NIL$ENSE
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The 30-Second Coach Evaluation

Can a Coach Evaluate Your Athlete—or Do They Get Skipped?

WHAT THIS EVALUATES

This scorecard evaluates your athlete's **Recruiting Resume**—the complete picture college coaches piece together when deciding whether to recruit your athlete. **What coaches look at (in order): 1. Recruiting Profiles** (Hudl, FieldLevel, NCSA, BeRecruited, CaptainU, PrepHero, SportsRecruits, RecruitMe) Your athlete's recruiting resume. Coaches check stats, film, academics, measurables, and contact info here first. Different sports favor different platforms, but the function is the same: centralized recruiting information. **2. Highlight Video Quality & Access** Can they evaluate full plays, decision-making, and role? Or just see flashy clips? Under 3 minutes matters. **3. Academic & Contact Clarity** GPA, NCAA eligibility, email/phone. If coaches have to hunt for this, they move on. **4. Social Media as Discovery** (X/Twitter, Instagram) How coaches FIND athletes through hashtags, location tags, and coach follows. Not the whole process—just the entry point. **The reality:** These work TOGETHER. A great Instagram post means nothing if your recruiting profile is empty. A strong highlight video doesn't matter if coaches can't find your contact info.

Here's the reality: College coaches spend 15–30 seconds deciding if your athlete stays on their list or gets skipped. Not because of talent—because of **clarity**. This assessment reveals whether coaches can *evaluate* your athlete fast enough to stay interested. Answer honestly. The gaps you find are costing you opportunities.

HOW TO USE THIS: Circle your answers. Count how many times you selected the FIRST option (the best answer). That's your score out of 10.

SECTION 1: THE 5-SECOND TEST (INSTANT CLARITY)

Can a coach immediately tell WHO your athlete is and WHERE they fit?

1. Position, role, and level of play instantly clear?

(Example: "6'2" Guard, Varsity Starter, 6A" vs "Plays basketball")

■ All 3 obvious   ■ 2 of 3   ■ Have to guess   ■ Missing

2. Graduation year visible at first glance?

(Coaches sort by class year—if they can't find yours, you're skipped)

■ Obvious   ■ Have to search   ■ Buried somewhere   ■ Not listed

3. Highlight film accessible within 1 click?

("Clicks" = how much work it takes. More clicks = more friction = less interest)

■ One click   ■ 2-3 clicks   ■ Multiple platforms   ■ Can't find it

4. Basic academic info visible (GPA range or honors)?

(Coaches need to know you're academically eligible before investing time)

■ Upfront ■ Mentioned vaguely ■ Have to ask ■ Not listed

SECTION 2: THE 30-SECOND TEST (EVALUABILITY)

Can a coach actually EVALUATE talent and fit—or just see highlights?

5. Film shows full plays (setup, execution, result)?

("Evaluability" = Can they see decision-making and IQ, not just made shots?)

■ Full plays ■ Some full plays ■ Mostly highlights ■ Only highlights

6. Can a coach see your athlete's ROLE and decision-making?

(Are they a primary scorer? Facilitator? Defender? Role clarity = fit clarity)

■ Very clear ■ Somewhat clear ■ Hard to tell ■ Can't evaluate

7. Stats include context (competition level, team record, role)?

("15 PPG, 6A playoffs, starting PG" tells a story. "15 PPG" tells nothing)

■ Full context ■ Some context ■ Just numbers ■ No stats

8. Contact info (email/phone) easy to find?

(If coaches have to DM or search, many won't. Make it easy.)

■ One click ■ Findable ■ DM only ■ No clear path

9. Film is under 3 minutes and starts with best clips?

(Coaches watch 20-30 seconds. Hook them fast or lose them)

■ Yes, both ■ One of two ■ Too long or weak start ■ No film

10. Growth story visible (freshman stats → current progress)?

("Projection" = Can they see upside? Development trajectory matters)

■ Clear trajectory ■ Some growth shown ■ Static snapshot ■ No context

SECTION 3: COMMON REASONS COACHES MOVE ON

Even talented athletes get skipped when evaluation takes too much work.

- Too many clicks to see film or stats
- No context for stats ("15 PPG" against who? What role?)
- Highlight film doesn't show full plays or decision-making
- Can't tell position, role, or how they'd fit the system
- No clear contact path (email/phone not visible)
- Academic eligibility unclear or missing
- Everything feels generic or template-based (no personality)

> **COACH BRAXTON TIP:** *I had 250+ emails a day during peak recruiting season. If I had to click 3+ times to see film, search for contact info, or guess at academic eligibility, I moved on. Not because the athlete wasn't talented—because 47 other profiles were already clear.*

YOUR SCORE: WHAT IT MEANS

Count how many times you selected the FIRST option. That's your score out of 10.

8-10: RECRUIT-READY

Your athlete's profile is clear and evaluable. Coaches can make decisions quickly without friction. Focus now shifts to targeting the RIGHT schools and executing consistent, personalized outreach.

NEXT STEP: Power 60 targeting strategy + coach communication system.

5-7: FIXABLE GAPS

Foundation is there, but **friction is slowing coaches down**. You're creating extra work for them—extra clicks, missing context, unclear film. That friction costs you opportunities. Film quality, clarity, or contact paths need work.

NEXT STEP: Recruiting profile audit + evaluability fixes.

2-4: REBUILD NEEDED

Coaches are **skipping your athlete**—not because of talent, but because evaluation is too hard. Missing film, buried contact info, no academic clarity. This is costing you real opportunities right now.

NEXT STEP: Complete profile overhaul before any outreach.

0-1: START HERE

Your athlete's recruiting resume isn't working yet. Coaches can't evaluate what they can't see. Before any outreach happens, you need a **recruit-ready foundation**: profile setup, film strategy, contact clarity.

NEXT STEP: Done-For-You Recruiting Visibility Setup.

COACH BRAXTON'S REAL TALK

*I evaluated hundreds of athletes every recruiting cycle. The ones who made my list weren't always the most talented—they were the **easiest to evaluate**. If I had to work to understand your kid's role, find their film, or guess at their fit, I moved on. Not because I didn't care—because 47 other profiles were waiting and I had practice in 20 minutes. Your job as a parent isn't to impress coaches with graphics or fancy bios. It's to **remove friction** so they can see what you already know: your athlete can play. Clarity isn't about being flashy. It's about making the coach's decision EASY.*

— Coach Braxton, Former D1 Recruiting Coordinator (11 Years) | NIL Certified

WHAT HAPPENS NEXT?

This scorecard showed you WHERE the gaps are. Now it's time to fix them.

START WITH THE BOOK
FUTURE. FINANCE. FOCUS.

The complete parent playbook for college recruiting, NIL, and scholarships. Includes the 4 Fits Framework, Power 60 school targeting strategy, and insider coach communication secrets you won't find anywhere else.

THE RECRUITING LAUNCH ACCELERATOR
6-Week Group Coaching

We build your athlete's complete recruiting roadmap TOGETHER in six 90-minute live sessions. School list, profile setup, coach outreach, NIL basics, offer evaluation—all done WITH you, not assigned as homework.

FULL PARTNERSHIP
1-on-1 Coaching

Done-with-you recruiting execution from start to finish. Weekly accountability, personalized strategy, direct coach access. For families who want a recruiting coordinator in their corner throughout the entire process.

READY TO FIX WHAT THIS SCORECARD REVEALED?

Book a FREE Recruiting Readiness Call
calendly.com/coachbraxton/recruitingdiscoverycall

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