

John Keighley writes:

High school football is a very competitive sport. The sport can boil down to a game of inches, conditioning and total determination. In short, it's the "will to win". College recruiting is even more competitive for the student athlete than the game itself. In recruiting, it's a game of numbers in which a student athlete, alone, stands out in the eye of recruiting college coaches.

For a HS student athlete to **stand out**, I have found there are three (3) critical elements:

- 1). The talent, focus and determination of the student athlete, on and off the field.
- 2). The support of HS coaches and teammates to establish an environment of success, and to develop and cultivate the "**will to win**".
- 3). The ability to tell the student athlete's story. There are many interested recruiting parties who want to learn about the athlete but may only be limited to the printed media, word of mouth, and non-player-specific films to make critical recruiting decisions. A personal highlight video greatly enhances a HS athlete's ability to tell his story to recruiters.

There is absolutely no doubt in my mind, as a parent of a student athlete who will soon be playing Division 1 football for a MAC team, that without the help, support and guidance of Tom Suttman, my son's ability to tell his story to the recruiting coaches would not have been nearly as effective. Tom knows how to best show the student athlete's story by preparing complete game, season, team and individual highlight films for presentation to those schools and coaches who visit or request highlight films. Tom knows what he is doing. He created for my son a very impressive video portfolio that effectively helped my son stand out to those responsible for recruiting.

I highly recommend Tom Suttman to you and your student athlete. Tom will creatively add the third ***critical element*** to your student athlete's recruitment success. He will help tell the athlete's story.

Sincerely,

John Keighley