



## **HOW TO MAKE A HIGHLIGHT VIDEO**

There is no denying the crucial role highlight videos can play for many student-athletes in their recruiting process. College coaches are extremely busy; it would be impossible for them to travel the country to evaluate every potential recruit. Highlight videos are a chance to get student-athletes in front of coaches and give them an unbiased look at their skills and abilities. It's a fact that online recruiting profiles that include a highlight video receive more than 10 times as much traffic as those without one. A great highlight video is one of the most important things to include in your recruiting profile to garner some serious attention from college coaches.

### **HIGHLIGHT VIDEO VS. SKILLS VIDEO**

A highlight video is exactly that: Clips of your game footage that highlight your talent and skill. These videos are important because they save coaches time by allowing them to quickly review hundreds of student-athletes without having to visit them in person.

A skills video, unlike a highlight video, includes a series of staged sport-specific actions outside of a game setting. It is not necessary for every sport or position but can be a helpful way to demonstrate to coaches your technical abilities and mastery of a key skill.

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After you've collected enough footage, it's time to start editing. The goal is to put together a video that showcases what your student-athlete can do, as this is one of the main ways coaches evaluate a potential recruit. Here are some tips for putting together a great highlight video:

1. Include the right highlights. Depending on your sport, coaches will be looking for different types of footage. For example, it's important for basketball and football videos to show in-game footage, but sports like baseball and softball should focus more on technical skills.

2. Keep your video short—about three to five minutes. If a coach wants to see footage of a whole game, they will request it.
3. Showcase your best clips first. Sometimes coaches won't watch more than the first 20 or 30 seconds of your video. If you start out strong, you have a better chance of capturing their attention.
4. Use freeze frames and/or spot shadows. Right before the action begins, freeze the video so the coach can see what has been set up. Then, add a circle or arrow to identify your student-athlete.
5. Vary the skills you showcase. While it's impressive to be able to pick the corner from outside the box, if your whole highlight video only shows that one skill, you're not showing that you're a well-rounded player. Include footage of other important aspects of the game such as playing defense.
6. Include footage from before and after the play. Coaches aren't just interested in the execution; they want to see how you react and communicate during gameplay.
7. Make sure the quality of the video is high. You might have made an amazing catch, but if the camera is shaking and you're out of focus, you're more likely to be looked over. Coaches are making split-second decisions when they watch highlight videos. Don't give them any reason to stop watching.
8. Keep it simple. There's no need to include special editing effects or music in your highlight video. The fewer frills, the better.
9. Provide detailed information along with your video. The first frame of the video should include your name, school, jersey number, position, graduation year and contact information. You can also add sport-specific measurements such as height, weight, etc.

## **FAQs ABOUT HIGHLIGHT VIDEOS**

How long should a highlight video be?

A highlight video should be between 3 to 5 minutes long. The video should be long enough to showcase your skills, but short enough to keep the coach's attention.

When and how do I send it out?

Add your highlight video to any online recruiting profiles you have created. When emailing with coaches, include that link and let them know it's your highlight video.

What happens after I send the highlight video?

It's crucial to follow up with coaches after you've sent your video. After two to three days, you should send a follow-up email or give them a call. Make sure to have the highlight video ready to resend when you reach back out. As you continue to progress in your season, make sure to update your highlight video with newer, better clips. This can be a great reason for reaching out to a coach again when you're trying to build that relationship.