

**3 x 3 x 3**

# **The Dynamic Recruitment Playbook**



---

<https://tinyurl.com/3x3x3PhiDeltaTheta>



**Phired Up**



**TechniPhi**

# Kenny White

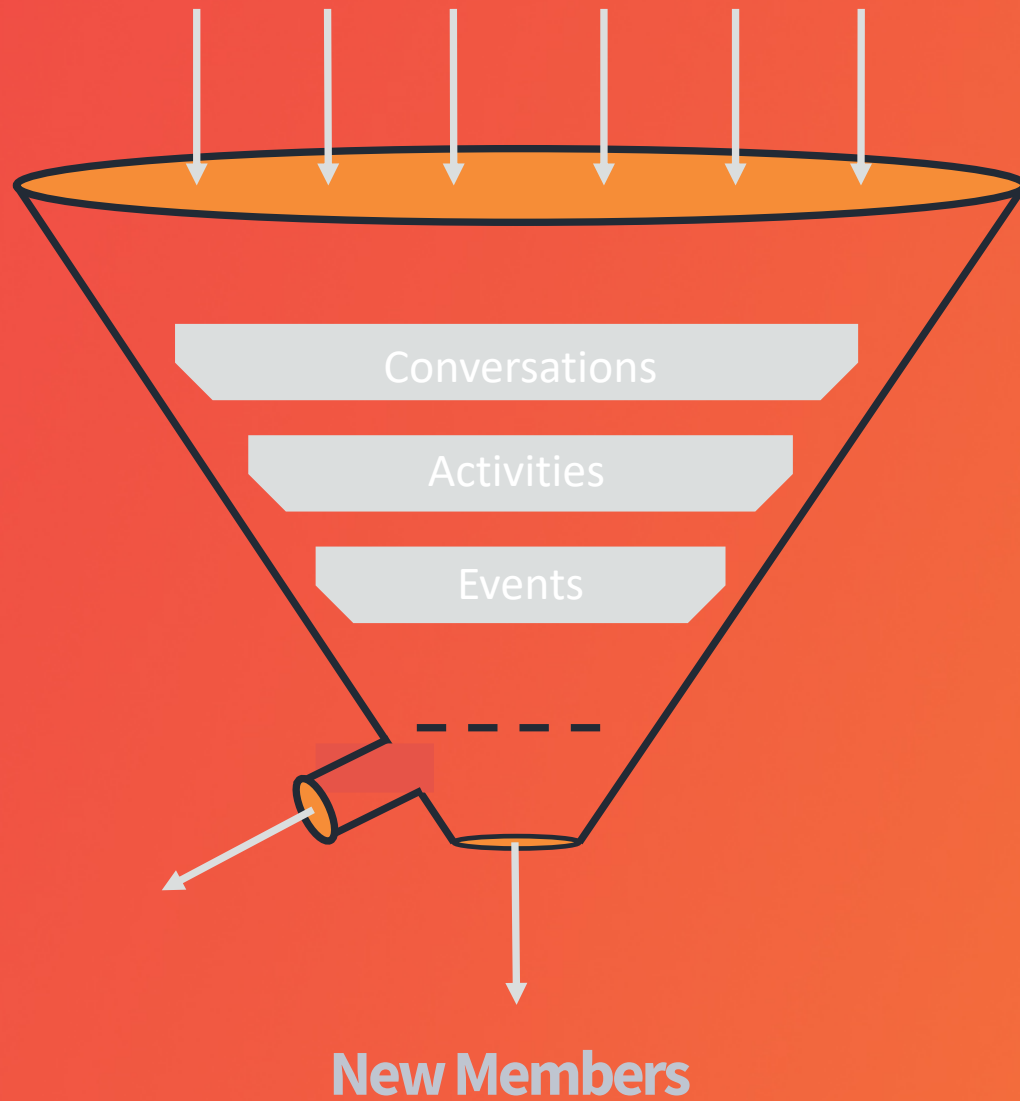
-  Growth Consultant
-  kenny@phiredup.com
-  @kenny\_white20
-  (570) 903-5197
-  He/Him/His



**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**



**Put more people into your recruitment process.**

**Create a better experience in the process.**

**Close the deal and ensure you get the RIGHT members.**

**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**

# 3 Weeks

---

[PHIREDUP.COM](https://PHIREDUP.COM) | [@PHIRED.UP](https://twitter.com/PHIRED.UP) | [#PHIREDUP](https://hashtage.com/PHIREDUP)



# Week 1

# *Build Your List*

---

[PHIREDUP.COM](https://PHIREDUP.COM) | [@PHIRED.UP](https://twitter.com/PHIRED.UP) | [#PHIREDUP](https://hashtage.com/PHIREDUP)



# *Best Ways To Drive Names*

1. Mind-Joggers
2. Referrals
3. Insta Follow/Follow Back/DM (#Classof)
4. Inbound Marketing/Forms
5. List Acquisition + Text/Call/Email Campaign
6. Scholarships
7. Value-Add Webinars and Events



**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**

# Week 2

# *Build Relationships*

---

[PHIREDUP.COM](https://PHIREDUP.COM) | [@PHIRED.UP](https://twitter.com/PHIRED.UP) | [#PHIREDUP](https://hashtage.com/PHIREDUP)



# *Best Ways To Build Relationships*

1. 1-on-1 Meetings
2. Small Group Activities
3. The “In-Between”
4. Active and Conversational Social Media
5. Events\*



**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**



# *What to Say?*

*Quick Opener. Simple Middle. Actionable End.*

Example 1: “Hey John, this is Kenny. We haven’t met yet, but I’m good friends with Austin Jones. We got lunch yesterday and your name came up. He told me that you two were on the same club sports team together and that we’d get along well. We’re going to grab lunch again on Thursday at \*place\*. Can you make it?”

Example 2: “Hey John, this is Kenny with Phi Delta Theta. I’m our rush chair and Austin Jones gave me your number. Here’s our schedule. Let me know if you have any questions!”



**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**

# *What to Say?*

*Quick Opener. Simple Middle. Actionable End.*

Example 1: "Hey Ben, I'm Kenny from Phi Delta Theta and we're having our second rush event today at 6 pm. It's a poker night and I hope to see you there! Here's the Zoom link/address. Feel free to contact me about any details!"

Example 2: "Hey Ben, it's Kenny. Jake and I really enjoyed getting to know you at lunch on Tuesday. We're actually going to be watching the College Football Championship on Monday with a few friends. I wanted to personally invite you. Do you think you can make it?"

---



**Phired Up**

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**

# Week 3

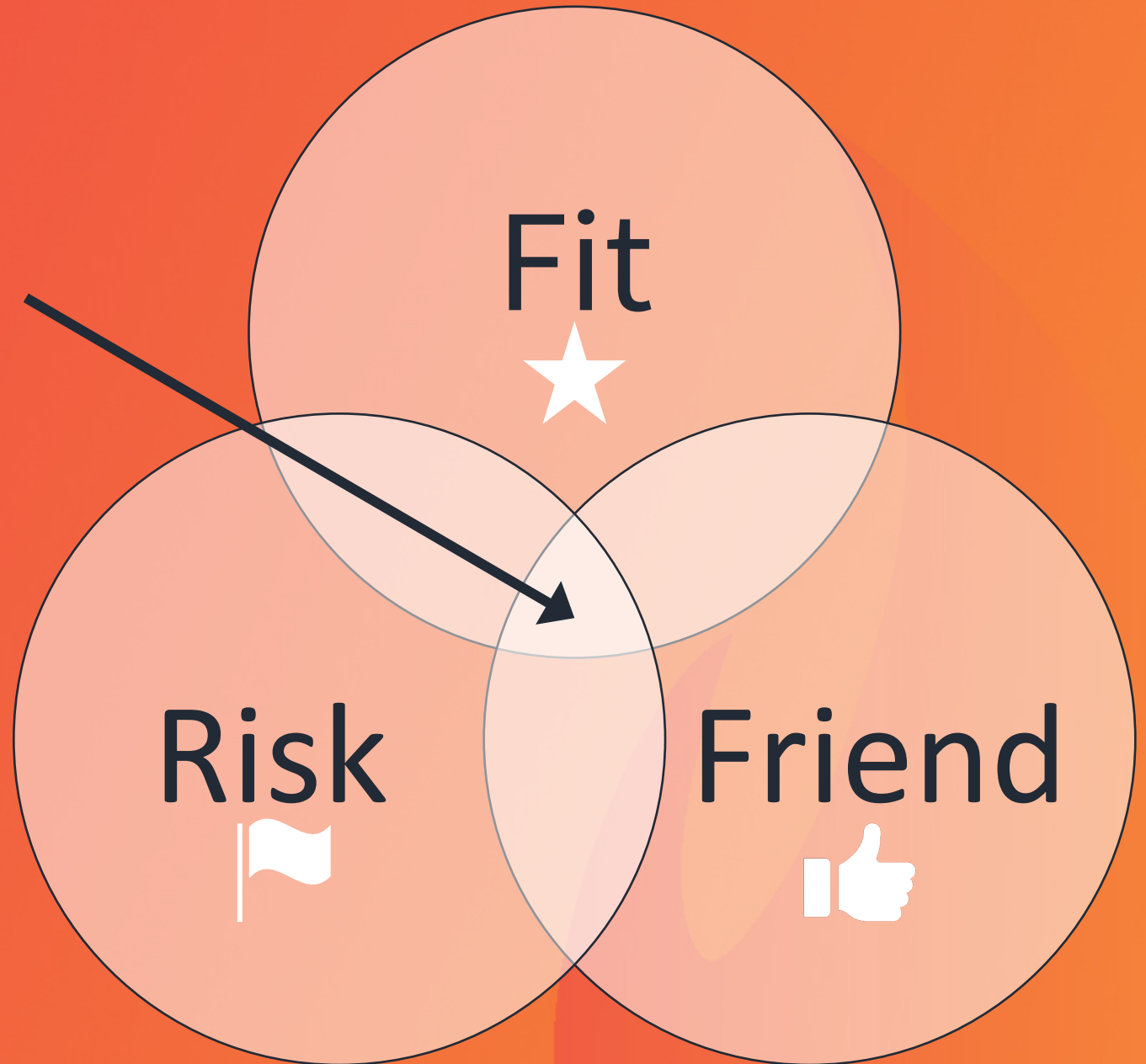
## *Build Your Class*

---

[PHIREDUP.COM](https://PHIREDUP.COM) | [@PHIRED.UP](https://twitter.com/PHIRED.UP) | [#PHIREDUP](https://hashtage.com/PHIREDUP)



# *Advanced Membership Selection.*



# *Pre-Close* **100% Bid Acceptance**

**Validate:** “That’s a perfectly legitimate concern.”

**Isolate:** “If that was cleared up, what else is holding you back?”

**Timeline:** “Let’s have this conversation again in one week.”

# 3 Workhorse Sessions/Week

---

[PHIREDUP.COM](https://PHIREDUP.COM) | [@PHIRED.UP](https://twitter.com/PHIRED.UP) | [#PHIREDUP](https://hashtage.com/PHIREDUP)



# 3 Events/Week

---

[PHIREDUP.COM](https://PHIREDUP.COM) | [@PHIRED.UP](https://twitter.com/PHIRED.UP) | [#PHIREDUP](https://hashtage.com/PHIREDUP)



# *Best Virtual Recruitment Events*

1. Video Game Tournaments/Livestreaming Multiplayer Games
2. Virtual Alumni Networking Night
3. Virtual Sporting Event Watch Parties
4. Online Trivia Night or Game Night or Poker Night
5. Virtual Chapter Presentation/House Tour
6. DoorDash/UberEats/Grubhub | Shared Meal via Zoom
7. Virtual Group Workout or Fitness Class
8. Virtual Service Projects
9. Games/Apps built for on-line group interaction
10. Value-Add Webinars



**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**



# What Do I Do **Now**?

- Identify your 5-10 workhorses
- Identify your 3 weeks and daily process goals for each week
  - Ex: Contact 25 new PNM's/day during week 2
- Schedule your 3 workhorse sessions/week
- Practice crafting initial messages to prospects
- Identify Selection Criteria
- Practice pre-close
- Schedule your events/opportunities for connection
- Put intentional time on your own calendar for the time you'd like to focus solely on recruitment efforts

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**



# Kenny White

-  Growth Consultant
-  kenny@phiredup.com
-  @kenny\_white20
-  (570) 903-5197
-  He/Him/His



**Phired Up**

---

**PHIREDUP.COM | @PHIRED.UP | #PHIRED UP**