have all those great fast mover bonuses. I love that at the start of the launch. You say that you needed help at the end of the launch. You had mentioned possibly pulling those teleseminars away. Here it is, "I plan on reducing the number of teleseminars." I don't really like that one too much.

What I would do is I would pull it off the market at the end of the seven days. You can always re-release it a month later.

The story is just, "We're just rolling this out. We want to make sure we can service all our new clients, so we are going to limit the number of people. We are only going to keep this thing open for seven days. We are very much hoping that we will be able to open it up down the road. We plan to open it down the road, but we think it is probably going to be at least 30, maybe even 60 days until we open it up again."

Then you just run it for seven days and you close it down at seven days. That is big time scarcity because it is going away. You don't want to pull it away permanently.

With the exception of those couple little tweaks I just mentioned, you have a fantastic plan here. I think it looks like a great product and it is a very interesting niche. You did a great job picking a school for your daughter. Looks good – great job!