

Bluff

While valuebets have a positive [expected value](#) because they are called by weaker hands, bluffs get their positive [expected value](#) strictly from [foldequity](#).

A good [bluff](#) is always a [bet](#) or [raise](#) made with a holding that generates so much [foldequity](#) from the opponent that it shows a positive [expected value](#).

If the [poker](#) player wants to get called by worse hands with his valuebets, he strategically also has to [bluff](#) in order to force the opponent to account for those bluffs with calling exactly those worse made hands, the so called bluffcatchers.

Bluffs are usually categorized in these sub groups:

- Pure bluffs
- Postoak Bluffs also called Semibluffs

A good pure [bluff](#) is a hand that:

- now and later during the hand loses to all of villains bluffcatchers and valuehands meaning it has close to zero value at [showdown](#)
- blocks [villain](#)'s calling and/or [raising](#) hand combinations
- doesn't block [villain](#)'s folding [range](#)

A good semi [bluff](#) is a hand that:

- is weak now but has the potential of improving to a strong valuehand for example drawing hands
- blocks [villain](#)'s calling and/or [raising](#) hand combinations
- doesn't block [villain](#)'s folding [range](#)