

Betfair Football Strategy

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BETFAIR FOOTBALL STRATEGY

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Hello, and thanks for reading my book. The system I'm about to share with you is extremely powerful, and help anyone who uses it to consistently make money betting on football (or "soccer", as it's known in some parts of the world).

You don't need to know much about football to use this system and reap the rewards. Those who follow the sport closely may have a slight edge over those who don't, but everyone who uses this system will profit.

On average, this system will win about nine out of every ten times, and your average loss will be about five times as much as your average win. If you do the math, you'll see that this gives a fantastic return!

I'll explain all the details of the system in just a bit. Right now, I want to give you some background information, so you don't get lost when I explain how it all works.

The Problem With Traditional Arbitrage Betting

You may have tried other sports betting systems in the past. I know I have. Most people I talk to are always looking for a way to crack the system. The first thing that comes to most people's mind when they think of "beating the system" is arbitrage betting. Arbitrage betting is often advertised as a "No Lose" system, which technically, it is.

If you've never heard of arbitrage betting, this is basically how it works: two different sports books may have different odds for the same match between two teams. If the odds are different enough, one could bet on Team A with one sportsbook and for Team B with a different sportsbook. Using a formula, they could determine how much to bet on each team. If done correctly, no matter which team wins, the bettor will win money.

The problem with arbitrage betting is that it's far too complicated for meager returns it gives you. A "big win" using arbitrage betting would be a return of one or two percent, and even this is rare.

To make any kind of money, you need to have accounts set up with dozens of sportsbooks. You have to search endlessly for small differences in odds, and when you finally find one, you'll often have yet another sportsbook to join. Every sportsbook you join requires another deposit, and adds to the ever-growing list of companies that have your money.

Pretty soon, your money is all over the place. You've now laid out hundreds or even thousands of dollars, all to make just a few bucks. Good luck keeping track of your money, and getting your money back from all the sportsbook in the end!

To be honest, I wouldn't wish a traditional arbitrage system on anyone. It's simply not worth the hassle. This system is different. It uses the Betting Exchange to put one bet up against another. One sportsbook, and a profit of anywhere from 10% to 40%.

It's easy, and it's fun! Let me show you how it works

The Betting Exchange

If you've never heard of a betting exchange, you're in for a real treat. A betting exchange is like a free market for bets. Instead of a bookmaker making the odds, the odds are given and taken by bettors, giving better odds to you and providing thousands of new opportunities that weren't previously available.

From Wikipedia.com:

A bet exchange or p2p gambling web site is a fairly recent internet phenomenon, and is used to describe a web site acting as a broker between parties for the placement of bets (gambling, in other words). The concept is similar to that of a stock exchange or a currency exchange, where in this case the commodity being traded is a bet, rather than a stock or currency. Most betting on a betting exchange is a form of fixed odds gambling.

As with other types of exchanges, betting exchanges thrive on liquidity and customers tend to focus on the exchange where they are confident their bet can be paired up with a matching counter bet. The business model therefore favors the larger, more established operator, Betfair.

Exchanges make their money by charging a commission which is calculated as a percentage of net winnings for each customer on each event, or market. Commission is not charged on a net loss. Gamblers whose betting activities have traditionally been restricted by bookmakers (normally for winning too much money) have found these sites a boon since they are able to place bets of a size unrestricted by the exchange—the only restriction is that one or more opposing customers needs to be willing match their bets. Moreover, the odds available on a betting exchange are usually better than those offered by bookmakers in spite of the commission charged.

The odds represent the average of the culmination of thousands of bettors all over the world. For each outcome, you have two options: Back or Lay.

"Backing" an outcome is what most people are accustomed to. The bettor "backs" a team to win at given odds, and if the team wins, the bettor wins back the odds times his original bet.

"Laying" is the role that the bookmaker traditionally took on. On a betting exchange, you and I call "lay" bets, just like a bookie. By "laying" an outcome, we're promising to pay out the winnings if the selection we're laying wins. If the selection loses, we keep the bets made by those backed the outcome.

From Wikipedia.com:

"Laying" an outcome

These exchanges also offer the opportunity to lay outcomes, which is to bet that a participant in an event will lose. This is the position bookmakers take when offering a bet for somebody to back that the participant will win.

For example, if someone thinks Team A will win a competition, he may wish to back that selection. A bookmaker offering the punter that bet would be laying that selection. The two parties will agree the backer's stake and the odds. If the team loses, the layer/bookmaker keeps the backer's stake. If the team wins, the layer will pay the backer winnings based on the odds agreed.

As every bet transacted requires a backer and a layer, and the betting exchange is not a party to the bets transacted on it, any betting exchange requires both backers and layers. Of course, the distinction is moot: A layer is always simply backing the opposite outcome. Laying Liverpool is the same as backing Arsenal to win or draw. Laying Prancing Steed is just the same as backing all of the other horses to win

I know this can be a little confusing, so let's look at an example. Here are some Back and Lay odds for a match:

	Back	Lay		
Ecuador	3.65	3.7		
Italy	1.80	1.9		
			Draw	3.30 3.40

The first number for each selection represents the "back" odds, and the second number represents the "lay" odds.

In this example, if we bet \$100 to back Italy, and they won, our total winnings would be \$100 X 1.80, or \$180. for a total profit of \$80. If Italy lost, we'd lose the \$100 bet.

If we set a stake of \$100 to lay Italy, and they lost, we'd win \$100. If Italy won, however, we would lose the odds minus one times the stake, or \$90 (0.90 X \$100).

If you're still a little confused, don't worry too much about it. I'll show you exactly what to bet, and where in the coming chapters.

9 Out of 10 Matches

The reasons this system works so well is because about 9 out of 10 matches fit the required format for winning using this system. There's only one thing that needs to happen for you to make money:

A Goal Must Be Scored

That's it! One team needs to score at least one goal. Think about it. How many matches end tied, 0-0? Very few of them, that's how many! Less than 10%! Depending on the circumstances of the goal(s), you stand to make more or less, but as long as a team scores, you'll almost certainly be able to make a profit. How great is that?

In a perfect world, we'd be able to make a simple bet, and hit the jackpot when a goal is scored. Unfortunately, a little work is required. Fortunately, the required work is very easy, and kind of fun!

I'll explain the basic premise first, and then go into the strategies necessary for making this system work.

The Basic Premise

The beauty of this system is that it takes advantage of an arbitrage opportunity that occurs during most games, and it only requires you to use one sportsbook.

As I explained earlier, Betting Exchanges are constantly taking "Back" and "Lay" bets, and the odds for each are constantly changing, especially during the matches. During a football match, the odds can swing wildly after a goal is scored. Backing an outcome at 3.55 odds, and then laying the same outcome at 1.70 odds later is like buying and selling shares for a major profit.

To see how this works, go to BetFair. You can see the exchange in action, and even play around with it a little bit. Click on the odds to back or lay, and type in a stake. The system will let you know how much you stand to win or lose. Definitely check out the odds on football (soccer). This will give you a good idea of how they look and you'll better understand the system I'm about to show you.

The Two-Step System

This system includes two steps, in order:

- 1) Right before the match, place a "Lay" bet on the DRAW.
- 2) After the 1st goal is scored, place a "Back" bet on the DRAW.

Simple, huh?

The only thing that varies from match to match is the specific amount of each bet. For the rest of the book, I'll be showing you exactly how to determine what to bet on each match, and how to know to steer clear of a match.

As you can see in the two steps, when using this system, the only outcome we'll ever be backing or laying is the "draw". We're not going to attempt to choose what team will win. We're just going to work the system, and come out ahead. To start, we'll "lay" a Draw. Let's use the example from the last chapter again:

	Back	Lay
Ecuador	3.65	3.70
Italy	1.80	1.90
Draw	3.30	3.40

Right before the match starts, we'll lay the draw at \$3.40 with a stake of \$100. This is our liability on this match right here. If no goals are scored, we'll lose \$240. As long as one goal is scored, we can put the system into effect, and guarantee ourselves a win.

When the first goal is scored, the odds will change, especially if it occurs late in the game. Let's assume Italy scores in the 38th minute. The new odds might be:

	Back	Lay
Ecuador	6.25	6.3
Italy	1.15	1.2
Draw	5.40	5.50

No matter how early in the match it occurs, we'll place a back bet on the draw, and guarantee ourselves a win. To determine how much to bet, divide the amount you stand to lose (your liability on your original "lay" bet: \$240 in this example) by one less than the new "back" odds for a draw. In this example, it will be $\$240 / (5.4 - 1)$, or %55. We'll place a %55 bet to back the draw, and we've guaranteed ourselves a win. This is what's called a "free bet", because there is no possible outcome that could casue us to lose. Let's check out all the possible outcomes here:

Italy wins: Win \$100 on the lay bet, lose the \$55 back bet. *Profit by \$45 overall.* **Ecuador wins:** Win \$100 on the lay bet, lose the \$55 back bet. *Profit by \$45 overall.* **Match ends in a draw:** Win \$240 on the back bet, lose \$240 on the lay bet. *Break Even.*

After you've put the system into effect, you're done for the match. There's nothing more you need to do, expect wait for your earnings. You don't even need to watch the rest of the match. You already know you can't lose. I;m sure you can see the power of this system, and how it can truly be so profitable.

Note: To make the example in this book as simple as possible, I'm using a \$100 stake on all of them. Keep in mind that you can use any stake, as high or low as you feel comfortable with.

The System in Short

When I'm learning new things, I don't always completely grasp new concepts the first time through. Hopefully, you understand the system pretty well by this point, but just in case, I'll recap it here in as few words as possible.

1. Choose a match to bet on. Right before it starts, place a "lay" bet on the DRAW. Your bet can be any amount that you feel comfortable with.
2. Determine what your liability is by multiplying *[the lay odds minus one]* times the stake you've given. (3.10 lay odds and a \$100 stake gives us --> $[3.1 - 1] \times \$100 = \210)
3. As soon as the first goal is scored, place a bet to "back" the draw. To determine how much this bet should be, divide the amount your liability (\$210, in the example) by one less than the current "back" odds for a draw. (if the current back odds are 6.3 --- > $\$210 / 5.3 = \40)
4. Wait for the match to end, and the money to roll in. (Your profit would be about \$60 in this example)

Making the System Work

Not all matches have live betting opportunities on BetFair. You can use the alternate sportsbook methods near the end of this book if you wish, if you want more opportunities to bet.

To determine which matches have live betting, go to BetFair's homepage, and scroll down to the lower right of the page. There is a list of all matches with "In-Play" betting available.

To see if a particular match has in-play betting, go to the "Math Odds" screen for the match, and click on the "Rules" tab on the right. If it will have In-Play betting, it will be explained here.

Risk vs. Reward

If you place these types of bets on every possible game, you'd still come out ahead. Even so, the savvy bettor can put the odds even more in his favor by doing a little work before betting.

To put it simply, the lower the odds are on the draw before the match, the less money you're risking in case of a 0-0 draw. For example, staking \$100 on 2.8 draw odds would give you a liability of \$180. Staking \$100 on 4.5 draw odds would give you a liability of \$350. There is a reason for this. The lower the odds, the more evenly-matched the teams are, and the better the chance of a scoreless game.

Keeping this in mind, you may want to steer clear of matches where the draw odds are extremely high or extremely low. Draw odds between 3.0 and 4.0 are usually safe, while still relatively profitable.

To maximize your profit potential, you'll need to do a little research before the match. This amounts to nothing more than seeing which team is favored, what the teams records are, home and away, and how many goals they score per game, on average.

The more unmatched the teams are (if a great team is playing against a poor team), the less chance there is that you'll lose. However, if the game does end tied at 0-0, you stand to lose much more than in an evenly matched game. In addition, the overall payout will most likely be smaller in a game with unmatched teams. As in all investments, there is a definite trade-off between risk and payout. In a match where the chances of a scoreless game are high, you stand to earn more from a win, and you stand to lose less from a loss, but your chances of losing are higher than normal.

If both teams have a strong defense and a weak offense, the chances of a match ending in a 0-0 tie are higher. These types of matchups carry a higher level of risk than others, but a smaller loss in case of a scoreless match.

I would recommend starting out with the lower-risk ventures. You can earn a decent amount, and work your way up once you're comfortable with the system.

Another key factor is the average number of goals a team scores per game. The higher that number, the less risk for you. Two evenly matched teams that each score often would be a bet with moderate risk.

Factors That Will Affect Your Bottom Line

1. How much you make in a given game is dependant on a variety of factors. Obviously, these factors will vary from game to game. If you enjoy watching football on television, or tracking it online, it will give you something extra to root for.

The following factors will raise the amount of money you can earn on a match:

- The first team to score a goal is the favored team. It helps even more if the favored team is heavily favored and at home.
- The first goal is scored late in the match. Although it can be nerve-wracking if the score is still 0-0 in the 70th minute, the payoff is very nice when that elusive goal occurs. The chances of a draw can drop 90% in a matter of seconds, giving you a healthy payoff.
- If the favored team scores first, and late in the game, this is the best possible scenario, as you probably imagine.

The following factors will lower the amount of money you can earn on a match:

- The underdog scores first, especially if the other team is heavily favored.
- The first goal is scored early in the game.
- If the underdog scores in the first few minutes of the same, the odds may not change by very much. In fact, the odds of a draw may get better, instead of worse, throwing the system off.

Fortunately, the last-mentioned scenario doesn't happen very often. If it does, it's up to you on how to handle it. You can play the system out after the first goal, and take a very small gain or a small loss, or you can wait it out, hoping that the underdog scores again or the favored team scores twice, and play the system out then.

If the favored team scores early in the game, and you don't mind taking some extra risk, you may want to wait until they score again, or until the second half starts before playing the system out (there's an example of this in Chapter 10). This will increase the amount you can earn. If the underdog ties it up, however, and the match ends in a draw, you'll end up losing, so bet carefully.

Using The Bet Card

As if this system wasn't easy enough, included in the package is a BetCard in MS-Excel format. The BetCard is as simple as I could make it. All you do is plug in three numbers, and it does the rest!

Your Stake For This Match	\$100
Original "Lay" Odds for Draw	3.1
"Back" Odds for Draw After 1st Goal	8.3
<hr/>	
How Much You'll Lose In Case of a 0-0 Tie	\$210
How Much To Stake To Lay	\$100
How Much To Bet After The First Goal	\$29
Profit For This Match	\$71

You only need to fill in the variables on the top of the card. The rest of the figures are calculated for you. To start, you'll enter your stake and the "Lay" odds for the draw. You can change the stake to whatever level you feel comfortable with, and watch as the box below tells you how much you stand to lose in case of a 00 tie.

Any stake will work, and the lower the stake, the lower your profit in the end (and the less you are risking in case of a scoreless game). Just remember: Your profit will be your stake minus the amount of your "Back" best placed after the first goal.

Once the first goal is scored, fill in the third box, titled "Back" Odds for Draw After 1st Goal, with the new odds to back the draw. After you've placed your bet, you're done for the match. Sit back and wait for your winnings to roll in.

Betting on a Normal Match

I've included a few real-life examples, including a normal match, a match where you need to decide how much risk you are willing to take, and a losing match. You'll encounter all three types as you use the system.

Alright, here's an example of how an normal, average match would play out. Right after the game starts, we'd place a "Lay" bet on The Draw. In this case, it would be at 3.85 odds. Let's assume our stake will be \$100, and our liability is therefore \$285.

Hacken v Orgryte - Match Odds		In-play		Refresh		
<input checked="" type="checkbox"/> View P&L Settings ?		101.6%				
Total selections:(3)	USD	Back		Lay		
Hacken	2.06 \$2236	2.1 \$132	2.12 \$642	2.18 \$18	2.2 \$362	2.4 \$276
Orgryte	3.35 \$181	3.45 \$133	3.65 \$34			
The Draw	3.6 \$181	3.65 \$76	3.7 \$14	3.85 \$184	3.9 \$18	3.95 \$226

After we place the first bet, we keep an eye on the score, and watch the odds. As the game goes on without a score, the odds of the draw will continue to drop. Not to worry, though. They'll go straight back up again when someone scores.

Hacken v Orgryte - Match Odds		In-play		Refresh		
<input checked="" type="checkbox"/> View P&L Settings ?		101.4% 95.2%				
Total selections:(3)	USD	Back		Lay		
Hacken	2.48 \$18	2.5 \$36	2.52 \$5	2.78 \$16	2.8 \$9	2.84 \$9
Orgryte	4 \$36	4.2 \$70	4.3 \$163	4.5 \$60	5 \$76	50 \$9
The Draw	2.52 \$54	2.54 \$14	2.6 \$413	2.7 \$13	2.72 \$12	2.78 \$35

Alright, here's what we've been waiting for. It's been a nail-biting game, but Orgryte has scored in the final minutes, propelling the Draw odds way up. After a team scores a goal, all unmatched bets are cancelled, and the betting starts anew. It's often best to wait a few minutes until the odds close in on each other. You can see that there is a huge difference between the Back and Lay odds on The Draw (9.8 vs. 95).

Hacken v Orgryte - Match Odds In-play Refresh

View P&L [Settings](#) ? 105%

Total selections:(3)	USD		Back	Lay		
Hacken	10 \$181	100 \$54	200 \$4			
Orgryte	1.03 \$155	1.04 \$432	1.06 \$357	1.09 \$124	1.1 \$1894	1.2 \$6
The Draw	5 \$907	9 \$161	9.8 \$21	95 \$3	100 \$18	

As you can see in the screenshot below, we waited about 45 seconds, and the odds evened up a little bit. Now we're ready to place our "Back" bet. Using the formula, Liability/(Back Odds - 1), we get $\$285 / (12 - 1) = \23.75 . Our total winnings on this match will be $\$100 - \$23.75 = \$76.25$

Hacken v Orgryte - Match Odds In-play Refresh

View P&L [Settings](#) ? 104%

Total selections:(3)	USD		Back	Lay		
Hacken	10 \$181	20 \$12	500 \$50			
Orgryte	1.02 \$892	1.03 \$757	1.04 \$648	1.06 \$2059	1.07 \$115	1.08 \$24
The Draw	1.19 \$469	12 \$12	13 \$90	15 \$8	90 \$18	

As with any type of bet, the more risk you are willing to take on, the more you can earn overall. In this case, the goal was scored in a final minutes of the game. If you are willing to risk it, you could forgo the Back bet, and count on the fact that the game is unlikely to end in a draw. As you can see in the graphic below, within minutes, the odds had doubled again as the clock ticked down. Someone who didn't place the "Back" bet would have won a full \$100. Keep in mind that if Hacken had come back to tie the game in the final minutes, your bet would lose, and you'd be out \$285. It all depends on how much risk you are willing to take.

Hacken v Orgryte - Match Odds In-play Refresh

View P&L [Settings](#) ? 103.1%

Total selections:(3)	USD		Back	Lay		
Hacken	10 \$181	500 \$50	1000 \$3			
Orgryte			1.01 \$4804	1.02 \$276	1.03 \$23	1.04 \$497
The Draw	12.5 \$181	17 \$90	25 \$18	40 \$9	50 \$9	

Because of the late score, this turned out to be a very profitable match for us. Next, we'll check out one that wasn't quite so conventional.

Betting When a Team Scores Early

From time to time, a situation will occur where after the first goal is scored, you'll have to choose between closing out for a small gain (Or even a small loss), or waiting it out, and hoping that the situation will work more in your favor. Early goals, especially by the underdog, are the primary causes of these situations.

How you decide to play it out depends on how much risk you are willing to take. If you prefer to play it safe, always cash out after the first goal. If you like to occasionally take a walk on the wild side in hopes of a bigger payoff, then pay close attention to the following scenario.

In this match, the favored team scored first, which is a good thing. Unfortunately, they scored early in the game, which is never a good thing. In this example, I took a calculated risk, and it paid off big.

As you can see in the image below, the "lay" odds on The Draw right before the game at 4.2. A \$100 stake would give a \$320 liability on this match.

1860 Munich v H Rostock - Match Odds							Refresh
<input checked="" type="checkbox"/> View P&L	[Settings]	[?]	100.6%	99.5%			
Total selections:(3)	USD	Back			Lay		
1860 Munich	1.73 \$196	1.74 \$12	1.75 \$551	1.76 \$453	1.77 \$225	1.78 \$450	
H Rostock	5 \$37	5.1 \$215	5.2 \$164	5.3 \$38	5.4 \$221	5.5 \$54	
The Draw	3.9 \$685	4 \$814	4.1 \$1119	4.2 \$246	4.3 \$60	4.7 \$54	

When the game started, all unmatched bets were cancelled, and the board was cleared. Notice the "In-Play" symbol, letting us know that the match has started.

1860 Munich v H Rostock - Match Odds							In-play	Refresh
<input checked="" type="checkbox"/> View P&L	[Settings]	[?]						
Total selections:(3)	USD	Back			Lay			
1860 Munich								
H Rostock								
The Draw								

In the 2nd minute, the favored team (1860 Munich) scored a goal. As you can see, the odds on a draw went up, but not by much. Placing a "Back" bet on The Draw at this point give us a guaranteed win. Using the formula, Liability / (Back Odds-1), or \$320 / 4.4, our stake to back The Draw would be \$72.72, and our guaranteed win would be \$27.28. Not too shabby.

1860 Munich v H Rostock - Match Odds						
<input checked="" type="checkbox"/> View P&L		Settings		?		
		103.3%		99.6%		
Total selections:(3)	USD	Back		Lay		
1860 Munich	1.25 \$12	1.27 \$24	1.28 \$36	1.3 \$324	1.33 \$3	1.34 \$476
H Rostock	13 \$7	14.5 \$26	15 \$130	19.5 \$0	25 \$14	26 \$37
The Draw	5 \$254	5.2 \$6	5.4 \$246	5.7 \$17	5.8 \$90	6.2 \$32

However, 1860 Munich has shown that they can score well against H Rostock, and I'm willing to take the risk that 1960 Munich will score before H Rostock does. Sure enough, in the 16th minute, 1860 Munich scores again, pushing the odds up to 12, right after the goal.

1860 Munich v H Rostock - Match Odds						
<input checked="" type="checkbox"/> View P&L		Settings		?		
		103.8%		99.9%		
Total selections:(3)	USD	Back		Lay		
1860 Munich	1.03 \$41	1.05 \$2002	1.07 \$244	1.08 \$2423	1.09 \$1935	1.12 \$181
H Rostock	30 \$3	46 \$83	50 \$80	150 \$18	250 \$3	
The Draw	9.2 \$124	10 \$124	12 \$47	15 \$19	20 \$71	

Waiting a few minutes for the odds to settle gives us even better odds at 14.5, Again using the formula (\$320 / 13.5), our "Back" bet is now \$23.70, giving us a guaranteed win of \$76.30.

1860 Munich v H Rostock - Match Odds						
<input checked="" type="checkbox"/> View P&L		Settings		?		
		101.9%		99.7%		
Total selections:(3)	USD	Back		Lay		
1860 Munich	1.05 \$621	1.06 \$803	1.07 \$2000	1.08 \$1890	1.09 \$1997	1.12 \$181
H Rostock	46 \$83	60 \$40	65 \$39	80 \$12	150 \$19	
The Draw	13 \$4	14 \$65	14.5 \$62	17 \$4	18 \$16	20 \$156

The way you should have played this match out depends on how much risk you are willing to take. There is nothing wrong with a \$27 win, especially if it's guaranteed. If you feel more comfortable making the early bet for a sure win, go for it.

If you'd like to try for a bigger payoff, just keep in mind that until you place your back bet, nothing is guaranteed. If the match ends in any type of draw, and you haven't placed a back bet, you will lose the entire amount of your liability. In this

example above, I would have lost \$320 if H Rostock had tied tie up and the match had ended in a draw.

An Example of a Losing Match

The most painful thing to deal with using this system is a 0-0 tie. You watch the odds drop and drop for the duration of the match, and when it ends, you're out to the tune of a few hundred dollars.

Fortunately, scoreless games don't happen very often, and the money we make on the wins far outshine the money we lose on a scoreless game. Here is a match like any other. One team was favored pretty well, so it looked like a pretty good setup for us.

Total selections:(3)	USD		Back	Lay		
MyPa	1.9 \$126	1.92 \$1246	1.93 \$38	1.94 \$1306	1.95 \$643	1.96 \$1510
Dundee Utd	4.1 \$297	4.3 \$40	4.4 \$316	4.7 \$41	4.8 \$70	4.9 \$190
The Draw	3.6 \$1293	3.65 \$36	3.7 \$46	3.85 \$243	3.95 \$9	4 \$549

A few minutes into the match, the odds on a draw went up in response to some action on the field.

MyPa v Dundee Utd - Match Odds		In-play		Refresh		
<input checked="" type="checkbox"/> View P&L [Settings] ?		99.9%		95%		
Total selections:(3)	USD	Back	Lay			
MyPa	1.94 \$280	1.95 \$1382	1.96 \$313	1.99 \$280	2 \$781	2.02 \$11
Dundee Utd	3.75 \$38	3.8 \$373	4.3 \$33	4.9 \$34	5 \$62	
The Draw	3.8 \$18	3.85 \$343	3.9 \$3	4.1 \$9	4.2 \$566	

Unfortunately, the game Dragged on without a goal, and the odds slowly dropped and dropped.

MyPa v Dundee Utd - Match Odds		In-play		Refresh		
<input checked="" type="checkbox"/> View P&L [Settings] ?		101.4%		90.7%		
Total selections:(3)	USD	Back	Lay			
MyPa	2.46 \$41	2.7 \$52	2.74 \$672	3.05 \$63	3.25 \$18	3.3 \$18
Dundee Utd	5.3 \$567	5.5 \$28	5.8 \$35	6.6 \$280	6.8 \$3	
The Draw	2.06 \$77	2.08 \$49	2.1 \$163	2.34 \$3	2.36 \$19	2.5 \$18

With a few minutes left, the odds dwindled to almost nothing, until the match finally ended, scoreless.

MyPa v Dundee Utd - Match Odds		In-play		Refresh		
<input checked="" type="checkbox"/> View P&L [Settings] ?		106.3%				
Total selections:(3)	USD	Back	Lay			
MyPa	9.6 \$70	10.5 \$542	12 \$139			
Dundee Utd	13 \$9	17 \$183	22 \$85	30 \$9	32 \$25	36 \$4
The Draw	1.04 \$269	1.05 \$585	1.07 \$914	1.08 \$3017	1.11 \$3914	1.13 \$167

It's never fun to lose, but look on the bright side... .This system loses only about 1 out of every 10 games. What other systems can make that claim?

Don't let losing get you down, and don't let it change your strategy. The worst thing you can do is increase your next bet because of a loss. Stick with the system, and you'll win in the end. Try and propel yourself out of a slump by jacking up your bet, and you're sure to lose it all eventually.

Alternatives to Betting Exchanges

Unfortunately, BetFair doesn't currently allow users from certain countries to use their system. The countries they exclude include the USA.

There are ways, however, to get around this obstacle, and use the system in practically the same way. There are a few ways to go about it, and as time goes on, there will be more.

RedBet and TradeBetX are both betting exchanges that permit Americans and others to use their site. The full system cannot be properly completed using either of these sites, though.

Redbet currently does not offer In-Running betting, which is a requirement for the system. TradeBetX actually offers In-Running betting on all matches, but as of this writing, it doesn't have enough bettors backing and laying during the match for it to work consistently.

The important thing is that of these sites offer "Lay" bets before the match begins, which is one of the two primary requirements the system has. After laying The Draw before the match using one of these exchanges, you could back the draw after the first goal using a traditional sportsbook that offers In-Running betting, like Bet365.

The method I recommend is to use RedBet to lay the draw before the match, and use Bet 365 or StanJames to back the draw after the first goal. The odds you'll get using this method are nearly as good as if you were using BetFair.

If you'd rather not join multiple sportsbook, there is another way, although the odds won't be as good, and your liability on each bet will be significantly higher. Bet365 offers what they refer to as a "Double Chance" bet, which allows you to back two of the three possible outcomes, such as [Team A and Draw] or [Team A and Team B]. Placing a "Double Chance" bet on Team A and Team B is like laying The Draw.

Using this method, the amount of your bet would be your "Liability", and the amount of profit you would win on the Double Bet would be your "Stake".

For example, If the odds on the Double Bet [Team A and Team B] are 1.40, and you bet \$200, your liability would be \$200 and your Stake would be the profit on a win (\$200 times 1.40, minus the original bet of %200 = \$80).

If you wanted a specific stake, and wanted to determine how much to bet, you would divide the stake by one less than the odds. If you wanted your stake to be \$100, which is the stake we've been using in examples throughout this book, and the Double Chance odds were 1.40, you'd divide \$100 (1.4-1), getting \$100 / 0.4, which is \$250.

If you're using the BetCard, to get the value to put in the "Original Lay Odds" field, divide one by the Double Chance odds minus one, and then add one. If the Double Chance odds are 1.40, you'd take 1/0.40, which is 2.5, and then add one, getting 3.5. You would put 3.5 in as the original Lay odds.

Although the manner in which you're betting has been sort of reversed, our Liability is still considered the amount you stand to lose in case of a 0-0 tie, and your Stake is still considered the amount you will profit after a goal, less the amount of your eventual back bet.

Let's look at an example using these alternate sportsbooks.

An Example Using Alternate Sportsbooks

Placing the Lay Bet using RedBet

I recommend using RedBet to place your Lay Bet before the match. They are a betting exchange, just like BetFair, with high enough volume to give you great odds. Their only downside is their lack of In-Running betting.

Near the top-left of the screen, choose "Today's Matches".



Find the match you wish to bet on, and click on the name of the match, not the odds. In this case, we're betting on Southend vs. Southampton.

Soccer > French > 2nd Division				
Valenciennes - Bastia	2.85	2.95	2.88	8:30 PM
Soccer > English > Carling Cup				
Southend - Southampton	<input type="checkbox"/> 4.01	<input type="checkbox"/> 3.26	<input type="checkbox"/> 2.09	9:00 PM
Soccer > Italian > Italian Cup				
Brescia - Chievo	3.48	3.00	2.40	9:00 PM

You'll see the exchange page, very similar to the one on BetFair. You can place a lay on the draw, and then switch to another sportsbook to back the draw later. While creating this example, I checked the odds on BetFair, and they were about the same as on RedBet.

Soccer > English > Carling Cup > Southend - Southampton
90 min Odds

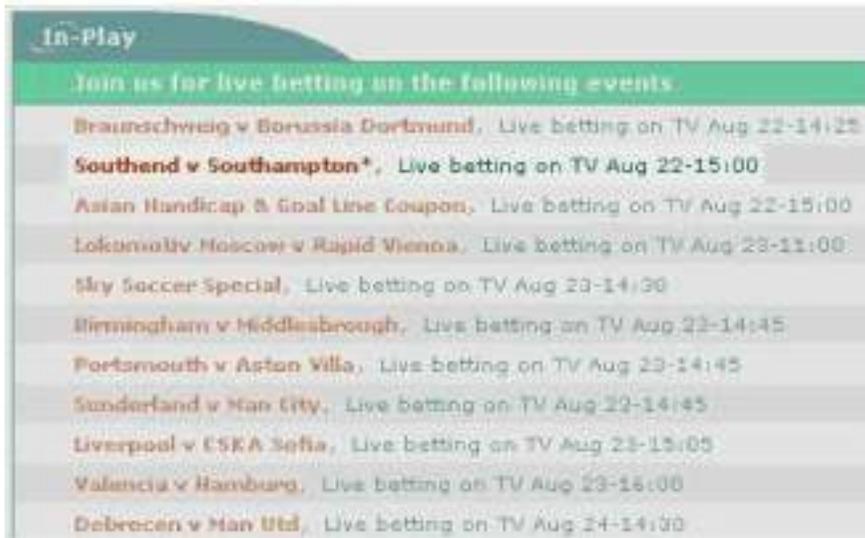
I want to the outcome
 at the odds of with a stake of € **PLACE BET**

	BACK	LAY	
Southend	4.01 €321	4.37 €319	4.38 €298
Southampton	2.08 €496	2.09 €514	2.21 €510
The Draw	3.26 €382	3.52 €391	3.53 €392
	103.45%	96.54%	

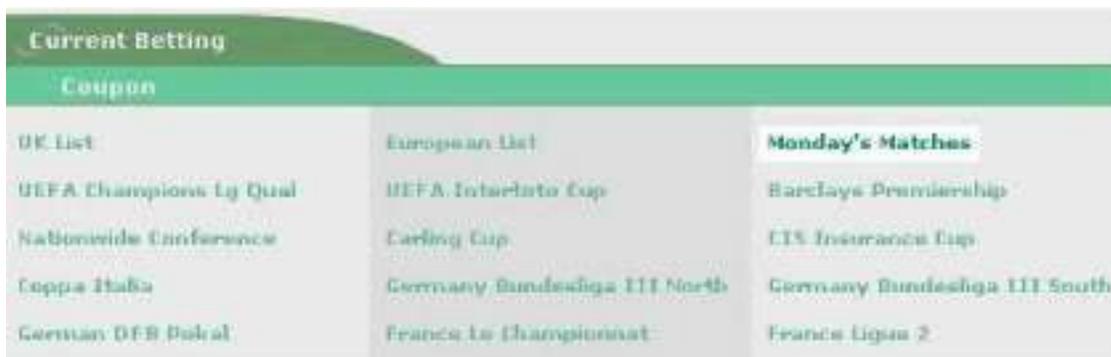
Placing the Lay Bet using Bet365

As I said in the last chapter, Bet365 has what's called the "Double Chance" bet. I do not recommend using Bet365 to place the Lay Bet unless you are dead-set on using only one sportsbook, because the odds are not as good. It is, however, a fine place to place the eventual Back Bet, after the first goal is scored.

I've been asked to provide an example, though, for those who want to use only one sportsbook, so here it is: Find a match with "In-Play" betting, but don't click on the link.



Click on the link to the day's matches under the "Current Betting" header.



Find the same match you saw earlier, and click on the link.



Click on "Double Chance" to open up the Lay odds.

Southend v Southampton			
Live In-Play.		Book Closes Aug 22-15:00	
Full Time Result			
Add	Southend	4.00	Bet
Add	Draw	3.25	Bet
Add	Southampton	1.90	Bet
Double Chance			
Correct Score			

Bet on "Southend or Southampton", which is like laying The Draw. Use the formula in the last chapter to determine how much to bet.

Double Chance			
			Southend v Southampton
Southend v Southampton		Book Closes Aug 22-15:00	
Add	Southend or Draw	1.80	Bet
Add	Draw or Southampton	1.22	Bet
Add	Southend or Southampton	1.30	Bet

In this example, if you wanted to stake \$100, you would need to bet $(\$100/0.3)$, or \$333. \$333 would be your liability in a scoreless match. Compare this to the example using RedBet, where your liability would be only \$252 for the same stake.

To get the "Original Lay Odds" for the BetCard, you'd divide $1/0.3$ and add one, getting 4.33.

Closing Out

Once the goal is scored, wait for the bookmaker to create new odds, and post them. Place a Back bet on The Draw using Bet365 or Stan James, using the same formula presented in Chapter 5. In this example, Southampton scored in the 44th minute, and the odds went way up to The Draw. You'll notice that Stan James and Bet365 offered very different odds.

Bet365

Southend v Southampton			
Fulltime Result			
Add	Southend	41.00	Bet
Add	Draw	10.00	Bet
Add	Southampton	1.05	Bet

If you placed a Lay bet using RedBet, then your liability is \$252. Using the formula in Chapter 5 (Page 5), we'll divide the liability by one less than the new back odds, getting $\$252/9 = \28 . We've won \$72 on this match using Bet365.

Stan James

Southend v Southampton - Carling Cup		
Live on SKY SPORTS 1		
Market closes at 05th minute		
Selection	Price	<input type="checkbox"/>
Southend	41.00	<input type="checkbox"/>
Draw	7.00	<input type="checkbox"/>
Southampton	1.06	<input type="checkbox"/>

For whatever reason, Stan James has offered significantly worse odds in this instance. It's still plenty for us to profit from, though. Again, we'll divide the liability by one less than the new back odds, getting $\$252/6 = \42 . We've won \$58 on this match, using Stan James.

It's been my experience that Bet365 offers the best back odds for the alternate method. Ideally, you should use RedBet to place the Lay Bet, and Bet365 to place the Back bet.

A Few Final Tips and Tricks

Here are a few tips to make this system as profitable (and easy-to-use) as possible:

- Start small. It's easy to make a mistake at first. Give the system a few dry runs, not betting any real money. Once you get the hang of it, start with a stake of \$20 or so. It's tempting to start betting lots of money right off the bat, but you'll make more in the long run if you're completely familiar with the system before you bet higher stakes.
- Do your research. You have a better chance of winning when both teams have shoddy defense and a good offense. You have a good chance at winning if one team is far better than the other. You can get scores and stats at websites like <http://www.sportinglife.com/football> and <http://uk.sports.yahoo.com/fo>
- As I mentioned in Chapter 12 (Page 12), BetFair currently doesn't accept users from all countries. TradeBetX has an almost identical type of live-action betting, and the system can be used the same way there, as long as there are plenty of bettors betting In-Running. Fortunately, the number of bettors playing In-Running are increasing exponentially. Keep an eye on this exchange, though. I have a feeling it will pick up even better before too long.
- Never bet more than you can afford to lose. It's obvious, but ultimately the most important tip. The chances of going on a big losing streak are small, but even a one-in-a-million shot happens to somebody occasionally. Never bet the house on a single bet. Have enough reserves to recover from a large slump. If you think you might have a gambling problem, stop netting immediately and seek help.

GOOD LUCK WITH YOUR BETTING, FEEDBACK AND
TESTIMONIALS ARE MUCH APPRECIATED

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