

- **Introductory Coaching Lesson**
 - **Structural/Fundamental Content (15 minutes)**
 - **Combinatorics**
 - Basic Pairedness and Suitedness Data + Intro to Connectedness
 - **Board Texture**
 - Basic Flop and Turn Classes and Frequencies
 - **Equity**
 - Minimal Intro to Hand v Hand Equities and ProPokerTools
 - **Expected Value and Game Theory**
 - Brief discussion only.
 - **Strategy Content (15 minutes)**
 - **Starting Hand Selection**
 - Polarity and Nuttiness
 - **Pre-Flop Play**
 - Positional ranges and hand types, 3-betting and 4-betting
 - **Flop Play**
 - Lead/c-bet frequency and sizing. What types of hands to check-raise or (IP) raise
 - **Turn Play**
 - Texture Shifts!!!!
 - Dynamic versus Static
 - **River Play**
 - River Decision Process.
 - **Texture Shifts**
 - **Stats Analysis and Opponent Profiling (15 minutes)**
 - **Overall Statistics**
 - What does 25/18/6 really mean?
 - What does x% flop bet, y% turn bet really mean?
 - **Positional Statistics**
 - **Bayesian Construction - Pre-Flop Example**
 - UTG → 15/15/0, MP 25/20/4, CO 30/25/8, BN 40/30/10,
 - SB 20/12/8, BB 25/10/8
 - What is this player's 'overall vpip/pfr/3b stat-line
 - Scenario Analysis – What distribution of flop situations does he face?
 - **Hand Analysis (15 minutes)**
 - Discussion of student-provided hand
 - **Future Options Discussion (15 minutes)**

- **Theory Lessons**
 - Structural
 - Game-Play Focused
 - 6, 10, and 18 lesson packages – see below for details
- **Book Based Lessons**
 - Each Chapter and Module has an outline that can be used for 1 or more lessons
 - **Advanced PLO Theory** has 12 chapters and 32 modules
 - **Live Full Ring PLO** has 6 chapters and 4 modules
 - **PLO MTTs** has 5 chapters and 2 modules
- **Hand Analysis Lessons**
 - Strongly discourage recorded sessions.
 - Encourage selected hands
 - Strongly encourage selected hands with a theme (or two).
 - In many cases I will construct hands to illustrate a theory point or to provide opportunity to maximize the value of by-hand EV calculations and/or work with tools such as Odds Oracle and PokerJuice.
- **Stats Analysis and Scenario Distribution Lessons**
 - Constructed from principles.
 - Database Analysis.
 - Focus on positional and situational stats over aggregate.
- **Lesson Packages**
 - Discounted pricing is available at 6, 12, 18, and 30 lessons
 - There are complete theory programs of those lengths
 - There are also a variety of blended programs combining pure theory, applied theory, hand analysis, stats analysis. These programs are designed to specific student types and preferred approaches, and include 6, 12, 18, and 30 lesson packages. These programs are flexible and can be individually tailored.
 - It is not necessary to be locked in to one of those lesson counts. If we decide you need eight lessons, I'll customize an eight lesson package and price it fairly.
 - I have also built sixteen 6, 12, and 18 lesson Skype Group Coaching Programs at Beginner, Intermediate, and Advanced Levels. If you are interested in one or a subset of those let me know. I'm building interest lists and anticipate the first groups actually starting in a couple months.
 - Finally, there is a set of 36-lesson packages specifically constructed for buyers of Advanced PLO Theory.
- **Pricing**
 - Pricing is different for people who
 - A) have bought no/little written material (\$0-\$75).
 - B) have spent \$100-\$475.
 - C) have spent \$500+.
 - 1-1 Rates (A/B/C rates)
 - Introductory/Trial Lesson → \$200/\$150/\$100
 - Single Lesson. → \$400/\$300/\$250
 - 6 lesson package → \$2000/\$1500/\$1250
 - 12 lessons. → \$3600/\$2700/\$2250
 - 18 lessons. → \$4800/\$3600/\$3000
 - 30 lessons → \$7500/\$5400/\$4500
 - 36 lesson APT supplemental packages (10 versions) - \$5000.
 - Skype Group Coaching Programs. Prices vary widely depending on material difficulty, group size, program length, and previous written material purchase.
 - 6-Lesson Costs range from \$150-\$1000. 12-lesson from \$300-\$1800. 18 lesson from \$700-\$2400.
 - Runitonce.com Elite members get 10% off any lesson or package

