

Be sure that each completed videocassette is clearly labeled with the player's name, address and phone number. Don't make the mistake of labeling only the box that holds the cassette. Cassettes can easily get separated from their boxes. At the beginning of each taped segment, include a verbal mention of the player's name, address, uniform color, uniform number and position on the field. If the color or number of the uniform or the player's position changes between segments of the video, verbally note the changes. At the beginning of each segment, also note when and where the action is taking place and the level of the competition of any game footage. No coach wants to see a blowout game. Showing play against weak opponents can even hurt your cause. Don't worry about showing footage of games in which your team has lost. The coach is interested in your performance, not in who won the game. Make sure that all footage is clear and visible. Never give editorial comments like "This was a great game which I single-handedly won!" Coaches feel that they are smart enough to understand the video without a play-by-play description. Don't include footage from before the end of your sophomore year. Especially don't include footage of you as an eight-year-old playing soccer for the first time. The coaches want to see what you look like now. They don't care how cute you were in elementary school. Make sure that you have footage of your movement both on and off the ball. Most coaches want to see views of the field as opposed to isolated shots of the player. Goalkeepers especially are often asked to provide footage of training sessions. Try to start the tape with an impressive piece of footage. You have no guarantee that coaches will watch the whole video. First Impressions count!

Realize that most coaches receive a large number of inquiries from players who are not seriously interested in their program. In order for a coach to take a player seriously, the player must convince the coach that he is sincerely interested in the coach's program. After a coach indicates that he wants a video, make the most of the opportunity. Remember, the key to an effective video is personalizing it for the coach. A coach will be pleased with that player who makes a special effort.