



EVALUATING MARKET OPPORTUNITIES

1. Table selection is the most important decision you can make
2. It's okay to switch tables if you discover it's too hard to win at your table
3. If there are too many competitors (some irrational or inexperienced), even if you're the best it's a lot harder to win.

MARKETING AND BRANDING

4. Act weak when strong, act strong when weak. Know when to bluff.
5. Your "brand" is important.
6. Help shape the stories that people are telling about you.

FINANCIALS

7. The guy who wins the most hands is not the guy who makes the most money in the long run
8. The guy who never loses a hand is not the guy who makes the most money in the long run
9. Go for positive expected value, not what's least risky
10. Remember it's a long term game. You will win or lose individual sessions, but it's what happens in the long term that matters

STRATEGY

11. Don't play games that you don't understand, even if you see lots of other people making money from them
12. Figure out the game when the stakes aren't high
13. Don't cheat. Cheaters never win in the long run
14. Stick to your principles
15. You need to adjust your style of play throughout the night as the dynamics of the game change. Be flexible.

16. Be patient and think long term
17. The players with the most stamina and focus usually win
18. Differentiate yourself. Do the opposite of what the rest of the table is doing
19. Hope is not a good plan. Belief is.

CONTINUAL LEARNING

20. Educate yourself. Read books and learn from others who have done it before
21. Learn by doing. Theory is nice, but nothing replaces actual experience
22. Learn by surrounding yourself with talented players
23. Just because you win a hand doesn't mean you're good and you don't have more learning to do. You might have just gotten lucky
24. Don't be afraid to ask for advice.

CULTURE

25. You've gotta love the game. To become really good, you need to live it and sleep it
26. Don't be cocky. Don't be flashy. There's always someone better than you
27. Be nice and make friends. It's a small community
28. Share what you've learned with others
29. Look for opportunities beyond just the game you sat down to play. You never know who you're going to meet, including new friends for life or new business contacts.
30. Have fun. The game is a lot more enjoyable when you're trying to do more than just make money

To Your Success,

Ronald