

RECRUITING

Building a Recruiting Video That Gets Watched

College coaches watch hundreds of videos. Here's how to make yours count in the first 30 seconds.

Your recruiting video is often a coach's first impression. Make it easy to watch and easy to evaluate.

Lead with your best

Put your strongest, cleanest skills first. Coaches may not watch to the end — show them why they should within the first 30 seconds.

Show, don't hide

Film in good light, from a steady angle that shows full skills. Include a short intro with your name, graduation year, position, and level. Label your tumbling passes.

Keep it honest

Only show skills you can hit consistently. Coaches will see the real version at tryouts — the video should match it.
