



CONTENTS

1. Types Of Betting

	<u>Page No.</u>
Introduction	13
01 Fixed Odds	13
02 Asian Handicap	13
03 Combo Bet	16
04 Over/Under	17
05 Other Types	18

2. Match Influencing Elements

Introduction	20
06 Motivation	20
07 Head-To-Head	22
08 Injuries, Suspensions And Viral Outbreak	23
09 Team Line-Up	23
10 Quality Of The Substitute	24
11 Form Of The Team	25
12 The Playing Pitch	26
13 Home And Away Record	26

14 Derby Games	27
15 The Playing Schedule Of The Team	27
16 Travelling Distance	28
17 The Prestigious European Competition	28
18 International Duty	29
19 Manager Under Pressure To Perform	29
20 Exit Of Influential Manager	30
21 New Manager Syndrome	30

3. Discipline

Introduction	31
22 Bet With What You Can Afford	32
23 Do Not Get Carried Away With Your Winning Streak	33
24 Do Not Chase Your Losses	33
25 Keep A Betting Log	34
26 Bet On The League That You Know Well	36
27 Remain Focused	37
28 The 2Cs – Courage & Conviction	37
29 Do Not Be Greedy	38
30 Take A Break When Necessary	39
31 Stick To Your Preset Criteria	39

4. Psychology Of Betting

Introduction	39
32 Human Behaviour	40
33 Betting Luck	42
34 Betting Perspective	44
35 Gambling Addiction	44

5. Money Management

Introduction	45
36 Set A Betting Fund	46
37 Set A Monthly Betting Budget	46
38 Set A Daily Stop Loss And Stop Win Limit	47
39 Staking Plan	47
40 Staking Size	49
41 Betting Risk Profile	54
42 Winning & Losing Streaks	56
43 When Do You Cash Out	57
44 Yield –The Performance Indicator	57

6. Betting System

Introduction	58
45 Observation	59
46 Staking Systems	60
47 Rating Systems	62

7. Betting Strategies

Introduction	67
48 End Of Season Games	68
49 The 'Draw' Specialists	70
50 Betting On Lower Divisions	71
51 Home Ground Advantage	72
52 Over/Under	73
53 International Friendlies	75
54 European Cup Competitions	77
55 Favourite Vs Underdog	80
56 Betting On/Against Your Supported Team	83
57 Revenge Games	84

58 Derby Games Sharing The Same Stadium	85
59 Pre-Season, Testimonials & Exhibition Matches	85
60 Arbitrage	86
61 Your Strategy Checklist	87

8. Bet Selection Criteria Analysis

Introduction	90
62 Team Analysis	91
63 Match Analysis	93
64 Odd Analysis	94

9. Value Betting

Introduction	96
65 Importance Of Value	96
66 What Is Value	97
67 Fair Odds Vs Unfair Odds	97
68 How To Calculate If A Bet Has Value	99
69 How To Find Value	100
70 How To Calculate Our Own Estimation	102
71 What Kinds Of Odds Are Considered Of Value	105

72 Important Factors In Value Betting	106
73 Pitfalls To Avoid	108
74 Final Thoughts	109

10.Live Betting

Introduction	110
75 Advantages Of Live Betting	111
76 7 Elements To Observe	111
77 Strategies	113
78 An Actual Case Study	115

11.Pitfalls

Introduction	116
79 Do Not Be Tempted By 'Sure Win' Tips	117
80 Don't Let Injuries/Suspensions/Virus Outbreak Dictate Your Wager	117
81 Be Wary Of Betting At The Beginning Of The Season	118
82 Do Not Consider A Team's Last Performance Only	118
83 Do Not Indulge In 'Fancy Bets' Dependent On Luck	118
84 Be Wary Of Free Bets Offered By Bookmakers	119

12. Fallacies

Introduction	119
85 League Leaders Are Awarded More Penalties	120
86 The Dominant Team Always Win The Match	120
87 When A Team Needs The Points, It Is More Likely To Win	121
88 If A Team Has Nothing To Play For, It Is A Lame Duck	121
89 An Event Not Happened For A While Becomes Overdue To Occur	121

13. Forum

Introduction	122
90 Why Use Forums	122
91 Guidelines On Using Forum	123

14. Paid Tipsters

Introduction	124
92 Pitfalls	124
93 Selection Criteria	125

15.Bookmakers

Introduction	125
94 Factors To Consider In Choosing	126
95 Are Punters Betting Against The Bookmakers	127
96 Fixing Of Odds	128
97 Match Fixing	129
98 Are Bookmakers Fair	130
99 Be Wary Of Identity Theft	131
100 Benefits Of Betting Online	131

16.Useful Links & Resources

Introduction	132
101 Various Useful Links & Resources	132

Formulas

Glossary

Disclaimer

Every attempt has been made to verify the information provided in this ebook. Every effort has been made to ensure the content of the ebook is as complete and accurate as possible. The authors shall not be responsible for any errors, inaccuracies or omissions.

Legal Notice

This is not a free ebook.

This ebook is only for customers who have purchased it. Unauthorised duplication or distribution is strictly prohibited.

All rights reserved. No part of this ebook may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any other way, without the written permission from Stanley Ong and Chris Kwek. Making unauthorised copies, adaptations, compilations, or profit is strictly prohibited, and constitutes a punishable violation of the law.

Introduction

Football is a big industry and football betting is the fastest growing business on the Internet.

Betting is a serious matter because it involves money. Nobody bets to lose but how many know how to win, and win consistently?

In order to succeed in any endeavour, everyone has to first go through the painful process of 'trial and error'. Learning from mistakes, many times costly ones, is an invaluable and unforgettable experience. However, learning from other people's mistakes to enrich oneself, is both cheaper and more rewarding.

It could take a period of 'trial and error' before a punter starts to win consistently. It took the authors more than five years of learning experience to share with you now what could go wrong in football punting, and the remedies to make them right. Now we are enjoying the benefits, and you can too!

The main objective of **101 Blueprint For Profitable Football Betting** is to help you to improve your betting skills and generate consistent income. These 101 gems are lifetime moneymaking skills.

The topics in this book are comprehensive and thoroughly thought out to include all relevant aspects of betting. The book is written in an easy to read format and all readers will gain greatly from the 101 gems.

If you have not been consistently making any headway in your betting, this book will help you to re-evaluate where you could have gone wrong.

Be encouraged that it is never too late to read this book regardless of your years of betting experience. This book is specifically tailored to meet your betting needs. Having been there, we know what are your needs and how you feel about various betting situations.

101 Blueprint For Profitable Football Betting contains all the secrets for you to be profitable in your football betting. Winning is not difficult. You must have a

betting strategy and be aware of various factors to maximise your advantages and minimise your risk.

This book is written by two punters who have gone through the trails and errors of the betting learning curve. So you are getting a treasure chest of two very valuable betting experiences for the price of one.

So you win, we win.

We wish you success in your betting endeavours.

Stanley Ong & Chris Kwek

Chapter 1: Types Of Betting

Introduction

There are many types of football bets. It is important to understand clearly how each type of betting works.

Tip 1 Fixed Odds Betting

There will be three choices – Home Win, Draw and Away Win. This is called 3way betting. You have to predict the result of one event correctly to win your bet.

This type of betting is also known as 1x2 betting where

- 1 denotes Home team
- x denotes Draw
- 2 denotes Away team

Sometimes the bookmakers may reduce the three outcomes to two. This is called 'Double Chance' betting where a single price is offered on a win or draw. If your team wins or draws as you have correctly predicted,, you win. If your team loses, so does your bet.

Tip 2 Asian Handicap Betting

This is the most popular form of betting in the Far East, hence the label 'Asian Handicap'. This type of betting takes the 'draw' out of the equation. You are betting on either the Home or Away team to win the match.

Under this type of betting :

- the perceived weaker team (or underdog) is given a number of goals 'head start'.
- the team perceived to be stronger (or favourite) is penalised the same goal deficit.

This handicapping is to make the two teams of 'equal strength' for betting purposes.

The handicaps are expressed in number of goals, or fractions of goals.

The favourite has to overcome the handicap which will be subtracted from the final score. The underdog which is given a handicap 'head start' will have it added to the final score. So we can still win a bet even when the side we betted loses provided the loss was less than the size of the handicap.

The wider the gap between the two teams, the greater will be the number of goals given to the weaker team. If two teams are perceived to be of equal strength, no handicap will be given to either team.

The Asian handicaps used are :

0	(or even ball)
$\frac{1}{4}$	(or 0.25 ball)
$\frac{1}{2}$	(or 0.5 ball)
$\frac{3}{4}$	(or 0.75 ball)
1	(1 ball) and so on

Most new punters will be confused with handicaps containing quarters. How is $\frac{1}{4}$ (0.25) ball different from $\frac{1}{2}$ (0.5) ball?

Those handicaps with quarters in them actually consist of two separate bets :

The $\frac{1}{2}$ (0.5) handicap is very straightforward in determining the win or loss.

It is important to note that in Asian handicap betting, we are predicting the **winner for the handicap**. If we bet a team with a +1/2 (+0.5) ball, even if the team did not win but only draw, we still have won our bet because of the +1/2 (+0.5) goal advantage.

Tip 3 Combo Bet

A combo bet is also known as accumulator or multiple bet.

Such a bet allows the punter to combine the outcome of several events. One attraction of such a bet is that the payout is based on the multiplication of all individual odds. For example, you place \$20 on the following combo of five matches :

- Barcelona/Valencia over 2.5 (odds 2.10)
- Real Madrid to win (odds 1.25)
- Chelsea to win (odds 1.50)
- Manchester United to win (odds 1.30)
- Liverpool to draw (odds 3.10)

If **ALL** the outcomes are as per your prediction, your payout is a handsome:

$$\$20 \times 2.10 \times 1.25 \times 1.50 \times 1.30 \times 3.10 = \$317.36$$

$$\text{Net profit} = \$297.36 (\$317.36 - \$20)$$

However, **ALL** outcomes of the games must be as per betted. In the above example, if Liverpool wins instead of draw, your combo bet is lost even though the other four teams won their games.

Generally, combo bets comprising more than three outcomes are not encouraged. The potential profits for large accumulators are substantially greater than for single bets, but the chances of winning are also correspondingly smaller.

Tip 4 Over/Under

This is where you bet whether the total goals scored by the two teams in a match is over or under the specified number.

1. Over/Under 2.5 goals

How to interpret when the specified goals is 2.5? Surely, a team can't score or lose 2.5 goals?

Well, by introducing the decimal, the bookmakers remove the possibility of a draw, leaving only two possible outcome.

For example, if you bet over 2.5 goals :

- ◆ you will win if the match produces at least a total of three goals.
- ◆ your bet is lost when there is less than three goals.

2. Over/Under 2/2.5 goals

This means :

- ◆ half of your stake is placed on over/under 2 goals.
- ◆ half of your stake is on over/under 2.5 goals.

For example, if you bet under 2/2.5 goals and the end result is :

a) if the game has a total of two goals :

- ◆ half of your stake on under 2 goals will be returned.
- ◆ half of your stake on under 2.5 goals will be lost.

- b) if the game has no goal or one goal : you win in full.
- c) if the game has a total of three goals and above : you lose the total stake.

Tip 5 Other Types

1. Live Betting

This is also known as Betting In Running.

The Internet has enabled the punters to bet on a match at the same time it is being played in the respective country.

Many matches are now telecast live on TV. Such live coverage allows the punters to bet on their reading of the game as it progresses.

2. Ante Post Bet

This is a bet on an event in the future. Examples are predicting the winner of a national football league or World Cup.

Such bets can be highly enjoyable and profitable if it becomes clear in the course of time that the team one has backed is increasingly favoured to win.

3. Half Time/Full Time

This is betting on :

- ◆ Half Time – a bet on who will lead at half time. The result for the bet is irregardless of the final score.
- ◆ Full Time – a bet on who will win in the end.

4. Total Goals

This bet is on the number of goals scored by both the Home team and Away team in a match.

5. Correct Score

This is predicting the exact goal result of the game, for example Arsenal to win 2-1 against Bolton.

6. Number of Corners

Some punters who are well versed in the style of play of certain teams enjoy this type of betting.

Generally, the more shots directed at a goal mouth, the more chances for a corner to occur.

7. Number of Bookings

Football leagues infamous for great number of bookings (for example, the South American leagues) will create interest in this type of betting.

Grudge matches between rivals will also attract much attention.

Some punters may also take into consideration the refereeing. The stricter the referee, the higher the chances of players being booked.

8. Score Anytime

This is betting on a player, for example Mr X, to score in the particular match.

If team news confirmed Mr X is playing and the punter is very confident of the player's scoring prowess, this type of betting will attract him. Some players do seem to go on runs where they score for fun.

9. First Goalscorer

This is a bet placed on a player to score the first goal.

Chapter 2: Match Influencing Elements

Introduction

Certain factors relating directly to the teams themselves can influence the outcome of matches. When you are aware of these elements, you will have an edge when choosing which team to bet on.

Study the teams, learn their strengths and weaknesses, and evaluate them objectively.

It is important to pay attention to changes in the quality of a team from one season to the other :

- are players getting too old?
- are quality reinforcements being purchased?
- transfers of players
- managers coming and going

To aid your game analysis, here are the match influencing elements you should consider in your team selection.

Tip 6 Motivation

Motivation is THE deciding factor when all the usual elements have been considered in the equation.

Different teams are motivated differently in differing degrees at different times and under different circumstances.

Some of the typical situations where motivation can influence the outcome are :

1) How important is the game. Let's consider a team which is :

- ◆ in the middle of the league table (which means it is in a safe position).
- ◆ securing a playoff spot in a prestigious competition like UEFA Cup (which is considered a great achievement in the club's history)

Will this team be more focused in the UEFA Cup playoff schedule or the present league games? The answer is obvious.

- 2) A team facing relegation woes confronting a 'life and death' game will definitely be in a 'must win' motivation mode.
- 3) A team out to avenge a defeat by its bitter rival earlier in the season should be very motivated.
- 4) Most teams playing the league champion will treat the match as their 'biggest game of the season' and be extra motivated.
- 5) Even the top clubs in Europe like Manchester United and Real Madrid, competing in several competitions and hence facing heavy playing schedule will have to decide at some point of time which competitions are their priorities. It is practically impossible for even these top teams to excel in every competition.

These top teams who aspire to win the Champions League and be crowned the best in Europe will of course be very motivated in all their Champions League fixtures. This is in addition to their quest to fight for the title in their local league. Due to the practical aspect of physical strain on the players, it is not surprising that these top clubs pay scant respect to the domestic league cup such as the Carling Cup in England.

- 6)** There are teams who yearn to achieve or break certain club records. An example is Arsenal a few seasons ago. They were already premierships champions with four games to go. But they were motivated to maintain their unbeaten club record. The result of the remaining four games were two wins and two draws.

Tip 7 Head-to-Head (H-2-H)

What makes team A strong against Team B and yet played poorly against Team C?

My nephew enjoyed playing tennis. His best friend frequently beats him in the game. But my nephew easily won over some other players whom his best friend often lost to. How come? For tennis, it could be a question of playing style and personal habits. So does this apply to 22 guys on a soccer pitch?

When a team has beaten another team the last 10 times, is this pure coincidence? It must mean something.

The following points are worth pondering :

- 1)** In the league, teams usually play two games (one at Home and one Away) against each other in a season. If the H-2-H showed Team A to be constantly superior over Team B, it means Team A has an edge over its opponent. It could be Team A has found a playing tactic to neutralise Team B and exploit the latter's weaknesses extremely well.
- 2)** Psychology is a very potent attitude for the mind. If Team A has beaten its opponent the last eight times, the players of Team A will be mentally geared up with the self-belief that "we have beaten them eight times, why should today be different?"
- 3)** Some weaker teams are repeatedly the 'boogie teams' for the favourites.

4) If there is a break in trend, for example Team A playing at Home has beaten Team B the last nine times. But at the 10th game, Team A lost. Then we have to analyse why :

- ◆ Is Team A weaker this season compared to previous season?
- ◆ Are there key injuries/suspensions?

History tends to repeat itself year after year. Thus, H-2-H is an element to be considered seriously.

Tip 8 Injuries, Suspensions And Viral Outbreak

Rank the importance of the players affected by this match influencing element. Some players are more 'indispensable' compared to others, for example :

- ◆ The playmaker captain is suspended and there is no worthy replacement.
- ◆ The invincible goalkeeper is injured and his substitute is known to have 'butter fingers'.

Pay attention also to report of outbreak of seasonal viruses and flu especially during winter. Some smaller clubs with thin squad could be depleted if some players are unavailable due to such illness. Viral sickness also weakens the players physically and their stamina will be severely tested if they are still required to play in the match.

Tip 9 Team Line-Up

A team's line-up determines the strength of the team. The respective club's website provides the best source on the predicted line-up. Could any of these be happening :

1) Could some key players be rested in preparation for a forthcoming crucial fixture like a Champions League match?

- 2) The inspirational team captain has been nursing a minor injury incurred in a match a week ago. Has he recovered to lead his team? A missing influential captain means the side is 'leaderless'.
- 3) Could a key player be benched as punishment for just 'talking down' to the egoistic manager?
- 4) The manager is human and he will have his 'favourite' player. Has he decided to field his favourite player to replace another player perceived to be better skilled?
- 5) For some smaller clubs without the luxury of a quality bench of substitutes, some key players who are slightly injured or mildly sick may still be required to play in certain crucial matches. This will certainly affect the team's performance.

Knowing the team line-up will alert us whether the team playing this week is the **same one** that won or lost last week.

Tip 10 Quality Of The Substitute

Judge the quality of the substitute replacing an unavailable player. Some clubs have second string players who are equally skilled. One notable example is Andrei Schevchenko. He was bought by Chelsea from AC Milan for a record transfer fee of 31 million British pounds but was unfortunately reduced to a bit part player. Such second stringers will be especially motivated to prove themselves when given the opportunity to replace the regular starter.

However, not every club has the luxury of having a Schevchenko on the bench.

(Footnote : In October 2008, Schevchenko was loaned by Chelsea to his former club AC Milan.)

Tip 11 Form Of The Team

During a season, teams may experience 'ups and downs' periods :

- Periods when Lady Luck is smiling on them, scoring goals for fun, and simply unstoppable.
- Periods when 'Murphy's Law' rear its ugly head, that whatever will go wrong **WILL** go wrong. Nothing they do turns out right.

Always check the last five performances of a team. For example, if we are studying the team Everton, read the match reports of their last five games to determine:

- ✓ Has Everton been playing against strong opponents in those five games?
- ✓ Were the opponents 'in form' and had been playing well for several games?
- ✓ Did Everton score due to a dubious goal with the 'help' of the referee?
- ✓ Was Everton subject to biased refereeing decisions?
- ✓ Was their key striker stretchered out during a game which they lost?
- ✓ Was the opposing goalkeeper the man of the match and made several fantastic saves?
- ✓ Was Everton woefully unlucky, hitting the woodwork numerous times?

Even reigning 2007/2008 league champion Manchester United can also have a bad run of a few games. But it must be considered that such quality clubs will have the class to turn a bad spell around rather easily.

Tip 12 The Playing Pitch

Believe it or not, the type of playing pitch can also affect the performance of the team.

A majority of the teams play on real grass. Several clubs have artificial turf. The style of play may be different on these two types of pitches. It is perceived that teams playing at Home on artificial pitch will have an advantage.

Maintenance of the pitch also affect the quality of the playing field. For the smaller clubs, their pitches are so poorly maintained that they are referred as 'mud fields' on rainy days.

In the English Premier League (EPL), it has been reported that Manchester City has the widest pitch and the tallest floodlights. This certainly befit their image of a well-off club, more so now with the petrol dollars pouring in.

Tip 13 Home And Away Record

Some teams play superbly at Home, their "castle", so to speak.

However, some have a tendency to perform better at Away matches, presumably playing with less pressure.

Special attention must be made to derby games. As elaborated in tip 14 below, Home advantage is somewhat negated as the Away team will be extra motivated to excel.

When two derby teams share the same stadium, for example Italian giants AC Milan and Inter Milan, there is not much difference in Home/Away ground advantage.

Tip 14 Derby Games

Derby games are always intensively emotional. Both sets of fans demand 110% from their players against the 'arch enemy'. The games are fiercely fought affairs, for example games between Manchester United and Manchester City are usually tight and fiery.

In derbies, the Home advantage could be negated to a large extent. This is because the Away team will go all out to prove to their fans and the hostile Home crowd who is the 'big brother' in that territory.

Tip 15 The Playing Schedule Of The Team

Even a top club like Chelsea, with their quality star players and unquestioned motivation to win as many trophies as possible, will find it difficult to play three times a week challenging in the EPL, Champions League, FA Cup and Carling Cup. Players are human beings and they can also suffer from exhaustion and burn-out.

Sometimes there could also be bias in the playing fixtures. Some teams could have a few hard or easy games in a row, or a few Home and Away games in a stretch. Bad scheduling for one team can give the opposing team an advantage.

It pays to be mindful of the playing schedule.

Tip 16 Travelling Distance

This is very applicable to the lower divisions who have tight financial constraints.

It is a relevant factor to consider when teams have to travel the length of the country without having a luxury mode of transport and lodging, if an overnight stay is required.

Sometimes, the teams have to play on the same day after an exhausting journey.

Tip 17 The Prestigious European Competitions

Every club aims to be the best in Europe. Champions League and UEFA Cup schedules are viewed as top priority by all teams who have qualified to play.

If the team you are betting on is in any European competition, check if the game you are eyeing precedes or follows an European match :

- ◆ If the match is **before** the European game, check team news reliably on whether any key players will be rested.
- ◆ If the match is **following** a midweek European game, especially if the team had to play Away and had to travel considerable distance, be mindful of players' fatigue and injuries. Some players may also be rested in the present league game and the team will not be at full strength.

Tip 18 International Duty

Some clubs can have several key players who are often called upon to play for their respective country.

If these international games are in a specific tournament like African Nations Cup which will be for a duration of two weeks, these players would then miss their club's domestic matches during this period. Missing key players for two weeks has a huge impact on a team. This has been the cause of conflict between 'club' and 'country' especially when the key players return with injuries.

If the team you are going to bet on has several players just back from international duty, be mindful that :

- The players might be tired especially when they have to commute a very long distance.
- The players have not trained with their team mates for a week or so.
- Some players may have lingering injuries.

Tip 19 Manager Under Pressure To Perform

Is the manager in danger of losing his job if the team loses the match?

There have been instances where the team stood firmly behind their manager. All players did try their best to save their manager's job.

There have also been cases where the team played 'unusually badly', resulting in their manager getting the sack.

Tip 20 Exit Of An Influential Manager

The manager is the brains behind the team. He is responsible for steering the team to overcome all obstacles towards the path of success.

There may be an impact on a team's morale when an influential manager either abruptly resign or was shockingly sacked. An example is the exit of Kevin Keegan of Newcastle, either voluntarily or forced. His sudden exit caused unsettling ripples and dominated football news for quite a while. The Newcastle players were so badly affected that they suffered many defeats in their subsequent games, even to teams of lower quality.

Tip 21 New Manager Syndrome

A new manager could breathe new life into a team. A different management could propel the team into achieving better results. Players would also be very motivated to play their best to prove to the new manager.

One classic example of the profound influence of the new manager syndrome is the case of Tottenham Hotspurs.

On Oct 21, 2008, Spurs's Spanish manager Juande Ramos was sacked after the club took only two points in their opening eight league games in the 2008/2009 season. Spurs was rooted firmly at the bottom of the table. Harry Redknapp from Portsmouth was appointed as the new manager of Spurs. His first match in charge was on Oct 26, 2008 against Bolton.

So how did the 'at the bottom of the dumps' Spurs perform under the new manager?

Spurs defeated Bolton 2-0 and got three valuable points. In his very first match, Redknapp surpassed the total number of points Spurs secured in its opening eight games. So what did Redknapp do right in one week?

The consensus is that the impact of Redknapp's arrival at Spurs is psychological as in one week not much can be done in terms of strategy and tactics. What he did is to instill the 'never say die' spirit in his players who may have lost confidence and motivation under Ramos. After beating Bolton, Spurs went on to defeat Liverpool and Manchester City and draw with Arsenal in the EPL, and hammered Dinamo Zagreb in the UEFA Cup.

Of course, how long the new manager syndrome will last, only time can tell.

Chapter 3: Discipline

Introduction

What is discipline in football betting?

Discipline is the **will** to religiously follow preset rules and criteria irregardless of one's emotion at that moment.

Why is discipline so important?

Because without discipline :

- even a successful punter can lose all his winnings.
- a losing punter can lose even more.
- the punter cannot win in the long run.

It is impossible to make everyday a winning day **BUT** it is possible to make everyday a losing day if you do not observe the mantra of discipline.

Discipline is the key to making consistent profit in the long run.

Tip 22 Bet With What You Can Afford

Another way to describe this is "never bet what you can't lose".

This is common sense. But it is surprising there are many punters who do not understand such common sense.

This is the **FIRST** rule of discipline but the hardest to comply by most punters. Why is this so? Because this rule is applicable to both punters on a winning streak and on a losing run :

- When one is winning, there is the temptation to wager bigger stakes to 'strike while the iron is hot'.
- When one is losing, there is also the temptation to stake bigger amount to recover the earlier losses faster.

Win or lose, emotion takes over and the principles of money and stake management are totally disregarded. This is disastrous financially.

Ask yourself "Can I afford to lose this amount of money?" If the answer is no, there will always be a nagging fear at the back of your head. This will cloud your judgement and is a recipe for disaster.

You should **NEVER** use the following avenues to raise your betting fund :

- money needed to pay bills and run the household.
- any form of borrowed money.
- use a credit card to deposit money into a bookmaker's account.

This rule is very simple. If you only bet with money you can afford to lose, you will not encounter any financial difficulty. The money used should always be your surplus cash.

Tip 23 Do Not Get Carried Away With Your Winning Streak

Some punters on a winning streak feel they are unbeatable. They believe nothing can go wrong. They are invincible. Everything they touch will turn into gold. Gradually they become complacent. They bypass their strategy checklist, they change preset staking plan and they place more and more bets to capitalise on their luck.

Guard against being carried away when you are winning. One of the gems in money management is to observe the **daily stop win limit**. This priceless principle will save you much financial distress later.

Tip 24 Do Not Chase Your Losses

This is a huge problem for most punters.

Desperation can drive one into making irrational decisions. Despair can cause one to commit insensible acts. All with the hope of a 'big win' which will recoup the earlier losses.

This situation makes it all the more important to observe the '**daily stop loss limit**' principle explained in money management.

During a bad run, discipline is extremely crucial. Remind yourself this. If your strategies have worked in the past, they will work again. You must continue to have faith and confidence in your strategies. Be patient.

Take a break from punting when necessary and return with a refreshed and focused mind.

Remember the wise saying : "Act in haste. Repent at leisure" along with your cash.

Tip 25 Keep A Betting Log

Do you know how many of those teams that you betted on actually earned you money?

Football betting is your business. No business exists without proper paperwork. In football, this is called your betting log.

Documenting your bets will show you how well or how bad you are doing. You will be able to identify :

- the reasons behind the winning bets.
- the causes behind the losing bets.

Any anomaly, for example :

- * your betting record is better in the beginning/mid/or end of the season.
- * your performance is erratic in tournaments like World Cup compared to league matches.
- * a losing streak does adversely affect your performance.

Losing is bad. But losing not knowing why is worse. Losing bets can be divided into three categories :

1) Poor Bets

It was a mistake to bet in the first place, for example, backing odds which has no value.

2) Bets Lost Fairly

The bets remain justified as they are value bets.

3) Bets Lost Unfairly

The end result did not correspond with what happened on the pitch, for example, your team was extremely unlucky, hitting the post several times, or had a goal controversially ruled offside by the referee, etc.

The human mind is the worst record keeper. We tend to remember what we want to remember. Only accurate record keeping will reveal our punting strengths and weaknesses.

From your betting log, you can :

1) determine your betting financial status

- should you review your betting fund?
- should you adjust your staking plan and staking size?
- are you suited to football punting?

2) analyse your strategy

- be aware of factors which you have learnt to be major match influencing elements
- take note of factors which contributed to inaccurate predictions

3) do a postmortem of your bets

- what types of bets are profitable?
- what types are best to avoid ?

For example : If your postmortem shows that your worst record is in English Divisions I and II, it means you don't have time to know enough of the

teams in those leagues. Quit those leagues and spend your time more worthily on the profitable ones.

The betting log should include details as these :

Date/Match/Score/Bet/Stake/Odds/Bookie/MR*/P-L*/Total/Yield

MR means money returned

P-L means profit or loss

It is recommended that you keep record of each league separately.

Keeping records take a lot of time, effort and discipline. But your betting log will reveal an accurate picture of your betting campaign.

Build on your strengths, learn from your mistakes and refine your betting techniques along the way.

Tip 26 Bet On The Leagues That You Know well

Even in a league which you are specialising in, it requires systematic analysis to select the winning teams. Do not distract yourself by betting on a match of a league you have little knowledge of and just because the match is televised live on TV or highly recommended by some sports experts.

Every bet you make **must** satisfy your checklist of 'do's' before you put your money on it.

For a popular league like EPL, there are times when it has been difficult to obtain reliable information on key players, a factor which may influence your betting decision. What more with a league you are not familiar with where you do not know the injury situation, any key players missing, or rested due to some important forthcoming match, etc.

Generally, it is recommended that you specialise betting on league matches because team form rating can be more reliably tracked among the teams in the same league.

Tip 27 Remain Focused

Avoid betting when :

- ✓ you have work-related problems.
- ✓ you are bothered with some problems at home.
- ✓ you are under the influence of alcohol.

The above situations will only serve to skew your judgement..

Betting requires your total undivided attention. Lack of focus and a less than cool head will lead to careless betting decisions which will burn a hole in your pocket.

Tip 28 The 2Cs – Courage & Conviction

If your analysis reveals the value lies in the underdog (for example, Fulham having a +1 goal advantage playing against the reigning champion Manchester United), be courageous and follow your conviction. Of course, it is a nervy decision as the whole world is putting their money on Manchester United.

After you have selected your bets which satisfied your checklist of criteria, stick by your decisions. Some punters get swayed by outside influences and begin to

lose confidence in their selections, especially when they have lost the last few matches.

Remember, if your strategies have reaped profits for you in the past, it means they are workable. Do not lose faith in your selections.

Tip 29 Do Not Be Greedy

It is human nature to want to make a fast buck. But be mindful of the wise saying "there's no free lunch in this world":

- 1)** If the bookmakers are prepared to pay you \$100 on a 'long shot' team for every \$1 you wager, it is indeed very tempting.

When an offer is 'too good to be true', it probably is.

Bookmakers are in the business to make your money, not to dish out charity. They do not make mistakes. Such offers are traps to entice the greedy ones to part with their money.

Of course, the ball is round. The 'long shot' team may win the match but the chance could be one in a million.

- 2)** The payout for a combo bet is very tempting but the risks are also multiplied many folds. Unless you are an extremely lucky punter, you are unlikely to win often.

For example, if you have six really good games, it is advisable to bet them as singles, say, \$100 each instead of all six in a combo bet of \$100. Because if one of your predictions go awry, you will lose your combo bet and get nothing for all the time and efforts researching. Five perfectly good predictions went to waste.

Do not be greedy. Stay clear of such bets. They will only erode your bank balance.

Tip 30 Take A Break When Necessary

Every punter, professional or novice, encounters bad spells. This is the period when it is so important for the punter to remain sane and focused.

Take a break when circumstances calls for it. Step back from betting for a while. Return when you are ready and refreshed.

Tip 31 Stick To Your Preset Criteria

Once you have laid down your criteria, be disciplined and stick to them religiously. Do not allow prevailing circumstances to tempt you to change any preset rules and plans.

Most punters start off by diligently following their preset criteria, but along the way would succumb to the common twin enemies of greed and indiscipline and begin to waver. This is more prevalent during times of winning and losing streaks.

Be firm. Do not deviate.

Chapter 4: Psychology Of Betting

Introduction

Football betting is like running a marathon, not a 100 metre sprint. Each football season lasts an average of nine months. Each punter must be prepared for a long haul.

The psychology of betting will cover :

- human behaviour reacting to different betting outcomes.
- whether luck plays a part in betting.
- betting in perspective – know yourself.
- gambling addiction.

Tip 32 Human Behaviour

Those punters who expect to be profitable each week will be disappointed. You are going to win and you must expect to lose. You will have highs and you will have lows. Streaks happen along the way.

1. How Human Beings Behave

a) When on a winning streak

- ◆ They feel lucky and clever. Everything they pick is turning to gold.
- ◆ They want to win more.
- ◆ They forget the preset staking plan and preset daily stop win limit
- ◆ They become complacent and bypass the preset analysis and selection criteria.

Such punters do not pause to count their winnings and say "That's enough. I am truly happy with my performance." Instead, they feel invincible and start to bet rashly and recklessly. Then everything begins to go all wrong.

When on a winning streak, remain **humble**. Continue doing what you have done which has proven to be profitable.

b) When on a losing streak

- ◆ They are full of rage and anger. It hurts and it sucks.
- ◆ Emotion becomes their boss. They blame the players, the referees, themselves, the weather and anything else under the sun.
- ◆ They lose their self-confidence.
- ◆ They have doubts over the preset criteria that had worked well in the past, especially the daily stop loss limit.

One of the common emotional reaction in a losing streak is to chase losses : "The best way to make the pain go away is to win." This is a desperate act to recover fast. Such action is not only self-destructive but it could lead the punters to greater financial grief.

When on a losing streak, remain **positive** and **patient**. Do not forsake the preset criteria that have brought you smiles not so long ago.

2. Dealing With Emotion

It is practically impossible to be completely devoid of emotion. But the more we understand how our emotion influence our betting decisions, the better will be the results.

Don't get too emotionally high when you are winning and too emotionally low when you are losing. Because emotion has a lot to do with your next action.

We must condition ourselves NOT to let emotional reaction affect our next bet.

No matter how bad your recent results have been, they do not reflect the chances of your bets today. Just because you have lost the last six bets does not mean the chance for your seventh bet is bad.

Everyone encounters high and low streaks. This is part and parcel of life. No one can win all the time. Losses will come visiting. You must avoid letting one bad day, one bad week or even one bad month to hurt you mentally.

In times of bad performance, it is very important to continue to have confidence in your strategies and methods. If these fundamentals have worked well for you in the past, you must not have doubts over them. Do not attempt to change them. Such a negative attitude is fatal and must be resisted at all times.

Have the discipline to withstand the inevitable losing streak. Keep your betting fund solvent and await the winning bets.

When necessary, take a break and call it a day. There's always another day, another game. But positive results can only be achieved with a clear head and balanced emotion.

Stick to your preset criteria. Endure the losing streak and enjoy the winning run. You will emerge stronger after each high and low.

Tip 33 Betting Luck

We all know someone who is lucky. How does this person behave? He/she is usually happy, cheerful and outgoing.

What about someone you know who seems to have bad luck? Does he/she complain and whine all the time?

The lucky one is always the one with the **positive** attitude. Compare the following traits :

<u>Lucky</u>	<u>Unlucky</u>
Optimistic	Pessimistic
Confident	Doubtful
Outgoing	Introverted
Happy	Grumpy

Psychologists have asserted that a positive mental state has a great correlation with one's luck.

A wise man once said : "When life deals you lemons, learn how to make lemonade." That person you know who has turned around a devastating situation into an advantage is often considered 'just lucky'. Actually, it is more his attitude that brought him luck.

To be lucky in something, we must first have knowledge in that something.

In football, the knowledge to strategise to the best of your ability will make you more positive and confident. Just believing in luck cannot improve your chances.

Some punters think they have the gift of an acute sixth sense, that they can always 'feel and smell' the winners. Yes, hunches do win games, once in a while. But be realistic, how long can hunches win?

There are dedicated punters who take time and effort to study, analyse and acquire knowledge at every opportunity, and **THEN** have good 'feel' for a certain game. This 'feel' comes from the confidence they have in their knowledge.

There is a saying that knowledge, diligence, discipline, patience and luck are the five jewels of success. When you have perfected the first four, the fifth, which is luck, will show itself.

Some people consider luck the output of hard work.

Tip 34 Betting In Perspective

Betting is a serious business and must always be put in the right perspective :

- 1)** Bet within your means and never bet yourself into financial problem.
- 2)** Do not let emotion get the better of you and control your life. When necessary, stop betting. Turn off the computer and walk away.
- 3)** Be realistic in your expectations. No one can win all the time. When there are losses, accept them in perspective. When the pressure is mounting, take a break. Football won't disappear during your break. Return only after you are convinced you have the positive mentality to win.
- 4)** Don't be so engrossed in your betting as to disrupt your family life. The outcome of the match will be determined whether you watch or miss the game. Do spend quality time with your loved ones.
- 5)** Social life and wholesome activities must be engaged as well.

Peace of mind is a key ingredient in maintaining a harmonious home front and in correctly predicting the outcome of a match.

Tip 35 Gambling Addiction

Greed, the 'get rich fast' mentality and the pressure of constant losses are some of the causes of gambling addiction.

How do you know if you have such addiction problems?

- When you get into financial difficulties.
- When your mental and physical health are affected

- When your work performance deteriorates.
- When your home life is in a mess.
- When you bet excessively and emotionally either on a winning streak or on a losing run.
- When you gamble to escape worry or trouble.

You are responsible to yourself, and more so to your loved ones.

When you ignore all the signs and stay in a state of denial of your situation, then professional help is needed to overcome the addiction.

Discipline and self-control are the qualities required to ensure that we are always in the driver's seat of the betting game.

Chapter 5: Money Management

Introduction

As explained in the chapter on Value Betting, even a value bettor can also lose his entire betting fund if he stakes all his value bets **without** executing efficient money management. He may win 60% of his bets but he will still lose if he stakes more money on the losers.

The principles of good money management will help you :

- win more from your winning bets.
- lose less on your losing bets.

In essence, good money management maximises your profit and avoids losing all of your betting fund.

The following are the elements of efficient money management.

Tip 36 Set A Betting Fund

Only bet with money you can afford to lose. Setting a betting fund can prevent any over exposure.

When you bet you must have peace of mind. This will enable you to be objective. If your mind is always wandering around worrying about bills to pay, your judgement will be impaired. This is highly detrimental.

You must have a peaceful state of mind and be able to accept worst case scenarios.

Tip 37 Set A Monthly Betting Budget

Your monthly betting budget should be treated as a budgeted expense. Once it is depleted, you should not spend any more.

You should set yourself a maximum you are allowed to lose in a month. This will prevent you from the temptation of chasing your losses.

If this month you have a profitable month, you may set a higher budget for the next month.

Tip 38

Set A Daily Stop Loss & Daily Stop Win Limit

The biggest problem with punters are that they continue betting when they are up and also continue betting when they are down. This will lead to financial ruin in the long run.

To avoid falling into this trap, in addition to setting monthly betting budget, also set limits on :

1. Daily Stop Loss

This is the maximum you can allow yourself to lose in a day. This discipline will curb any impulse to chase your losses on that day.

2. Daily Stop Win

It is very easy to get carried away. Do not get greedy. Once you have reached your targeted amount, cash in and enjoy counting your winnings.

Tip 39

Staking Plan

A staking plan will ensure discipline and order. This will restrain any irrational temptation and emotion, especially in a worst case scenario.

Basically, there are two main types of staking plan :

1. Fixed Stake

This means the punter bets a fixed amount each week, say \$500. This fixed

sum of \$500 may be broken down into units and spread over his bets depending on his level of confidence.

For example,

Fixed Stake is \$500)
 One unit is \$100) betted on
 Total Unit is 5)

Bet A	Manchester United	2 units	\$200
B	Everton	1	\$100
C	Chelsea/Bolton over	1	\$100
D	Fulham/Hull small	1	\$100

Advantage : Easy to manage and safe to execute as the punter can predetermine his exposure.

Disadvantage : This plan does not maximise winning during a winning streak.

2. Percentage (%) Of Betting Fund

The weekly stake will be a % of the **current** betting fund. Since the fund may increase or decrease, the % to be betted each week may vary.

The stake amount may also be broken down into units for betting purposes as illustrated in **1** above.

Advantages : The return will be greater than fixed stake plan when the punter is on a winning streak because as the the fund increases, so does the stake.

The stake amount is reduced on a losing run. This protects the betting fund more compared to fixed stake plan.

Disadvantage : If a losing streak continues, the actual stake will get less and less. This means it will take longer to recoup the losses as any win will be based on a smaller stake.

In conclusion, the % of betting fund plan will do better than fixed stake in times of good performance. However, during the bad times, it will take considerably longer to recover the losses.

The most suitable staking plan for a punter will essentially depend on his attitude to profit-making and risk-taking :

- A short term punter aiming to make quick sizeable profit will take more risk and place larger stake.
- A long term punter with a view to making long term profit will use a more conservative approach.

Tip 40 Staking Size

Choosing the staking size is a balance between the risk and potential profit. It can be either :

- ◆ low enough to ensure low level of risk and peace of mind.
- ◆ high enough to maximise profit but at greater risk.

It is important to note that no staking plan can turn a losing selection into a winning one BUT a good selection can be ruined by a poor staking plan and staking size.

The following are the factors to consider in determining staking size:

1. The Size of the Monthly Betting Budget

The larger the betting budget, the larger the stake size can be.

The monthly budget can be broken down into units for betting purposes, for example, if the budget is \$1000, 1 unit can be \$10, \$20, \$50, \$100, etc. If it has been decided that 1 unit is \$10, then the total number of units will be 100 units for the betting budget of \$1000.

2. The Methods of Sizing

a) Level Staking

This is the same amount placed on every bet irregardless of the odds offered. So whether the odds is \$1.10 (the favourite) or \$10 (the underdog), the stake size remains the same.

Advantage : Easy to implement.

Disadvantage : Does not maximise profit. The chances to win for the longshot bets on the underdogs are considerably less often.

b) % Of Monthly Betting Budget

The punter stakes the chosen % of the betting budget on each bet. The stake size will increase and decrease according to the size of the budget.

Advantage : Greater profit potential as stake size increases when betting budget increases.

Stake size decreases when betting budget gets lesser.
This protects the betting fund.

Disadvantage : In times of bad performance, the stake sizes will be decreased continuously. It will then take a considerably longer time to recover losses as any win will be based on smaller stake sizes.

c) Fixed Profit

The punter aims to make the same amount of profit on each selection.
The formula to use is :

$$(\text{Your fixed profit}) / (\text{odds} - 1)$$

For example, if you want to earn 10 units each time. The odds of this team you have selected is 1.80. The stake size will be :

$$\begin{aligned} & 10 / 1.80 - 1 \\ & 10 / 0.8 \\ & = \underline{12.5 \text{ units}} \end{aligned}$$

If your 1 unit is \$10, it means the stake amount will be 12.5 units x \$10 = \$125.

Advantage : Easy to understand.

Disadvantage : Tedious to calculate stake size each time.

d) The Kelly System

Some punters like to use the mathematical formula in the Kelly system (refer to tip 47 for further details). This formula determines the stake size which maximises the potential profit.

The Kelly advantage is optimised if the punters are able to predict the probability of winning chance as accurately as possible. There are punters who are concerned with the accuracy of their estimations and the consequences of :

- If they are too optimistic in their probability determination, they run the risk of losing more in the long run.
- If they are too pessimistic, they will still win money but not much as it should be.

To counter such concerns, some punters will opt for a fraction of the calculated Kelly stake, for example, if the figure is 3.25% as per illustrated in Tip 47, the punter can use either (50% x 3.25) or (25% x 3.25), etc, according to individual risk tolerance.

Advantage : This method balances the risk and reward.

As the stake size varies according to the size of the betting budget, the risk of losing the betting fund is decreased.

Disadvantage : Requires a lot of percentage estimations.

Observation

The above methods **b, c, d** on % of Monthly Betting Budget, Fixed Profit and The Kelly System are called variable staking as the stake size is different for each bet.

Another staking plan called progressive staking is when the stake size takes into consideration the results of the previous bets, for example, to double up on the next bet when a bet is lost. This is also known as loss recovery staking and one famous example is the martingale system which is disastrous financially and not advised.

3. The Odds Of The Bets

The profit return on a favourite with odds of \$1.10 and an underdog with odds of \$10 is vastly different. However, the chances to win for the underdog will be significantly lower compared to the favourite. Thus, the stake size should also take into consideration the odds offered.

Where the odds are the same, some punters like to use the level staking or % of monthly betting budget. Where the odds differ, some like to use the fixed profit method. There are some who feel the Kelly method is the best as it balances risk and reward.

It must be emphasized that **VALUE** must be achieved in the odds or the punter will lose in the long run, irrespective of whatever staking method used.

4. Personal Risk Tolerance

Some people are risk takers, and some are cautious by nature. Your staking size should reflect your level of comfort.

Let's take an example. Your punting performance on Friday and Saturday was horrendous. Now for Sunday, you need to know the balance of your betting budget and choose the stake size you are most comfortable with. Of course, lessening the risk in times of bad performance will correspondingly lead to lowering the return should the bets materialise. This is a personal decision but it is still better to be conservative under such circumstances.

5. Be Mindful

One principle the punters must always be mindful of is not to be emotional and change the staking size drastically when on a winning streak or on a losing run. This is disastrous. It must be repeated that the staking size should depend on the **amount of your betting budget** and the **merit of the bet**.

What staking size is suitable depends on individual betting style taking into consideration :

- ◆ what odds you bet.
- ◆ how often your bet.
- ◆ the number of games you bet.

The ultimate staking strategy is to be able to stake 100% of the betting budget on winners and zero % on losers. This is of course fantasy. So any method of sizing is a concerted effort and compromise on :

- ◆ probability of return.
- ◆ ease of calculation, when necessary.
- ◆ personal comfort level.

Each method has its own merits. You have to try the various methods to conclude what's best for you. Nothing beats experience in the betting world. There's no magic formula.

So how do you know you have a successful staking strategy?

Very simple, just check your bank balance.

Tip 41 Betting Risk Profile

How much risk can you manage? The higher the risk, the bigger the stake. Conversely, the smaller the stake, the lower the risk.

1. Low Risk

Smaller stakes equal lesser risk. The impact of either a win or loss will also be less significant.

Advantage : Risk of heavy losses in a losing streak is greatly reduced.

Disadvantage : Smaller stake will contribute to smaller profit. Lower profit in times of winning run.

It is important to note that even with a low risk profile, if the punter does not pick his bets with value, even though smaller stakes go together with lesser risk, his betting fund will also diminish in the long run.

2. Higher Risk

The larger the betting stake in relation to the total betting fund, the impact of a win or loss will be tremendous.

Advantage : Profits will multiply in case of winning streak. Betting fund will grow at a faster pace.

Disadvantage : Greater pressure after losing runs. High risk of losing all, for example, for a fund of \$200 :

- * Four consecutive losing bets of \$50 stake will wipe out the entire fund.

- * However, if the stake is \$10, even after losing the first four bets, the punter still has a balance of \$160 in his fund. He will have 16 additional 'chances' before the risk of 'losing all'.

In conclusion, there is a delicate line between the desire to achieve higher profit and the discipline to manage risk :

- A Risk Taker will tend to win more in the short term, but must be prepared for severe financial setback.
- A Risk Avoider will be able to 'stretch' his betting fund longer but must be realistic that there will be slower rate of return. You need the right balance between too much risk and too little risk.

If risking too much will move you out of your comfort zone and begin to cloud your judgement, then it is time to review your risk assessment.

Tip 42 Winning & Losing Streaks

Should we increase our stake when we are winning and decrease the stake when we are losing?

Eventually all winning and losing streaks will come to an end. If we double up when we are winning and reduce our stake in half when we are losing, there is a risk in losing money in the end by :

- ◆ losing more at the end of the winning streak.
- ◆ failing to win more at the end of the losing streak.

The following are some of the punting folk wisdom the bettors like to use, some contradicting each other depending on which side of the fence you are sitting :

➤ **When you are on a winning streak**

- * never increase your stake since you are due for a loss.
- * double your stake to capitalise on your 'luck'.

➤ **When you are on a losing streak**

- * decrease your stake until you come out of your slump.
- * double your stake as you are due for a win.

Please remember. Once you have decided on a staking plan, stick to it with discipline. Do not deviate. The stake size should be based only on the size of your betting fund and the merits of the bet. Nothing more and nothing less.

In football betting, your inventory is your cash. If you run out of cash, you are out of business.

Tip 43 When Do You Cash Out

So when do you withdraw your hard-earned profit?

This is very individual. You can withdraw the profit and :

- ✓ see it grow in your bank account.
- ✓ use it to enjoy a well-deserved holiday.
- ✓ buy something you have always wanted, OR
- ✓ simply plough back into your footballing business.

All these actions can be very uplifting as it is the money you have earned. Psychologically, it will boost your self-confidence.

And a positive mindset can work wonders.

Tip 44 Yield - The Performance Indicator

Yield is a good indicator to measure your punting performance. Yield tells you how high is the return on your investment :

- Positive Yield : Congratulations, you are in profit.
- Negative Yield : You are making a loss. So you have to :
 - * Get a bigger strike rate (the number of winning bets).
 - * Get a better price for your selections.

The formula to measure yield is :

$$(MR - MS) / 100 \quad \text{where}$$

MR = money returned

MS = money staked

MR - MS = net profit (or net loss)

For example, \$860 is staked and the return is \$950,

$$\begin{aligned} \text{Yield} &= (950 - 860) / 100 \\ &= (90) / 100 \\ &= \underline{9\%} \end{aligned}$$

The net profit is $(950 - 860) = \underline{\$90}$

The more times of turnover of the betting fund, the more potential profit to be made.

Chapter 6: Betting System

Introduction

A betting system is a method used to gain an edge or advantage over the bookmakers. It is usually mathematically based.

Generally, a betting system has the following characteristics :

- The elements of betting are managed in a systematic way.
- The selection of bets bypasses the need for any personal assessment of the chances of any particular outcome.

- Any punter using the same system will come up with the same bets.
- A system can be managed completely by a computer.

A betting system can be derived from :

1. A Statistical Model

This system will model factors like odds, head-to-head, form, final scores, number of goals scored by both the Home and Away teams, etc. Ratings are given for the factors considered.

2. A Set Of Defined Rules

This system will be based on rules such as :

- ◆ A Home team has won at least four of the last six home matches.
- ◆ The Away team has lost four of their last six away matches.
- ◆ Odds for a Home win must be at least 1.60.

If the above three requirements are met, the system will recommend a bet on the Home team.

Tip 45 Observation

There is no system that can promise the punter 100% profit and is risk free. Please be aware of the following :

- 1)** There are countless betting systems in the market. Some are more workable than others. However, there are very few foolproof systems that perform consistently in the long run.

- 2) The bookmakers hold the edge in the odds adjustment which will soon defeat any betting system that has proven to be profitable.
- 3) Most betting systems are difficult to compare because of different parameters being considered. Each of us have different priority and look for different criteria in a system. We all have differing levels of risk tolerance, greed and reasons for betting.
- 4) Judgement and logical thinking are curtailed when using a system.
- 5) The betting system is not a magic wand or a 'get rich quick' technique. It is only a tool.

Tip 46 Staking Systems

The two famous staking systems are the Martingale System and the Kelly System.

1) The Martingale System

The Martingale System is a progressive rising bet system. After every loss, the next stake is to double the previous amount until there is a win, after which the stake size is returned to the starting stake amount.

This type of staking is also referred to as loss recovery staking because it is used to try to recover the loss on a previous bet by increasing the stake on the next bet.

An example is :

Punter A bets \$10 and lost
Next bet is \$20, and if lost
" is \$40, and if lost
" is \$80, and if lost
" is \$160, and if lost
" is \$320, and if win, next bet returns to starting \$10

Advantages : One cannot keep on losing and because of the doubling up, eventually when the punter wins, he would recover all his earlier losses.

Even if the punter does not have the ability to pick the winner, he will still make a profit in the end under this system provided his betting fund is still solvent.

Disadvantages : A large betting fund is required to cater for losing run.

The system will be checkmated by the bookmaker's maximum stake limit.

This is a dangerous staking system which will lead to financial ruin due to its high risk.

2) The Kelly System

The Kelly System is designed to maximise the betting fund over the long term by determining the optimal stake size on a bet.

To optimise the Kelly advantage, the punter is required to estimate the probability of the winning chance of the event as accurately as possible.

The Kelly stake size formula is :

$$(\text{odds} \times \text{estimation} - 1) / (\text{odds} - 1)$$

For example :

Betting fund : \$5000

Odds : 3

Estimation : 55% chance of winning (= 0.55)

$$\begin{aligned}\text{So Kelly stake size} &= (3 \times 0.55 - 1) / (3 - 1) \\ &= 0.65 / 2 \\ &= 0.325 \text{ or } 3.25\% \text{ of } \$5000 \text{ which is } \$162\end{aligned}$$

- Advantage** : As the stake size is determined by a percentage of the size of the betting fund, the stake size will increase when the punter is winning and decrease when he is losing. The risk of emptying the betting fund is reduced.
- Disadvantage** : This system requires a lot of estimations. The Kelly method will be optimised only when the estimations are as accurate as possible.

Tip 47 **Rating Systems**

A betting system is generally based on mathematical technique and/or rating technique.

A mathematical based betting system is very straight forward. As the name implies, the system is based on applying the mathematical formulas.

What then is a rating system?

1. What Are Ratings

Ratings are points which are used to represent performances of the teams, etc. These points compare the strengths of the teams.

A rating system can be very basic or extremely complex. For example :

- ◆ A basic way – using league positions, league points, goals scored and goals conceded.

- ◆ A complex way – besides the above criteria, this way includes shots on targets, shots off targets, number of corners, % of ball possession, deflections, penalties, own goals, etc.

2. Various Methods Of Rating Systems

A) A Basic Method

This method awards one point per goal scored. It does not take into account who it is scored against.

Is the value of these goals the same :

- ◆ A goal scored Away against Chelsea, and
- ◆ A goal scored at Home against WBA?

Of course, the answer is obvious. The flaw of this method is no weightage is accorded to the quality of the opponent.

B) Power Rating Method

This method allocates 'value' to each goal scored according to the strength of the opponent :

- ◆ A goal scored against a stronger opponent will be worth more.
- ◆ A goal conceded against a stronger opponent will count for less.

Some critics of this system feel that too much emphasis is placed on 'goals' alone. It does not reflect the true form and quality of a team, such as in the following scenario:

- ◆ Team A beat Team B in the last round. Now Team B won against the league leader. Does this mean Team A's rating should be enhanced as it has won Team B who beat the league leader?

- ◆ Team X has a record of 1 win, 4 losses and 1 draw. It scored 4 goals and conceded 8 goals. If we look at the Power Ratings, it will reveal a rather unimpressive record. However, if we consider the 4 losses were against Liverpool, Manchester United, Chelsea and Arsenal, does it mean Team X will also perform badly against bottom club WBA in the next match?

C) Rateform Method

I) This method serves to apportion points according to the strength of the teams, for example, as under:

- a) Each team is given 1000 points at the start of the season.
- b) Before a match, the Home and Away teams contribute a certain % of points to a 'pool'. Generally, it is 7% for the Home team and 5% for the Away team.

For example, let's take a match between Chelsea and Bolton. Chelsea has 2284 rateform points and Bolton has 753 points. In this case :

Chelsea will contribute $7\% \times 2284 = 160$ points
Bolton will contribute $5\% \times 753 = 38$ points
Total of the 'pool' for this match = 198 points

- c) The winning team takes the complete 'pool' of 198 points.
- d) If there is a draw, both teams will share the 'pool' of 198 points, that is, each will get 99 points.
- e) If Chelsea wins, it will get 198 points, BUT its rateform points will increase by only 38 points ($198 - 160$).
- f) If Bolton wins, it will get 198 points, and its rateform points will increase by 160 points ($198 - 38$).

- g) If Chelsea draws, it will get 99 points, BUT its rateform points will actually decrease by 61 points ($160 - 99$).
- h) If Bolton draws, it will get 99 points, and its rateform points will increase by 61 points ($99 - 38$).

From the above example, we can conclude the characteristics of the rateform method are :

- i) When a weaker team beats a stronger opponent, it will receive a proportionally greater number of rateform points, especially if the win is achieved in an Away match. (In this example, Bolton Away win would achieve 160 points compared to 38 points if Chelsea wins at Home).
- ii) On the other hand, this can also be interpreted that a strong team at Home defeating a weaker opponent will receive relatively fewer points.
- iii) An Away draw is proportionally better than a Home draw, especially if the Home team is rated stronger. (In this case, for a draw, Bolton receives 61 points whereas Chelsea will have 61 points deducted).
- iv) This system provides a reflection not only on the number of games a team has won, drawn or lost, but also on the strength of its opponent.

II) The % of points to be contributed to the 'pool' can vary from punter to punter. Some punters may allocate points as under :

- ◆ Before a match, the Home team puts in 20% of its rateform points and the Away team contributes 5% into the 'pool'.
- ◆ In the event of a Home win, the Home team gets 95% of the 'pool', and the Away team gets 5%.

- ◆ In the event of an Away win, the Away team gets 95% of the 'pool' and the Home team gets 5%.
- ◆ In the event of a draw, the Away team gets 80% and the Home team gets 20%.

III) Some punters may include the following additional parameters to the system :

- + (x) points for each corner won
- + (x) points for maintaining a clean sheet (not conceding a goal)
- + (x) points for each shot on target
- + (x) points for each shot off target
- (x) points for each yellow card received
- (x) points for each red card received

Some even allocate points for % of ball possession, % of tackles won, etc.

These additional parameters are used to judge whether a team has won the match deservedly.

D) Player Impact Rating (PIR)

This is to determine, numerically, the impact a particular player has in a game, or the impact on a team if this player is not available in a match.

For a player to have such an impact, he is normally the playmaker or other influential player in obvious role, such as key striker, key defender or goalkeeper.

PIR will reveal the % of wins for a team with/without the player. The formula will include criteria of :

- G - goals scored (some punters exclude penalty)
- GF - goals for
- A - assists

GD - goal differential

R - red card

OG - own goal

GA - goals against

PIR could concentrate only on one player or a combination of players. For example, in the 2007/2008 season, Cristiano Ronaldo was very influential for Manchester United. Whenever he is in the game, MU has extra % of goal supremacy compared to when he was not playing. The system punter can then convert this extra % of goal supremacy to an extra likelihood of MU winning a game.

3. Filters

Most punters apply the following filters :

- ◆ First 6 matches and last 6 games of the season are ignored.
- ◆ Derbies are discarded as they are unpredictable.

Cup games are also discarded as they are considered too volatile.

Chapter 7: Betting Strategies

Introduction

A betting system is a set of rules which a punter can implement without the need for personal judgement. Any variation from a betting system is a **betting strategy**.

Every extra effort a punter makes in his strategising adds that tiny bit more to his betting edge.

Betting strategies are not set in stone and they can differ among individuals.

Tip 48 End-Of-Season Games

These end-of-season games can be categorised into three groups :

- 1) Matches between two teams with nothing to fight for.
- 2) Matches between two teams with something to fight for.
- 3) Matches between two teams where one team has something to fight for and one team has nothing to fight for.

Everyone loves to see professionalism. That those professional footballers earning multi-millions every year stay true to their professional ethics and perform their best in every match.

There's nothing more frustrating for the punters than to watch the players in their betted teams have not given them a fair run for their money. Such players are called 'the switched-offs'.

Live telecast of matches has raised greater awareness of this 'switched-off' issue. The matter is made worse by the recent publicised scandals of match fixing in Germany and Italy.

This 'switched-off' syndrome usually rear its ugly head in the season end games.

So what should be our betting strategies?

1. Matches Between Two Teams With Nothing To Fight For

Since the commitment of both teams is questionable, it is better not consider such type of matches.

However, do take note of teams aiming to achieve some honours, for example :

- ◆ top goal scorer.

- ◆ breaking club's record on number of league points earned.
- ◆ preserving unbeaten record.

2. Matches Between Two Teams With Something To Fight For

This should be assessed thoroughly to seek out opportunity and value.

Do be mindful that in some circumstances, a draw would satisfy the objectives of both teams.

3. Matches Between Two Teams Where One Team Has Something To Fight For And One Team Has Nothing To Fight For

This throws up the best betting opportunities where there's always the potential for 'the switch-off'. This is not to imply anything improper will take place. It's just that the 'switched-off' team may not be so focused :

- ◆ Some players could already be looking forward to their holidays and are just going through the motions waiting for the season to wind up.
- ◆ The team may ease off in their training session.
- ◆ Key players may be rested to allow substitutes to have chances to play.

So how should we capitalise on the betting opportunities?

It all boils down to odds. Unfortunately, the bookmakers would have factored in this 'nothing to play for' syndrome in their pricing. However, there are still odds of value to be found if we look hard enough.

The one golden rule is : be very certain you know your team is really switched on.

Tip 49 The 'Draw' Specialists

There are punters who specialise betting on draws. They believe 'draws are largely independent of form'. Statistics have proven this point as some teams in some leagues are more likely to draw than others, regardless of skill and playing style.

It is somewhat difficult to put 'draws' into a system to analyse. However, the following trends in matches ending with a draw can be observed :

- 1)** Matches where both teams are happy with a point, for example, a draw is sufficient for both to avoid relegation or to qualify for a Cup competition.
- 2)** Matches played in poor weather conditions like heavy rain which usually leads to less goals and higher chances for a draw.
- 3)** Derby matches where a draw may satisfy both parties.
- 4)** Home team in great form against Away team in strong top table position.

Do take note of the following :

- a)** If a team has been drawing a lot, and if it has appointed a new manager, wait a few matches to determine if this team is still drawing frequently.
- b)** Newly promoted and newly relegated teams where performances can be erratic.
- c)** Teams improving in form which may be more likely to draw playing Away.
- d)** Teams which draw a lot with each other repeatedly could mean :
 - ◆ They are equal in strength.
 - ◆ There is some kind of psychological mindset that it is tough for one of them to break the other down.

Tip 50 Betting On Lower Divisions

Most punters like to wager on top flight football especially the English Premier League (EPL). Millions of dollars are betted on every match day.

Why the tendency to focus on elite football?

Because the punters believe they have better knowledge and greater confidence. They like the winning consistency of the big clubs. However, consistent winners also bring consistently lower odds.

It can pay dividends to concentrate on the lower divisions. Those punters prepared to spend the same amount of time applying the same research criteria in the lower divisions can profit immensely. The following reasons will convince you :

- 1)** Most lower division teams do not have huge squads and cannot replace their star players easily with players of the same quality. Injury or suspension of certain key players can upset the performance of the whole team.
- 2)** Unlike the EPL, for the lower divisions, there are no powerhouses who dominate the league for multiple seasons. There are no so-called Big Four. This gives the lower leagues a more level playing field and creates more opportunities for value betting.
- 3)** Manchester United is the reigning EPL champion and the odds for any of its Home games are hardly worth making a bet. However, the equivalent leading league favourite in a lower division could get as much as three times the odds with an almost equal probability chance of winning. During the season, lots of such instances will crop up which punters can capitalise on.
- 4)** With the growth of online betting, lower division football now has the same type of markets and punting options as the top tier football. However, the bookmakers tend to dedicate most of their time on the top flight leagues. For the lower divisions, there is a tendency for them to make more mistakes when setting the prices. So there are many opportunities when the offered odds are higher than the punters' estimations. There is value to be spotted.

Betting on the lower divisions is an area waiting to be exploited. It all depends on :

- How knowledgeable you are **OR**
- How misinformed the bookmakers/public opinions are.

Tip 51 Home Ground Advantage

Statistics do not lie. Home ground advantage does exist. The Home and Away records of the top European champions for the 2007/2008 season proved this point:

<u>League</u>	<u>Champion</u>	<u>Home Record</u>			<u>Away Record</u>		
EPL	Manchester United	17	Win	1	Draw	1	Loss
La Liga	Real Madrid	17	0	2	10	4	5
Seria A	Inter Milan	15	3	1	10	7	2

The advantages of Home ground are :

- 1)** Home fans motivate the players. They are considered the '12th' player. When their team is down, they will sing vigorously to uplift the spirit of their players, urging them not to give up. When their team is leading, they will cheer on their heroes, rejoicing and clapping.

In some clubs, the fans are fiercely loyal and fanatical. That's why fans of many derby clubs consider each other as enemies and have to be separated far from each other in the stadium.

Away players can get very intimidated in such a rowdy atmosphere.

There has been evidence that a noisy Home environment can sometimes cause referee bias in being more lenient to the Home team.

- 2) Home players know every inch of the playing pitch. There is additional advantage if the pitch is of artificial turf.
- 3) Psychologically, human beings defend their territory more fiercely when in danger.

It is important to note that :

- ◆ For some clubs in the lower divisions, Home advantage is not obvious as there is often little crowds at the stadium.
- ◆ For competition held on neutral ground like Euro 2008, there is Home advantage only for the host nations. For participating countries, there is some advantage if they have more fans travelling to watch them.

Tip 52 Over/Under

The Over/Under market is getting increasing popular as live matches enable the punters to observe the style of play of various teams :

- ◆ Whether the team is rock solid at the back and regularly low scoring
- ◆ Whether the team has aggressive attacking tactics.
- ◆ Whether the team has too many aging defenders who are exhibiting slower reflexes.

Several observations are to be noted :

- 1) Generally there are two main coaching philosophies in football :
 - To outscore the opponent by all-out attacking.
 - To concede less than the opponent by keeping defence water tight.

So, we can conclude that :

- ◆ Two teams with defensive formation tend to produce fewer goals.
 - ◆ Two teams whose managers preached attacking football will produce some goals.
- 2)** The goalkeeper is the last line of defence. If the first choice goalie is unavailable, study the quality of the substitute.
 - 3)** Do not overestimate the non-availability of a key striker. Defenders also have a great bearing on the number of goals in a match.
 - 4)** Derby games frequently end up with less goals than average. In such games, the emphasis of both teams is often on 'not to lose'.

Some punters enjoy betting on 'Under 2.5' market. One applicable strategy is :

- a)** Concentrate on the leagues where the average number of goals in a match is less than 2.5.
- b)** Total Unders in the league is a minimum 55%.
- c)** Home team has at least 2 Unders in the last 3 Home games
Away team has at least 2 Unders in the last 3 Away games
- d)** Average number of goals scored by the combined Home & Away teams should average 2 or less in their last 10 Home/Away games.
For example :

Home team scored a total of 14 goals in their 10 Home games		
Away team scored a total of 12 goals in their 10 Away games		
Total	26 goals	20 games

Therefore, average number of goals = $26/20 = 1.3$ goals
which meet the criteria of 2 or less.

Some punters prefer the Over market. The Under will collapse once there are 3 goals. However, for Over, there is always hope until the final whistle.

Tip 53 International Friendlies

Nothing is at stake in international friendlies. These games are of some importance only when they are used as warm-ups ahead of crucial competitions like the World Cup.

Most club managers find these friendlies an utter nuisance. Some of them fight tooth and nail with the country manager by refusing to release their star players. There are numerous cases of players returning with injuries which greatly jeopardised the clubs' chances in the league and other competitions. The 'club vs country' debate is always controversial.

The conventional wisdom is to avoid betting these friendlies as they are looked upon as meaningless. The results are often unpredictable. But a savvy punter may find value in the uncertainties.

The following factors can be considered :

1. Home Advantage Of Intimidating Venue

Countries like Azerbaijan and Kazakhstan, etc. are not the most comfortable places to visit. How do you expect the soccer superstars to enjoy :

- a)** Long flights (some countries do not have links for direct flight).
- b)** Less than hygienic living environment and food.
- c)** Strange customs (especially if the country is of a predominantly different religion).

- d)** Climate (It cannot be easy to travel long distances from freezing winter in Europe to play in a humid stadium in Turkey on a summer night.)

There's no mystery that the most probable result is a draw.

2. Motivation

It is somewhat difficult to expect motivation when the games are considered meaningless. However, do be mindful of :

- a)** The Home team may be more motivated as they are playing for their country in front of their fans.
- b)** The game is more likely to be telecast live especially if the Home team is playing a highly ranked Away team like England. Thus the Home team will be super charged-up.
- c)** Due to the live telecast, this is a good opportunity especially for players from an 'obscure' country to showcase their talent, hoping to attract the attention of sports talent scouts of big European clubs.
- d)** The game is used to restore national pride. If the country has been thrashed badly by their opponent in a previous game, there may be motivation to treat the game as a revenge fixture.

3. Team Line-Up

Do not expect key players to feature in these friendlies. Most clubs are reluctant to release their star players for fear of them returning injured or fatigued. So most players chosen are often the second stringers and they themselves may not go all out in order to lessen risk of injury.

When most teams play cautiously, most of the time it will be a dull match.

Most punters are only familiar with the same few famous national teams. Countries which they hardly heard of will automatically be regarded as 'not good'. However, as the results of these friendlies are unpredictable, the smart punter can spot enormous value in some underdogs, especially playing at Home.

Tip 54 European Cup Competitions

The two foremost European Cup competitions are :

➤ **Champions League**

This is the most prestigious. All the top teams in Europe will battle it out year after year to prove who is the BEST in Europe.

➤ **UEFA Cup**

This is a lesser class competition but still significant. Those teams which fail to qualify for the Champions League will play in the UEFA Cup.

These competitions which involve teams from different leagues can have interesting betting opportunities. Some punters opine that "if you can't mouth it, don't bet on it", that is, they do not bet on teams if they cannot pronounce the names, like Panathinaikos, Anorthosis, etc.

Of course, such reasoning is flawed. However, several factors prevailing only in such competitions have to be considered :

1. Peculiar Points Scoring System

Two teams will play each other twice, one time at Home and one time Away. The winner is decided by the total goal difference (or in soccer terms 'aggregate') of these two games. This scoring system is considered peculiar because **AWAY** goals are worth more than Home goals if there is a tie-break between the two teams.

Due to such a scoring system, the following can be observed :

- ◆ Home teams tend to play a lot more defensively as they try to prevent the Away teams to score Away goals.
- ◆ Away teams tend to play more attacking football as Away goals are very precious.

2. Strengths of Different Leagues

The Champions League trophy is the pinnacle of European football. The winner is the BEST in Europe. For the last ten years, the winners were :

<u>Season</u>	<u>Champion</u>	<u>Country</u>
2007/2008	Manchester United	England
2006/2007	AC Milan	Italy
2005/2006	Barcelona	Spain
2004/2005	Liverpool	England
2003/2004	Porto	Portugal
2002/2003	AC Milan	Italy
2001/2002	Real Madrid	Spain
2000/2001	Bayern Munich	Germany
1999/2000	Real Madrid	Spain
1998/1999	Manchester United	England

To summarise, the winners from the three major leagues in England, Italy and Spain, emerged victorious 80% of the time. So, if there is a match involving, for example :

- ◆ Sevilla, fourth in the Spanish League, with mediocre Home record of 6-4-2 (6 wins, 4 draws, 2 losses) versus
- ◆ Copenhagen, first in the Danish League, with unbeaten Away record of 8-2-0 (8 wins and 2 draws)

Is there value in Copenhagen which will probably be given an Asian Handicap of +1/2 (+0.5)? But the Spanish League is one of the strongest in Europe and could the quality of a team ranked fourth surpass the Danish League leader? For this, the punter has to do the analysing.

3. Climate

This is a major consideration and the following factors are significant :

- a)** Due to climatic variations, different leagues in different countries start and end at different times of the year. This can result in a team which is in the midst of their season playing against a team whose season has not even started yet.
- b)** Summer in Istanbul (Turkey) is winter in London and vice versa. Teams from tropical countries do not have much chance to play in sub zero temperatures, and may have problems to adapt.

4. Motivation

Be aware of a club's priorities. If a club is neck-to-neck fighting with another team in their domestic league championship, the club may view the local league championship as a higher priority compared to the European Cup competition. In this case, the team line-up may reflect so. Even if the team plays at full strength, the playing tactics may be more cautious to lessen any risk of injuries.

5. Travelling Distance

Be aware of the travelling distance and the time difference, for example, an English team travelling to play in Turkey.

6. Intimidating Playing Environment

Some Home fans are notorious for being rowdy, racist and extremely intimidating, for example, clubs in Turkey are never the easiest places to visit.

7. Safety

It may be disturbing if the country travelled to is considered unsafe due to civil unrest, racial riots, etc.

8. Inconveniences

Those European superstars may not take too kindly to filthy conditions and unhygienic food of some countries.

Tip 55 Favourite Vs Underdog

Every punter loves a banker who wins consistently. But history has often recorded shocking upsets by the underdogs against the favourites.

Besides the normal criteria of form, injuries, head-to-head, etc, it pays to understand the psychological aspects of motivation, conviction and class in such top versus bottom clashes.

Let's start by understanding the definition of motivation, conviction and class in the footballing industry.

1. Motivation

This means the extra effort to run the extra yard for the ball, etc.

Someone once asked whether, for a top team, is motivation important when the team has already so much quality?

All professional footballers plying their trade in top European leagues are undoubtedly of top quality. Then why are some more successful than others? Why are some playing so well not so long ago but are now suffering a drop in form?

A good example is Ronaldinho. During his heydays as a playmaker with Barcelona, there were many times when his quality in the number of assists and his quality in the crucial goals scored helped to decide the match. Unfortunately, his motivation took a great dip for various reasons and this gravely affected his performance. He left Barcelona and is now playing for AC Milan in Italy.

Most footballers in the European Leagues possess a certain standard of quality. The key element is how motivated they are.

2. Conviction

This is how convinced a player is of his own and his team's ability to win the game.

3. Class

This is simply the overall talent of the team.

Let's take an example. The defending champion Manchester United (MU) is playing at Home against bottom team WBA. MU has a crucial game in the Champions League (CL) three days later. We can characterise the psychological aspects of motivation, conviction and class as such:

<u>Aspect</u>	<u>MU</u>	<u>WBA</u>
Motivation	Maybe affected as mind could be on coming CL fixture. Focus can be compromised.	Very motivated as it is the match of a lifetime. Every team wants to play against the reigning champion.

Conviction	100% confident of their ability to win the game.	Cannot believe they can win. Maybe ultra defensive to force a draw which is already an achievement.
Class	Despite lower motivation, definitely still of much better quality.	Have to be realistic that they cannot be victorious. But motivated not to lose too many goals, or to force a draw.

The following conclusions can be drawn :

a) The Favourite

Motivation and focus are closely intertwined. When a team is motivated, it is also focused. Conversely, when a team lacks motivation, it is also less focused.

Even though there's conviction of their ability, if motivation and focus are affected, there's a tendency to be sloppy.

Another scenario is when the favourite become complacent and underestimate their opponent.

b) The Underdog

Motivation is sky high. But motivation is not on the belief that they can win. There's no conviction that they can defeat the champion. The motivation is NOT to lose.

From a betting perspective, there are betting opportunities on both the favourite and the underdog. The punter has to analyse and decide whether there is a value bet in the game.

Tip 56 Betting On/Against Your Supported Team

There are two schools of thought :

- NO** - Too much emotion involved.
- YES** - Due to having intimate knowledge of the team, you may be able to have an edge over the bookmakers or the general public who probably don't know as much.

However, emotion is a big issue and may get in the way of sanity. If this is the strategy you adopt, do bear in mind the following :

- 1)** Exercise caution in live betting especially on crucial games. There is a tendency for emotion to step in and temptation to step up which may cloud your judgement.
- 2)** Keep a separate record of bets on/against your team. Review your performance and decide whether you have been objective or whether emotion has been a great hindrance.
- 3)** Even though you have thorough knowledge of your team, guard against that you may not have similar knowledge about the opponent.

Tip 57 Revenge Games

For revenge games, it all boils down to the mind. And the mind is a very powerful weapon.

Here are some typical examples :

- 1)** Derby games are always intensively emotional and fiery. Team A lost Away to Team B in the first encounter. This is utterly unacceptable. Now Team B comes visiting in the reverse fixture. All the players in Team A will be pumped up to exert revenge for the earlier humiliating loss.
- 2)** In the last round Team A was thrashed mercilessly by their fellow title competitor. This was a shock and dominated football news for quite a few days. In the revenge fixture, all the players in Team A will do everything in their ability to win the game and get back some respect.
- 3)** Player Mr X was offloaded on very bad terms by Team B to his present employer Team A. Today is Mr X's first game against his former club. Revenge is also a very strong motivational reason. Mr X will want to desperately win to avenge his ill treatment at Team B. His new team mates will also want to 'win for him'.
- 4)** The manager or a player of the opposing Team B made some snide or derogatory remarks about Team A to the press before the match. The remarks struck the raw nerves of every player in Team A. They will be extra motivated and focused to show Team B their mettle and make Team B 'swallow their words'.
- 5)** Two seasons ago Team A was fighting for survival and Team B defeated them which caused the club to be relegated. This is even more unforgettable for

the relegated Team A as Team B has nothing to fight for in that crucial match.

Now Team B is fighting for dear life and Team A is now in a powerful position to eliminate them. Revenge is on the mind of every player in Team A.

In revenge games, all the players are geared up and played with the refuse to lose mentality.

Tip 58 Derby Games Sharing The Same Stadium

Italian giants Inter Milan and AC Milan are derby teams sharing the same ground, the San Siro stadium.

Roma and Lazio are the other two Italian derby teams having the same stadium.

Under such circumstances, there is not much difference in Home/Away ground advantage.

Tip 59 Pre-Season, Testimonials & Exhibition Matches

Some elite clubs like Manchester United, Chelsea and Real Madrid usually go on tours, especially to the Far East, before the start of their league season. This is a very lucrative deal for the clubs as they are paid multi-millions to play with the host national team. The clubs also take the opportunity to enhance their profile.

Avoid these games. They are utterly meaningless.

Tip 60 Arbitrage

Arbitrage is the act of taking advantage of different prices offered by different bookmakers simultaneously.

In order for an arbitrage bet to be placed, the punter needs one bookmaker to offer particularly high odds on outcome 1 (for example, the Win) and a separate bookmaker to offer particularly high odds on outcome 2 (the Loss) where there are only two outcomes available. By placing a bet on each outcome at the best available odds, with correct staking, a profit is guaranteed whatever the outcome.

Let's take an example :

Arsenal Vs Manchester City on Under/Over 2.5 goals

Bookmaker 1 offers 2.20 for Under 2.5 goals and 1.80 for Over 2.5 goals

Bookmaker 2 offers 1.80 for Under 2.5 goals and 2.20 for Over 2.5 goals

The punter bets \$100 with Bookmaker 1 on Under 2.5 goals at 2.20.

He also bets \$100 with Bookmaker 2 on Over 2.5 goals at 2.20.

Since the outcome of the game will be one win and one loss, the punter will lose \$100 and win \$120, guaranteeing a profit of \$20.

For arbitrage betting, you need to be aware of :

- 1)** A large amount of betting fund is required to make any significant profit.
- 2)** You need to open up accounts with a lot of bookmakers and make the necessary deposit in each account.
- 3)** Much time is needed to check the odds offered by the numerous bookmakers.

Though arbitrage betting is considered as risk free, do be mindful the following can happen in practice :

- a) When you have betted on one side of an arbitrage bet, there are times you can't get on the other side because :
 - ◆ the odds have changed.
 - ◆ the bookmakers won't accept the bets.
 - ◆ the system broke down.
 - ◆ some unpredictable external factors.
- b) Bookmakers impose trading limits and you may need many friends to open up accounts on your behalf.
- c) Bookmakers refuse to honour the odds on ground that it was a mistake.
- d) Bookmakers suspend all bets because of certain news influencing the match and then subsequently change the odds drastically.

Tip 61 Your Strategy Checklist

There are basically two types of punters :

➤ **Those who bet for fun**

They may do some research but most often place a bet based on hunches. They may make some short term profit (if they are lucky) but very likely will end up losing a lot in the long run.

➤ **Those who bet to win**

They will treat football punting as a business and devote time to research and analysis.

What type of punter are you?

If you **bet to win**, you have to conscientiously stick to your strategy checklist :

1. Set Your Own Strategising Criteria

For example :

- ✓ Only back Home wins.
- ✓ Not backing a team if it has lost the last game.
- ✓ Not betting against a team if it has won the last game.
- ✓ Not betting against a team with a new manager.
- ✓ Back on teams who won in midweek games and preferably playing teams who had lost in midweek, etc.

Your strategising will improve with time and experience. A confident mentality will help greatly.

2. Analyse The Teams

Shortlist the teams of betting interest.

3. Analyse The Matches

Shortlist the matches against teams selected in **2** above.

4. Analyse The Odds

Determine matches of value.

5. Set Stake Size

Follow the principles in your money management criteria.

6. Keep Records

Always perform a postmortem on your winning or losing picks. Why you win? Why you lose? You may be surprised that some things work better than others. Do more of what's working and less of what's not working.

Please remember these principles without fail :

- 1)** Stick to your checklist at all costs. There are punters who will refer to their rules a 100 times but have problems sticking to some, especially the stake size. Remember, you could pick 60% of winners and still lose if you are putting more \$ on losers than winners.
- 2)** After all the hard work and hours spent on researching, on some game days, you may not be able to find any bets of value. DO NOT consider it as wasted time. No, it is not. No bets should be placed if they are of no value. Take it that you have just saved some money that might have been potential losses. It is better to err on the safe side.

You must realise that the ability to bet only on value is your greatest weapon. The bookmakers are forced to offer you every game. But you have the luxury to choose which game you want to bet. So choose wisely.

- 3)** Follow these good practices and avoid those bad practices :

Good Practices

- a)** Research your bets.
- b)** Set monthly betting fund.

- c) Follow daily stop win limit.
- d) Follow daily stop loss limit.
- e) Take a break, when necessary.

Bad Practices

- a) Bet with money you cannot afford to lose.
- b) Chase losses.
- c) Change staking plan.
- d) Betting with no value.
- e) Betting on things you do not know.

Chapter 8: Bet Selection Criteria Analysis

Introduction

In selecting which team to bet on, thorough analysis must be done systematically so that any bet placed must have a good basis.

Remember, statistics and data for the punters are equivalent to tools for the builder.

Tip 62 Team Analysis

In team analysis, the following factors should be considered :

1. Form

Check the performance of a team for the last five games. Read the reports about the matches – any unfair refereeing, unlucky day, etc.

Statistically, one method to analyse game form is to award points as under :

Home Win	3 points
Home Draw	1
Away Win	5 (more points awarded because)
Away Draw	2 (of away disadvantage)
Home/Away Loss	0

- ◆ Add up the total points.
- ◆ Subtract one team's score from the other.
- ◆ If scores are even, then it is a draw.
- ◆ Only score of +5 will be considered (for example, if Home team's score is +7 then it will be taken as Home Win).
- ◆ For league games – compare with previous league games. For cup games – compare with previous cup games.

2) Motivation

Check the team's motivation to win the game, for example, are they involved

in promotion battle, relegation dogfight or challenging for the title. If It is a cup game, are such games a priority for the club?

3) Morale

How is the morale of the team after the outcome of the previous game – be it a win, a loss or a draw.

Is there any locker room squabble or financial constraints faced by the club?

4) Team News

Check on key injuries and suspensions.

Are the injured and suspended players important and how good are their replacements?

Take note of any viral or flu outbreak which may deplete a team, especially if the club has a thin squad.

5) Schedule

Is the team involved in mid-week competition and is there long distance travelling which may possibly tire the players?

6) Know Your Team

Study their strengths and weaknesses, changes in the quality of the players compared to last season, etc. Is the manager under pressure to perform?

Tip 63 Match Analysis

This analysis weighs the Home team against the Away team. The following factors are important :

1) Home And Away Records

Check the Home and Away statistics for the last five games.

Certain teams play better at Home while some play better Away.

2) Head-To-Head

Check the past performance between the two teams for the last five games.

Any possibility of history repeating itself?

The statistics can indicate a team's psychological superiority.

There is also the bogey team effect of some teams against their opponents.

3) Type Of Match

The attitude of the club towards the type of match can sometimes determine the outcome of the match.

What is the club's priority towards European game, league game, national cup game, friendly, etc?

Top teams may put in their second liners for cup games. Such teams may also rest their first liners before an European game like Champions League.

Pay attention to local derbies. A draw is often the most probable outcome because the fear of losing exceeds the will to win.

For a two leg match, the favourite or top team may settle for a draw in the Away game and wait for the Home game to win comfortably.

4) Time Of Year

In the first quarter of the season, the results can be very unpredictable and it is not surprising that underdogs may win.

In mid-season the leagues are more settled. It can be sized up who is for real and who isn't. Reality sets in for the strugglers, for example, the promoted teams.

The last quarter is where the top of the table and the bottom ones will play very hard to achieve their respective objectives.

Tip 64 Odds Analysis

In odds analysis, the calculation of fair odds and the factors influencing the odds are considered.

1) Fair Odds Calculation

Before calculating fair odds, the punter must first estimate the expected chance of each outcome of an event. Once estimated, the fair odds can be priced up.

For example: A match between Arsenal vs Everton. The punter estimates the winning chances as under :

Arsenal win = 65% chance

Draw = 20% chance

Everton win = 15% chance

To convert the chance to get the fair odds, use this formula :

$$1 / \text{chance} \times 100\%$$

So, in the above example, the fair odds will be :

$$\text{Arsenal win} = 1/65 \times 100 = 1.54$$

$$\text{Draw} = 1/20 \times 100 = 5.00$$

$$\text{Everton win} = 1/15 \times 100 = 6.66$$

2) Factors To Consider In Odds Analysis

a) Types of Odds

The most common types are Fixed Odds and Asian Handicap (AH) odds. Increased competition has made it possible to take the **same bet** at different prices offered in the market. For example:

- AH -1/2 (-0.5) is equivalent to the straight win in the Fixed Odds market. As the profit margin of the bookmakers is generally lower for AH than the Fixed Odds, the odds given for AH is normally better.
- Over 2.5 is equivalent to total goals 3 or more.

b) Are the odds fair

Calculate your fair odds and compare them against that of the bookmakers'. In the example in (1) above, your fair odds for Arsenal win is 1.54 but you discover a bookmaker offers 1.66. So this represents value.

c) Bookmakers' Odds

The odds offered by the Bookmakers can vary considerably. Compare them and select the best odds offered.

Chapter 9: Value Betting

Introduction

Many punters fail to appreciate the significance of value betting.

Value betting is the most important BUT also the most misunderstood concept in football betting. Value is the real key to making profit in the long run.

Tip 65 Importance Of Value

Value hunting is universal. It is applicable to both life and business.

For example :

1. In Life

When we want to buy medical insurance, for instance, we will not accept the first quotation we receive. We will compare the coverage benefits and premiums of several insurance companies before we decide. We are checking for value.

2. In Business

If a company wants to computerise and require several sets of computers, the purchasing manager will get a few quotations before making the purchase. It is his responsibility to buy the computers at the most competitive prices. Because in business, reducing operating cost is equivalent to increase in business profit.

So, an increase in value = a reduction in cost = an increase in profit.

This is applicable to football betting too.

Tip 66 What Is Value

Simply, value is found when you can obtain an object for less than what it is actually worth. The following illustration will clearly explain this.

You are an antique enthusiast and you are browsing around an antiques shop. You notice a nice old vase on offer for \$100. You know you could resell the vase for at least \$120. This means there is **value** in buying the vase. The key here is your **knowledge** that the vase is actually worth \$120.

However, if you buy the vase with the intention to sell it but **without knowledge** how much you could sell the vase for, then this is not a wise purchase and it is not a value buy.

The same principle applies to football betting.

In sports, the true value of the outcome of a match is expressed by the probability of that outcome happening. If you can get a price which is **higher** than the one indicated by the probability, then you have found value.

So, the prices (or odds) offered by the bookmakers are related to the probability of that outcome happening. Now, how do we determine whether the odds are of value?

First we have to understand what are fair and unfair odds.

Tips 67 Fair Odds Vs Unfair Odds

1. Fair Odds

Fair odds are set if the result is expected to be a 50/50 situation.

Let's take the example of the flipping of a coin. As there are two sides of the coin, the chances of heads and tails are 50% each. The formula to calculate

the odds in such a 50/50 situation is

$$100 / 50 = 2$$

Therefore, odds of 2 are called FAIR ODDS.

So, if we are betting on coin-throws :

- a) When the price offered is lower than 2, then it has no value because we will definitely lose.
- b) However, if the price is higher than 2, say 2.10, it means the probability for the win is 5% ($2.10/2.00$) higher. This is value.

2. Unfair Odds

If bookmakers set fair odds of 2.00, it means they will not make any profit at all. Since bookmakers are in the business to make our money, they will price in their profit margin or overround in their prices.

Let's suppose an Over/Under 2.5 market of a match. If a bookmaker predicts that half of the public will wager on 'Over 2.5' and the other half will stake on 'Under 2.5', and if the bookmaker decides to price in a 5% margin, he will then offer :

1.90 on 'Over 2.5' and 1.90 on 'Under 2.5'

So, if the bookmaker receives \$1000 wagered on 'Over' and \$1000 staked on 'Under', irrespective of the result of the match, his situation on this event will be :

Total of wager = \$2000 (\$1000 each on 'Over' & "Under)

Total of payout = \$1900

Bookmaker's profit = \$ 100 (which is 5% margin of \$2000)

So, we consider this odds of \$1.90 which included the bookmaker's margin as 'unfair'.

Then, how can we win accepting such unfair odds?

Tip 68 How To Calculate If A Bet Has Value

As mentioned above, the odds offered by the bookmakers are related to the probability of an outcome happening. Before we discuss how to find value, we must first understand how to calculate probability and value.

1. Probability Calculation

The formula is :

Probability = $1 / \text{odds}$

So, if an event is offered at 2.50, then it has a probability of

$1 / 2.5 = 40\%$ chance of happening **according to the bookmaker.**

If you estimate the 'true' chance is greater than 40%, then you have found value.

2. Value Calculation

The formula is :

$\text{Odds} \times \text{Percentage} / 100 > 1.0$ (the figure must be greater than 1.0 to have value)

In above example **(1)**, if you estimate the percentage to be 50%, the value calculation will be :

$$2.50 \times 50 / 100 = 1.25 \quad (\text{This is value as the figure is greater than 1.0})$$

Tip 69 How To Find Value

The keys to value punting are :

- How accurate you can estimate the winning percentage of the outcome.
- Getting the best odds for that event.

Calculating the winning chance is not an easy task. It is something very personal and considered subjective. Time, experience and practice are essential in 'perfecting' your methods.

After researching the usual selection criteria, shortlist your betting targets. Then create your own estimations on the percentage of Home win, a draw or Away win.

For example - A match between Liverpool and Aston Villa. The odds offered are :

Liverpool 2.10 (0:½) Aston Villa 2.08
(This means Asian handicap -1/2 on
Liverpool and +1/2 on Aston Villa)

In your research, you noticed that :

- ◆ Liverpool had somewhat stuttered in their last two games.
- ◆ Aston Villa has a reputation for giving the top teams a hard fight.

Taking the above into consideration, you estimated the winning chance and calculated the fair odds as :

	<u>Winning Chance</u>	<u>Fair Odds</u>
Liverpool (Home Win) AH -1/2	45%	2.22 (100/45)
Draw	30%)	
Aston Villa (Away Win) AH +1/2	25%) 55%	1.82 (100/55)

The conclusions in this example are :

- 1) Aston Villa with a +1/2 goal head start has an estimated 55% chance **not to lose**.
- 2) Your calculated fair odds for Aston Villa is 1.82 but 2.08 is offered by a bookmaker. This is an increase of 11% (2.08/1.82) which represents value. Therefore this is a value bet.

However, since the odds are always moving in response to market situation, another scenario may happen when you decide to bet on Aston Villa. Instead of 2.08, you realise the odds has dropped to 1.75. Do you still consider this a value bet?

The answer is **No**. The fair odds you have calculated earlier is 1.82. At 1.75, there is a reduction of 4% which does not represent value anymore.

So, value betting is in essence all about understanding probabilities and maximising opportunities. If one is able to estimate the winning chance of an event as accurately as possible, there will be bountiful rewards.

Tip 70 How To Calculate Our Own Estimation

As mentioned above, estimation is very personal and subjective. There are no written rules. There is no secret formula.

Here is one example of how to do it.

Supposing you want to estimate the Over/Under 2.5 in a game between Liverpool and Aston Villa. Let's use a match played on 21.01.2008 in the 2007/2008 season. It was the 22nd game for both teams.

1. Work Out The Following Two Criteria

Criteria A (CA)

- a)** Total the Overs in Liverpool's past 21 games.
- b)** Total the Overs in Liverpool's past 8 games at Home.

Criteria B (CB)

- a)** Total the Overs in Aston Villa's past 21 games.
- b)** Total the Overs in Aston Villa's past 10 games played Away.

Based on the 2007/2008 season statistics, the figures are :

Criteria A (CA)

- a)** Liverpool's 21 games have 9 Overs ($9/21 = 42.86\%$)
- b)** Liverpool's 8 games at Home have 4 Overs ($4/8 = 50\%$)

Criteria A (CA) = $(42.86 + 50) / 2 = 46.43\%$

Criteria B (CB)

- a) Aston Villa's 21 games have 13 Overs ($13/21 = 61.90\%$)
 b) Aston Villa's 10 games Away have 6 Overs ($6/10 = 60\%$)

$$\text{Criteria B (CB)} = (61.90 + 60) / 2 = 60.95\%$$

Final estimation will be :

$$\text{I) Estimated chance for Over} = CA + CB / 2$$

$$= (46.43 + 60.95) / 2 = \underline{53.69\%}$$

$$\text{II) Estimated odds for Over} = 1 / \text{chance} \times 100\%$$

$$= 1 / 53.69 \times 100 = \underline{1.86}$$

On the other hand, if the estimation is for Under, it will be :

$$\text{I) Estimated chance for Under} = (100 - 53.69) = \underline{46.31\%}$$

$$\text{II) Estimated odds for Under} = 1 / 46.31 \times 100 = \underline{2.16}$$

2. Determine The Weightage

Please note the above calculation is assuming **EQUAL** weightage to be allocated to the criteria. If you think Liverpool's Home games criterion is twice (that is 2 times) more important than Liverpool's all games criterion, then the calculation will be :

Criteria CA(i) – applying 2 times weightage to Liverpool's Overs at Home

- a) Liverpool's 21 games have 9 Overs ($9/21 = 42.86\%$)
 b) Liverpool's 8 games at Home have 4 Overs ($4/8 = 50 \times 2 = 100\%$)

$$\text{Final calculation for Criteria CA(i)} = (42.86 + 100) / 3 = \underline{47.62\%}$$

Therefore :

$$\text{I)} \text{ Estimated chance for Over} = CA(i) + CB / 2$$

$$= (47.62 + 60.95) / 2 = \underline{54.29\%}$$

$$\text{II)} \text{ Estimated odds for Over} = 1 / 54.29 \times 100 = \underline{1.84}$$

3) Observations

Do be mindful :

a) The criteria to be taken into consideration are up to individual punter. If you feel the above criteria CA and CB are insufficient, you may include additional criteria of :

- ◆ Last 10 games.
- ◆ Last 5 games (Home for Liverpool & Away for Aston Villa).
- ◆ Last 10 H-2-H between these two teams.
- ◆ Any other factor deemed to be significant, for example, some punters feel that statistics based only on one year may not be enough reflection.

b) Some bettors allocate different weightage to different criterion depending on how important they view the criterion.

c) It is important to note that the above method is based purely on statistics and do not take into consideration non-statistical factors like motivation, injuries, etc.

We can calculate 'statistical' aspects easily. But 'non-statistical' factors cannot be calculated. That's why finding value is 100% subjective.

No strategy is set in stone. You have to try out various methods and over time you will realise how certain factors will influence the outcome more than others.

It cannot be more emphasized that you need loads of patience and discipline to perfect the art of estimation.

Tip 71 What Kinds Of Odds Are Considered Of Value

Finding value is 100% subjective. One may deem odds of 1.20 is value but another may disagree. Some punters feel that for odds of 1.20, the event must have a probability chance of at least 83% because they have to win five out of six such 1.20 events to be in profit.

So, finding value odds is very individualistic. Sometimes, odds of 1.50 represents value. Sometimes even 15.00 is not worth the shot.

The following is a table listing the odds and the corresponding probability of percentage of win as a guide.

<u>Odds</u>	<u>Probability Of Win</u>
1.20	83.27 %
1.30	77.01
1.35	74.37
1.40	71.52
1.45	69.84
1.50	66.84
1.55	64.59
1.60	62.73
1.65	61.04
1.70	58.98
1.75	57.16
1.80	55.68
1.85	54.12
1.90	52.87

1.95	51.43
2.00	50.00
2.10	47.91
2.20	45.67
2.30	43.56
2.40	41.79
2.50	40.00
2.60	38.53
2.70	37.24
2.80	35.89
2.90	34.55
3.00	33.42
3.10	32.48
3.20	31.31
3.30	30.40
3.40	29.57
3.50	28.63
3.60	27.84
3.70	27.15
3.80	26.43
3.90	25.76
4.00	25.00
4.50	22.23
5.00	20.00

Tip 72 Important Factors In Value Betting

1. How Much Value

It is advisable to have a comfort zone of at least 7%. This is to lessen the degree of risk in the estimation.

2. If Underdog Is Value

Underdogs are always underrated by the punters as a majority tend to back the favourites. If you have found an underdog which is value, it is worthwhile to wait just before kickoff to place the bet as the odds would often be a few % higher.

3. Specialisation

The more you know a league, the better is your grasp and 'feel'. Try not to be Mr Jack of all leagues. Specialise in your leagues. Take all steps to improve your knowledge, watch the live telecasts, surf the forums and other sources to update your information. Know your leagues inside out.

4. Minor Leagues

It is worthwhile to focus on minor leagues which are less of a priority for the bookmakers compared to the elite leagues. If you are diligent in doing your homework, it is not difficult to acquire a betting edge.

As most of the minor leagues have smaller squads, the impact of absence of key players through injuries and suspensions, etc are much more profound. The shrewd punters may be able to find important pieces of match influencing information which are not reflected in the odds offered by the bookmakers.

There are opportunities for value betting.

5. Money Management

If a punter can find good odds but does not execute good money management, can this value bettor still suffer heavy losses?

Yes, if he stakes all value bets without considering the principles of efficient money management, especially the staking size. He could win 60% of the bets but will still lose in the long run if he stakes more money on the losing selections.

Tip 73 Pitfalls To Avoid

1. NEVER Look At The Odds First

Do not be tempted to do this. You have to first find a winning pick, and bet ONLY if it has value.

Looking at odds beforehand will influence your judgement and decision making.

2. Hot Favourites

Hot favourites seldom have value. Still, many punters like to bet on them, expecting these bets to be 'sure wins'. It is not worth making a \$100 bet and the payout is only \$20. The risk does not commensurate with the reward.

Bet with your head, not your heart.

3. The Law Of Averaging Out

Some beginners have a tendency to bet on many games, banking on the notion that this is the law of averaging out. They believe they will not lose more than 50% of their bets.

There is no rule which stipulates that the punter has to make x picks per day/week/month. The decisive factor is NOT the number of bets BUT the value the bets have.

4. Short Price Is Definitely Not Value

The essence is not in the price but HOW the price compares to our estimated probability of the team winning.

5. Bigger Price Means Better Value

Same theory as in (4) above. A bigger price is no value if it is priced lower than our estimation of its realistic chance.

Tip 74 Final Thoughts

- 1) A school of thought defined value betting as strictly following mathematical 'advantage' on the odds, ignoring other criteria like match influencing elements, team analysis, etc.

The advocates of this concept concentrate on 'picking odds' only and not 'picking events'. As long as the odds offered are better than their estimations, it is a value bet, even though the punters may not have confidence in the teams they betted on.

The authors do not subscribe to this concept. We have to FIRST work out our winning 'events' and THEN determine if they are of value by comparing with the odds given by the bookmakers.

- 2) Every method needs tweaking along the way, especially in the early stages. Learn to :

- * analyse the results.
- * draw your conclusions.
- * adjust the parameters – whether additional factors are worthy to be included or elements needed to be taken out of consideration.

You must be very clear on whether you are addressing the problems or merely 'moving the peas around the plate'. Learn, and learn some more.

If you are a good learner, your betting fund will grow as in most investments.

3. If one of your value bet loses, it doesn't mean the bet does not have value. A punter must learn to accept that not all bets can be winning bets. Being able to accept a loss is a vital part of betting. Have the discipline to go through any bad period.

4. When there is no compelling reason to bet, don't bet. Do not bet for the sake of gambling.

The decisive factor is to find value in your picks. Of course, the more the number of value bets, the higher the profit you can achieve.

5. A long term **winning** punter bets at value odds.
A long term **losing** punter bets at poor odds.

Chapter 10: Live Betting

Introduction

The Internet and live telecasting of matches have made live betting immensely popular.

Live betting requires great discipline and patience. Emotion can run very high during a match and your decision can be just a click on the optical mouse.

Tip 75 Advantages Of Live Betting

- 1) The greatest advantage is the punters have exactly the same information as the bookmakers as the matches are being played.
- 2) The punters can observe the development of the game and make decisions as the match unfolds.
- 3) Live betting gives the punters an opportunity to make a 'U-turn' and reverse a bet when the situation necessitates.
- 4) There is a chance for the punters to bet at better odds if the opening odds are too low.

The main difference between live bets and normal bets is the punters can gauge the motivation factor of the teams. Before the match, nobody knows how the players will perform or the playing strategy – whether there will be three strikers or 'a bus of defending players parked in front of their goalmouth'.

Tip 76 7 Elements To Observe

1. 100% Concentration

Live betting requires a cool and sober mind. You need to be focused and decisive while the match is in progress. A joke among punters is that it is not easy to do this on a regular basis if you are not single.

2. Keep A Cool Head

Watching a match is an emotional roller coaster. How many times when:

- * we are winning – we hope the referee will blow the final whistle fast.
- * we are losing – we hope the clock will tick slower.

When the chips are down, guard against being swayed by emotion. Stay calm and assess the situation objectively.

3. If You Cannot Be Decisive, Don't Bet

You must be totally convinced about your decision. Don't bet just for 'interest sake' or to relieve boredom.

4. Understand The Bets Clearly

Make sure you understand everything about the market you are betting on, especially special bets like total goals, number of corners, number of bookings, etc.

5. Bet On What You Know

It's easier to determine whether there's value at any point of the game if you are familiar with the teams, for example, whether the team's tactic is to defend deep or has statistically won many corners due to its style of play, etc.

6. Be Mindful Of The Time Of Your Bet

In live betting, the bet counts from **the time of the bet**, for example, in the match between Arsenal and Fulham. At 60 minutes, Arsenal was leading 1-0. You bet Arsenal to win at Asian Handicap -1/2 (Arsenal giving ½ goal to Fulham). No further goal was scored and the match ended 1-0 in favour of Arsenal. Even though Arsenal won 1-0, your bet lost because you betted Arsenal to win @ AH -1/2 from 60 minutes of play till end of game.

7. Cut Loss When Necessary

The typical mindset of most punters is to hang on till the last minute, hoping and praying that their team will not let them down.

Be decisive and cut your loss as soon as you realise the match is not flowing the way you have expected. Such decisiveness can save you bigger losses in the end.

Tip 77 Strategies

The following strategies are worth considering :

1. The Underdog Scores First

This is an ideal betting opportunity. The underdog (preferably playing Away) scores first (preferably early in the game). 80% of the time, a strong team will at least equalise and will most likely eventually win the game.

The earlier the underdog scores the first goal, the higher the chance of the favourite scoring.

2. Players Red Carded & Sent Off

a) Early Sent Off (Less Than 15 Minutes Into The Game)

When a player gets sent off less than 15 minutes into the game, there's a high chance for the other team to score at least one goal due to their numerical man advantage. This is even more likely if the player sent off is :

- ◆ from the weaker team or
- ◆ from an evenly matched team

However, if the player sent off is from the stronger team, the scenario may not happen.

b) Late Sent Off (Remaining 15 Minutes From Time)

If a team is winning and a player gets sent off late in the match, say, around 75 minutes of play or 15 minutes from end of game, it is worth betting 'Under' in the Over/Under market as the winning team will go all out to defend its lead.

3. Special Circumstances

a) 'Life & Death' Desperation Fixtures

These desperation fixtures at the end of the season are between two teams at the bottom of the league in which both must win the game to survive or be relegated. If one team is a goal down, the other team will have no choice but to go 'for broke' to score. There are times when the manager of the losing team switched the formation to 4-3-3 with three attackers.

b) Title Chase

In the 2007/2008 season, the English Premier League title chase between contenders Manchester United and Chelsea went down 'to the wire' and was decided on the last game of the season. Manchester United eventually won the title. Such nature of game is excellent live betting opportunity if the title contender is a goal down.

Games under 'special circumstances' can also throw up opportunities in the 'total goals' market. In order to equalise and reverse a losing situation, the losing team will have no choice but to adopt a very attacking style, plying most players forward. This will inevitably create 'holes' in the defence which the opposing team may exploit on the counterattack.

Tip 78 An Actual Case Study

Mr X targetted the team Wolves in the following match in the championship league :

Wolves (at Home) with odds of 3.00 against Millwall

His reasons for picking Wolves are :

- ◆ Home ground advantage
- ◆ They have a new manager

However, Mr X eventually did not bet on Wolves as he prefers to gauge how the new manager performs first. This is how the match developed :

8 pm : match started

8.15 : Millwall took the lead. 1-0 up
Price for Wolves went up to 5.00

8.30 : Millwall scored another goal. 2-0 up

8.45 : Half time
Price for Wolves shot up to a whopping 11.00

At this juncture, there are two possible lines of thinking for Mr X :

- a)** I'm so lucky. I just saved myself \$100 which I would have placed on Wolves.
- b)** I've determined before the match that 3.00 for Wolves was value. Now surely 11.00 is super value.

By the way, Wolves went on to win the game 3-2.

How should we react under such circumstances? As we are watching the match on TV, we must ask ourselves :

- 1)** How resilient is Wolves? From past statistics, how often have they come from behind to win in previous matches?
- 2)** How fanatical are the fans of Wolves? Do they sing and cheer and motivate the players even more or do they boo and sneer? Do not underestimate the psychological impact of an encouragingly loud and supportive home crowd.
- 3)** How effective has been the manager's half time team talk in the past? This brings to mind the renowned manager, Sir Alex Ferguson of Manchester United. His famous half time 'hair dryer' team talk has on numerous times produced the desired results. In this case study, even though the Wolves' manager is new, we can also find out the effectiveness based on the record of his previous clubs.
- 4)** Is there a super substitute sitting on the bench? How many times have we witnessed a super sub coming on in a game and turning it around.

In this example, Wolves was already 2-0 down. You have to assess the above factors and decide whether it still commands a value at the given price for the remaining of the match.

In live betting, you must judge each situation on its own merits. Don't allow emotion to interfere with your judgement. This will only compel logic to fly out of the window, along with your cash.

Chapter 11: Pitfalls

Introduction

Winning a sports bet is not an easy feat. Being aware of the following pitfalls can prove profitable in your football betting in the long run.

Tip 79 Do Not Be Tempted By 'Sure Win' Tips

Do not fall into these temptations :

- 1)** You can find football gurus everywhere, in the coffee shops, in the pubs, everywhere. And they all profess to have the 'sure win' tips.

Anyone can make a pick. Anyone can make a prediction. But not everyone knows how to justify their selections. You are responsible for your own picks.

- 2)** 'Sure win' and 'insider' tips are often disseminated over the Internet. Guard against such tips as they may be 'leaked out' by interested parties to influence the market to move in a certain way. Any information gathered from the Internet must be thoroughly vetted.

Do your own analysis and research. It's your hard earned money on the line.

Following blindly is the most foolish mistake any punter can make.

Tip 80 Don't Let Injuries/Suspensions/Viral Outbreak Dictate Your Wager

Some punters over-react to such situation : "Team Z is without seven players. Put your whole house betting against them."

Yes, non-availability of players affect the quality of the team. But other criteria are just as important and one of them is the preset staking plan.

With regard to players unavailable due to flu epidemic, be wary of rumours spread by parties with ulterior motive.

The bottomline is to guard against over-reaction.

Tip 81 Be Wary Of Betting At The Beginning Of The Season

Team form is a very major factor in predicting the outcome of a match. For the analysis to be reliable and consistent, it is essential to collect results of at least five matches.

These five matches would also give the punters a chance to assess whether the newly-acquired players could gel effectively with the existing players. For clubs who have sold their key players, these matches can also reveal how the teams perform without them.

Tip 82 Do Not Consider A Team's Last Performance Only

If a team wins 4-0 this week but had lost their previous games, can we conclude the team has turned the corner and regained its form?

Form analysis must cover at least the five latest games. Just considering a team's last performance will be very misleading.

Tip 83 Do Not Indulge In 'Fancy Bets' Dependent On Luck

Some fancy bets are offered by exchanges like Betfair. These bets cover first scorer, first team to kick off, first red card, first yellow card, etc.

These types of bets cannot be analysed. They are purely based on luck.

Do not use luck to decide your bets. Unless you are absolutely sure 'Mr Luck' is your very best friend.

Tip 84

Be Wary Of Free Bets Offered By Bookmakers

Some freebies are not what they seem to be. Do read the fine print :

- 1.** You have to first make a deposit and the bookmaker will reward you with a certain %, like 20% of your deposit. BUT you have to bet at least the amount you put in before you can claim the free bet.
- 2.** A free bet of a certain value is offered AFTER you have placed a bet. However, this free bet could be placed only on events with the stipulated minimum odds or events stipulated by the bookmakers.
- 3.** A free bet of a certain value is offered AFTER you have placed a bet of a certain minimum value.
- 4.** The free bet must be turned over twice before you can withdraw, that is, you have to bet the equivalent amount two times before you can withdraw the winnings. For example, you have a free bet of \$50 and you won \$50. So your balance is \$100. You need to stake a total of \$100 in order to meet the requirement of turning it over twice (2 x \$50).

Getting a free bet should be the last reason you consider when you want to open an account with a bookmaker.

Chapter 12: Fallacies

Introduction

Believing football fallacies can distort one's judgement. So punters, please be aware. Such awareness can save you lots of headache and distress later.

Tip 85 League Leaders Are Awarded More Penalties

In the 2007/2008 season, there had been accusations that the English Premier League leader Manchester United and the Scottish League leader Rangers were awarded more penalties than other teams.

Statistics revealed this is true enough. However, this does not mean there is any bias or favouritism for the leading teams. Rather, it is the potency of their attacking prowess which exposes the defensive weakness of their opponents, resulting in more penalties being given.

Tip 86 The Dominant Team Always Win The Match

Statistics do not support that the best team on the field always win the match. We just have to accept that in sports (or life), sometimes a lady by the name of LUCK is the deciding factor.

How many times have you seen your team dominating from kick-off till the final whistle, and still not win the game. It's so frustrating to watch shot after shot aimed at the opposition's goal, but none went in the net.

All thanks to being unlucky.

Tip 87
When A Team Needs The Points,
It Is More Likely To win

This usually applies to teams who need crucial points to avoid relegation. It can be a tall order to suddenly expect these teams to excel in the last few matches of the season.

However, there is a clear advantage if such a team plays at Home, especially against a team which has nothing to play for.

Tip 88
If A Team Has Nothing To Play For,
It Is A Lamé Duck

This is, of course, true if such a team fields a weakened side. But it is a generalisation that all teams with nothing to play for are lame ducks.

There are teams who aspire to achieve certain club's honour like unbeaten home record, best scorer, etc, and will persevere till the last game of the season.

Tip 89
An Event Which Has Not Happened For A While
Becomes Overdue To Occur

Some punters have a tendency to fish out certain teams which have been on a losing streak and bet on them expecting that 'they will turn the corner and are due to win'.

This is a typical 'gambler's fallacy' by betting the opposite way of recent outcome. This is no different from gambling at the casino, for example, the roulette player will wait for three reds and then bet on the black.

But the football arena is not a casino.

Chapter 13: Forums

Introduction

Forums, also known as messages boards, are a popular avenue for discussion and socialising among people sharing common interests.

A football forum is an Internet community where football enthusiasts gather to participate in all discussions about football. They share their ideas and knowledge with a view to helping each other to pick a winning bet.

Tip 90 Why Use Forums

The major reasons to use forums are :

- 1.** Participants can ask questions, seek advice and provide answers on various football topics like strategies, team news, tips, football products, etc.
- 2.** For those active contributors, their postings at the forums are a form of self promotion and their own site promotion, if any.
- 3.** You will find many helpful participants who have no hesitation in sharing their knowledge unselfishly.
- 4.** This is the ideal place for networking and making contacts with like minded people.

Tip 91 Guidelines On Using Forums

Like all places of common interest, it is essential that the members using the forums observe certain guidelines :

1. Be Courteous

To benefit fully from the forums, be friendly and polite so that people are willing to share with you. Do not curse or get involved in unnecessary arguments. Such behaviour defeats the purpose of participating in the forums.

2. Obey The Rules

Read the terms and conditions of the forums carefully. When no sales promotion and advertising are allowed, don't do so.

Spamming your books or tipping services are mostly disallowed.

Disobeying the rules can get you reprimanded or banned.

3. Be Humble

Don't boast about your wins because it can irritate those who have lost.

4. Posting Predictions

When posting predictions, explain and rationalise your picks. This will garner you a lot of respect.

5. Posting 'Sure Bets'

Nothing in football is sure or a guaranteed winner. Do not post such predictions. You will only receive ridicule or be accused of some ulterior motive like working for the bookmaker.

6. Be Considerate

Your problems are urgent but do not post all of them on the forum thread at the same time. If you care to search a bit, most likely some of your queries could have been answered earlier.

7. Bumping

Bumping a post by replying to your own posting in hopes of getting a fast response is discouraged.

Chapter 14: Paid Tipsters

Introduction

Paid tipsters are supposedly professionals who offer their advice and are paid for their services. The fees can vary from \$30 per month to \$1500 per tip.

The majority of these paid tipster services does not perform to expectations. If they can achieve a yield exceeding 20% in the long run, their performance can be considered as excellent.

Tip 92 Pitfalls

1. If tips are sent to clients at least a few hours before a match, it is fine. However, certain tipsters only e-mail their selections an hour before the match. Thus you need to be on line constantly to receive the tips.
2. Paid tipsters face a lot of pressure to perform. Expectations from their clients are high. They also have to deal with disgruntled clients who lost money following their recommendations.
3. Most tipsters don't perform consistently or give their clients a reasonably good return.

Tip 93 Selection Criteria

When punters have either little time or the required skills to do research, they may not mind paying for expertise. However, before subscribing to any paid service, do observe the following selection criteria :

1. The tipster's past selections and performance record must be available for review.
2. Check the opinions of the people who have used the service.
3. Do the tipsters have any convincing reason they have a betting edge over the bookmakers or other punters?
4. The number of recommendations per week and the fees charged.
5. Check the yield. A decent yield of 15% is acceptable. Be careful of claims of high yield.

You can test the paid service by first keeping your bets to the minimum amount until you are confident of the consistency of the tipster's performance.

Chapter 15: Bookmakers

Introduction

Bookmakers are companies that set odds and accept bets. They are of various sizes and financial strength. Their rules and regulations may vary.

For new punters and those who may want to open additional accounts, do take note of the following points.

Tip 94

Factors To Consider In Choosing

Before choosing a bookmaker, do some research on :

1. Reputation

This covers trust, reliability, professionalism, financial stability, place where their licence is issued and track record in business.

2. Payment system

How often and efficient are they in paying winnings?

- In the event of account closing, do they drag their payment instead of fast settlement?
- Are there any hidden charges on withdrawals?
- Is the payment procedure clearly written?

3. Sign Up Bonus

This is a plus factor but to be treated only as a sweetener.

4. Multiple Accounts

Do they allow a number of accounts to be opened or limit one customer to only one account?

5. Staking Limit

Do they impose any staking limit and if so, how much?

6. Odds

Are their odds competitive? Do they cover all the major and minor leagues?

7. Margin

The percentage of margin charged by bookmakers can vary. A reasonable percentage of 5% to 7.5% is acceptable.

8. Live Matches

There are bookmakers who are able to show some live matches directly from their sites which are not telecast on national television. This brings greater level of enjoyment to the punter's betting experience.

Tip 95 Are Punters Betting Against The Bookmakers

1. Most punters believe they are betting against the bookmakers. In fact, they are betting against their fellow punters which is represented by the fluctuations of the odds.
2. Why do odds change? Odds constantly change on an outcome in a particular game in response to :
 - ◆ number of bets and
 - ◆ amount of money staked

This is why you can see odds around 2.10 in the morning and get only 1.90 later in the day. For example, if \$1000 is staked on Home win, the price for Away win will then go up to make the Away team more attractive for the punters to bet.

Through the adjustment of the odds according to market conditions, the bookmakers' objective is to balance their books for that event.

3. Bookmakers do not gamble. They charge a certain percentage of margin for each bet and as long as their books are balanced, they win irrespective of the match outcome.

The bookmakers set the odds according to demand and supply to balance the action from all sides and because of the margin, they always win.

4. In the event a bookmaker could not balance his books through odds fluctuations among the punters, he will then reduce his risk by transferring some amount of the bets wagered to other bookmakers that have odds better than his own. This is known in the industry as 'farming out'.

Thus, besides the punters, sometimes the bookmakers also trade on the betting exchanges to balance their books.

5. If the imbalance of money staked in an event is too great, for example, due to rumour of fixed matches, etc, the bookmakers may remove the event altogether.
6. So the punters are betting against each other. This means when punter Mr A wins in an event, his win is actually paid for by losing punter Mr B.

This casts the bookmaker in the role of a broker who takes commission on the market and funds the winners from the losing bets.

Tip 96 Fixing Of Odds

Bookmakers generally use a standard set of rules which has stood the test of time to fix their odds.

There are many factors which they will take into account. What criteria to use vary among the bookmakers. Some may downplay certain elements while others may take them into consideration.

The odds fixed by the different bookmakers are pretty close even though the parameters used may vary.

The following factors are generally considered by the bookmakers in the fixing of the odds :

- ◆ Statistics – Last five to ten games performances, Home and Away, number of goals scored, etc.
- ◆ Team - injuries, current form, player and manager relationships, motivation, morale, etc.
- ◆ Home advantage
- ◆ Weather conditions

Some of the factors like motivation are more abstract and difficult to factor in correctly by the bookmakers into the odds.

The bookmakers use the latest technology and have the best qualified professionals to do the odds compiling. Most of them are also sponsors of football clubs and so obtaining insider information may not be difficult.

BUT the punters are betting against their fellow punters, that is, the public opinion. So if a punter is able to estimate the probability chance of winning better than Mr Joe Public, he will win in the long term.

Tip 97 Match Fixing

Whether you believe it or not, match fixing has happened many times and is happening somewhere now. Fortunately, the authorities in various countries are viewing it seriously and are going all out to eradicate it.

Match fixing occurs more often than we think. There are different parties involved and each of them commit the act for various reasons. Bookmakers, betting syndicates, referees, managers and players are known to be culprits.

Football betting is a very lucrative industry and the involvement of the betting syndicates in the fixing of matches is more prevalent than reported.

Unusual heavy betting on a particular team can be a tell tale sign of an intended match being fixed.

Some past examples of match fixing scandals are :

1. When Liverpool thrashed Besiktas 8-0 in a 2007 Champions League match, irregular betting patterns with heavy bets on high score was discovered.
2. In 2007, a police investigation was launched on fifteen UEFA matches suspected to be fixed by Asian syndicates. Abnormal betting patterns were spotted.
3. Juventus, AC Milan, Fiorentina and Lazio were involved in the 2006 Seria A scandal of match fixing by trying to influence the selection of referees favouring them. League points were deducted from the teams and action taken against the people involved. As Juventus's part in the scandal was judged to be most serious, the club was demoted to Seria B.
4. In Brazil several years ago, the court decreed that eleven matches in the Brazilian premier league had to be replayed after referee Edison Pereira admitted to working for an illegal betting syndicate and manipulating the matches under his charge.

Tip 98 Are Bookmakers Fair?

Before we consider whether the bookmakers are fair, let's take a look at the grouses the punters have against them :

1. The bookmakers' main aim is to make profit. As allowed in their licences they will not hesitate to restrict or refuse service to any party they deem undesirable.

There are cases of trading restrictions being placed on punters who have consistent winning records.

2. There are many cases of unjustified delay in payments.
3. Mistakes made by their staff in taking bets or misinterpreting the bets are passed on as 'genuine mistakes'. There is normally a get out clause in the terms and conditions that the bookmakers will use to cover themselves against such mistakes.
4. There are times when they refuse to honour a price quoted previously.

Despite the above grouses, generally the bookmakers are fair. Any complaint takes time to investigate before a decision is made. They are in the business for the long term and will go all out to maintain their business and reputation.

Tip 99 Be Wary Of Identity Theft

When betting online, be wary of attempts to trick you into disclosing your bank and credit card details.

These unscrupulous fraudsters will try to steal your identity and either empty your bank account or max out your credit card for purchases.

Use well-known proven bookmakers who have installed security encrypted software to protect their clients.

Tip 100 Benefits Of Betting Online

These are the various benefits :

1. The punter can bet 24 hours a day, 7 days a week.
2. The online bookmakers offer more options, especially in live betting which throws up many good betting opportunities.

3. Sign-up bonuses and special offers are offered to punters who open new accounts. Referral bonuses are given to punters who recommend their friends to sign up.
4. Online betting is convenient and you can punt in the comfort of your cozy home.

Chapter 16: Useful Links & Resources

Introduction

In this chapter, we have provided easy information links for those who want to open up accounts with bookmakers, search for statistics and team news, obtain previews and check the live scores of matches.

Tip 101 Various Useful Links & Resources

1. Bookmakers For Opening Up Online Accounts

a) www.Betfred.com

[Betfred](http://www.Betfred.com) is one of the world's largest independent bookmaker with turnover of more than British Pound 1.5 billion. It is renowned as the 'King of Bonuses'. It offers good football coverage and various value bets. It is a strong and safe operator.

Click [Betfred](http://www.Betfred.com) for free bets of 50 British Pounds for all new customers.

b) www.Bet365.com

The Bet365 group is one of UK and Europe's leading betting and gaming companies with over 1.5 million active customers in 140 countries. It is the leading bookmaker on Asian Handicap plays with the best Live Betting. It has very good betting coverage, great odds and attractive bonuses. Its services are consistently excellent.

Click Bet365 for free bets of British Pounds 100 for all new customers.

c) www.Pinnaclesports.com

Pinnacle is a well known and respected name. It has excellent betting coverage, service, free bonuses and betting value because of its low margin. It also offers high limits on betting, good odds for Asian Handicap betting and most American sports.

Click Pinnaclesports for free bets of US\$500 for all new customers.

These are established bookmakers. All of them offer free bet bonus for opening up of new accounts. The amount of free bet bonus varies from bookmaker to bookmaker. The above mentioned amounts of free bets are subject to changes.

2. Statistics/Team News

a) www.footballdata.co.uk

This site provides free historical data, news, live scores, etc, on most major leagues.

b) www.onlinefootballnews.com

Team news on most of the major leagues are available.

c) www.betinfo.com

It covers football news, injuries, statistics and predictions of matches.

d) www.h2hstats.com

It provides head-to-head statistics and comparison of odds offered by the bookmakers.

e) www.365stats.com

This site covers the major leagues, including the Australian league on head-to-head, injuries, team news, statistics and odds comparison.

f) www.betexplorer.com

For head-to-head statistics and match results of most the football leagues around the world.

g) www.covers.co.uk

It provides injuries, team news and statistics of major leagues.

3) Forums/Match Previews

a) www.goonersguide.com

b) www.bettingadvice.com

c) www.punterslounge.com

d) www.dailypunt.com

e) www.bethelp.com

All the above are free sites. They are very good and informative football sites to visit.

4. Club Websites

www.soccerassociation.com

News and squad information for most of the major clubs all over the world are available.

5. Livescores Sites

- a) www.goalzz.com
- b) www.globalscore.com
- c) www.livegoals.com
- d) www.livescore.com
- e) www.skysms.com

These sites provide good livescore coverage and results.

6. Football Systems

- a) The Football Maestro System

The [Football Maestro](#) are selling a football betting system and e-mail selection tipping services. The system is easy to understand and very well written. Tips by email are sent on regular or daily basis with detailed analysis of all matches recommended. The strike rate is relatively high with money back guarantee for failure to make profit.

Click [The Football Maestro](#) for more information.

b) Bookie Buster

[Bookie Buster](#) is a step-by-step easy to follow book with a lot of systems and strategies. This book will provide the punters with the additional edge in betting.

Click [Bookie Buster](#) for more information.

c) The Football Compiler System

The [Compiler System](#) claims to know the secret of a successful football betting system. Similar to a paid tipping service, the Compiler System makes the selections and send them out to all its purchasers. It has a hit rate of 90% of winning bets. The bet selections are well researched and sent out timely. A 8 weeks free trial period is offered on the system selections.

Click [The Football Compiler System](#) for more information.

7. Arbitrage Software/Services

a) The Online Loophole System

[The Online Loophole System](#) is a niche sports arbitrage betting system that is guaranteed to make money. It comes with a 60 days 100% money back guarantee. For immediate purchasers, 6 bonuses are offered like unlimited email support, affiliate course, Free Bets Review Premier membership, learn how to get paid to open new accounts, free updates for life, and learn to get paid to open casino and bingo accounts.

Click [The Online Loophole System](#) for details.

b) Online Sports Arbitrage Betting

[Online Sports Arbitrage Betting](#) is a zero risk software which comes with easy to use tutorials. Within the system, a calendar of events will show where the bets are found and when the opportunity is available. Vital knowledge on arbitrage are presented. There is a 100% money back guarantee.

Click [Online Sports Arbitrage Betting](#) for details.

8. Tipping Services

a) [www.sports-punters.com](#) and [www.FCbet.com](#) provide free tips and match recommendations.

b) [Football Maestro](#) sells a system that comes with free tipping service. Match recommendations are well researched and analysed. The strike rate is remarkable.

Click [Football Maestro](#) for more details.

c) [The Football Compiler System](#) also comes with free selection of bets. The match recommendations are well analysed with very high strike rate.

Click [The Football Compiler System](#) for more details.

9. Football Books

Punters can find the following football books from [Amazon.com](#)

a) [Profitable Football Betting](#) by Paul Steele

The book covers 15 systems for betting plus many areas a punter can benefit from. Besides this book, the author also wrote the best seller, [Essential Football Betting Guide](#).

b) [Successful Football Betting](#) by Geoff Harvey

This book is as detailed as can be for punters. It is well written, easy to read and understand.

c) [Football Betting To Win](#) by Jacques Black

The book covers every aspect of football betting in detail. It offers a lot of advices with case studies.

Formulas

1. To Calculate The Probability Of An Event

$1 / \text{odds}$

For example, if odds is 2.50, then

$1 / 2.5 = 40\%$ chance of happening **according to the bookmaker.**

2. To Calculate The Value Of An Event

$\text{odds} \times \% / 100 > 1.0$ (The figure must be greater than 1.0 to have value)

In example in a above (1), if the punter estimates the % to be 50%, then the value calculation will be :

$2.50 \times 50 / 100 = 1.25$ (This is value as the figure is greater than 1.0)

3. To Calculate Kelly Stake size

$$(\text{odds} \times \% - 1) / (\text{odds} - 1)$$

For example :

Betting fund : \$5000

Odds : 3.0

% : 55% chance of happening (0.55)

So, Kelly stake size is :

$$(3 \times 0.55 - 1) / (3 - 1)$$

$$= 0.65 / 2$$

$$= 0.325 \text{ or } 3.25\% \text{ of } \$5000 \text{ which is } \$162.$$

4. To Measure Yield

$$(\text{MR} - \text{MS}) / 100 \text{ where}$$

MR = money returned

MS = money staked

MR - MS = net profit (or net loss)

For example, if \$860 is staked and the return is \$950 :

$$\text{Yield} = (950 - 860) / 100$$

$$= (90) / 100$$

$$= 9\%$$

The net profit is $(950 - 860) = \$90$

5) Fixed Profit Staking

(Your Targetted Fixed Profit) / (odds – 1)

For example, if you want to earn 10 units each time. The odds of your selection is 1.80. The stake size will be :

$$\begin{aligned} &10 / 1.80 - 1 \\ &10/0.8 \\ &= \underline{12.5 \text{ units}} \end{aligned}$$

If your 1 unit is \$10, it means the stake amount will be \$125.00.

Glossary

1x2 Betting – Fixed odds betting where 1 denotes Home win, x refers to the draw and 2 denotes Away win. Also known as 3 way betting.

Accumulator – Also known as combo bet or multiple bet. This is a series of bets on the outcomes of several events. All outcomes must be successful for the punter to win the bet. The payout is based on the multiplication of all the odds of the events in the accumulator.

Ante Post – This is a bet which is placed on an event in the future, for example, predicting the winner of the World Cup. If the selection does not take part in the event, the bet is lost. It is also known as future bet.

Arbitrage – This is the act of taking advantage of different prices offered by different bookmakers which allows the punter to back both outcomes of the event and a profit is guaranteed. Also known as 'sure win' bet, 'risk-free' bet, 'no-risk' bet and 'sure-bet'. In the US, arbitrage is called scalping.

Asian Handicap – This is a type of betting that removes the chances of a draw and the punter bets on either the Home or Away team to win. The perceived weaker team is given a number of goals 'head start'. The handicapping is to make the two teams in a match to be of 'equal strength' for betting purposes.

Betting Exchange – Online 3rd party betting service where punters act like bookmakers and bet against each other offering their own odds.

Betting In Running – Also known as Live Betting. The punter can bet on a match at the same time it is being played in the respective country.

Bettor – The person who places a bet. Also known as a 'punter'.

Bookie – Short for bookmaker.

Bookmaker – A company who sets odds and who is licensed to accept bets.

Combo – Also known as accumulator and multiple bet. (Refer to 'Accumulator' for details).

Correct Score – A bet that predicts the exact goal result of the game during normal time.

Double – An accumulator or combo bet or multiple bet which involves two selections. Both selections must be successful for the bet to win

Double Chance – A type of betting where a single price is offered on a win or draw.

Draw – A tie in the match which finishes evenly.

Edge – The advantage the punter has over the bookmakers.

Fair Odds – The price if the result of the event is expected to be 50/50 situation. Calculation is $100/50 = 2$. So, odds of 2 is fair odds.

Farming Out – A bookmaker transferring some excess amount of the bets collected to another bookmaker to reduce his risk.

Favourite – The team rated most likely to win the event. Typically it has the most money betted on it.

First Goalscorer – A bet placed on a player to score the first goal.

Fixed Game – A game in which one or more participants willfully manipulate the final outcome for personal gains.

Fixed Odds Betting – A type of betting with three outcomes – Home win, draw or Away win. Also called 1x2 betting and 3 way betting.

Form – Past performances of the team which are used as an indication of it's chances.

Forum – An Internet community where like-minded enthusiasts gather to participate and exchange ideas.

Futures – Bets placed in advance predicting the outcome of a future event. Also known as Ante Post bets.

Half Time/Full Time – This is betting on half time outcome and the full time result.

Handicap – This is the advantage given to the perceived weaker team and the corresponding disadvantage given to the favourite. This is to make both teams of 'equal strength' for betting purposes. It is known as Spread in US sports.

Hedging – This involves placing a bet on the opposite outcome to the punter's original selected outcome in order to guarantee a profit or to cut loss.

Kelly System – The Kelly formula determines the optimal stake size which maximises the potential profit.

Live Betting – Also called Betting In Running. The punter can bet on a match at the same time it is being played in the respective country.

Long Odds – Odds offered on a team unlikely to win an event. Generally odds are greater than 10 to 1.

Longshot – The team not expected to win the game. Usually 'long odds' are offered to the longshot team. Also known as the outsider or the underdog.

Martingale System – This is a progressive rising bet system. Also known as Loss Recovery System.

Multiple Bet – Also known as accumulator and combo. (Refer to 'Accumulator' for details).

Number Of Corners – This is predicting the number of corners in a match.

Number Of Bookings – This bet is to predict the number of bookings given to players of both teams in a match.

Odds – Prices the bookmakers offer according to their estimation of the chance of a team winning. The prices include their profit or overround.

Odds maker – A person who sets the betting odds.

Outsider – The team which is not expected to win. The opposite to the favourite. Outsider is also known as the longshot or the underdog.

Over/Under – A bet on whether the total goals scored by the two teams in a match is over or under a specified number.

Overround – The profit or commission of the bookmakers.

Punter – Also known as Bettor, a person who places a bet.

Return – The punter's total winning on a bet.

Single – A straight bet on one selection to win. This is the simplest and most common bet.

Score Anytime – This is betting on a certain player to score in the particular match.

Stake – This refers to the amount of the bet.

Staking Plan – The staking method used. Basically, there are two main types :

- Fixed Staking : Also known as level staking. This means the punter bets a fixed amount each week.
- % Of Bank : The staking method will be a % of the CURRENT betting fund each week.

Staking Size – Basically there are four methods :

- Level staking : The punter bets same amount in every bet.
- % Of CURRENT betting fund : The punter stakes the chosen % on each bet.

- Fixed Profit Staking : The punter aims to make the same amount of profit on each bet.
- Kelly Staking : The Kelly formula determines the stake size to maximise the potential profit.

Strike Rate – A % indication of the amount of winning bets.

System – A method of betting used to try to gain an edge or advantage. Usually mathematically based.

Tie – A draw in the event.

Tips – The selections and predictions of events recommended by an expert.

Tipster – A person who, for a fee, makes recommendations on the outcomes of matches to the punter.

Total Score – This bet is on the number of goals scored by both the Home and Away teams in the match.

Treble – A triple bet on three events. All must win for the bet to be successful.

Underdog – The team that receives a 'head start' in a handicap. Also known as the outsider and the longshot.

Unfair Odds – Prices of bookmakers which include their profit or overround.

Value – Getting the best odds on a wager.

Value Betting – The punter gets a price which is higher than the one indicated by the probability of that outcome winning.

"x" - denotes the draw in the fixed odds type of betting.

Yield – A % indication of profit or loss.