



Getting Great in the Door: The Ultimate Guide for Fraternity Recruitment

Tom Healy

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Have you ever wished your chapter had more “great” members and fewer “lousy” members? Would your fraternity be better off if it had a structured system to recruit new members instead of relying on the efforts of one or two members each semester? If you are looking for a step-by-step system to easily recruit great men then you have come to the right place. In this book, you will learn how to develop a clear mission for your chapter, identify the qualities you are looking for in a new member and how to properly measure them, create more value for members and articulate that value to potential members, sell your chapter to potential members while being authentic, establish a massive list of great potential members and have a clear system to turn the right men into members. When you complete this book you will have a customized Recruitment Plan that will serve as your blueprint for recruitment great new members!

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