

WORKING DOCUMENT · LAST REVISED
SEPTEMBER 2, 2026

BEYOND THE BAD BEAT

THE LEAK AUDIT — SERVICE OFFER & POSITIONING



THE PROBLEM IT SOLVES

A cash-game or Rush & Cash player who was winning — or at least holding their own — live moves to online poker and finds it's not translating. They can't tell if it's variance, a real leak, or a mismatch between live habits and online realities, and they usually can't articulate *why* it's going wrong. That's exactly what makes it frustrating, and exactly the gap this service fills.

SCOPE

Cash games and Rush & Cash only. This is not a tournament (MTT/SNG) product right now — stated everywhere public-facing (landing page, forum posts, DMs) so people don't submit the wrong hand history and waste a round trip.

WHO THIS IS FOR — ANY RESULTS LEVEL

The offer explicitly covers players anywhere on the results spectrum, not just people who are obviously struggling. Stated as a range on the landing page: **-17bb/100 or worse** (deep in the red), **-1bb/100** (bleeding slowly — the hardest to self-diagnose, since it doesn't feel urgent), and **winning** (still leaving edge on the table). The pitch stays the same at every point on that range: wherever the graph is right now, there's a specific, findable reason it isn't better.

WHAT IT IS

A rigorous, decision-by-decision review of a player's online cash-game or Rush & Cash hand history, specifically framed around the live-to-online transition — not a generic leak list, and not software. **Every single hand in the file is looked at by a person**, not run through a stats-scanning tool. This is the core claim to lead with everywhere — it's the real point of difference from the automated leak-finder tools in this space (see **Competitive Landscape** below).

Every finding is tied back to a habit that made sense live and explains what it's costing online, plus the concrete fix. Reviewed by decision, not by net result — so folds and other invisible-cost spots get checked too, not just the hands that showed a loss.

WHAT'S INCLUDED

- Full human review of the entire hand history sample submitted — no sampling, no automated pre-filtering; every hand gets looked at
- A written report covering:

- Top 3–5 leaks ranked by estimated cost, each with real hand examples from the client's own sample
 - The live habit behind each leak and why it doesn't transfer online
 - Specific, actionable fixes — not just “play tighter”
 - Whether the client's own submitted theory (see Required Intake) turned out to be right
- A short follow-up written Q&A to clarify anything in the report
 - **Optional add-on:** a 30-minute video call walking through the findings together, live Q&A

REQUIRED INTAKE: THEIR OWN THEORY, FIRST

Every client submits a written explanation — as thorough and specific as they can make it — of what they think is actually causing their losses, alongside the hand history. This serves two purposes: it's a real signal of how seriously they're taking this, and it's what the refund guarantee is built on (see Pricing). A vague one-line guess does not count as a real theory for guarantee purposes.

FORMAT & TURNAROUND

- Delivered as a PDF report, plus an optional video call
- Turnaround: 3–5 business days for Starter/Standard tiers; larger samples take longer since every hand is actually reviewed by hand
- Client exports hands from their site or tracker (Hold'em Manager, PokerTracker, or the site's own export) and sends the file

PRICING — BY HAND VOLUME

Since a real human reads every hand, price scales with volume — a 100,000-hand sample is genuinely more time than a 30,000-hand one, unlike a software tool where volume is free.

Tier	Hand volume	Price
Starter	Up to 30,000 hands	\$35
Standard	30,001 – 50,000 hands	\$55
Deep Dive	50,001 – 100,000 hands	\$79
Extensive	100,000+ hands	Contact for a quote

Video call add-on (any tier): +\$49 for a 30-minute walkthrough of the findings, live Q&A.

Founding cohort (first 3–5 clients): free, any tier up to Deep Dive, video call included — in exchange for an honest testimonial and permission to reference the results (anonymously, if preferred).

THE GUARANTEE

Write a thorough, specific theory of why you're losing money before sending your

hands. If it turns out you were right, the report is free. If it's wrong, you keep the report — which just means you got the real answer instead of the one you guessed.

COMPETITIVE LANDSCAPE

Checked September 2, 2026. Nobody found is offering this exact combination — human-written, decision-by-decision, framed specifically around the live→online transition, at an accessible entry price and hand-count minimum. That gap is the opening.

Who	What	Price / access
Automated leak-finders	Software scans stats algorithmically — no human judgment, no narrative	Free – low cost
Chasing Poker Greatness	Human-reviewed database analysis, PDF report + consultation call	\$599, 50k+ hand minimum
1:1 coaching (established pros)	Live or async hand-review coaching	\$50–200/hr; ~\$125/hr async
Beyond the Bad Beat	Human-reviewed, decision-by-decision, framed around the live→online transition specifically	From \$35, no minimum

POSITIONING & MESSAGING

POSITIONING LINE

"YOU WERE WINNING LIVE. ONLINE SHOULD BE EASIER, NOT HARDER – MORE HANDS, MORE DATA, MORE PREDICTABLE OPPONENTS. IF IT'S NOT GOING THAT WAY, THERE'S A SPECIFIC REASON. WE'LL FIND IT IN YOUR OWN HANDS, NOT A GENERIC STRATEGY ARTICLE."

CREDIBILITY STATEMENT (PUBLIC-FACING, NO NAME)

"We're cash-game and Rush & Cash players ourselves, studying and playing full-time, willing to show our process." Plural, no name, no detail on who's actually behind it — credibility comes from the rigor described (checked against real hand data, nothing asserted without verifying the sample) rather than an identity. Reuse this exact framing everywhere public.

EXAMPLE FINDINGS (FOR REUSE IN OUTREACH COPY)

The landing page now shows 5 real findings from an actual 50,348-hand NL5 audit, ranked by what they cost — named stats and positions, not narrative themes:

- **Big blind folded 84% of the time** — 7,142 of 8,514 BBs folded preflop; the seat ran -52.2bb/100
- **Calling big river bets with one pair** — 14 hands facing 15bb+ bets, -1.06bb/100
- Calling turn jams while drawing thin — 5 hands, -0.42bb/100
- Suited aces (A2s–A9s) called against 3-bets — 33 hands, -0.34bb/100; the only calling class that lost to folding

- Third barrels with ace-high after A-K missed — 2 hands, -0.12bb/100

Other things in the supporting tag list:

- Cold 4-bet frequency near zero
- Blind-vs-blind 3-bet % too low
- Fold-to-c-bet rate on the turn specifically
- River fold-to-overbet %
- Squeeze frequency in multiway pots
- Steal attempts from CO/BTN below range
- Check-raise frequency as the preflop caller
- C-bet sizing that doesn't shift with board texture

INTERNAL NOTES

ANONYMITY – VOICED AS A TEAM, NO NAME

Nothing on the landing page, in outreach copy, or on forums names anyone personally, and copy is written in first-person-plural (“we”/“us”) — reads as a small team, zero detail on who that is, deliberately. Every mailto link now uses beyondthebadbeat@gmail.com instead of a personal address — resolved September 2, 2026.

TABLE-FORMAT ACCURACY

Online cash and Rush & Cash run 6-max, not full ring / 9-handed — an early draft said “9-handed” and it read as inexperienced. Any format-specific detail (seats, position names, range widths) needs to be 6-max-correct before it goes out anywhere public.