

Make A Recruiting Video

Coaches receive so many recruiting videos and highlight videos. People often put a ton of time, effort, and money into the wrong things in these video clips. You should plan to do one introduction recruiting video and then make highlight videos that you can continue to send as you continue to play.

Here are some recruiting video pointers:

Don't make the video too long. Many coaches decide within 1 minute whether they're interested. Most coaches will not watch over 5 minutes and almost none will watch past 10, so don't make it 30 minutes long! That's a lot of work in editing for no reason.

Don't worry about the hype and beauty as much as you would think. The coach isn't recruiting you to be a video producer, they're recruiting you to play! Having some music is fine, but coaches often mute it anyway, so don't put a lot of effort into that part either.

At the beginning of your video, make your introduction very simple and brief. This can even be one slide or screen that displays for 3-5 seconds so the coach can snap a screenshot with the information. Include your name, your position, and your graduation year. If you have good grades include your GPA and if you're tall, include your height.

What to focus on in the editing process:

At the beginning of every play in your video, make it simple for the coach to see you. You can use a highlight bubble, and arrow, whatever, but help them find you immediately.

It's not bad to have the video frozen for just a second or two to give them a moment to separate the last play from this one and identify you. The video doesn't have to be professional, but you want it to be easy to watch – smooth and stable picture, in focus and zoomed in enough to see the action.

And of course, include your best contacts (touches). Include as many of the different skills as you can that show a wide variety of your abilities. Try to pick clips that show you making a successful play with good technique, not just winning the point.