



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

Creating a compelling highlight video is a pivotal component of the athletic recruiting process, offering coaches a concise visual summary of a recruit's skills and potential.

### **Importance of Highlight Videos in Recruiting**

Highlight videos enable coaches to efficiently evaluate numerous prospects without the necessity of in-person visits. Profiles featuring such videos receive significantly more attention, with online recruiting profiles that include a highlight video receiving more than 10 times as much traffic as those without one.

### **Steps to Create an Effective Highlight Video**

1. **Gather Quality Footage:** Collect high-resolution game footage that clearly displays your athletic abilities. Ensure the video is stable and captures the relevant action without obstructions.
2. **Select Best Plays:** Choose clips that showcase your top performances, focusing on versatility and key skills pertinent to your sport and position. Prioritize plays that highlight your strengths and decision-making abilities.
3. **Keep It Concise:** Limit the video to 3–5 minutes, featuring approximately 20–30 plays. Coaches often have limited time, so a brief yet comprehensive video is more likely to be fully viewed.
4. **Lead with Impact:** Place your most impressive clips at the beginning to immediately capture the coach's attention. The initial 30 seconds are crucial for making a strong impression.
5. **Identify Yourself:** Use visual indicators like arrows or spot shadows to clearly mark yourself in each clip, ensuring coaches can easily follow your actions. This clarity

helps in accurate evaluation.

6. Include Contact Information: Begin the video with a title card displaying your name, contact details, graduation year, position, and relevant statistics. This information facilitates easy follow-up from interested coaches.
7. Avoid Extraneous Effects: Maintain a professional presentation by refraining from adding music, special effects, or unnecessary transitions. The focus should remain on your athletic performance.

## Sharing Your Highlight Video

Once finalized, upload your highlight video to accessible platforms and include it in your recruiting profile. Share the link directly with coaches via email, ensuring it is easy for them to view. Regularly updating your video with recent footage can keep coaches informed of your progress and sustained performance.

In summary, a well-crafted highlight video is an essential tool in the recruiting arsenal, providing coaches with a snapshot of your abilities and enhancing your visibility in the competitive landscape of athletic recruitment.

## References

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