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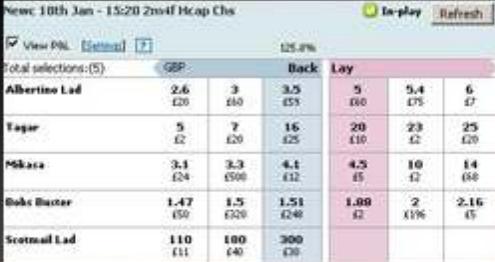
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Profiting from in-running play on horses, football, basketball, cricket and tennis

EASYTRADER PRESENTS

Profits In Play

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	GBP			Back			Lay		
Albertino Lad	2.6 £20	3 £60	3.5 £51	5 £60	5.4 £75	6 £72			
Foggy	5 £2	7 £20	16 £25	20 £10	23 £2	25 £20			
Mkasa	3.1 £24	3.3 £500	4.1 £12	4.5 £5	10 £2	14 £88			
Boko Buster	1.47 £50	1.5 £20	1.51 £48	1.08 £2	2 £196	2.16 £5			
Scotmal Lad	110 £11	100 £40	300 £30						

NEW FOR 2006. 30 PAGES+

How to carve out your own profitable niche trading in-running

v1.03

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Preface

When I started on Betfair, the last thing I wanted to bother with was in-running play. I had enough trouble watching the numbers before the race started, let alone during, and I didn't have any way of watching the race, so I felt like I was at a loss before things even got going.

Fast-forward six months or so, and I now feel confident about betting in running, in both horse racing and sports in general. In running play certainly isn't the sole focus of my activity on Betfair, but it's nice to know that when an opportunity presents itself you know how to profit from it.

This book is a guide on how to bet and trade successfully once an event is in-running or `in play`. During the course of the guide I will run through the basics of betting in running, and will give you some pointers as to how to ensure you return maximum profit for minimum risk.

To many that last paragraph probably seems like a contradiction in itself. In running play is often described as incredible difficult, erratic, and intimidating to anyone but the most advanced Betfair user with a personal S.I.S connection.

That isn't entirely false – in-running betting can be tough going if you don't know what you're doing. Although it is fraught with its own hazards, if you're

careful you with yourself, in-running play can nonetheless be quite a profitable little area.

This guide is not a step-by-step system, and so should not be viewed as one; the aim is to give you the tools to devise your **own** system, once I have explained how in-running play works. Teach a man how to fish, etc.

If I could give you a couple of simple steps to be profitable overnight, then I would, but with the way that in-running play is setup (for horse racing especially), this isn't possible.

If I was to tell you to `lay all horses at 1.01`, and leave it at that, you would simply be competing against one another for the same scrap of meat, which doesn't help anyone.

Before a race begins, you can have hundreds of people all following the same system, and all turning in profits, but in-running there simply isn't enough liquidity for this (Betfair say about 10% of all money matched is in-running, I'm surprised it's that much).

Rather, what I intend to do, is give you the knowledge and belief to carve your own micro-niche in Betfair, and when you do that you can have it all for yourself. Sounds pretty good when I put it like that, doesn't it?

Take a few days off when you've finished this guide, and watch a few in-running races to get a feel for the

markets. You will certainly see some surprises, and no doubt many of you will come up with your own systems when you do. So here's to your in-running success.

1. Introduction

Before I go further, I want to point out a couple of things about betting in-running.

Firstly, there are a number of differences between in-running and pre-race betting that I need to run through with you:

In-running betting

Little cash available, poor liquidity

Very fast paced, software helps

Sudden surprises

Randomness, chance

Betting before the off

Excellent liquidity, lots of cash

Very slow, little need for bots

Prices move in definable trends

Order, predictability

...but don't pack up and go home just yet.

In-running betting might be fraught with difficulties, but there are predictable elements to it as well, and there are certain generalisations that we can make about betting in-running that allow us some profitable windows of opportunity.

First and foremost, human greed is even more apparent in the in-play markets than it is before the race starts. That point alone should get you thinking.

Because of the tiny time span that a race is ran in, punters who have a bet open on a race are liable to act irrationally if the horse they laid appears to be

winning, especially if they have a lot of money on the trade (this should already be giving you ideas, if not, read on).

Likewise, a punter who stands to lose a lot if the favourite he backed is apparently losing may take everything he can get in the heat of the moment.

This brings me to the first rule of betting in running:

Have a plan of action laid out before the race starts.

And the second rule:

Follow your plan, or don't bother betting in running.

In other words, we can only take advantage of someone else's irrational state of mind if we are rational ourselves. You don't want to join the mug punters who run on emotion and not logic; forgetting that is the surest way to fail in-running.

The second positive feature of in-running play is actually one of its downsides – it is inherently very unpredictable. This is in some ways a bad thing; most people like their profits as risk-free as possible, but it's also a positive trait, as we can exploit this uncertainty if we are more aware of it than others.

There is truly no such thing as a `sure thing`, but most punters assume that a horse priced under 1.5

in running cannot lose. If we approach in-running betting with some trepidation we can scalp the mug punters who want to buy into their sure thing façade. This is something I will come onto later.

The third positive thing about in-running play is that, because it is so difficult, many people avoid it like the plague. This reduces the dumb and erosive competition that typifies many other elements of exchange betting.

The fourth positive with in-play betting is that you can profit with a very small bank, due to the massive fluctuations in price.

One final point before I launch into a few ways to profit in running; if you do decide to have a go at in-running betting, make sure your psychology is on form.

If you have had a pang when a price has gone against you before the off, imagine it times a thousand and you are getting there. Do not attempt in-running play unless you feel you have the mental fortitude to stick it out. By all means get your feet wet, but expect some surprises along the way.

With those points in mind, let's move onto the specifics of the guide.

2. The different roads to in-play profits

There are a number of ways to profit from in-running events, and all of them are concerned with taking advantage of the fear and greed of other punters. Bear this in mind, as it is at the root of our in-play profits.

System #1 – Laying the field

This is a fairly well-known way to take advantage of the randomness of in-running play. Just as a market is suspended before the off, watch for a flurry of very low back prices entering the market – 1.01, 1.02, 1.03, etc, etc.

Often you will see upwards of £10,000 sitting at 1.01, just waiting to be matched when a horse appears certain to win a race. What the layers are hoping for is that the horse in question actually falters at the last, but after the mug punters have backed it, hoping for some free money.

If I laid every horse in a particular field for £1000 at 1.01, my maximum liability would only be £10. In other words, I am risking £10 for the potential to win £1000. It doesn't sounds like a bad deal, does it?

Well, a writer for the Racing Post studied in-running fields for a month and found that laying at 1.01 actually produced a profit of around 50% relative to the amount staked in the first place, which is obviously an incredible return.

Before you rush out to do just that, though, there are a couple of pointers you should be aware of.

Firstly, there are going to be a lot of punters with the same idea, many of whom have insanely large banks. This can be a problem, because Betfair works on a first-in, first-out basis.

In other words, the first bets to be requested get matched first, and you want to be as close to the front of the queue as possible. This is especially true since a horse that manages to hit 1.01 but still lose is likely to just about hit it, take some but not all of the money at 1.01 with it, and then drift back out.

It would be a shame to manage to get your losing lay bets matched fifty times in a row, and then just miss out on that would have paid off because you submitted your bet a few milliseconds late.

Secondly, said punters use their big banks to do two things. Firstly, they may buy themselves an S.I.S. connection (a subscription to the same racing channel that the bookies use), which gives them a practically live connection to the race so they can see things that the average punter can't.

Secondly, and much more probably, they may have their own personal software that submits their bets as soon as the market goes in-play. In other words, they are first in the queue, unless you also have the same software.

Another issue to contend with is the variability of laying at 1.01. You are likely to have many, many more losing trades than winning trades, and you need not only the bank to ride out the losses, but also the faith in the system. Faith is something I don't have a lot of, I want quick confirmable results, and this is something I'll come onto later.

An alternative to laying at 1.01 is to lay at a higher number, typically under 2.0 but on occasion higher (I once saw someone lay an incredibly competitive field at 5.0 - incredibly he had seven bets matched, which was about two thirds of the field I think).

Laying the field at low numbers between 1.02 and 1.55 presents great opportunities as many horses drift into this area without winning over a typical day, and you are less likely to have problems being late in the queue, as you won't have to wait behind too much money if you pick your number correctly.

Also, you will get a larger percentage of winners, so you won't need a heart of stone while you sit there and watch your fiftieth loss come in (which is obviously commonplace at odds of 1.01 or thereabouts). Obviously, the larger the price you lay the field at, the greater your liability if you are wrong and you only manage to lay the winner; but the greater your chance of laying more than one horse.

So far, I have assumed that you should just pick a blanket number out of the sky, and lay every horse

in the next thirty meetings at that price, but in fact nothing could be farther from the truth.

Certain conditions are much more likely to produce shock finishes than others, and if you want to turn the odds in your favour even more so, read on.

Conditions that encourage shock last-second results

The first factor you will need to be aware of is whether the event is televised or not (terrestrially on Channel 4 or BBC1). If it is, the event is likely to attract a lot of mug punters who think they see a clear winner, when all they're getting is an unreliable camera angle on a horse that's losing pace. Also, BBC and Channel 4 coverage operates on a delay of several seconds, increasing the edge we have over said punters.

The big festivals are of course all televised, and you will have to look to Channel 4 at the weekend for the most regular televised horse racing (check out the Channel 4 site at <http://www.channel4.com/racing> for current schedule details).

The second, and probably most important, factor you should be aware of is the course itself.

Certain courses are known for producing tight finishes and surprise victories, while on others it would take a miracle to beat a front-runner.

Often this is because the final part of the course is uphill, and front-runners easily tire, so that a well-paced horse will slip out of the pack and take the win.

Other courses are just very difficult, and again horses will tire at the front, often late in the race when they have already been traded at very low prices.

Now for a run-down of the courses which produce a lot of losing front-runners and are best for the laying the field strategy:

Best courses for laying the field

Bath
Brighton
Carlisle
Cheltenham
Exeter
Hamilton
Leicester
Limerick
Newbury
Towcester
Uttoxeter
Wolverhampton

Worst courses for laying the field – avoid!

Cartmel
Catterick
Chepstow
Market Rasen
Newcastle
Warwick

You will no doubt have your personal favourites with time, but that list should increase your advantage over the market even further.

Secondly, we are looking for a race that is likely to produce an apparent winner who doesn't actually win, and for this to happen, we need a reasonable course length.

By on large, the longer races lend themselves to more profitable lays as a horse may well appear well ahead of the field, but by then end of the race, could come a distant second. There is simply not enough time for this to happen on the shorter (6f-1m) races, so try and stick to 1m5f and above.

The second thing you should look at is the competitive nature of the field. Ideally, we would want at least 6 runners in a field, and a maximum of 16. We want the field competitive, but not so competitive that one horse is unlikely to lead until the last few metres! The earlier the mug punters match our bets the better.

Glance over the prices before the off and see how evenly-matched the field is. If you see an extremely low priced favourite, you should probably avoid that race, or consider laying the field except that favourite. Moderately sized, competitive fields tend to produce the best results, as the lead can be quite changeable.

So, you are now well on your way to devising your own personal strategy for laying the field, but there is just thing you need to do: test the system.

I don't mean you need to go out and actually start laying yet – you should look to compile some data and *then* start to draw your own conclusions. There are three ways to do this, organised in order of thoroughness (descending) and practicality (ascending).

The most thorough and least practical method of compiling your results is available from Betfair itself: I suggest you head over to the Betfair database site -- <http://bdp.betfair.com/bdpforum/index.php>.

This is a forum where you can download a database of the prices all the horses on Betfair have traded at. Just sign up and go to the historical data section to get started.

As you can imagine, the data is quite humongous, and it will take a while to trawl through (you will need spreadsheet software like MS Excel or OpenOffice Base – the latter can be download free if

you don't have Excel), but it can be worth it to get a huge sample of previous prices across different courses and days.

The second method to test different laying strategies involves you parting with some change – *Optik Ltd* do a piece of software called **Odds Extractor** which will monitor price changes across markets, and log them for you in a data file, which you can look at later. This is great if you don't have time to analyse the data in running because you're doing other things (like trading). You can get the software via this link:

<http://www.easytraderpro.com/betangel>

The most practical, cheapest, quickest and dirtiest of all the methods is to just start your own log file of every in-running race.

Simply wait until a certain race has finished and quickly, before the info is pulled off Betfair's servers, click on the information box for each horse and make a note of the lowest price they traded at.

When you combine that with the guidelines laid out here, you should have the makings of a solid laying strategy. You can of course go back and test the theory against the Betfair database later. Keep track of all the information for each race - whether there was a low-priced favourite, whether it was televised, the course, etc.

Note: I should also mention that past results are not perfect indicators of future results, as two events can never be the exact same. We can draw conclusions from analysing past data, and it will be helpful.

But don't expect it to be perfectly matched to what happens at the next race. If you really want to learn via the quickest (and most painful) way, you can just dive in and start laying the field at small stakes, although it might be best to build up some data so you have the confidence in your judgement to ride out those losing streaks. In the end, it's a balance between action and preparation, and only you can decide how to strike that balance.

System # 2

Sports Trading – Laying a single heavy odds-on price

This second system involves us moving away from the horses, and focusing on the world of sports trading, most notably football (there is more money traded on football than any of the other sports).

I also trade on basketball on occasion, as it is my chosen sport. I have heard of several people making a killing from snooker, cricket and tennis, so if you know anything about one of these sports, you should get in there at the next available opportunity; the principles here are analogous and can be applied across the board.

In line with the first system, we will be relying on the greed, fear and general stupidity of most exchange punters to make a profit. Bear this in mind at all times, as it should guide your actions.

The first point to be made when trading in sports is that there is no such thing as a sure thing yet again, and you can often lay a team or person at much lower odds than should really be available.

This is once again due to the greed factor, as people clamber over one-another to get a piece of the `sure thing`, no matter what the price is. When this happens it forces the price artificially down, as each man tries to be even greedier than the next.

The most recent example of this was actually last night. Man United were playing Bolton at Old Trafford, and the score was 3-1 to the home team with 5 minutes left.

As you can imagine, the odds on Utd were already at 1.01, and I felt this was one of those rare occasions where 1.01 was not low enough. That said, there are multiple markets available on any in-play football match, and I opened a trade in the *goal to be scored next* market.

I decided to lay *no goals to be scored* at 1.04 in the 87th minute. In other words, I bet that there **will** be a goal scored in the last few minutes of the match. If I was wrong, I would have lost 4% of my stake, but if I was right, I would have 100% of my stake. Not a bad deal, I thought.

Remember, that United were on fire that night, and there was still injury time left on top of normal time, so I felt the odds should have been more like 1.10, at least.

Sure enough, Ronaldo scored in the 90th minute, and I was rewarded. Unfortunately I had only laid for £20, but it was a nice way to finish the evening.

Sometimes you may lay a team at very low odds even though you think they will win, with a view to trading the bet off beforehand.

For example, you could lay at 1.05, wait until the other team stages a comeback, and then back at 1.40 and close the bet before the odds drift back down again.

Some knowledge of your specialist sport is helpful to make such a trade successfully, but luckily (and as always) other peoples' greed makes it easier for us, so provided you can act rationally when others can't, you don't need to know all that much about a certain sport.

So, to summarise our second system:

1. Choose a sport we know something about, and find an in-running event within that sport
2. Keep your eye on the event in-running, and watch to see if the odds match your own view of things. Keep your eye out for anything at odds below 1.20, and if they drop to levels you think are too low for the state of the game, chances are the market is being greedy.
3. Lay the selection with a view to trading it off later, or letting the lay stand – use your judgement as to which (if in doubt close the trade by backing for the same amount)

Chances are you will find this simple formula profitable; if you do lose, remember, you will lose very little (imagine laying 10 events a week at 1.01, you will lose at worst £10 for the chance of winning £1000). Never underestimate the next punter's greed.

System # 3

Sports Trading – Taking advantage of market corrections

Next time you are in front of the computer during a live football match, have a look at the graph of the prices of each team.

Pay particular attention to any team that has scored. You should see that the price of the team in question hit a huge high, and then fell somewhat before stabilising.

Likewise, cricket fans will know that when a wicket falls, there is a swing in prices that is disproportionate to the event. Once again, this is the market over-reacting due to fear and greed.

Often, the same thing will happen due to a commentator's comments about a particular team. Because I have a fair amount of knowledge of basketball, I enjoy trading during matches. Often there will be a sudden swing in price as the home fans get behind their side, or a certain player gets a `hot hand`.

This generally has little effect on the long term outlook a game, but it can cause moderate fluctuations in the price that you can watch for. Once the market has become more rational (i.e. trader such as ourselves have taken the mug money), the prices will be corrected.

In football pay attention to the more than/less than 2.5 goals markets, and the match odds market for such opportunities.

Once again, choose your specialist sport and go for it. I am not saying you need expert knowledge, just a little will do; the system guidelines will do the rest.

System # 4

Sports Trading – Backing the unthinkable

We can sometimes adopt the complete opposite strategy to laying the low priced team; we can back a team with astronomical odds, with a view to laying it back if the team makes a come-back. Again, we do not need the chosen team to win, we just need the odds to come in and we can close the trade for a profit.

Once again, the beauty of this system is that you can do it with very little capital. For example, if a football team is losing to an equally matched side 2-0 with half an hour left, the odds may be 12.0 for the losing side. All we need to do is back the side for, say, £5.

If the team scores a goal and brings the score to 2-1, the price is likely to swing into maybe 6.0 or so, giving us the opportunity to close the trade for an impressive profit relative to our original stake.

This kind of a situation is quite regular, and again it relies on the next man's greed, as punters scramble over each other to lay a team that will `never win`, and to back a `dead cert`.

When the first team pulls one back, it's these same irrational punters who scramble to back the side to minimise their losses, thus pulling in the price in. Once more, it is their greed that allows us to profit.

3. Conclusion

Hopefully, you now have a framework for profiting from in-running play. As previously stated, I cannot give you specific instructions and prices to lay teams or horses at, or I would ruin the profitability for everyone (including you), and there would be no point in the system.

Imagine a thousand punters laying the field at 1.12 and you should see how it would create too much competition for the system to work.

Watch the markets for a few days and you should get a feel for the price changes, and how to profit from them. This isn't rocket science, just remember to back at high odds and lay at low odds, and you can't go far wrong. Your liability should be small, and your potential profit should always be high. No matter which strategy you choose, remember to stick to it, and don't give into to fear and greed like the other punters.

It's well known that some of the highest earning Betfair users focus on in-running events, and you could well join them.

Just work within the system guidelines here, give yourself time, and you should carve out your own micro-niche soon enough.

Remember, when you do hit on it, it's yours and you can milk it for all it's worth.