How Often Do Bluffs Need to Work?

Bluff Size	Reward:Risk Ratio using $100 Pot Size	Break-Even Percentage
1/4 Pot Sized Bet	$100:$25 = 4:1	20%
1/3 Pot Sized Bet	$100:$33 = 3:1	25%
1/2 Pot Sized Bet	$100:$50 = 2:1	33%
3/4 Pot Sized Bet	$100:$75 = 1.3:1	43%
Pot Sized Bet	$100:$100 = 1:1	50%

How Often Do Hero Calls Need to Work?

Villain Bet Size	Hero Call Pot Odds	Hero Call Break Even %
1/4 Pot Sized Bet	5:1 Pot Odds	16.7%
1/3 Pot Sized Bet	4:1 Pot Odds	19.9%
1/2 Pot Sized Bet	3:1 Pot Odds	25%
2/3 Pot Sized Bet	2.5:1 Pot Odds	28.5%
3/4 Pot Sized Bet	2.3:1 Pot Odds	30%
Pot Sized Bet	2:1 Pot Odds	33.3%

Bluffing & Hero Calls Caveat

- The math is as simple as that; but there are many more factors that go into successfully bluffing and making hero calls, such as:
    - The Board Texture
    - Our Perceived Ranges
    - Effective Stack Depth
    - Our Opponents' Playing Styles
    - The Stakes We're Playing
    - And So Forth…

- When you're bluffing and making hero calls, you need to take a wide array of information into consideration when determining if a bluff will be successful or not.

- Larger bluffs tend to work more often than smaller bluffs. Why? Human nature.

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