



VALOR SOCCER PLAYER HIGHLIGHT VIDEO TIPS



Most college coaches themselves will tell you that it is very important for them to see a player perform IN PERSON multiple times in a competitive environment to fully evaluate if they would fit in their program and therefore should be recruited. But the reality is, due to time and budget constraints, that is usually a luxury. **Therefore, the NEXT BEST way for a player to showcase his or her ability and for a college coach to analyze their potential is with VIDEO.** Especially if a player is interested in a school out of their region, which makes it very difficult for that coach to see them play in person!

HERE ARE SOME BASIC TIPS ON CREATING AN EFFECTIVE HIGHLIGHT REEL!

It should include clips from multiple matches and against quality opponents. Clips from just one match in which your team easily won and you were not truly challenged are easily noticed by college coaches. Ideally the video should include clips from at least four high level matches.

Keep the specific clips fairly short and put a lot of your best stuff up front. Trim the clip so that it shows the 'context' of your moment in the match and your contribution but not much else. There is no need to show thirty seconds of the team's play before and after your moment. Put a lot of your best stuff in the first 60 seconds to grab the coach' attention.

Use a variety of clips that show who you are as a player when on the ball, off the ball (in attack), defending and 'reading the game.' Yes, forwards should include the goals they have scored and have on video. Central midfielders should emphasize their passing and 'playmaking' ability. But college coaches also want to see how you defend, transition and make decisions in various moments!

Choose clips or add simple graphics that make it clear who you are in the video and what you did. Using arrows or circles to point out which player the coach should be watching is very helpful. Avoid clips that are from some such a wide angle you can barely make out what is happening and video from an elevated angle (up in the stands or from one of those high tripods) is better than field level. If you can use slow motion to show a nice technical moment that is fine, but don't overdo it. Adding music is fine, but instrumental (no lyrics) is best and remember if the music is copyrighted you might have your video taken down by the online platform you use!

Keep the video fairly short and include your basic information. Highlight videos should run between 2 and 8 minutes long and if possible include a 'title slate' with graphics that include your name, city of residence, club and high school, strongest positions, GPA and/or SAT/ACT scores and graduation year.



Post your video online. It's easy to post your video on YouTube or Vimeo and then you can just include the link with most emails you send out. Trying to attach the actual video file can be problematic.

Update your reel or make new videos regularly. Coaches want to see recent video and how you are developing (if they have seen you play but not in a while)! Your 'current' video should basically be from matches over the last year to 18 months.