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With any bet based on special promotional terms it is very important to have read and understood the terms & conditions of the offer.

Whilst I've done my best to set out the general terms the responsibility to check the terms and conditions is yours. Bear in mind that the terms & conditions can be changed or amended at any time. See gambleaware.co.uk for facts about gambling.



MATCHDAY PROFITS

Presents...

Six Betting Strategies and Loopholes that WILL make you money this season.

Before we begin:

New & Existing Account promotions

The special promotions & offers mentioned in this guide are not to be confused with one-time, sign-up offers for new customers only.

For this report I'm only looking at specials or "loopholes" that are open for all and can be targeted again and again.

Introduction

Using enhanced bets and promotions to make a profit throughout the season is no brainer. But with a new offer at every turn and small print attached to each, it can be hard to decipher the wheat from the chaff.

And there is certainly a lot of chaff.

Offers and Promotions from bookmakers generally fall into three categories:

- The blatant rip-offs, for example where the offer is designed to make it look like an amazing price when in actual fact you can get better on the exchanges!
- The run of the mill small concessions, which although worth having are nothing more than gestures, because the events will hardly ever conspire to bring the offer into effect.
- The real deal. These offer the punter something for nothing, or put the odds in the favour of us punters.
It may seem counter intuitive for bookmakers to be offering bets and conditions that remove their edge, or cost them money. But it's a WAR for business and having the most attractive offers and specials gets customers on their websites and through their doors.

1. Bet365's Free £50 inplay bet.



This is a promotion that Bet365 run on certain matches throughout the season.

By my reckoning they ran the offer 12 times last season and each time they did I picked up somewhere around £30 in risk free profit. I made a total of £370 out of this one offer without risking a penny -*and it was very easy.*

Hopefully you'll get why this is one of my favourites!

Key Terms

- You place a pre-match bet of up to £50 on a specified match.
- You get a free In Play bet to the value in that match.
- You have to fund the inplay bet yourself but it will be refunded the next day if it's a loser.

How's it work?

For some people this is a little confusing, but really its nothing more than basic math.

So bear with me and if it does seem a little confusing just try it a couple of times, you'll get the hang of it trust me!

It goes something like this...

You place a pre match bet of £50 on the match in question with Bet365, it can be any market on the designated match.

Then you've qualified for a free £50 bet during the match with Bet365.

We don't want to risk £50 on the match though, and using this method you can guarantee around £30 - £35 profit from the free bet, with no risk.

Step 1.

What you do is look on Betfair for a pre-match market with the lay prices are similar to the back prices with Bet365. Take this example below from an online free bet calculator (I now tend to use oddsmatcher at Bet72.com):

Enter the odds information: [close]

Back Stake £ Enter the stake to be wagered at the bookmakers

Back Odds Enter the odds at the bookmakers in decimal

Back commission (%) Enter your back commission rate at the betting exchange

Lay Odds Enter the odds at the betting exchange

Lay commission (%) Enter your lay commission rate at the betting exchange

Recalculate Risk Free Bet

Lay Stake £ The lay stake required at the betting exchange is calculated here

Liability £ This is the total amount you must have in your betting exchange account to cover the bet

Outcome Summary: Back		Lay	
Bookmaker Profit	£ <input type="text" value="47.50"/>	£ <input type="text" value="-50.00"/>	
Exchange Profit	£ <input type="text" value="-50.48"/>	£ <input type="text" value="47.02"/>	
Overall Profit	£ <input type="text" value="-2.98"/>	£ <input type="text" value="-2.98"/>	% Retained <input type="text" value="-5.96"/>

Don't worry if that looks daunting. All you need to enter is your back stake (£50), the back odds at Bet365 and the lay odds on Betfair.

You can see that we can lay a similar amount to the £50 back bet and either way it will cost us £2.98.

After I'd placed both the back and lay as shown I'd effectively "purchased" a £50 free bet for £2.98, as one bet will lose and one will win.

Step2.

Next is the part that must be actioned during the game, or "In-Play".

Since the half time period counts as "In-Play", this is when I will use the £50 free inplay bet and also place a lay bet on Betfair to produce a guaranteed profit overall.

Doing this at half time ensures that nothing can happen on the pitch. Say you backed the current score with Bet365 and then before you had put your lay in a goal was scored -you'd have lost

your £50 in play bet and missed the chance to lay it!
So, although you can do this during play, its much easier to place both bets during the break.

Whereas with the qualifying bet you want to find something that is at the short end of the odds range, ie **Evens to odds-on**, with the free £50 bet it works best with something that is at **higher odds**. So typically I will try and find an outcome that is available to back at **odds of 7/2 or more (4.5)** (6/1 or higher is even better) that is also available to lay on Betfair at similar odds.

We then back that with £50 at Bet365, and lay the same outcome on Betfair but for lower stakes to guarantee a profit whatever way the bet goes.

This is called the “under-lay” technique and you don’t even need to know the math behind it as you can use an online calculator.

(oddsmatcher @ Bet72.com)

Look at this example:

Option	Stake	Value
NORMAL Qualifier/Arb		
FREE BET (SNR) Stake Not Returned		
FREE BET (SR) Stake Returned		
BET365 STAKE	£50.00	
BET365 ODDS	5.50	
BETFAIR ODDS	6.20	
BETFAIR COMMISSION	5.00 %	

At odds of **6.2** You could lay **£36.59**

Liability should be **£190.27**

If the Bookmaker Bet wins
your overall position will be **£34.73**

If the Exchange Lay wins
your overall position will be **£34.76**

Here I’ve found something that I backed at 5.5 (9/2) with Bet365 that I could lay on Betfair at 6.2. After entering the figures on the calculator at Bet72.com (above) and selecting the “FREE BET(SNR)” option the calculator worked out I should lay £36.59 on Betfair at that price.

It tells me that I will make a profit of £34.76 whatever the result!

Normally the qualifier will have resulted in a loss of £2 or £3 so the overall profit is around £30- £32.

The quick way to work out rough stakes for the lay without the online bet calculator is to simply divide the potential profit of the Bet365 bet by the decimal lay odds on Betfair. So say £50 at 5.5 ($50 \times 4.5 = 225$), $225/6.2 = 36.29$. That doesn't take into account the commission which is why it varies slightly from the example above. Its close enough!

Considerations

As Bet365 only refund losing bets *afterwards* you need to fund both the pre match qualifying bet **and** the in play bet. So that's £100 with Bet365 if you are using the max £50 stakes. You'll also need enough in your Betfair account **to cover both lays**.

This could be around £50 for the qualifier and £140 to £350 depending on what price your inplay bet is.

Other ways to play this:

The above method has been my preferred approach to this and has netted me a not to shabby £370. However there's more than one way to attack this so let's look at your other options.

Qualifying bet without the lay

If you back over 0.5 goals with Bet365 you'll typically get about 1/20 (or 1.05). One approach is to back this then also back 0-0 or "no goalscorer" elsewhere as "insurance" against that bet losing.

If you can get 10/1+ on the 0-0 or no goal-scorer you'll need to place a max of £5 on that outcome.

If a goal is scored you'll win around £2.5 from Bet365 but lose around £5 from the other bet.

If no goal is scored you'll win your £50 from the "insurance" bet, but lose £50 with Bet365.

This creates a similar scenario to my first method but you don't have to have the extra funds to lay the bet. Also if you back "no goalscorer" as your "insurance" and only **a single own goal** is scored, you'll win **both** bets.

Inplay bets without the lay

If you don't want the hassle of laying to guarantee a profit every time they run this offer, you can take your chances with the

markets.

Here's how you could fare if you bet the £50 without laying off at all.

If you bet 10 x £50 free bets at Evens and *win half of them* you'll win £250.

If you bet 10 x £50 free bets at 2/1 and *win three of them* you'll win £300.

If you bet 10 x £50 free bets at 8/1 and *win one of them* you'll win £400.

As you can see the higher the odds you go for the greater the returns are likely to be for the probable strike rates. However this doesn't take into account either the skill/knowledge of the bettor, or the value of the odds. Given the value of the in play prices are usually pretty poor, as the margins are fairly big, you might find yourself worse off betting the free bets as oppose to cashing them in for around £30 every time.

What can I expect this season?

As a Matchdayprofits member I'll notify you every time Bet365 run this offer and give you the exact bets and stakes to make your guaranteed profit. This will be by way of email before the match and via the member's area of the site at half time.

2.Ladbrokes Money Back 5 Team Acca



Lots of bookmakers are offering similar specials like this. However I believe Ladbrokes have the best, most notably they make no minimum odds stipulations in their terms, which makes it such an attractive proposition.

I had 28 stabs at this last season, and I landed 8 winning five fold accas. However most notably I had 11 that we're what I'd call "pushes" where I landed four out of five right and got my money back as a free bet. Meaning I got a return on 67.8% of my bets!

Key Terms

1. Max £25/€25 stakes and only one acca per weekend counts.
2. Bets placed via the 5+ coupon between Friday and Sunday.
3. Money Back is a as a free bet (which has an expiry date)

Full terms are at www.ladbrokes.com/tc/acca5

How's it work?

This is quite simple, the idea is to land a 5 fold accumulator. Accas with more then five selections count but we do not want to make it any more difficult! If you get the five in, you win and you can collect your winnings. If you get 3 or less come in, bad luck you've lost. If you get 4 from 5 however, you'll find a free bet to the same value as your stakes (upto £25) in your account on Monday. By "liquidating" this free bet using a technique similar to what we do with the Bet365 free bets, we can get around 75% of our money back on those bets with one selection letting us down on.

Tactics

The tactics must be aimed at getting AT LEAST FOUR from five right. My method of doing this quite unashamedly often includes the absolute bankers of the coupon. We are often talking about teams like Real Madrid, Barcelona, Bayern Munich and PSV at home to weak teams here. The odds are very short on them.

If the accumulator can be build up starting with 3 selections that look "rock solid", on paper at least, then it allows a little more adventure on the remaining two. The remaining two selections are still quite solid favourites, but maybe not so obvious.

I want to avoid picking the 5 shortest teams on the coupon in any case as this will not result in any kind of price.

So, by including three real short ones, in the 1-3 to 1-10 odds bracket, and then supplementing these with another two selections in the 1-2 to 6-4 odds range - I'm virtually turning this five fold into a double! With money back if one of the two doesn't win!

I can normally put together an accumulator with a half-decent chance of returning odds of around 3-1 to 8-1. And a solid chance of getting four from five at least.

What can I expect this season?

You'll get my own take on the coupon every weekend.

Most weekends I'll be taking this bet on to various stakes depending on the strength of bet.

Of course there is an element of luck in this bet with five matches needing to come good. But with careful selection based on form study and analysis, coupled with a solid approach, I reckon it's a bet that will once again pay its way.

3. Skybet "Priceboost" Weekend Treble



Every weekend Skybet offer an "Enhanced" special priced treble. Normally this is three Premier League teams playing at home. Now you'll see a lot of "enhanced odds specials" floating about, but more often than not they have just marginally increased their price and often they aren't even best price. With Skybet's weekend treble they are always offering best price and genuinely better odds than you can get anywhere else. For example getting 3/1 about a treble that is priced 2/1 everywhere else is generally worth taking.

What are the terms?

No specific terms. (Aside from Skybet's standard terms and conditions)

How's it work?

Nothing fancy here, just a case of weighing up the value and price and deciding if its worth taking and if so how much you want to risk on it. Last season Skybet did a particularly good job (for their customers!) during the latter half of the season and seemed to put up a wining treble every other weekend! Obviously a lot of luck involved in this one but what we can do is weigh up the price, decide if we are going to take it, and if so how much.

What can I expect this season?

Last season I staked a total of 192pts/£ on this treble and made a profit of 130.5pts/£. It would be nice to emulate that kind of performance again if possible. But essentially I'll be playing it as I see it week to week, taking the value when its there.

4. Corals Super Acca Insurance



New for this season - Another offer similar to the Ladbrokes 5+ but with a twist.

6-8 folds get money back if one loses, (*no good for us as we can beat that elsewhere.*) 9-10 folds money back with up to 2 losing selections. 11 folds+ money back with up to 3 losing selections.

I hope you can see the angle here.

With the 5+ Acca offer we can be 80% right and get a return. (ie 4 from 5). With this offer you can be 77.7% right and get a return as you only have to get 7 from 9. Or even 73% right with 8 from 11. My initial thoughts are that 11 might be pushing it a little, but 9 may be do-able.

What are the terms?

1. Max £25/€25 stakes.
2. Match results only but ANY competition.
3. Money Back is a as a free bet (which has an expiry date of 7 days)
4. No min odds restrictions.

<http://www.coral.co.uk/sports/offers?promotionId=superaccainsurance>

Tactics

I'll see how this one plays out as I don't like having the same teams in multiple accas as you can end up with too much resting on one or two results. However, the good thing about this offer is that it is fully inclusive of all leagues and matches. This means we can look to include teams like Porto, Benfica and Lisbon, that we cant include on the Ladbrokes coupon, and indeed any teams from almost any match. What's more it appears that you can encompass matches across multiple weekends so you don't have to find 9 or 11 solid ones playing on the same weekend. My suggested tactics with this one is simply to go for as solid selections as you can find.

Because trying to get 9 or 11 right is going to be a challenge and you'll almost certainly always end up with a respectable price once the odds are combined.

5. Paddy Power

Acca Insurance and Free £10 in play on all live Premier League matches shown on Sky and BT sport (In August)



Paddys have always been a fairly generous bookie, with regards to offers at least. They usually put up a silly offer on the opening race of the Cheltenham Festival in an attempt to get punters betting with them for the rest of the week. Football wise they often put out noteworthy offers, currently two take my fancy.

First up the Acca insurance.

It's a 5+ team acca with money back as free bet if one lets you down, its not quite as good as the Ladbrokes offer as it has a min odds requirement of 1-5.

There is also a specific set of competitions that are included. Matches in the main big leagues are there but they are excluding the Dutch Eredivisie for example. They do offer upto £50/€50 in money back (as oppose to the normal £25) and this offer may be of use on some weekends.

Key Terms

1. Max £50/€50 stakes.
2. Bets must be in match odds markets in selected leagues/competitions only.
3. Money Back is a as a free bet (which has an expiry date)
4. Min odds 1-5

Secondly quite an interesting free bet offer that seems to be trying to get a slice of the Bet365 pie.

"Place **GBP/EUR 20 or more in single bets** before kick off on all **Premier League matches live on Sky Sports and BT Sports** and get **GBP/EUR 10 in free bets** to use in play on that match."

At the moment they have committed to matches in August only for this promotion. We'll have to see if it continues after that.

Key Terms

1. Qualifying bet must be at 1-2 or greater.
2. The GBP/EUR10 free bet will be credited as two GBP/EUR5 free bet tokens and will appear in accounts within 5 minutes of kick off.

Tactics

This is a very similar offer to the Bet365 free £50 in play offer. Two £5 bets can only be liquidated for around £6 or £7 in total. Given the qualifying bet will cost around a £1 as well there is an argument that its not worth the hassle of taking the free money. That will be down to you to decide; you can implement the same tactics and get around £6 from every live game using this offer. At the time of writing there's 8 live matches left in August so that's at least £48 to be made right there.

I think perhaps the way to go might be to "buy" the free £5 bets for about £1, by doing a £20 qualifying bet and laying it off, then just look to bet them wisely.

What can I expect this season?

At the time of writing I've been using these in the correct score market and have landed 9/2 and 3/1 winners over the weekend with the Monday night fixture still to play. I'm taking one free bet at HT in the correct score market and using the last one around 10-15 mins in the 2nd half. I'll continue to do this and advise Matchdayprofit members of the best way to invest the free bets. Another nice little earner!

6. Other one-off Specials

Throughout the season a number of one-off specials will pop up. Last season these included a “money back if the match is drawn”, on some high profile matches from Paddypower. Plus some standout one-off price offers from StanJames and Ladbrokes.

Throughout the season I’ll be keeping an close eye out for these and will be notifying matchdayprofit members as and when I spot something that shouldn’t be passed up.

Boylesports Football Acca Insurance – A promotion worth looking out for.

This popped up last season and is essentially the same as the Ladbrokes offer aside from a min odds of 1-10 stipulation and that bets must be placed on a mobile device (via m.boylesports). The brilliant thing about this offer however was that there was no stipulation that bets must be in the win-draw-win markets. This opened up the prospect of adding in very solid selections from the “double-chance” markets for example.

At the start of the season Boylesports put this offer on their site, however at the time of writing (14th August) they do not show this as one of their promotions. It seems they may have replaced it with a not very tempting Acca Bonus offer.

I will be keeping an eye out for this offer and will take a close look at the terms when and if it does make an appearance.

Summary

Used correctly, you’ll almost certainly make a decent profit targeting the specials outlined here. I know I have done very well out them so far and I can only see it continuing.

Using specials is one of the core pillars of my football betting and you can follow my recommended bets each and every weekend throughout the season.

What’s more I’ll be reviewing all the existing specials and looking out for new ones, letting you know when there’s a new angle to exploit.

Best of Luck!
Paul Ruffy