

THE LOOKMAN REPORT 2025

WEEK THREE: BLOCK PARTY

"Opportunities multiply as they're seized. You know who said that? Sun Tzu. Sun Tzu apparently said a lot, allegedly, like I said, that one play could turn into two, turns into three. I told y'all about Sun Tzu. I do my homework on him." – Browns S Grant Delpit, after the Browns shocked the world by beating Green Bay at the buzzer.

PROLOGUE

The Look Man is also a big fan of Chinese philosopher Sun Wu who wrote *The Art of War* under the nom de plume Sun Tzu. As a business traveler, the Look Man is fond of his cousin, Lao Tzu, who wrote the maxim: "A good traveler has no fixed plans, and is not intent on arriving." He takes it to mean that one must enjoy the journey for its own merit, without the expectation of smooth sailing.

That same metaphor is often true in the NFL. The rigors of a seventeen-game season are brutal, and each week is a roller coaster ride (the Look Man hates roller coasters). In the end, there can be only one victor, carrying the Lombardi into posterity. The other 31 teams lick their wounds and start anew.

The Look Man went 5-2-1 in the Lookahead last week, reversing a trend of bad picks in the first two weeks. He didn't miss on the Upset of the Week when Cleveland's Andre Szymt kicked the game winner as time expired. It was the ultimate redemption for the Browns kicker, who blew a win over Cincinnati in the home opener.

The rest of the NFL week was a veritable block party, with more blocked kicks, pick and scoop sixes, and game winning field goals since...ever. Four teams had blocked FGs, the first time since 1991. It brought new meaning to the term Alcoa Fantastic Finishes, as the NFL proved again why it is the 800-pound gorilla of professional sports.

The 2025 season is off to a rousing start after the first three weeks. If this continues, it may well be the best in 106 years.



Without further ado, the Week That Was.

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LAGNIAPPE

Jerry's World is Suite

DE Micah Parsons tried to get out of his contract for a suite at AT&T Stadium following his blockbuster trade to the Cheeseheads. Jerrah Jones and Company refused, and now face both Parsons and a cadre of his friends and family.

"I asked about getting my money back, but they said 'No refunds.' The suite's going to be packed out for sure. Trust me, I've got a big suite and a bigger group of friends and family. They plan on trashing Jerrah World after we BTA", said Parsons.

Parsons received a four-year \$188 large on his new deal in Titledown, and has amassed six QB hits and 1.5 sacks in his first three weeks. This on top of fifteen QB pressures with a ferocious Green Bay defense.

Dak Prescott is quaking in his cleats at having to face Micah, especially after he took the Dallas party line during the contract dispute. "I fear no man, even though I walk through the Valley of Death. Of course, Micah ain't excellent no man. He's half man, half piranha," said Prescott.

Doomsday Lite has struggled this season after losing both Parsons and DE DeMarcus Lawrence to free agency. The secondary looks like burnt toast after three weeks, and Jerrah's contention that the acquisition of DT Kenny Clark would help stop the run has not borne fruit. This one could be fugly.

Pass the Mustard, Hold the Ketchup

Chicago QB (Me and) Caleb Williams threw four TDs and won going away over the Cowpokes on Sunday. A local hot dog shop, *The Wieners Circle*, posted on social media that it would give free hot dogs Tuesday if Williams threw four touchdowns against Dallas. The bet panned out, as Williams had almost 250 passing yards by halftime. Caleb looked like the first pick overall for a change.

Williams said he has not been to the establishment on Chicago's north side but heard about the promotion. "I've heard about the four-touchdown thing," Williams said postgame. "Congrats, everybody, you got free hot dogs."

The Wieners Circle ordered an extra 2,000 hot dogs for the giveaway, and a Chicago-based bread company tossed in 2,000 poppyseed buns. The line for free dogs stretched up Clark Street and around the corner of Drummond Place. Local news trucks had a field day, as cars drove by with the windows rolled down and shouted, "Go Bears!"

It's a far cry from the furniture mart giveaway that cost a local vendor over three hundred large, but it's a start for the City of Broad Shoulders.

James (Concrete) Conner

Deadbirds RB James Conner suffered a season-ending injury in Week Three, and the 3-0 Arizona is likely to struggle accordingly. Conner had been carrying the team with hard running and timely first downs, opening up the passing attack for QB Kyler Murray and TE Trey McBride.

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"It's one of my best friends on the team...like a big brother to me -- my mentor. He taught me a lot of stuff here, so it was tough [to watch]." – backup Deadbirds RB Trey Benson on the season ending injury to James (Concrete) Conner.

The Look Man thinks his nickname should be modified to James (Potato Chip) Conner, as he is injured as often as healthy. Conner was coming off back-to-back 1,000-yard seasons, and recently signed a two-year extension that is guaranteed for injury.

Benson is expected to start for the rest of the season, but the Look Man doesn't anticipate good things for 3-0 Arizona. They are wasting uber talented wideout Marvin Harrison Junior, and QB Kyler Murray is too small to stand up to the rigors of a full season. Murray should've stuck to baseball.

THE LOOKAHEAD

Cleveland Browns at Detroit Cadillacs (-10.5/44.0)

Cleveland shocked the world, but not the Look Man, with an upset win over Green Bay in Week Three. Under the heading "no good deed goes unpunished" the 1-2 Browns' reward is to play the best team in the NFC at Ford Field.

If you missed Detroit at Baltimore in Week Three, you missed a truly Titanic Struggle. Detroit had to convert a 4th and 1 late on a daring nine route to win 38-30. This after sacking Lamar (Action) Jackson seven times and forcing a Derrick (King) Henry fumble. It was Henry's second abdication in as many weeks, and at this rate, he may tie Henry VIII for errors.

Here's the Look Man's point: as good as Detroit is, they will never be great until their Head Coach gets his head out of his rectum. Dan Campbell has given this team grit, but he reminds the Look Man of underachieving players who become head coaches. They fear losing more than they love winning.

For that reason, they will never become a truly great team.

The loss of both offensive tackles in the Green Bay game postponed an imminent Browns offensive explosion. QB Joe Flacco does not trust the receiving crew to run the correct routes, or the O-line to keep him from getting blown up. As a result, he is hesitant and tentative, forcing throws to make up for being behind the sticks. The Look Man doesn't really like Flacco, a gunslinger who relies on defense to win games. He's a poor man's Brett Favre without wheels and he is biding his time before he yields to backup Dillon Gabriel (Horn).

Having said that, this Browns defense is the best in the AFC, and Jared (Subway) Goff will choke from their pressure. Subway throws two picks, and the Browns win at the buzzer, forcing Cleveland city council to erect a statue to kicker Andre (John Jacob Jingleheimer) Szymt. Browns, baby, Browns in another shocker.

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"Hutchinson who? Jared (Subway) Goff eats fresh!"

Philadelphia Cream Cheese Eagles at Tampa Bay Expensive Corn Kings (+3.5/43.5)

The Iggles are winning ugly, battering opponents into close games, and winning late. In many ways, they are reminiscent of the old Marty Schottenheimer AFC teams. The Tush Push is a formidable weapon that allows them to salt away their victims.

(Cake) Baker Mayfeild has won his last three games at the buzzer, parlaying his turtlesque scrambling and timely passing into wins. Of course, he is getting a lot of help from the zebras, who allow Columbian neckties by the Kings' O-line at crunch time. Rookie wideout Emeka Egbuka has been exceptional, but HOF WR Mike Evans has his annual Hamstring of the Year.

Look for the Iggles to pound Cake into submission, stuffing the run, and generally making nuisances of themselves. Tampa is the worst 3-0 team in the NFL, and Philly might be the best. Fly, Iggles, fly.

Indianapolis Colts at LA Rams (-3.5/49.5)

Speaking of 3-0 teams, the Ponies have shocked the world, turning journeyman QB Danny (Dimes) Jones into a baller. He has now been hereby promoted to "Indiana Jones," replete with John Williams walk-up music and a bullwhip.

Jones has bullwhipped his way to an excellent QBR and has been sacked only twice in 2025. The Indy offense ranks second in points per game and is first in yards per play.

But the Rams ain't chopped liver either. They had the Iggles beat until a blocked FG was returned for a TD in a road loss. This Rams team can run, pass, stop the run, and take your lunch money in the process. Perhaps most importantly, they pressure the passer, which is the one chink in The Archaeologist's armor.

The Rams were undefeated heading into Philly, and need to keep pace with the Niners, the NFC West juggernaut. This game will be a test a rising Ponies squad will pass. Irrespective of outcome, it will likely be the Game of the Week. Ponies cover, and upset LAR at SoFi.

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"Henry, I'll take Danny Dimes for \$200, please..."

Baltimore Dumpster Ducks at Kansas City Baby Backs (+2.5/48.5)

This game was a referendum before the season even started. Now, with both teams at 1-2, and fighting for their playoff lives, it has become Armageddon.

KC barely defeated the hapless G-Men, and Baltimore's defense has been exposed repeatedly. While both squads can post 30 points per game, these defenses can be had. The difference is HC Andy (Kool Aid) Reid, a sorcerer who knows the thoughts in other coaches' dreams.

Look for Mahomes to continue his excellence as a loud GEHA Field at Arrowhead crowd confounds Lamar (Action) Jackson. The Baltimore D-line is struggling without DT Nnamdi Madabuike and OLB Kyle van Noy, which has resulted in substandard play by MLB Roquan Smith. KC posts 150 rushing yards in a ballot beater. Baby Backs.

Green Bay Cheeseheads at Dallas Cowpokes (+6.5/47.0) – Football Night in America

The awaited reunion of Micah Parsons (Brown) and Jerrah Jones is finally here, and Terrell Owens already has his popcorn, 'cuz it is going to be a show. Unfortunately, the show will be devoid of defense by Allas, which must earn back its first consonant. New D-Coordinator and former Bears HC Matt Eberflus has turned Doomsday Lite from checkers to calculus with predictable results.

On the offensive side of the rock, WR (A-B)CeeDee Lamb has a high ankle, and won't have to suffer through this ballgame. Dak Prescott has looked good, or as good as one can look with no running game and wideouts like George (Slim) Pickens, who bat passes to defenders at crucial times.

Green Bay is embarrassed by the Lookahead Factor that led to the Browns loss, and takes it out on Dallas. Go, Pack, go.



"They said 'suite' but I thought they meant 'sweet.'"

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Cincinnati Bengals at Denver Donkeys (-7.5/44.5) - ABC Monday Night Football

The Mouse House networks decided to split the pot again this week on Monday Night Football. The Bengals travel to the Mile High City for the early game, which is more likely to be an amuse bouche than an appetizer.

Cincinnati got destroyed 48-10 last week in Minneapolis, so it's back to the drawing board for the Orange and Black. Little wonder, since the same O-line that got Joe Burrow injured appeared in this fiasco.

Denver has been a bit of a question mark in Year 2 of the Bo Nix Era. The Look Man is not sold on Nix, and actively dislikes HC Sean Payton, who makes players adhere to his system rather than adapting to their talents. Nix is short on accuracy but decent as a playmaker, and like (Cake) Baker Mayfield, requires a lot of talent around him.

The defense is solid and well coached, but gets worn down from the three and outs. It is worthwhile to mention that D-Coordinator Vance Joseph made his bones in Cincinnati, so he will want some revenge. The zebras have been helping out at Investigation Field, likely because the Walmart now owns the team.

Jake Browning (Automatic) is not the answer, and if Cincinnati had a GM, they would have procured a legitimate starter to save their season. (Famous) Jameis Winston, Kirk (Kurt) Cousins, and Malik Willis have all been bandied, but the Look Man would think a little more outside the box.

The awful O-Line requires someone mobile, meaning the front office should already have given up some draft picks to salvage 2025. It will take anyone a few weeks to master the Zac (Opie) Taylor offense, and by then Browning Automatic will be completely out of ammo, and it's another season on the Island of Misfit Teams. Donkeys.

EPILOGUE

Week Four represents the Quarter Quell in the NFL Hunger Games, and the season has been epic. Buffalo, Frisco, Tampa, Philly, Indy, and the Bolts are all 3-0 heading into Week Four, and each will face significant opposition to remain unbeaten. On the other hand, Minnesota, Jacksonville, Cincinnati, Arizona, and Seattle are all paper tigers waiting for a shoe story. The other shoe falls in Week Four for many of these squads, and the season begins in earnest.



"I got something for you, President Goodell..."