

LJ Hero - \$1000

(+1), (BB) ~\$1000

Preflop

+1 raises \$20. Hero LJ $K\heartsuit Q\heartsuit$ calls. BB calls. (3 ways)

Flop - \$62 (SPR 16) - $A\spadesuit K\heartsuit 4\heartsuit$

Checks through.

Turn - \$62 (SPR 16) - $8\heartsuit$

BB checks. +1 bets \$50. Hero, BB call.

River - \$212 (SPR 4) - $2\spadesuit$

Checks through.

Showdown (\$212) - $A\spadesuit K\heartsuit 4\heartsuit 8\heartsuit 2\spadesuit$

Hero - $K\heartsuit Q\heartsuit$ (Pair, K's).

BB - $K\spadesuit 9\spadesuit$ (Pair, K's).

+1 - $K\heartsuit J\heartsuit$ (Pair, K's).

Hero won \$142

The 4-Part Bluff Structure

1) Who are you trying to fold?

Tight players → bluff more

Calling stations → bluff less

Tilted players → don't bluff

Players who "hate folding" → don't bluff

Players who "hate big pots" → bluff them relentlessly

Think about *who* the bluff is aimed at, a bluff with no target is just a donation and probably a punt.

2) Tell a Story That Makes Sense

Your bluff must represent a **credible value hand**.

- "What strong hands would I play this way?"
- "Does my line make sense for those hands?"

If the answer is "no," the bluff collapses.

Examples:

- On a board like **K♠ 7♠ 2♦**, barreling the turn when a **3♣** hits makes sense—you can represent flushes.
- Bluffing when the board pairs and you *never* have boats? Much harder

3) Choose the Right Hands to Bluff With

This is where beginners level up.

Teach them to bluff with:

- **Hands with equity** (gutshots, open-enders, overcards)
- **Hands that block villain's calling range**
- **Hands that unblock folds**

4) Apply the Right Pressure

A bluff is only as good as the pressure it applies.

Pressure comes from:

- **Size** (big bets fold out medium-strength hands)
- **Street selection** (river bluffs are the most credible)
- **Stack depth** (deep stacks = more fold equity)
- Small bluffs fold out air
- Big bluffs fold out real hands
- Overbets fold out hands that “should” call

The Three Bluff Types

1. The Semi-Bluff

You have equity.

You're happy to get folds, but you can improve.

Example:

- You hold **Q♠ J♠** on **T♠ 9♦ 3♣**
- You bet flop, barrel turn
- You can hit the nuts or get folds

This is the safest bluff for beginners

2. The Blocker Bluff

You hold a card that makes it less likely villain has the nuts.

Example:

- Board: **A♣ K♣ 7♦ 7♠ 3♣**
- You hold **Q♣**
- You block the nut flush
- You can credibly rep it

3. The Story Bluff

You tell a consistent story from flop → turn → river.

Example narrative:

- You raise pre
- You c-bet a dry flop
- You check a turn that helps your range
- You bomb the river when the scare card hits

Next time you play, pick one spot where you have equity, a good blocker, and a believable story—and run a bluff. Just one. Then write down how it felt and whether the story made sense.

This builds confidence without encouraging spew