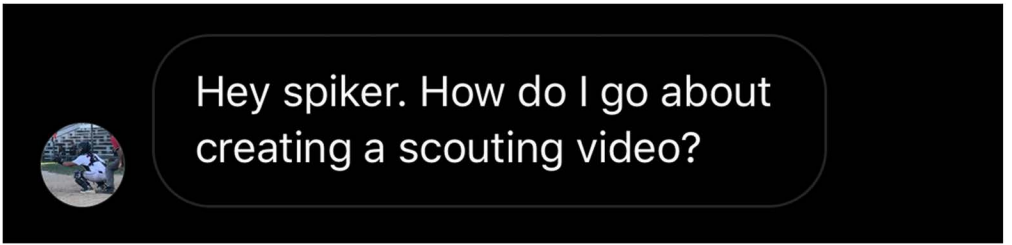
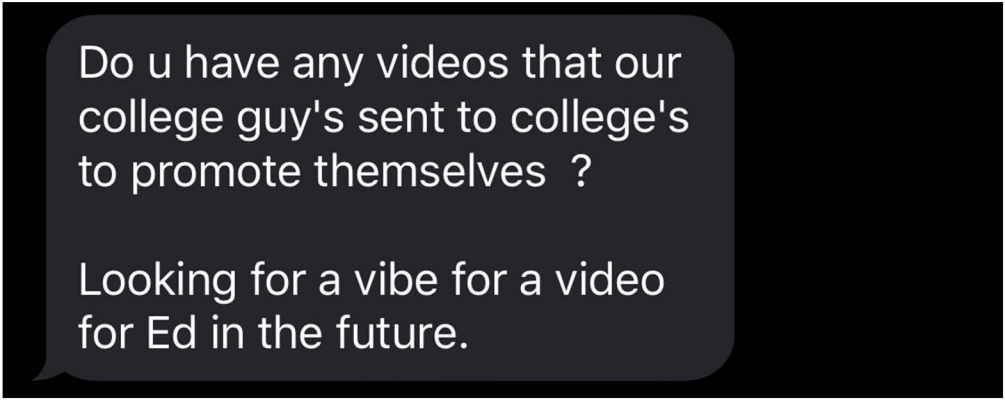
HOW TO CREATE A PROFESSIONAL RECRUITING VIDEO

UNDER $35

SO I RECEIVED THIS INSTAGRAM MESSAGE:



AND THIS TEXT MESSAGE:



SO,

I WANTED TO CREATE A PROCESS FOR ANYONE WHO WANTS TO CREATE THEIR OWN RECRUITING VIDEO.

NO, EDITING EXPERIENCE REQUIRED

NO, FILMING EXPERIENCE NEEDED

NO, ADVANCED COMPUTER SKILLS

YOU GOT THIS!

1 CREATE AND ESTABLISH A PLAN

PLAN > FILM > EDIT > DISTRIBUTE

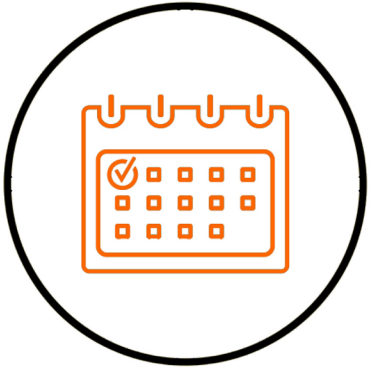
1.

"THINK BACKWARDS FIRST"

START FROM 30 DAYS TO WHEN YOU WANT TO EMAIL SCHOOLS

1.

ORGANIZE AND PLAN



WHAT SHOULD IT INCLUDE?

1.

IT SHOULD INCLUDE:

PEOPLE

- CAMERA OPERATOR -
- FUNGO HITTER -
- BATTING PRACTICE THROWER -
- CATCHER IF APPLICABLE -

SUPPLIES

- TRIPOD -
- PHONE-
- CONES -
- BASEBALL/SOFTBALL SUPPLIES -

LOCATION

- FIELD-
- CAGES-
- BULLPEN AREA -
- PICK DATE TO FILM -

1.

PEOPLE YOU NEED

CAMERA OPERATOR

A PERSON WHO IS ABLE TO OPERATE A SMART PHONE CAMERA.

+ 2

UTILITY PERSON

SOMEONE WHO CAN CATCH, THROW, HIT, OPERATE STOPWATCH AND RADAR GUN.

1.

LOCATION CHECKLIST

1. WELL MAINTAINED FIELD
2. IT HAS BOX SCREENS AND L-SCREENS
3. BATTING CAGES
4. BULLPEN AREA (IF APPLICABLE)
5. LOCATED NEAR A FOOTBALL FIELD

THIS WILL MAKE SENSE IN A LATER SLIDE

1.

SUPPLIES CHECKLIST

1. SMART PHONE
2. CELL PHONE TRIPOD THAT'S ABLE TO ROTATE

MUST EXTEND AT LEAST 35"

3. GAME SUPPLIES (BAT, GLOVE, BALLS)
4. CONES
5. STOPWATCH & RADAR GUN

OPTIONAL

DON'T THINK! FILM

PLAN > FILM > EDIT > DISTRIBUTE

2.

LET'S START WITH 5 RULES OF FILMING

2.

RULE 1: USE A TRIPOD

- KEEPS THE SUBJECT IN FOCUS

MAIN PERSON OR OBJECT BEING FILMED

- FRAME REMAINS STILL

EVERYONE HATES A LOT OF CAMERA SHAKE

1.

BEST PLACES TO BUY A PHONE TRIPOD

OR

PRICE: $15-35

2.

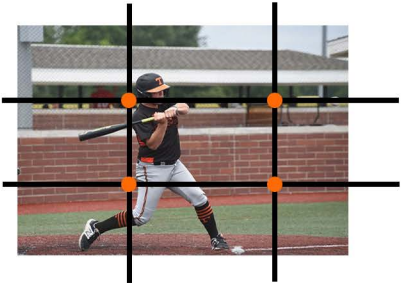
RULE 2: USE THE GRID

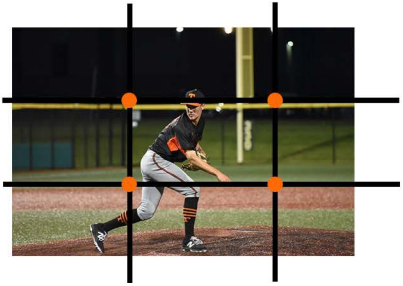
THE RULE OF THIRDS

YOU WANT THE SUBJECT TO BE AT THE INTERSECTIONS OF THESE POINTS. PHONES HAVE "THE GRID" BUILT INTO THEIR CAMERAS. MAJORITY OF PHONES HAVE "THE GRID" OPTION IN THEIR CAMERA SETTINGS.

2.

RULE 3: FOLLOW THE SUBJECT





TRY TO KEEP THE SUBJECT INSIDE THE INTERSECTION POINTS AS BEST AS YOU CAN AS THEY ARE MOVING. USE THE TRIPOD'S ROTATING HEAD TO FOLLOW THE SUBJECT.

2.

RULE 4: KNOW YOUR DISTANCE

TOO CLOSE

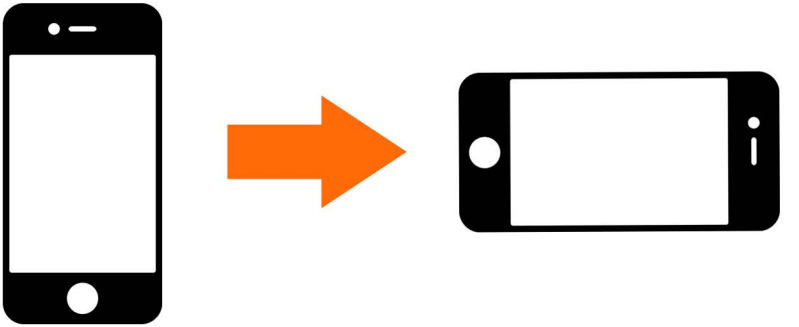
JUST RIGHT

TOO FAR

USE THE GOLDILOCKS PRINCIPLE. YOU DON'T WANT TO BE TOO CLOSE OR TOO FAR AWAY. THE CAMERA OPERATOR NEEDS TO BE JUST RIGHT.

2.

RULE 5: FILM HORIZONTAL



IT WILL BE EASIER TO FOLLOW THE SUBJECT. IT WILL ALSO LOOK BETTER WHEN YOU UPLOAD IT TO YOUTUBE.

2.

NOW, WHAT DO WE FILM?

2.

*HITTING — 7-10 SWINGS

*DEFENSE — 4-8 PLAYS

*PITCHING — 3 OF EACH PITCH

OPTIONAL: RUNNING

2.

FILMING *HITTING*

SIDE VIEW

- 3 CLEAN SWINGS -

FIELD OR CAGE VIEW

- 4 CLEAN SWINGS -

(SET CAMERA BEHIND TO SEE BALL FLIGHT)

2.

FILMING DEFENSE

FILMED AT HOME PLATE

INFIELD

- 2 NEUTRAL -
- 2 BACKHAND -
- 2 FOREHAND -
- 2 SLOW ROLLERS -

FILM BEHIND FIRST BASE TO SHOW THROW

OUTFIELD

DONT FORGET TO SHOW THROW

-2 GROUNDBALLS -
- 2 FLYBALLS -

CATCHING

- 3 FRAMES -
- 3 BLOCKS -
- 2 THROWDOWNS -

BEHIND HOME PLATE

2.

FILMING PITCHING

[SIDE VIEW]

- 1 WINDUP MOTION -

- 1 STRETCH MOTION -

[BEHIND VIEW]

- 3 OF EACH PITCH -

QUICK ACTION EDITS

PLAN > FILM > EDIT > DISTRIBUTE

3.

SIMPLE EDITING TECHNIQUES WITHOUT A TEACHER

NO EDITING EXPERIENCE NEEDED

YOU DON'T NEED TO BUY SOFTWARE

IT DOESN'T NEED TO BE FANCY

YOUR COMPUTER HAS IT BUILT IN

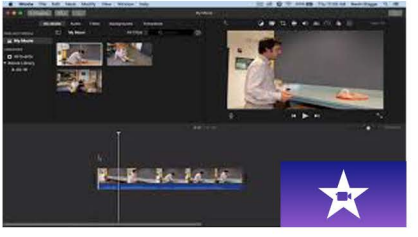
NO MUSIC, TRANSITIONS, OR COLOR GRADING

3.

SOFTWARE YOU WILL USE

MAC OWNERS

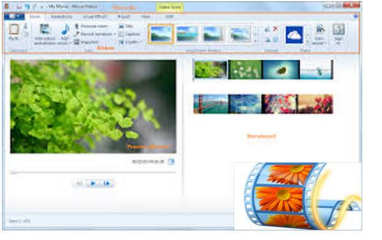
IMOVIE



WINDOWS OWNERS

Windows

MOVIE MAKER



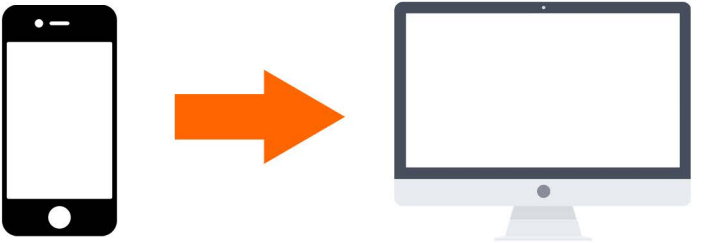
3.

BASICS OF *EDITING*

3.

IMPORT VIDEO

1. DOWNLOAD VIDEOS FROM YOUR PHONE TO YOUR COMPUTER



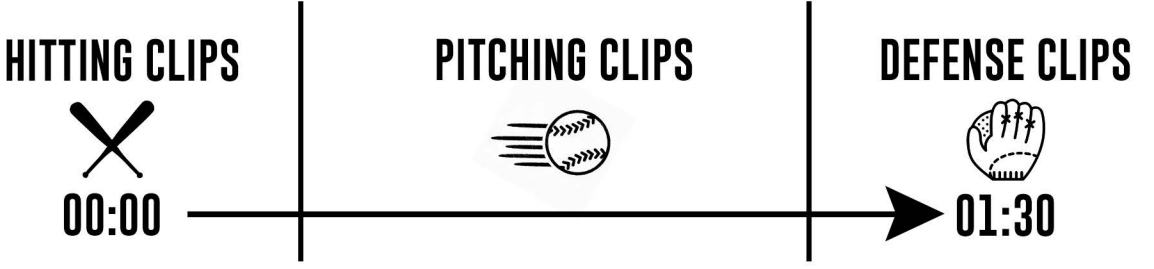
2. OPEN IMOVIE OR MOVIE MAKER

3. CLICK IMPORT VIDEO

3.

TRIM VIDEO CLIPS

1. DRAG CLIPS TO TIMELINE
2. TRIM CLIPS FOR ALL THE ACTION SHOTS.
3. ORGANIZE TRIMMED CLIPS



3.

ADD TITLES TO CLIPS

1. CLICK TITLES

2. ADD NAME, SCHOOL, TEAM, POSITIONS, RECORDED DATE

3. MINIMIZE TITLE AND ALIGN IT IN A CORNER

KEEP IT SIMPLE

FOUR LINES AT MOST

3.

RENDER VIDEO

IMOVIE

1. FILE TAB
2. SELECT SHARE
3. SELECT YOUTUBE OR FILE

MOVIE MAKER

1. GO TO SHARE
2. SELECT YOUTUBE

4 QUICK ACTION EDITS

PLAN > FILM > EDIT > DISTRIBUTE

4.

WE HAVE IT *CREATED*.

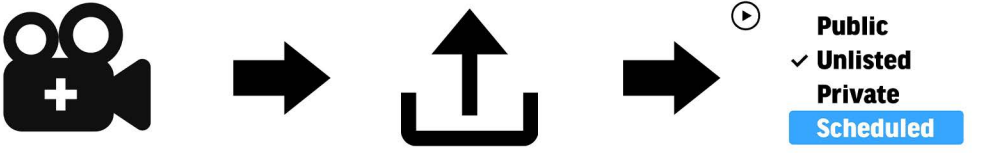
HOW DO WE *SHARE IT?*

WHERE DO WE *STORE IT?*

4.

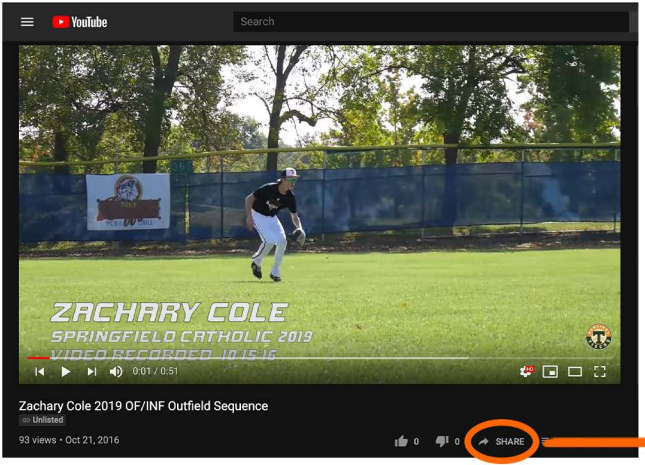
STORE IT ON YouTube

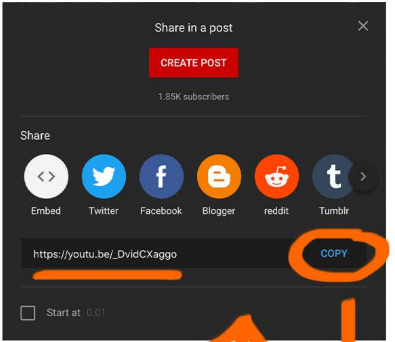
1. CREATE VIDEO OR POST
2. UPLOAD VIDEO
3. TITLE (NAME, GRAD CLASS, SCHOOL)
4. MARK VIDEO AS UNLISTED



4.

SHARE IT ANYWHERE





COPY URL & PASTE IN YOUR EMAIL OR SOCIAL POST

BONUS

GAME FILM

BO.

SHOULD YOU INCLUDE *GAME FILM?*

BO.

YES!

BUT WHAT SHOULD YOU INCLUDE?

BO.

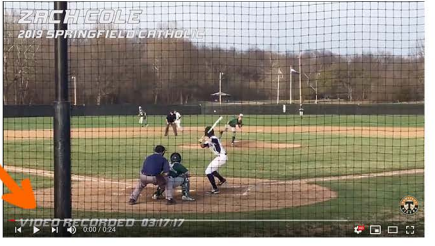
RULES FOR GAME FILM

1. SAME PRINCIPLES FROM SECTION 2- FILM
2. TRIM OUT THE BORING PIECES
3. 3 VIDEO CLIPS (MAX)

25-45 SECONDS FOR TOTAL GAME FILM SEGMENT

- ONLY SHOW ACTION - AKA BALL-IN-PLAY

ADD DATE RECORDED



BO.

WHAT SHOULD YOU *NOT* INCLUDE?

BO.

RECRUITING VIDEO SLIP-UPS

1. ADDING MUSIC
2. ADDING CLEVER TRANSITIONS
3. MAKING IT LOOK LIKE A YOUTUBE HYPE VIDEO
4. USING FANCY FONTS
5. MAKING IT TOO LONG

BO.

SUMMARY

BO.

RECRUITING VIDEOS *THAT WIN*

1. SIMPLE
2. TO THE POINT
3. LESS THAN 90 SECONDS
4. HAS NECESSARY AND PURPOSEFUL INFORMATION
5. NOT FANCY

NOW, CREATE!