

DETAILED GIRLS JM3 ATHLETE OFFERING

The JM3 Athlete Program is a unique and powerful model designed to put your daughter 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.

College Lacrosse Recruiting

The JM3 Athlete program will have a profound impact on your daughter's recruiting process. The first order of business for any athlete is to become the best possible prospect: academically, athletically, as well as skill & IQ wise. 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 getting better. It is the part of the process that we can actually control.

I will help set a recruiting road map for club teams, recruiting events, showcases, etc that will get an athlete looks. Additionally, I will try and help find JM3 Athletes 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 key is to be good enough, to make sure coaches know who you are, and have multiple reliable advocates sincerely singing your praises.

I am excited to announce the addition of Colleen Magarity to the JM3 Athlete program. She coached DI women's lacrosse at Colorado, was a 3x National Champion and All-American at Northwestern, runs HHH Lacrosse and is one of the most respected and connected coaches in women's lacrosse. Check out the podcasts, [Part 1](#) and [Part 2](#) on College Lacrosse Recruiting I recorded with Colleen!

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

JM3 Content:

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 Girls Academy](#) is a 10 chapter course I created for JM3 Girls! It's got endless skills, drills and concepts!

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! JM3 Athletes will have the opportunity to work with Tony!

-Here's a podcast with [Northwestern Head Coach Kelly Amonte-Hiller](#) that you will find very interesting!

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 combination of Free Play with video analysis allows players to learn implicitly and play without thinking, but then have the opportunity to see exactly what happened after the fact in a non judgemental environment. Of course we watch game film, but pick up game film regularly has more value because of the amount of opportunities and touches.

This is an [assessment video](#) of my 2021 daughter Lucy, committed to Northwestern. This not highlights, but rather all the touches, dodges shots, good plays and not so good plays, and off ball opportunities that we use to help athletes get better from game film.

This is a [pick up game assessment](#) video of Lucy in a game where we only had 6 players. In this game of 5x Lucy took almost 30 shots, had tons of dodging chances and opportunities to fake, feed and finish. Notice some of the things she was working on: Jump shot fakes, face dodging to set up a backhand feed, and all sorts of hesitations.

This video is another [Pick up Game Assessment](#) where we only had 6 kids (me and 5 girls!). I think Lucy took more BTB shots in this afternoon than most people have taken in their whole career. Notice how she slows down when in order to navigate the tight quarters.

-Check out what a [JM3 Video Analysis](#) is like! This is a three game analysis that you will find very interesting!

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 daughter [Lucy's Fall 2019 Highlights](#) where you can see the impact of Free Play

[-2020 athlete now at Cornell I work with](#): Another example of the impact of Free Play

[-2022 UNC Commit](#) I work with:

[-2021 Cornell commit](#), Milton girl, I've worked with for 18 months:

If you want references, I will be happy to let you chat with a couple parents of kids I'm currently working with so you can get an idea from their perspective how the program works.