



Heart & Highlights

Frequently Asked Questions

How much do packages cost?

Packages start at \$250 + tax. Introductory pricing -- these rates will not last forever.

What is included in the profile?

Your athlete's profile includes a professionally designed digital page featuring their stats, academics, athletic highlights, coach contact info, and a highlight reel section. Everything a coach needs to evaluate your athlete -- all in one place.

Can you create the highlight reel from my clips?

Yes! If you have existing game footage or clips, we can compile and edit them into a highlight reel for your athlete's profile. Just send us what you have and we will take it from there.

Do I need a highlight reel to get started?

No -- you do not need a highlight reel to get started. We can build your profile first and add the highlight reel once it is ready. Getting your profile up early is actually a great strategy.

Can I see examples of profiles before I purchase?

Absolutely! We have sample profiles available so you can see exactly what your athlete's page will look like. Reach out and we will send you a link.

When is the right time to start a recruiting profile?

The earlier the better! We recommend starting by 9th grade, but it is never too late. Coaches begin evaluating athletes earlier than most families realize. Having a polished profile ready gives your athlete an immediate advantage.

How long does it take to complete a profile?

Most profiles are completed within 5 to 7 business days after we receive all of your athlete's information and materials. Rush options may be available -- just ask!

What sports do you support?

We support ALL sports! Soccer, basketball, baseball, softball, volleyball, football, lacrosse, swimming, track, tennis, and more. If your athlete competes, we can build their profile.

Is the profile sent directly to colleges?

No -- Heart & Highlights builds the profile and puts it in your hands. You share it directly with coaches via email, recruiting platforms, or social media. We make sure it looks incredible so coaches take notice.

What is a Social Media Safe Version?

The Social Media Safe Version is a version of your athlete's profile with personal contact information removed, so it is safe to share publicly on Instagram, Facebook, Twitter, and other platforms. It is perfect for getting visibility without compromising privacy.

Can I update the profile after it is completed?

Yes! Updates are available. We offer revision packages so your athlete's profile stays current as their stats, achievements, and highlight reel evolve throughout their career.

What information do I need to provide?

You will need your athlete's academic info (GPA, test scores), athletic stats, club and school team info, coach references, a photo, and any highlight footage. We will walk you through everything with a simple intake form.

Is Heart & Highlights a recruiting service?

No -- we are a profile builder, not a recruiting agency. We do not contact coaches on your behalf or place athletes at schools. We build a powerful, polished digital profile and Social Media Safe Version that YOUR athlete uses to get noticed. You stay in control of the process.

What if I have more questions?

We love questions! Reach out through our website at www.heartandhighlights.com or send us a DM on social media. We are always happy to help.