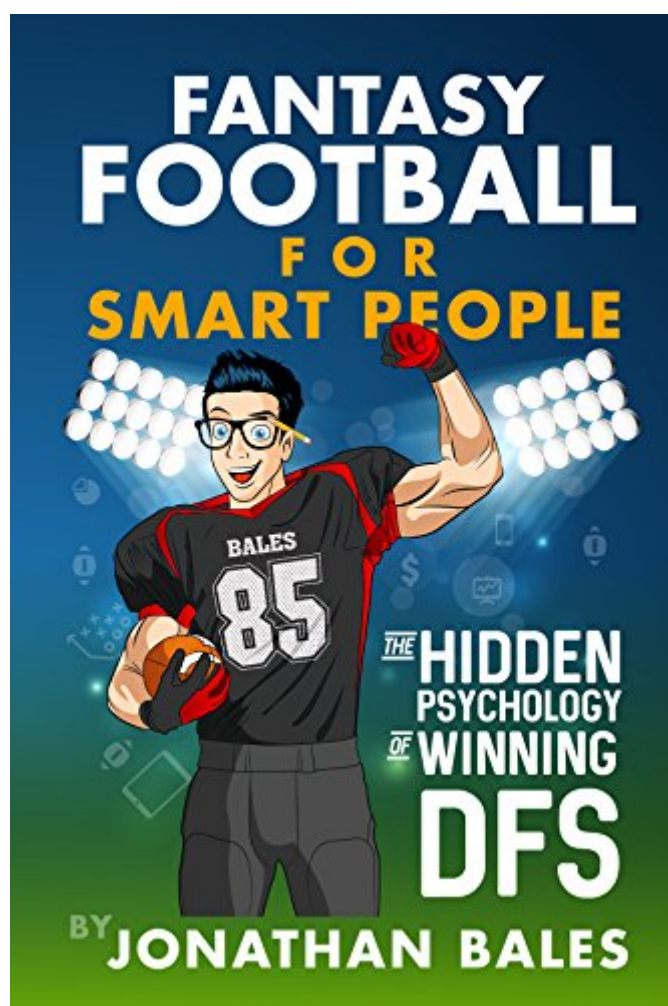


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# Fantasy Football For Smart People: The Hidden Psychology Of Winning DFS



## Synopsis

The daily fantasy sports landscape is changing. Predicting player performance is only half the battle; in tournaments, top DFS players are exploiting weaknesses in public psychology to profit big. This requires a fundamental understanding of what drives public opinion—what motivates us to make decisions and where we go wrong—and the ability to accurately forecast how it all affects player ownership in DFS leagues. *The Hidden Psychology of Winning DFS* takes a two-pronged approach to turning you into a better daily fantasy football player. In the first section, you'll learn how various cognitive biases can shape your beliefs. Why do DFS players overvalue recent performance, overestimate their ability to make accurate predictions, and deal so poorly with risk and uncertainty? More important, how can you benefit from their mistakes? The second section takes a data-driven look at both daily fantasy football tournament ownership and value. Which metrics predict not only which players perform well, but which ones will be popular in tournaments? How much do the Vegas lines matter, when should you value recent production, and how can you find both undervalued and under-owned players at each position? You'll learn specific instructions on how to exploit inefficiencies in others' lineups to give you a leg up on the field. Using historical data to see what actually predicts daily fantasy football value and ownership, *The Hidden Psychology of Winning DFS* will equip you with the tools you need to leverage weaknesses in the way other players think and act into a major competitive advantage.

## Book Information

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## Customer Reviews

This book is frankly amazing. I enjoyed everything about it. The information is ACTIONABLE and laid out in clear and precise ways that are easy to understand. It is numbers driven but also includes the need for you to have an understanding of football. I really believe that this book will take me to the next level in my study each week to play Daily Fantasy Sports. There are so many good things in the book from the way it is laid out by position all the way to basically a summary of rules to follow at the end. I highly recommend this book to anyone who wants to separate him or herself from the herd which is critical if you hope to be successful at winning tournaments in DFS. I had joined Fantasy labs last year during football season and rejoined as i started to read this book because the book goes part and parcel with the website and it's almost limitless information. I love the improvements on the website for 2016 and now i really feel that i can get the most out of the site especially the unique and very important trends tools. By thoroughly reading this book and taking notes and the use of FantasyLabs i finally feel i can compete with those who have tons of time to study for DFS that i frankly don't have as someone who works 55-60 hours a week in my regular job. Because between the notes i took and FantasyLabs it has greatly reduced the amount of time i will need to dig for information each week.

If you are remotely interested in learning how to become a better DFS player, you need to read this book. Jonathan Bales is one of the sharpest dudes in the industry and has an easy to understand way of presenting sometimes difficult topics.

I enjoyed this book immensely. Bales balances stats with flexible, actionable advice for DFS players. I'm looking forward to implementing these strategies throughout the season. The first section on biases was particularly enlightening. Bottom line reading this book can only help you as a DFS player regardless of experience level.

Always enjoy reading Bales's books. DFS player attempting to better myself and this book gets into a bunch of data and analysis that I had no idea existed. Definitely a must read for any DFS player. Actually no wait, please no one else read this book. I can't afford to lose to you in GPPs.

For those interested in daily fantasy sports (DFS), Jonathan provides valuable insight into how biases affect player selection and ownership percentages. Worth the time if you want to improve your chances of winning.

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