

DETAILED BOYS JM3 ATHLETE OFFERING

The JM3 Athlete Program is a unique and powerful model designed to put your son on a new trajectory of development and exposure. Through a combination of regular Zoom calls, JM3 online content, video analysis, opportunities for in person coaching / playing, and getting on a great strength and conditioning program, JM3 Athletes become the best prospect they could be relative to their class.

The JM3 Athlete Program focuses on these four principles:

- Free Play
- Video Analysis on Zoom calls
- Strength & Conditioning with an emphasis on a revolutionary speed development model
- Recruiting road map and acquiring advocates

A Lacrosse Life

Frist, is an in depth bio that I put together to help people understand my evolution as a coach, as a dad, and as an entrepreneur. It is probably more info than you need, but it's interesting and it will explain why I do what I do with my JM3 Athletes. <https://www.jm3sports.com/pages/about-us>

College Lacrosse Recruiting

The JM3 Athlete program will have a profound impact on recruiting. The first order of business for any athlete is to become the best possible prospect: academically, athletically, and as a lacrosse player. If these things don't happen, there won't be much to talk about in recruiting. We will spend the vast majority of our time focused on developing skills that can be stacked together making the best possible prospect. This is the part of the recruiting process that we can actually control.

I will help set a recruiting road map for club teams, recruiting events, showcases, etc that will ensure the appropriate coaches know who your son is. Additionally, we will work to help JM3 Athletes acquire more advocates as this is one of the most important elements of college lacrosse recruiting. Of course, I will be an advocate as well as a trusted advisor and will both be a champion for my athletes as well as an honest source of feedback and intel. I have as strong of a network of relationships as anyone in the sport, but that is no guarantee a kid gets recruited. The keys: be the best possible prospect relative to your class, make sure coaches know who you are, and have multiple reliable advocates sincerely singing your praises.

I have recently hired Bobby Benson to the JM3 Athlete team. Bobby, a 3x All-American and 14 year offensive coordinator at Johns Hopkins is one of the most respected and connected coaches on the planet and will add to our depth of connections. .

Please read my "A Lacrosse Weekend" blog post on [the value and realities of advocacy in college lacrosse recruiting](#)

JM3 Content:

Below are links to virtual tours of content we will leverage in the JM3 Athletes Program.

I have created the deepest and richest content database on the internet with cutting edge skills, drills and concepts. We will reference this content regularly.

The [JM3 Athlete Site](#) has my latest greatest information on recruiting, player development, and philosophy!

The [Backyard Curriculum](#) was created in quarantine and is our chief model for helping kids get better with family and friends. It's exactly what I do with my own kids!

The JM3 Attack Midfield Academy and Defense Academies are resources that we will utilize as well.

Important Podcasts/Webinars: I do a lacrosse podcasts each week, mostly with DI coaches, but occasionally with other experts and I even do a solo podcast where I can simply share my thoughts on the game. Below are a couple that I highly recommend you listen to as you begin this process of learning!

This my solo podcast on [Free Play](#) and is the backbone of the JM3 Athlete Program.

This [podcast on speed](#) is by Tony Holler, the guru of all speed gurus! Must listen!

Videos of JM3 Athletes:

The athletes I work with come in different shapes, sizes, positions, genders, but they have certain common traits: IQ and Skill combined with deception, off ball, and team concepts. You will notice that all of these players have similarities in poise, vision, deception, off ball movement and use of high level skills. My model has evolved over the past few years from heavy on box and teaching skills, to heavy on pick up games with very little real time instruction combined with video review, where the instruction occurs. These pick up games, commonly referred to as 3x, actually have many variations, and could best be described as a version of no equipment box lacrosse.

-My son Colin played 10 summers of box lacrosse in Canada, here are 2018 Coquitlam Adanacs Highlights when he won his 2nd Minto Cup:

<https://vimeo.com/jamiemunro/review/338980518/25946dd240>

-My daughter Lucy's Fall 2019 Highlights where you will see the sandlot model clearly :

<https://vimeo.com/jamiemunro/review/381570503/9c1d9aa0ce>

-Chad Palumbo, 2022, Attack, Princeton Commit: <https://www.youtube.com/watch?v=WQfnplSLewg>

-Brandon Bergner, Kent Denver, 2021 Brown commit, highlights from the Harvard Prospect day:

<https://vimeo.com/jamiemunro/review/363424148/4161eb4661>

-2023 Midfielder from Boston, 3d NE, : <https://vimeo.com/jamiemunro/review/451590437/970ed65ef7>

-2023 Midfielder from Boston, 3d NE, <https://vimeo.com/jamiemunro/review/452067338/a14e47f8ec>

-Here's a video from a youth team with my son and his buddies when they were in 9th grade. You will notice these kids know how to play! The list of schools was impressive: 2 to ND, UNC, MD, 2 to AFA, Michigan, Loyola, 2 to Denver, Army, and a lot more:
<https://www.youtube.com/watch?v=JhT-lmL0w18>

Free Play

Free play is the most powerful force I've ever encountered in terms of player development. Watch the [Pick up game Highlights of 2020](#) and you will see the magic of free play! JM3 Athlete from all over the nation are leveraging this throwback model. Notice boys and girls are playing together, there is a mix of middle school, high school, committed JM3 Athletes, aspiring players, current DI men's and women's players, current pro players and even old guys like me. The [skills on display](#) are nothing short of amazing. The passion and joy are even greater. Finally, one of the most amazing phenomenons within Free Play is the improvement in confidence which is often times manifested in assertiveness. Why? Because the players are playing without thinking, simply learning how to routinely make the play with the opportunity that presents itself.

Video Analysis

The only thing more powerful than Free Play is the combination of Free play and JM3 Video Analysis. Of course we will watch an athlete's game films from HS and club tourneys, but Free Play film is by far the best! When an athlete is able to play and learn implicitly with no coaching or structure,, nobody telling them what to do or what not to do, they begin to play without thinking and the magic begins. Next we review the film where the athlete can see and understand their game and the game. Whether you're a coach, a player or a parent, unless you watch the film, you cannot know what has actually happened. Anything you think was good, probably wasn't as good, anything you think was bad, probably wasn't as bad. Over the course of time, not only do JM3 athletes learn to articulate the game in a way usually reserved for coaches, they gain a level of awareness on the field that allows them to amplify the effects of free play.

Check out the level of analysis in 3 game [Video Assessment](#) I did for from UVA All-American Attackman Michael Kraus.

Here's the [analysis of pick up game film](#) from Brandon Bergner, Kent Denver 2021 and Brown commit.

References: When/if the time comes, I will be happy to introduce you to a couple parents of kids I'm currently working with so you can get an idea from their perspective how the program works.

Thanks for reaching out!

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