



eBook

Video Matters.

How a recruiting video will help
you make a college team

“Players who have recruiting videos have a huge advantage in the recruiting process.”

- NCAA Division I Coach





“I know right off the bat that I’ll never be able to watch 90% of the players who contact me.”

- NCAA Division I Coach

Each year, the average college coach hears from 2,000 new players. From that group, the coach has to identify the 5-10 who are the right students and athletes for their team.

It’s intimidating to say the least. Even the most seasoned college coaches spend the majority of their time on recruiting -- rather than being out on the field coaching their teams.

To make it even more complicated for coaches, they never have the chance to see most of those players in action.

In recent years, video has made it dramatically easier for coaches to evaluate players. Rather than being completely in the dark, a coach can pop in a DVD or watch a video online and immediately get a sense of what a player is like.

Players who can get seen and evaluated like this have a tremendous advantage over the players they’re competing with who don’t have videos.

It’s much, much easier to capture a coach’s attention when you have a video.

Players who have video are the players who get seen.

“The first thing I look for is grades. Then I look for some indication of how good a player is. If I like what I see, I want to watch a video then and there.”

- NCAA Division III Coach



An average college coach hears from **2,000** different players each year.



250 have good enough grades and look like good enough athletes on paper.



Only **50** actually have a video the coach can watch.

If a coach wants to see you play and you don't have a video, a golden opportunity is lost.

**To be effective,
your video has
to be high
quality.**

College coaches only watch a video for 5-10 minutes. Coaches are so busy that it's impossible for them to watch full game tapes.

5-10 minutes doesn't give you much time to make your case.

There are specific technical and tactical attributes that college coaches look for in a video. It has to show a coach exactly what he wants to see. And clean, high quality editing is essential.

After watching a high quality video, a coach will put you on his short list of preferred recruits. That's the value of a great video.

“A 5-minute video that is done well makes a huge difference and tells me what I need to know.”

- NCAA Division II Coach



5 minutes doesn't give you much time.

You have to know what college coaches want to see.

As college coaches, we watched hundreds of recruiting videos. We've seen the good, the bad, and the ugly. We know which videos make college coaches happy and which ones make them cringe.

As CaptainU video producers we've watched as hundreds of our athletes have succeeded because of the quality of their videos.

Call CaptainU at **(773) 834-9097** to discuss your video situation with a former college coach.