



ETR NFL Props Subscription: A Step-by-Step Guide

ESTABLISH THE RUN STAFF // OCT 17, 2024



Looking for high-quality fantasy and betting content?

We create NFL fantasy, DFS and betting content year round. Check us out on YouTube for our **NFL** and **NBA** channels. Or listen to the **Establish The Run Podcast**, now approaching ten million lifetime downloads.

Did you already read our [NFL Player Props FAQ](#) and sign up for the [ETR NFL Player Props package](#)? If so, welcome! Instructions to get started:

STEP 1: Download the Telegram app for your phone and/or computer. Telegram is a free text messaging app that we use to alert our subscribers when we are about to post a play. For instructions on how to get your Telegram set up after you subscribe, [head here](#).

STEP 2: When there is an official bet incoming, we will send a warning message in Telegram. This is your signal to open Discord and wait in the #etr-nfl-bets channel, where we will post the play after giving everyone 1-2 minutes to open Discord and log into their sportsbook apps.

Note that in order to preserve the line for as long as possible, we will NOT disclose which sportsbook(s) the bet is on before releasing the bet. We advise you to log into all the books you have access to. Remember, the more outs you have the better off you'll be.

STEP 3: You'll see the official play posted in #etr-nfl-bets in Discord. Once that happens, you'll typically have 5-30 seconds to get the play before the line moves.

Being able to navigate quickly within your sportsbook is typically the biggest factor in being able to get down on our official releases. Some tips to navigating quickly:

1. Use Desktop
2. Have multiple screens open with discord on one, your sportsbook on the other
3. Know exactly where each set of props is located within each sportsbook.


OTHER NOTES:

1. ETR Discord member "swirv" will continue to release unofficial plays within the ETR Discord. We've asked him to ensure lines are widely available and price is included in the release so we can accurately track results. Keep in mind, we consider this a "bonus" to subscribers, these are not official releases and subscribers should make their own judgements about how they want to approach handling these plays. For more on swirv, please [read the FAQ](#).

2. This year, we are releasing a lot of alternate NFL bets with longer odds. Things like Zay Flowers to lead Sunday in receiving yards 46-1 and Javonte Williams to lead game in rushing +400 and Patrick Mahomes over 300 passing yards +565. These bets will be posted in the #alternate-nfl-bets channel on Discord. We will NOT be tagging the channel/sending on Telegram when we post these. This is a new feature of the product, and we may adjust the notification process as we get real-time feedback. We do not alert on these right now because the market isn't liquid enough to handle it, and we don't want to alert books to what we're doing there. * Note that these are tracked separately from the standard NFL

- prop releases. We will track these as betting to win 1 unit. We will call 1 unit = \$100 for tracking purposes. So if a bet is +1000, we will track that as a \$10 bet to win \$100
3. Access to our full stat projections for every player in every game comes with your props sub. The release schedule for that is Thursday 3pm ET for TNF. Saturday 3pm ET for Sunday games. And Monday 3pm ET for MNF. You can find links to these pages in the props section of the menu. If you combine our full stat projections with your opinions and knowledge of the market, you may be able to find additional +EV bets. You could also consider market-making on exchanges once these projections are available if your sportsbook accounts are limited.
4. Building off the previous point: If there's a prop showing well based on our projections that we haven't released, there is usually a reason for that. Many times that reason is that we aren't very confident in our projection, but sometimes it's because it doesn't meet our availability criteria. If you take our full stat projections and look around for lines that are only at one sportsbook, you might be able to find some bets that we'd like to release but simply are unable to due to the lack of availability.
5. There are many experienced bettors in the ETR props channels. We think there is plenty of value to be had by bouncing ideas off us and each other. The only people with access to the NFL props discord channel are people who are subscribed to the product.
6. If you plan to bet NFL props seriously, it's useful to know how and why the board is moving. While the props we release are difficult (but possible) to bet, the knowledge of why a certain prop moved is meaningful information to the serious bettor.

[Free Preview, NFL In-Season Player Props](#)



SUBSCRIPTIONS

- NFL Products
- NBA Products
- Golf Products
- The Solver

ARTICLES

- NFL Content Schedule
- Silva's Matchups
- Best Ball
- Free Podcasts

DFS

- Projections
- Strategy
- DFS Optimizer
- Simulations

ETR TEAM

- About
- YouTube
- Discord
- Twitter

© 2024 Establish the Run. All rights reserved. [Privacy Policy](#) | [Terms of Service](#)

