

MAKING A RECRUITING VIDEO

Cindy Bristow

www.softballexcellence.com

I'm often asked by players, parents and coaches what they should put in their recruiting videos, and if they should just have one of those services make one for them.

So, I asked a few of my college coaching friends what they like to see in the recruiting videos they get, and I've listed their answers below. Right now, **each question has 3 answers – one from each coach**. You'll notice that their points are similar even if their answer length is not.

Also keep in mind that these coaches get 100's of these videos each week and they have more responsibilities than just watching videos, so keep the coaches' time in mind when you set out to Make Your Recruiting Video. Make it short and sweet and to the point.

1. What Length Should the Video be??

- 2-4 minutes!!
- 10-15 minutes
- 5-8 minutes

2. Number of Repetitions for Each Skill?

- 5-10 (depends on what they are doing)
- 10 of each thing
- 5-8 reps per skill

3. What angles do you want to see?

- just an angle that we can see their athleticism, size, arm strength etc...
- So I can see the entire thing. If pitching from behind, on the pitching hand side so I can see the ball into the catchers glove. AND a side view. If catching, throwing to bases so I can see the result of the throw. If hitting, I need to see the source of the ball so I can tell speed. If fielding wide enough so I can see the result of the throw
- Angles, it is all in the angles .I like front, back and pitching arm side

4. Do you want to see/hear the kid talking on it or not?

- not really
- Not necessary, for big DIVISION 1 the purpose is to motivate me to try to find her during the summer. Smaller DIVISION 1's and II's may want to hear a testimonial or whatever because they might actually 'sign' a kid off of the tape alone.
- Talking...nice touch...but keep it concise

5. What's the most important thing for you to see?

- see question #3...basically they are a tool for us to see more of the kid than we see on paper.. we want to see if they are "our caliber" and usually we weed out with a video, about 10% of time we have "some interest"
- Stuff that helps me judge athletic ability (HIT, RUN, FIELD at positions, THROW etc)
- Most important are her strengths, show these first

MAKING A RECRUITING VIDEO

Cindy Bristow

www.softballexcellence.com

6. **What's the most useless thing you see in these tapes that you wish they'd leave out?**
 - most of it
 - too many reps close up
 - Useless things are all the fancy bells and whistles, like the fancy music - leave it out. It's a skills video and not a major motion picture.

7. **What are the most common things left out of these tapes? (everything doesn't count)?**
 - just make them short, efficient, and direct them ONLY to coaches where you have an interest in the school, have SEEN the school play, (figure out if you belong at a Michigan, a UCLA etc.) they need to figure out their own caliber, with an objective resource, so they mail appropriately. we get a lot of RANDOM videos.. I prefer to receive upon request from us... they should establish some relationship with the school before bombarding them with a lot of video, paper....
 - foot speed and it is important. Show them running home to first and then tell us the time. Cathy Aradi does a nice job of explaining the above in her book "preparing to play collegiate softball" it is the most comprehensive recruiting manual for all divisions. Most of the big schools, PAC10, Big 10 , Big 12 etc only recruit players they actually see play so the impact is minimal. However the smaller schools use tapes a lot. THEY DO NOT NEED A SCOUTING SERVICE TO MAKE ONE.
 - Most common thing left out is the academic stuff like SAT/ACT, gpa, class rank