

1. Why 3-betting has become popular
  - (a) Isolating rec
    - i. Aggressive fish minraises, we have A5s
    - ii. Isolate.png
  - (b) Preying off weakness
    - i. BTN opens, 30/20 SB calls
    - ii. Weakness.png
  - (c) Building a pot with big hands
    - i. BTN opens, we have AJs in the BB
    - ii. Value.png
  - (d) Cutting SPR OOP
    - i. compare SPR calling vs. 3-betting (squeeze too?)
    - ii. show sizing of bets
    - iii.
  - (e) Fold equity
    - i. fold equity is permanent
    - ii. some people fold too often
    - iii. as a deterrent (more later)
    - iv. Risk:Reward Table (heatmap) FE.png
  - (f) EV is magnified
    - i. simple example of increased stakes on a die roll
    - ii. note SPR change