



5 THINGS COLLEGE COACHES LOOK FOR IN A HIGHLIGHT REEL

You only get one chance to make a first impression. Here is what you need to stand out from the thousands of other athletes trying to get recruited.

1. Immediate Impact (The First 15 Seconds)

Coaches don't have time to wait. College programs receive hundreds of videos weekly, and coaches often decide within the first 20–30 seconds if an athlete can play at their level. Front-load your 4–5 absolute strongest clips right at the beginning to grab their attention instantly. If you don't wow them early, they will click away before seeing your best moves.

2. Prioritize Clarity Over Flash

Keep it professional and straightforward. Avoid flashy music, heavy slow-motion, or "mixtape" editing effects. Coaches aren't looking for entertainment; they want a clean, easy-to-digest look where they can clearly evaluate your repeatable skills, mechanics, and raw athleticism without distractions.

3. Contextual Identification

If a coach doesn't know who to look at before the play starts, they move on. Ensure you are incredibly easy to spot in every single clip by using a spotlight, pause-and-circle, or an arrow feature before the action starts. The coach should never have to guess which player you are.

4. Show Diverse Skill Sets

Don't just show "wow" scoring plays. Coaches want to see that you are a complete, versatile player who understands the game. Include clips that showcase your defensive ability, off-ball movement, hustle plays, transition play, and overall sports IQ. Show them how you move when you don't have the ball.

5. Quality and Context

Execution is key, but coaches also value seeing the lead-up to a play to understand your tactical awareness and decision-making. Always start your video with a simple title slide that includes your name, position, jersey number, graduation year, contact info, and relevant stats (like GPA or height/weight).

HOW COACHABLE HELPS

Coachable takes your raw footage and transforms it into a premium recruitment asset.

We know exactly what coaches want to see, so we structure your reel for maximum impact. From professional spot-shadowing (so you're always easy to find) to cutting out the fluff and formatting it to their exact standards, we make sure your talent speaks louder than words. Plus, you get a clean, shareable link ready to send to any college program.

THE ULTIMATE RESOURCE LIST FOR ATHLETES

A comprehensive collection of the absolute best free tools, databases, and resources for college-bound student-athletes.

RECRUITING & EXPOSURE

NCSA (Next College Student Athlete)

<https://www.ncsasports.org>

A massive recruiting network to build a free profile, get discovered by coaches, and access recruiting education.

SportsRecruits

<https://sportsrecruits.com>

Direct connection and messaging platform to college programs and coaching staff across the country.

CaptainU

<https://www.captainu.com>

Tools to manage your recruiting process, evaluate fit, and contact coaches efficiently.

Recruiting Arena

<https://recruitingarena.com>

A free platform designed to help student-athletes connect with coaches and programs matching their skills.

Recruit Spot

<https://www.recruitspot.com>

Streamlines filling out individual college recruiting questionnaires to save you hours of redundant data entry.

ACADEMICS & ELIGIBILITY

NCAA Eligibility Center

<https://web3.ncaa.org/ecwr3/>

The essential hub for understanding academic requirements and getting cleared for Division I, II, and III athletics.

CoreCourseGPA

<https://www.corecoursegpa.com>

Free software and tools to track your high school core courses against strict NCAA academic eligibility requirements.

College Board (BigFuture)

<https://bigfuture.collegeboard.org>

Provides free college planning, major exploration, and official SAT practice resources to help you get the scores needed for admission.

Khan Academy

<https://www.khanacademy.org>

Completely free, world-class academic tutoring and test prep (SAT/ACT) created by experts.

NIL (NAME, IMAGE, AND LIKENESS)

NCAA NIL Assist

<https://www.ncaa.org/sports/2021/2/8/about-taking-action-name-image-and-likeness.aspx>

Educational content and official resources from the NCAA on how to navigate NIL rules and regulations.

Opendorse

<https://opendorse.com>

An NIL marketplace and educational platform often used by schools to keep athletes compliant with NIL activities.

NIL Club

<https://nil.club>

Insights and tools for athletes to build compliant fan communities and monetize their personal brand.

MENTAL HEALTH & WELLNESS

The Jed Foundation

<https://www.jedfoundation.org>

Mental health support and suicide prevention designed specifically for teens, young adults, and college students.

Athletes for Hope

<https://www.athletesforhope.org>

Programs dedicated to breaking the stigma around mental health in sports and promoting total athlete wellbeing.

Courage First Athlete Helpline

<tel:1-888-279-1026>

Call or text **1-888-279-1026**. A dedicated, confidential hotline for athletes dealing with abuse or mental well-being struggles.

FINANCIAL AID & SCHOLARSHIPS

FAFSA (Free Application for Federal Student Aid)

<https://studentaid.gov/h/apply-for-aid/fafsa>

The absolute must-do application for securing federal grants, student loans, and need-based institutional aid.

Scholarships.com

<https://www.scholarships.com>

A massive, searchable database to find athletic, academic, and niche scholarships to help fund your college education.

Fastweb

<https://www.fastweb.com>

A free scholarship matching service that provides targeted scholarship opportunities based on your specific profile.

Athletes.org

<https://athletes.org>

A member organization providing on-demand resources, legal aid, career mentorship, and advocacy for college athletes.