



SET THE TONE

SPORTS PERFORMANCE & ADULT GROUP TRAINING

5 Hints for Creating an Effective HIGHLIGHT VIDEO

This section might include some unlikable information but it's the honesty that you need to hear...

- 1. Coaches do not care about the special effects and filters you added to your highlight film. A simple circle or arrow that identifies where you are on film is all they want. Your ability should be the only special effects used. A quick introduction frame at the beginning with Name, School, Position, and Jersey # is helpful.*
- 2. Most coaches watch it on MUTE. Your music selection probably won't be heard.*
- 3. Put your best plays first! Don't wait...most coaches have all the information they need in the first 30 seconds of watching and rarely watch anything longer than that!*
- 4. Add your best hustle plays, not just scoring plays. Coaches want to see relentless effort on the field even when the ball isn't in your possession.*
- 5. Coaches don't want to watch your weight room reps. If you're not setting a squat/deadlift record in your state or showing a 35+ inch vertical jump, don't put it on. Coaches aren't interested and probably won't watch a second of it. Your first impression is a limited time. Show what you can do on the field.*