

# Printout

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## **NFL DFS MINDSET**

Opportunity to make more money this year in DFS than you will make rest of the year at your job.

Available research out there to put you at an even pace with pros.

NFL DFS not as logic based as other sports.

Puzzle solving-master unique ways to solve a puzzle.

More rosters you build, more opportunity to solve the puzzle.

Mess around with the slate and try different things in order to find creative approach. Eventually you'll spot something in the week that no one else has noticed. Either value or combo of players or under the radar stack.

DFS is not about winning every weekend. It's about putting yourself in position where you can more than everyone else. Put yourself in position where you take high floor knowing that you're going to have good weeks.

Good weeks do not always equal winning weeks, they simply equal winning weeks more frequently.

Biggest challenge in DFS is truly knowing whether or not you're creating good rosters.

Think for yourself and take what you feel are the best plays on the weekend.

NFL DFS- possible to go 12-5/11-6 on season

Can put multiple teams in play about 90% of money should be on one roster. Single entry approach should be starting point for everyone. Start thinking like a single entry DFS player.

To achieve success in DFS you absolutely have to learn to think for yourself.

**FEAR** is the one thing that stands between most DFS players and reliable results.

Lean on research of others rather than the opinions of others. Don't listen to outside noise, "experts", ownership %. Trust your research!

**Single most important element in any process is to nail down your top-to-bottom thoughts on each game**

Keep learning

Build a roster thinking to take down a tournament

Personality takes a big role in playing DFS. Goal should be to get down to 1 main team and branch out from there.

**BANKROLL BUILDING-** single entry & small field high dollar tourneys if you can. You will have more losing weekends but will have bigger winning weekends. Avg 10% - 20% a week, check out different sites. What's your goal?

Suggested season bankroll for notable profit is \$400-\$600 per weekend

**DOUBLE UPS/50-50s/SINGLE ENTRY/H2H-** Will have more winning weekends.  
**Put 50% of weekly bankroll in cash games to offset tourneys.**

Scroll down available list of tourneys, \$50 buy in, lower entries, 4000-5000 entries optimal. Flatter payout structures, small field.

Higher buy-ins, smaller player pools is easier to hit. Smaller field usually don't need full roster to hit. Wildcat- good bankroll building tourney.

Mini-tourneys- 200-500 entries

Don't overthink when you jump up in Buy-In contests. Don't need crazy bankroll. Get to a point of looking at bankroll as numbers on a screen rather than as money.

Fantasy Draft- enter closer to kick off, look for contests 20% or more looking to fill. Double enter.

Best place to review top player rosters on DK- click "All Live" top right, go in every week. Sunday night/Monday morning. Study patterns and habits of other players that are great. Current top players- beepimajee, cubsfan333, calspeak, awesome.

Go back and examine mistakes in your roster- What you can do better

Think for yourself rather than thinking along with other people.

Put yourself in a position to win.

**UNDERSTAND YOUR STYLE OF PLAY-** You're not trying to get the most points, you're trying to win a tournament.

Understand how your mind works and what you're best suited to. Lean on your style of play. Figure out your style of play and find what makes sense for you. Rather than try to become good at multiple things, recognize what you're good at, what your style is.

Stick with your style and recognize if it's a good process. Better chance of getting big score instead of chasing the week before. Process over results.

Absorb quality research, determine who the best players are (think for yourself) find a unique way to put your roster together, This can lead to 1 or 2 bad weekends but will also give you a shot at landing 1 or 2 big weekends.

People tend to chase other people's style of play after a loss.

Can win 1<sup>st</sup> place by making smart plays and let others make mistakes. Feel confident about your roster.

**ABSOLUTE FOUNDATION OF DFS PLAY-** Can take practice to worry more about the process than the results.

Because of variance, there are no easy weeks. If you're on the boarder of cashing most weeks, you are in great shape. If you're just under point totals to cash, then maybe you're focusing on floor too much rather than ceiling. Don't become blind to variance, especially if it's consistent.

When coaches look at game film, they look to exploit weakness and where to attack. Think what coaches will do.

Value of recognizing when your mind hits a wall and when to take a break from building rosters.

Every week is different- lock in guaranteed points as often as you can. Every week is also the same if you have an approach you're taking to roster construction.

View things in terms of no finish line, only forward movement. Follow the process, look to improve.

Take control of the hours that you can control. If consistently sticking to process, results will follow.

Good DFS players often know if they had a good week or note before kick happens.

When you're on a good play- **TAKE THE CERTAINTY, TAKE THE WIN!**

Biggest difference in pro DFS players is that they have confidence in their ability to interpret their info. Example- Cubsfan333- reads NFL Edge at least twice, reads Evan Silva's column, watches the Roundtable podcast, and revisits different pieces of the Edge as he builds rosters. He trusts his ability to interpret the quality research of someone else.

Trust your interpretations of the info. Be willing to disagree with Edge interpretations of the info in spots. Don't worry what others say.

### **10 RULES OF NFL DFS**

1. REMEMBER CONFIDENCE COMES FROM KNOWLEDGE- strive each week to collect as much knowledge and info as you can.
2. TREAT DFS LIKE THE CREATIVE ENDEVOR IT IS- Be willing to be creative in the way you pair players or in the way you capture floor & ceiling. Look for ways to do things that others are not considering.
3. SEE EACH WEEK AS A PUZZLE- The weekly puzzle is how to fit the most floor and ceiling onto a single roster without the confines of a salary cap. Sometimes the answer is in front of you and sometimes it takes looking at things from a new angle.
4. TRUST OTHERS- Find writers/podcasts whose research you trust. Focus on information rather than focusing on the entertainment.
5. TRUST PROCESS- Even great DFS players can lose 3 or 4 times in a row. You will most likely have some down weekends but if you trust your process and continue with it, you can have some huge weekends.
6. TRUST YOURSELF- Often a DFS player is locked onto a strong or low-owned play but can't pull the trigger because they don't see anyone else on that player. If you like the player because of your time and research, then stick with it.
7. DON'T MARRY PLAYERS- If you lock onto a "must use" player, build some rosters without him and see if the player is a s strong a play as you thought.
8. CARE ABOUT FLOOR- The most predictable element in DFS NFL is volume. You can put yourself in a position to cash even when no players on your team has an upside game.
9. CARE ABOUT CEILING- Can this player help you win the week? If not, then he doesn't belong on your roster.
10. TREAT EACH WEEK LIKE A ONE WEEK SEASON- You can gain an enormous edge when you realize that each weekend could be the big weekend. Use the focused approach.

### **USING AND GETTING THE MOST OUT OF GAME NOTES**

One of the most challenging aspects of DFS is that there can be so much research and info, where to go from there.

NFL Edge is a big article- Take in one game at a time and collect and organize thoughts at the bottom of that game. Maybe read one or two games in a sitting then go back for more later.

You need to have a system that puts you in position to condense all the info you receive for the week.

One idea is to assign symbols to the players you are considering. + Tier 1, - Tier 2, \_ Tier 3. "-" player carries uncertainty for that Tier, "/" do more info on player.

Treat game notes as a way to narrow down your thoughts. Come up with a system/language.

### **GETTING THE MOST OUT OF OWNERSHIP %**

Take price out of equation. Essentially want to compare the player's likelihood of posting a week-winning score or really solid score against the % at which they are likely to be owned.

Don't worry about ownership in small field/single-entry tournaments. Ownership % in those should only serve as a tie-breaker. If after doing the research, you have two guys that are very close, take the low-owned guy. It's only the big tournaments where ownership should be heavily taken into account. Big tournaments are all about strategy with ownership % factored into the thinking.



### **THE PLAYER GRID EXPLAINED**

The player grid is NOT a strategy guide and ownership % are not considered. It is NOT a complete list of all the good players on the slate.

It's a player pool that JM will be pulling from. There will be some guys that are good plays that are not on the list.

Use the grid as a way to balance/challenge your own list. Can also lean on list if needed.

Grid takes into account a player's floor and ceiling compared to their price and compared to other players in their price range based on JM's assessment of talent, matchup and opportunity.

**TIER 1-** Players that could go on any roster you build. All have likelihood of price considered failure and a solid shot at a spiked week. On lower-priced guys, "spiked week" would be avg 15-20 points depending on the situation, site and amount of value available for the week. On higher-priced guys, "spiked week" would be the sort of score that could help you take down the weekend.

**TIER 2-** Players that have low likelihood of failure but whose chances of a spiked week are a bit tougher. Safer guys who can provide floor for a roster but not likely to win you the week.

**TIER 3-** Players who could post a spiked week but whose floor is a little more iffy. Usually build cash and single entry/small field tourney rosters from tiers 1 and 2 and mixing in tier 3 in large field tourneys.

### **OWS-BEST ROSTER CONSTRUCTION**

**ROSTERS ARE NOTHING MORE THAN THIS-** A puzzle where you try to figure out how you can fit as much floor/ceiling and certainty onto a single team as you possibly can within the confines of the salary cap. Each week is its own unique puzzle that has to be creatively solved.

DFS- about treading water until you hit the big payout.

Don't look at ownership projections until Saturday night/Sunday morning. Assess each game as an individual unit and determine which small number of players on the slate can provide a strong floor/ceiling combo. These are your **SOURCES OF CERTAINTY**. Build from there by thinking for yourself.

**Think about games first rather than players first-** Start process with game by game focus. Average 30 minutes per game, about 6 hours of your weekly process. Use 3 hours to specifically hunt for your favorite plays on the weekend going game-by-game and taking everything you know about the matchup, team tendencies, and expected opportunity. Next, from your own player pool that has what you feel are the best plays and best Certainty, use additional 2 hours to toy with various combos of your player pool. Attempt to gather the most Certainty onto a single roster. If you have additional time, study up on strength/weakness of players and coaches, get to know the teams.

One of the most important considerations in building a team is **CERTAINTY**, which are the individual pieces that provide you with the highest Pure Floor & Ceiling.

Many DFS players misinterpret "risk" as meaning we need to roster low-volume, high volatile players. An approach that overlooks the fact that EVERYWEEK there are HIGH-VOLUME, low volatile players who everyone else is overlooking!

In order to have a unique roster that has an actual chance at winning a tourney, it's not necessary to roster sub-optimal plays. Instead, you can get there by roster **GOOD PLAYS** or **GOOD PLAYER COMBINATIONS** that the others are overlooking.

General rule in DFS is that the greater sources of Certainty cost the most salary. If you avg 20 points per player across your roster, you're going to make money every week.

Build teams with high floor/ceiling. Need to make sure you get those higher priced plays right because lower priced players are more volatile.

Take the win. When you find a good play, lock him in. When something works, allow it to work. Take the players with the greatest floor/ceiling combos that offer the greatest Sources of Certainty.

**EXPECTED VALUE: +EV, -EV-** DFS is never about knowing exactly what will happen. Instead, it's about taking all the numbers, info, and pieces of knowledge, and breaking them down to find the most important ones, and establish what is "likeliest to happen" for each player on the slate. **The goal should then be to build a roster that pieces together as many players as possible who are likely to have a strong game.** Any time you can successfully build a team

full of players "likely to have" a strong game (with some low-owned pieces and some massive upside pieces on the roster) then you will head into kickoff knowing you had a good week, regardless of result. If slate played 100 times, would that player win money or that stretch or lose money over that stretch? If you feel he would have enough solid games and week winning games, then you should consider him +EV. If you feel he wouldn't post enough good games and fail to provide upside, then he is -EV.

**DVOA-** A metric created by Football Outsiders that tells us a little bit more about a team's strengths and weaknesses than "yards per" can account for. If a team is ranked 8<sup>th</sup> in yards allowed per carry, but is 16<sup>th</sup> in DVOA, it would mean they weren't as good as the first stat made them appear. DVOA accounts for matchup as well as teams running out the clock, or third-and-one/goal-to-go, or one super long run that wrecks a team's yards allowed per carry. Not very useful as a predictive model, but is a strong baseline for understanding a matchup at a glance.

**CLEAR VALUE-** Any cheap player who has a clear path to putting up an actual, starting caliber score from your roster. If a cheap guy has a clear path to landing you 15-20 points, with a reasonable floor to go with that upside, he can be considered a clear value. **CLEAR VALUES SHOULD BE THE ANCHOR POINTS FOR YOUR ROSTER BUILDS MOST WEEKS!**

Have a clear vision of where you are and what you want to accomplish. Then put all your energy toward doing those things.

**THINK BIG/FOCUS SMALL-** In order to accomplish something, you have to first think big. Then you have to learn how to focus on just one small step at a time. Constantly moving forward along the path that will lead to that big payoff at the end. One of the most important small steps when beginning roster construction is **DON'T TAKE WHOEVER FITS** at the bottom of your roster. Start your process from the bottom. Determine which value plays you feel are most comfortable starting. Let that decide how you build your roster.

If there is strong value at multiple positions, you know you can approach the top of the price range however you want. If there is strong value at only one position, or if there is one position that has clear superior value, you assess that value play from as many angles as you can to make sure you are comfortable with that decision regardless of outcome, then lock in the player. That player essential becomes the anchor of your roster and will dictate how the rest of your roster shapes up.

If there's plenty of strong value on a week then mess around with various roster approaches- mix and match value plays and higher priced players to find out what will give you the most Pure Floor and Ceiling.

If there's limited value for the week, look for what you feel is the absolute best Source of Certainty at the lower ends of the price range and then see how that shapes your roster from there.

The above strategies apply most directly to cash games, single-entry, smaller-filed tourneys and high dollar tourneys which should 100% be the backbone of your bankroll building strategy. For

those large field "lottery" tournaments, need to take on less Certainty and to target various upside approaches that leave logic behind.

**PROCESS INFORMATION WITHOUT JUDGMENT-** You can normally find stats to back up either a good or bad decision in DFS. Recognize you can't look through things through the lens of opinion. Take the info for the week and argue why you should not have that player on your roster.

If you try to focus on making each player a high floor/ceiling piece, you're going to find you're not roster the ceiling that you need. You can overthink a spot and not give a player enough upside. Look at roster as a whole- how are you building floor on this roster? Know your own player grid- What's the best build from your player grid? Examine your plays and MAKE SURE you're taking upside plays. You want 100 yards + 2 TDs from every player.

If you don't like a player because of the research, use the research to find another player who can potentially get you about the same score as the original player is estimated to get. The optimal approach at the moment is paying up on multi-use RB's as the WR's are becoming more volatile. Need to gain knowledge and interest of teams.

Overtime, good process makes money. Build lots of rosters to get feel for slate. Always play what you think are great plays. Analyze players based on TALENT, MATCHUP, OPPORTUNITY and PRICE. Was player a good play? Take lower owned players when you know they have a chance to make a difference.

Narrow down your players to a smaller and smaller point. Instead of deciding between what rosters is your best team, narrow a roster to 9 best players out of those rosters. Focus on best plays for strategy that week.

Every NFL roster should aim to pack as much PURE floor/ceiling in place as possible. If focusing on floor, it's nearly impossible to win a tournament and roster could also struggle in cash games. Maximize the OVERALL floor ceilings that your rosters contain. Think in a worst case scenario what you expect the roster to do. Then think best case scenario what your roster can do. That is the PURE FLOOR/CEILING your roster can be said to contain.

Sometimes you need to sacrifice a player you really like for a player that will help you optimize your roster. Sometimes it will be a super expensive player. Use your list of best plays and try to fit as much Floor/Ceiling Certainty onto a single roster. What is the coach going to do? Best way to beat the defense? How will teams slow down or speed up the clock? Think what is likeliest to happen in a game. Think through game flow, does it make sense? Example- Taking RB's in same game opposite sides. Teams are always trying to scheme players away from production.

Pay attention to what you're putting in as your floor in your roster and what you're putting in as ceiling.

Think about how and why you're putting your roster together and be prepared to leave some ceiling on the table to sacrifice for floor/safety net. Make sure things go well in other spots.

Make sure you're looking for guys who have a low chance of failing and who have a high ceiling. Narrow down info to your player pool. Create rosters and narrow player pool more. Assess your process. Don't look at ownership until Sat night/Sun morning. Narrow down even further.

**GETTING THE MOST FLOOR/CEILING COMBOS-**

1. WHAT'S THE MOST OBVIOUS AND REALISTIC EXPECTATION FOR THIS GAME?
2. HE'S GOING TO PICK UP X AMOUNT OF YARDS AND X SCORING OPPORTUNITES
3. NARROW THINGS DOWN TO THE POINT WHERE YOU NEED THE LEAST AMOUNT OF THINGS TO GO RIGHT.
4. DON'T JUST GUESS, NEVER GUESS! DON'T ACCEPT A ROSTER WITH "I THINK, I THINK, I THINK"

Strong value in putting yourself in position where you need fewer things to go right. If 4 or 5 guys on team have bad game, then that should be mostly due to variance because you pick guys who have high floor/ceiling.

Recognizing good offenses will get you points.

Can put yourself in position to cash more often by giving yourself more floor.

Recognize explosive, multi-use RB's. Most people start their lineups with QB + WR stack, just remember that RB's ARE THE MOST GUARENTEED POINTS. RB's more valuable than WR's from a FLOOR perspective because of their guaranteed touches and scoring potential. Easier for RB to pile up points than WR. RB is most important and most predictable position. Most week it's optimal to use 3 RBs. Some weeks may change. It should be at least a foundational consideration for every roster you make.

Blocks of Guaranteed Points- Can bundle players you know from a salary allocation that you can get 3x-4x of salary. If you can put more players together than others are willing, then you can really build a guaranteed floor.

SWORD & SHIELD- Shield that protects your roster from falling apart. RB guaranteed points and blocks of guaranteed points. Sword are upside plays that help you take a shot to win a small field/single entry tourney. Most people not thinking about Shield, not enough safety.

So important to pay attention to process over results. Points are important but yards are so much more important in DFS. TDs least predictable aspect. Compare how much more volatile WRs are compared to RBs are in same salary range.

**USAGE IS EVERYTHING** in NFL, unlike other sports.

Important to pay attention to player usage and game flow. Players towards playoffs start resting. Need to get a feel for highest floor/ceiling options available. Week 16 is the last week where most teams will still be playing as if they have something to play for.

Week 17 is a strange slate every year. Keep eye on news regarding playing time. Extremely rare that a player who is healthy just stops playing (weeks 16-17) Be aware it's still just another week of football and don't veer away from your DFS approach. Still play the good players seeing quality volume in good spots.

RB cheat code- Tight pricing. Look for RBs who will not seem to fail. Look to each RB to have 10-15 points each.

QB's who are favored consistently score higher than the underdog.

With QB pricing so condensed- makes sense to find the top QB score on the slate. Narrow down to where QBs are expected to throw TDs

Difficult to spend 14K on QB and WR and lock in 40-60 points. Most times QB and WR will combine for 25-30 points.

WR most volatile position but volume and upside still matters. You want WR to see more than 4 or 5 targets. Remember slot WRs can score TDs.

Points come from 4 areas for WR's- Catches, Yards, Yards after Catch, TDs

Ask; does WR rack up yards, get down field looks, red zone %

Teams can do more to scheme a WR out of play more than a RB.

Cash games/small field tourneys- usually use multi-use RB in flex spot.

Large field tourneys- viable to go with WR in flex

DST- roster for sacks, INTs and defensive TDs. When team runs ball, game moves more slowly which opens opportunity for more offensive mistakes. Can also consider bad DST vs bad QB. Can think strategy, maybe pick DST that most people won't be on. Maybe take the DST that is next to a chalky DST.

Good players can still reach ceiling with difficult matchups. It's the floor that is lower in those matchups. Difficult to avg 20 points per player. Know general floor/ceiling on players- Expectations.

Cash- Narrow things down to about 5 spots

Tourney- Narrow things down to about 2 spots

**GOOD TEAMS PRODUCE GOOD FANTASY POINTS REGARDLESS OF MATCHUP.**

Matchups don't matter as much if the team has good players and good coach. Points will be there.

**BAD MATCHUP LOWERS CHANCE OF GOOD PLAYERS REACHING CEILING, BUT DOESN'T STOP PLAYERS FROM GETTING CEILING.**

Take the research and think for yourself.

#### **4 THINGS TO LOOK AT: TALENT/ MATCHUP/ OPPORTUNITY/ PRICE**

**SPIKED WEEK-** Players who can win you the slate. Getting 4x value. Paying up to get only 20 points is a waste. If you can grab a low-priced player with spiked week potential, you will win money over time. This enables you to also fit in high-priced players with spiked week potential.

**WINNING ON WEEKS WITH NO CLEAR VALUE-** Most difficult DFS weekends are when there's no clear value on the low side. Usually happens 5 or 6 times a season. Not as often in Fanduel due to softer pricing. Recommend playing Fanduel on weekends when you are pressed for time. Take advantage of edge you can gain from tighter pricing on DK Fant Draft. Some DFS players are better suited to one site over another. Play to your strengths.

After reading NFL Edge and Silva and doing own research, you will know when there is no clear value on a slate. Most people refuse to admit when there's no clear value on a slate and instead try to convince themselves that a risky value is actually a great play. Usually a large chunk of the field is on the same 10-touch RB or 5-touch WR. You can move ahead of everyone who has him.

Sometimes that poor play will go off for a big game and everyone who roster that player moves ahead of you. Just remember this is variance and over time you will come out ahead.

**AVOID CHALKY FORCED VALUES** unless you feel that player is clearly above everyone else available. Don't just use the chalky player to go along with the field. Take who you feel is the best play.

Need to see if you can find the absolute cheapest guys on the slate who have similar scoring expectations to the iffy values that everyone else is targeting. This gives you similar point expectations from a salary saver spot and allows you extra salary for better high-end players.

Build additional rosters that leave value alone completely. Build around solid expectation mid-priced guys.

Compare rosters from the rosters you built of the absolute cheapest guys to the rosters you built that leave value alone completely. Which rosters have a higher floor? Which have a higher ceiling? Can use higher floor rosters in cash games and higher ceiling rosters in tourneys. Ask, how can I improve this team?"

**TOURNAMENT- CEILING IS SO IMPROTANT!** Sometimes take a play that unlocks everyone else and hope player hits.

Be willing to bet on efficiency in spots, be willing to recognize some players are given high upside, opportunities, and schemed good targets. Don't overthink things and trust the

research. Ownership usually falls on the comfortable plays on weeks like this regardless if these are the best plays or not.

Bet on what's repeatable and predictable, most guaranteed points.

Usually 150-160 points will make you money on single entry/small tourneys and cash games. Think about where you're getting the points rather than where others are getting their points. Build for yourself. Close off outside noise.

Feel ok to miss out on a big play if you feel comfortable that you have as close to a 150-160 point floor as you can.

Want to be on high variance guys when low owned and fade high variance guys when high owned.

**HIGHER VARIANCE SLATES-** Option is to lower bankroll for slate if you don't feel as sure about roster construction. Second option is to focus on taking as many Guaranteed Points as you can, either through high price players with low likelihood of failure, or through blocks of players guaranteed to produce points as pair/group.

**GAME STACKING-** Take a game that's expected to be a shootout and load up on an illogical number of players from that game. This should be a game that has potential to turn into one of the highest scoring games on the slate.

Cons of game stacking- If you stack a game heavily and it fails to go off, the roster will likely lose.

**BEST TIME TO GAME STACK-** When you think game will top 60-70 combined points and if you also expect others to overlook that game. It's the ultimate boom/bust proposition.

Only allocate a small % of your bankroll to game stacks. You might stack 40 wrong games before you hit on the right one.

You should never really stack a game with only 1 roster. In order to truly win, you have to make some illogical teams- teams with too many guys from a single game or with players who wouldn't be expected to have big games.

8 should be the fewest rosters you are game stacking comfortably. Can go up to 20 rosters in 1 game to really go out on a limb in some spots.

Realize that there will be weeks when no games should be stacked.

Force yourself to build a stack from each game. Challenge yourself on plays you may normally overlook.

Large field tourneys- Be willing to take extreme upside plays. Understand Certainty. Don't mix and match plays that give you very little chance to succeed. Taking low owned plays doesn't mean taking a bad play.



**IT'S IMPORTANT TO BUILD LOTS OF ROSTERS-** Building more rosters gets you to a point where you can come up with different thoughts and experiment with rosters. Challenge yourself- Is one player better than another on your roster? Try to think through process with good plays. Create lineups with different approaches.

Try to look at players without preconceived notions, not just by the number.

**EVERY** play on a DFS roster should be viewed as what you lose rather than what you gain!

Need to have mind engaged when building rosters. When building rosters, you're building while being engaged. When you step away from being engaged and look at the roster, it sometimes does not look right and you make changes and are less likely to hit.

Need to be comfortable getting to a point when you know you're done with building a team. "There's nothing else I can do to improve team". Further changes would just be variance. If there's a game you're big on that others aren't, and if you're research determines there are good plays, you can be ahead of the field. When you're on a good play- **Take the win!** This helps you get to a core of 5-6 guys that score 25-35 points than 1 or 2 that disappoint.

Pay attention to why things happen in a game. A boost for a player who normally doesn't get many targets can be game specific and player will normally go back to normal target levels next game.

**DON'T FIGURE OUT PROJECTIONS, FIGURE OUT RANGE.** Recognize range of players/stacks. Example- 2018 Bills. J. Allen/I McKenzie/R, Foster = 45-60 points. Dig into combinations, do research from previous weeks.

Ask yourself Sunday night/Monday, "What is the best team I could have built off my style of play."

Vegas totals implying multiple high scoring games usually result in winning rosters having monster scores and you will need a big score to make profit. Usually the type of week you should be willing to build a couple extra teams as you will most likely land on multiple builds with high floor/ceiling. Important to keep upside in mind when building rosters as a higher score will be needed to cash out. Chalky rosters on these weekends tend to land on a few huge hits as well as a few duds. Gives a path to the leaderboards.

Recognize points will be scored on games of over/under 45 points and you will need to have more upside on roster in order to outpace the field.

Late news end of week, **DO NOT OVERREACT.** Have a solid base of knowledge to decide if player is good enough to take without messing up your roster. Know the teams well from doing research to know where targets will go if WR is injured. 20 mph winds is when you start to be concerned.

When a coach is fired during the season and replaced, understand how much a team would be able to change in a week, and what could change.

If everyone is on one team, why is no one on the other team? Dig in and see if there's low owned upside or not.

TEAMRANKINGS.COM- Great place for research, DAILYROTO- price value projections

**MULTI-ENTRY-** Build around your core (4-5 players/can also build around a game) Teams build for multi-entry should still be chosen from your list of favorite plays. Build your list, then build the best team you can from that list, then worry about building additional teams using all your favorite players. If building more than 15-20 teams, build some game stacks. Build 6-8 variations of a single possible shootout. Can lead to being very wrong, but can also lead to a big win if right.

**FINAL THOUGHTS-** Pay attention in NFL Edge, WR targets, roles, how players are being used. Compare thoughts from Edge to Silva column on Rotoworld and other research sites to challenge one perspective with another perspective. Eliminate "uncertainty" as much as possible.

Trust your research, don't lean on the player grid, and use it as a guide to compare your players. Narrow things down to favorite plays before looking at ownership.

Get a core for your rosters and expand off of it to make multiple rosters. Build a stack from every game in order to make sure you're not missing/overlooking anyone when building rosters. This gets you thinking about players you may have overlooked. You can use the additional lineups to enter multiple tournaments if you feel comfortable with the roster. You can even blend core and upside rosters.

People take on risks that are not necessary and the play they are moving from is usually a non-risk play. Think about the risk and what you are giving up if taking risk. If paying up, pay up to get guaranteed 20 points with upside for 30+. Think about what could win large field tournaments. Mess around with high upside plays with plays with Certainty.