**KJ’S TOP EIGHT REASONS YOU’RE LOSING AT POKER**

1. YOU – an unwillingness to change one’s own thinking, attitude and POV
2. Poor game selection – competition is too tough, rake too high, quality of game is poor
3. Unprofitable hand selection – playing too many or the incorrect hand for the situation they face.
4. Poor technique – doesn’t take the most optimum action. For example, checking when they should bet.
5. Fear of loss – plays not to lose instead of playing to win.
6. Underfunded for the game their playing – fear of loss of money compromises proper technique
7. Emotional decision-making – decisions are based in emotion and compromises technique
8. Standard Deviation – natural swings of the game