

THE ULTIMATE CHECKLIST

➤ *For a Standout Highlight Reel*



INTRO:

In today's competitive sports world, a well-crafted highlight reel can make all the difference in catching a recruiter's eye or celebrating your hard-earned achievements. But not all highlight videos are created equal—what you include, how you structure it, and the quality of the editing can make or break your chances of standing out.

That's why we've created this Ultimate Checklist for Creating a Standout Highlight Reel—a simple, step-by-step guide to help you put your best foot forward. Whether you're an athlete striving for college recruitment or a proud parent looking to showcase your star player's talent, this guide will ensure your highlight reel captures attention for all the right reasons!

CHECKLIST



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1 Gather Your Footage:

- Collect high-quality game footage.
- Ensure videos are clear, with no shaky or blurry clips.
- Include clips that showcase your best plays and versatility.
- Prioritize footage filmed from angles that clearly display your skills (e.g., sideline for running plays, backfield for quarterback throws).

2 Select Your Best Plays

- Choose highlights that grab attention in the first 30 seconds.
- Include 20-25 plays that showcase a range of skills.
- Eliminate filler clips or repetitive plays.
- Focus on moments that highlight your strengths (speed, accuracy, decision-making, defense).

3 Structure Your Video

- Open with a strong title screen:
- Name, position, jersey number, school, and graduation year.
- Relevant stats (height, weight, GPA, and achievements).
- Use logical sequencing (e.g., group by skill type—offense, defense, special teams).
- End with your contact information and coach references.

4 Polish Your Presentation

- Ensure clips are in HD resolution (720p or higher).
- Add transitions between plays to maintain flow, but keep them simple.
- Use slow motion sparingly to emphasize key moments.
- Keep the video between 3–5 minutes long.

For experts to edit your highlight video for you, go to ConsumeMedia.org/Sports

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5 Enhance Your Video

- Add a spotlight or circle to highlight the player before each clip.
- Include captions or graphics to emphasize key stats or achievements.
- Display the scoreboard when relevant to show the game context.

6 Choose the Right Music

- Pick instrumental or clean music that matches the tone (avoid distracting lyrics).
- Ensure the volume is balanced so it doesn't overpower the video.
- Use royalty-free music to avoid copyright issues.

7 Avoid Common Mistakes

- Don't include low-quality or irrelevant footage.
- Avoid lengthy introductions—get to the action quickly.
- Don't use flashy or distracting transitions.
- Skip clips that are difficult to follow or don't clearly show your skill.

8 Review and Finalize

- Watch the video from start to finish to ensure it flows smoothly.
- Share with a coach or mentor for feedback.
- Make adjustments based on feedback before sharing.

9 Review and Finalize

- Upload the video to platforms like YouTube or Hudl.
- Include the link in your recruitment emails or social media profiles.
- Share directly with recruiters, coaches, or teams.

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