

Preseason – LP3 2025

Just got started: March 1

Things todo: 1) New web page and marketing campaign for 2025, 2) Spam the league, 3) Figure out the 2025 issues and vote, 4) And then: Go go go!

LetsPlay3 2025 marketing

I am excited to introduce for the 2025 season: **Slugger** the baseball kitten.



Slugger is the mascot for the LetsPlay3 2025 season. Goto the LP3 website and click on “Merch” to purchase the latest, greatest Slugger swag.

Almost everything in LetsPlay3 is now **automated**. Kudos to Grok, the X AI, for creating the Slugger marketing concept and campaign. For example, here’s a quick brainstorming session I had with Grok (my comments are in gray):

All good. Hey, I need a first name for a kitten than plays baseball. It's a marketing thing. (ha)

Ha, I love it—a baseball-playing kitten for a marketing gig? That’s a home run waiting to happen. How about "**Batter**"? Short, punchy, and ties right into the baseball theme while sounding like a cute little troublemaker. If you want more options, I could toss out "**Slugger**" or "**Pitch**"—what vibe are you aiming for with this feline MVP?



Btw, thanks to "user6109930" for Slugger and the whole cute kitten background,
www.freepik.com/premium-vector/cute-kitten-baseball-cartoon-trendy-pattern-background-concepts_30026231.htm

Preseason issues/voting

Issues we discussed prior to the draft:

1. Two stage draft – Round 1-15 online, and then round 16-20 done one day at a time.
2. Coming soon...scoring changes, dollars, etc

Fantasy baseball research

Fantasy baseball research is getting squeezed a bit:

- **FantasyPros** is still okay, but the recent “upgrade” of their website, predictably, made it worse. It’s kind of stinky that even here in March, fantasy baseball content plays second fiddle to football, www.fantasypros.com
- In the “Oh well” category, **FanGraphs** now has a pay wall for articles. I think the projections and other stats are still free, but for how long (shrug), www.fangraphs.com

Here are a few sites that are free and good:

- I like the articles at **CBS Sports**, www.cbssports.com/fantasy/baseball/draft-prep
- The old Rotoworld is now **NBC Sports**. NBC is the preferred researcher for our Yahoo site, and they’re okay, www.nbcsports.com/fantasy/baseball
- I’m a little tired of the schtick, but **The Razz** still has some good stuff, razzball.com
- I like the one-page cheatsheets at **ESPN**, but that’s about it, www.espn.com/fantasy/baseball

That’s it. That’s enough.

thanks...yow, bill