THE SIX FIGURE FOOTBALL TRADER

How To Make Thousands Every Month By Trading The Beautiful Game

Glen Kirkham

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“A man is a success if he gets up in the morning, goes to bed at night and in between does whatever he wants to do.”

- **Bob Dylan**

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INTRODUCTION

1 - HOW TO READ THIS BOOK

Straight off the bat and totally up front with you, this book exists for 2 reasons:

Reason 1: So that you'll eventually join our amazing community of like minded football traders who have made extra income from our groundbreaking training, trading tools, data feeds and automation assets. A huge number of our members have jacked in the job and are now trading football full time, we want you to join us and become our next success story.

Reason 2: To give you all of the tools and strategies you need to get '**Results In Advance**' so that you'll want to do reason #1 as quickly as possible.

As you'll soon find out, I'm going to be fully transparent, honest, and blunt with you throughout the pages of this book, and to prove to you that reading this book is really worth your time, I want to share with you how I went from broke, to:

- Turning **£800 into £14,088.56 in only 12 days** trading football.

- Taking on the "The Football Trading Challenge" as I generated **£8,965.78 profit LIVE in 20 hours** with modest stakes. (Replays of this can be seen in full in the Football Trading Academy).

- Creating industry leading LION, GORILLA & TIGER fully automated football strategies. At the time of writing we have the largest number of automated football trading systems on the planet.

- Designing and building the only self-learning automated football system in the world which generates a consistent 75%+ win rate month on month as well as the included automated recovery system proven over 12 months without interruption, completely hands off and 100% automated.

- Showing millions of people around the world how I made tens of thousands of pounds live on YouTube shorts and TikTok using the trading techniques you're

about to learn in this book.

- Shooting content that has been seen by over 40+ million people across social media, working with ITV, Sky Sports, The Premier League, Champions League, The Bundesliga etc in the process

If you're looking to make money trading football, you're in the right place!

I'm not saying any of this to impress you or to blow smoke up my backside, I want to show you that this isn't fluke, I didn't just get lucky, it wasn't an unreal winning run that happens once in a lifetime, **football trading is a learnable skill**, a skill which once you master, you can repeat over and over again. I've done it to turn my life around and loads of our members have done it too.

My early mentor taught me that if you want people to believe you can help them, *actually help them*.

I want to help you!

To do that, I've written this book as thoroughly as possible to give you the exact steps I used to go from a no-hoper into a multiple 6 figure trader and how I've helped thousands of people become profitable traders too.

The book is structured as follows:

First, I want you to get a truly honest picture of what football trading is, where it is right now, the incredible upsides as well as the pitfalls and potential problems you may face heading out into the markets, emotionally, disciplinarily and financially. With a true overview of the pros and cons, you know the totality of what you're getting into and I will give you specific guidance and advice, through this book, based on your needs right now.

You'll be completing a self-assessment that will help you know how best to proceed, from where you are right now. There is something in these pages specifically for you. It will make you come alive and get you to see 'football betting' differently than how you have done in the past. I genuinely feel honoured to be there with you as this happens, it's truly a magical moment.

We'll take a look at what potentially new decisions you can make to improve all aspects of your trading, including lifestyle, finances, and income consistency. Along with the good stuff, we'll take a look at why trading might ***not*** work for you and why some people aren't cut out for it.

Next, I'll share with you all the steps and strategies included in **The Six Figure Trading Method,** from top to bottom, including our groundbreaking **S.T.R.I.N.G Theory**. This is the method I personally use, and our members use it daily to make thousands every month, even in off season! I'm excited to share it with you here.

After that, we'll spend some time focusing on more creative strategies which can leverage and turbo boost your profits. I'll show you the best trading strategic ideas, how to get a high strike rate quickly, and even how we use software to do it all for you..

My goal is for you to become a profitable trader by the time you finish reading this book.

Finally, we'll come full circle and examine the economics of making this process work for you. We'll look at how to price your trades based on your personal financial goals and how to set up a consistent financial plan to make sure what you make, you keep.

It might sound like a lot, but really, the entirety of this book can be summed up in the following three Goals:

Goal #1: Give you the actual real world skills to get better at trading, raise those strike rates, become disciplined and lower your risks as opposed to being a hopeful, careless gambler.

Goal #2: Leverage my years of skill, wisdom and experience for yourself, to go out into the football markets and know with a super high degree of accuracy what to look for and what to do next.

Goal #3: How to grow what you have, lower your risk, remove your liabilities and keep growing that war-chest until you hit 4 figures, 5 figures, 6 figures and beyond**.**

The method you're about to discover has radically transformed my life for the better with benefits far beyond the financial. I hope you'll be able to make the connection for yourself as well.

Above all, it is my sincere hope that you learn more than just how to implement **The Six Figure Trading Method**. I've interspersed little bits of advice and lessons I've learned from running majorly successful sports (football) companies for many years, having made all the mistakes and living to tell the tale. Yes, this is a book about football trading, but it's really a book about designing a better income and life for yourself. An income stream that brings you joy, financial rewards, freedom and ultimately, peace.

I sincerely believe that the world can, should and will be changed for the better within my lifetime and the lifetimes of my children. I believe it will be the entrepreneurs, self-employed, heady dreamers, the curious and ambitious inventors like you who will make that happen.

So, it's a great privilege to share what I know with you. I hope it inspires and informs you to grow and improve your own football trading skills, so you can grow and improve the lives of yourself, your family and others.

If you read this book and decide you'd like to work with us closer, we have a whole library of tools, training and software to help you. We have in-depth training where we make money live in front of you, we can help you implement the strategies outlined in this book as quickly as possible, you can join a community of other like minded traders just like you, we have a 'community pool' trading pot where we can trade *for you,* or if you want to get a computer to do all of this trading for you automatically so you can have ultimate tie freedom we have a suite of strategies for every traders needs, please book a call to chat with me or my team by going here:

https://www.FootballTradingAcademy.co.uk/Go

Helping people like you do more with Football Trading, earn money on your own terms and turn your passion for the beautiful game into cash rich businesses is exactly what we do day-in, day-out.

We're here to help.

To your success,

Glen Kirkham

THE STATE OF THE UNION

2 - WHO THIS BOOK IS FOR

The method you are about to learn emanated from one of the darkest moments in my life. I'll spare you the sob story and the gritty details. Just know that I, like many guys in their early to mid thirties, had backed myself into a modern day stress-corner because of the choices I'd made in my production line of failed business, poor investment choices and the jobs I couldn't keep. All of this while trying to reach the (imaginary) bar of ambition that was set unattainably high in my own mind.

At night I would dream up ways to get out, to move up, to really get paid what I was worth, the massive detached house, the brand new Audi on the drive, the greenest plush garden for my kids to run around in, the get-up-and-go holiday schedule. These fantasies were my coping mechanism to stop focussing on, and ultimately unravelling, the pressure and stress layers of mental lasagne I'd been building for most of my adult life. Amazon FBA, Forex, YouTube, Property Mogul, Music Producer, you name it, I've probably tried it. When I'd wake up, my stomach would be in knots knowing I had to face another day of non-stop frustration and anxiety, chasing, (endlessly chasing), trying to make ends meet. Trying to find the balance of making money freely and easily while enjoying the process and feeling fulfilled everyday. Not selling my soul or being a cubicle rat for the next 40 years, building multiple passive income streams… I knew it was possible but frankly, it all seemed like a pipe dream.

Energy prices soaring, inflation at an all time high, petrol through the roof, very little chance of us millennial generation getting on the property ladder, the UK in economic crisis, financial collapse, recessions… Prospects weren't bright for a northern lad trying to get by and support his family.

I'd put on more than 2 stone (30lbs) in stress-related weight, my visceral fat *(the really dangerous stuff*) had escalated to concerning levels, I got diagnosed with a 10cm x 10cm (benign) tumour wrapped around my oesophagus and really, I'm probably lucky to be alive… Stress is an absolute fucking killer. All of this because I was at a stage in life where I had absolutely zero certainty. A constant state of 'fight-or-flight'. I knew I

was worth more, I was capable of earning more, happiness was my right, I wanted to set a powerful example to my children… But, I wasn't… I was a fat, broke, mentally lazy S.O.A.B who felt like life had dealt him a shitty hand… I look back now, recollecting this victim mentality and it makes my toes curl! Boo-Fucking-Hoo.

And so here we meet our first important lesson:

Your life is made by design. Whatever you think and focus on expands. This is not a "Self-Help" book but let me tell you this. In your hands right now is the key to earning a lot more money in your life via football trading… ***It literally saved my life*!** The methods herein have been proven over and over and over again. Some people reading this will commit to this information and roadmap, join our community, treat it seriously and make whatever amount they desire (over time)... The Smart Investor! - Others will put this book down (if they even open it in the first place), convinced that it doesn't work, it's too hard, I can't X, I can't Y, I can't Z and sail off to find the next shiny thing on the Internet to buy. It's a vicious cycle.

If you can resonate with any part of this feeling, feeling like you want more, more freedom, more money, more joy, more purpose and passion in your life, the pages of this book can show you a path which has transformed my life 180 degrees as well as the now thousands of members who as part of our football trading community, have radically changed their circumstances by following a very practical, learnable and replicable skill.

Whoever says "Money won't make you happy" is either lying or broke - I've been poor and I've been rich and in my experience, when life throws it's inevitable challenges your way, it is **much** easier to tackle and overcome them when you have a stable income, money in the bank, the freedom to take time off if you need to, to buy something to alleviate problems and give you meaningful and joyous experiences than when you're skint… Money is good!

There's only one thing which stops procrastination and fear dead once and for all, Every. Single. Time… Here's the formula:

Commitment (Doing Something) + **Consistency** (Doing It Regularly) **+ Time** (For A Prolonged Period Of Continued Endeavour)

That's it…. For everything…. Ever… Period.

If you're fat (I was) and you decide to get in shape (Commitment), go to the gym X times a week (Consistency), and over Y period (Time), you get fit… It's literally impossible not to assuming you're not consuming astronomical amounts of calories per day.

If your relationship isn't great, you decide to make it better (Commitment), you work on it regularly (Consistency) and over a period (Time), it gets better, stronger, more loving etc.

The result of being a successful football trader is not down to the information…

It's Down To You!

Devote yourself to Football Trading and accept it's a solid, proven way to make extra money, finish this book, dedicate yourself to starting "Dave Jones Trading inc" and let this incredibly powerful income generation mechanism into your life **(Commitment)**

Trade at the same time every week, in specific leagues, with the same bankroll and strategy **(Consistency)**

After a period of weeks and months, see how your bankroll and capital has grown to levels which are much higher than when you started and see real time progress allowing you to move up and up the income elevator (**Time**)

After various property deals which went wrong, multiple businesses (online and offline) which died a death, a million different reasons why the economy, the banks, imigration, Covid blah blah blah, football trading is the one thing that saved me. The ability to create money, at will, day or night by focussing on the data, strategies and skills highlighted in this book.

I was fortunate to unknowingly compile **The Six Figure Trading Method** over a number of years before the strain on my marriage was irreparable. I wised up before my kids grew up with a workaholic father. I was able to save my sanity, reduce my stress levels, and return to peak physical health, all due to the simple changes I'll be teaching you about in these pages, specifically because I started to understand what Football Trading actually is, how it works and ultimately, how to win… A lot

There were two specific slam-dunk game changers I made by implementing the strategies in this book:

One, my income became more predictable, reliable, and measurable within days. Today, I can tell you exactly how much I'll make in profit six months from now through trading football matches to within a few thousand quid. *Can you do that in your job/business?* If not, it's a sign that you need a more predictable and steady process for income generation. This book will show you how to do that.

And secondly, as a result of the income predictability, I no longer have to work with people that don't energise and excite me. I reckon the #1 reason we say "yes" to things we don't want to do is the financial pressure of an inconsistent income, this was a MAJOR roadblock in my head for a number of years. We take on work we shouldn't because we aren't sure what's going to happen tomorrow. If that's you right now, please keep reading. I have found the peace of mind that comes from creating a predictable income from football trading, rather than a business/job built on hustle… Life changing.

What I'm really going to be teaching you in the pages of this book is how to build an investment skill-set which delivers both scalable and predictable income, as well as the strategies which literally changed me as a person, from broke to rich, from fat to fit, from loser to absolute winner!

"Stand guard at the door of your mind." **- Jim Rohn**

It is my sincere hope that by teaching you **The Six Figure Trading Method**, you will be able to develop a skill that delivers exactly what you need in your life to lift, inspire, and serve others by removing the financial stress in your life. Of course, above all else, I'd have fulfilled a personal goal if by taking the time to read this short book, you see a path forward to not only more financial success, but also for more peace. What is the point in being wealthy if you can't enjoy it with the ones you love in the way you want.

So, my friends, this book is for investors old and young who want to earn more money by utilising the power of football trading to create generational wealth and build a financial wall around themselves and their families that nothing can break through.

Let's Get It.

3 - THE "G" WORD

Let's cut straight to the chase…

Football trading **is** "Gambling", no more, no less. Here are the definitions of gambling in the dictionary:

'***Play games of chance for money'***

&

'***Take risky action in the hope of a desired result'***

I know you want to get into the good stuff and we will in a sec, but it would be irresponsible of us not to have a quick conversation about the "G" word.

I personally think football betting has a bad reputation. If you say to your spouse, your parents, your mates "*Hey, I'm taking up a new career as a football trader*", let's assume, unless you have the greatest most supporting people around you in the world, it would be frowned upon more than if you were to train to become a vet or a train driver. Truth is, every story I'd ever been told about gambling was portrayed as a seedy, dangerous coin toss within dimly-lit fag-smelling rooms with glum questionable characters, anguish ridden faces, out of control despair and more 'down-and-out' poverty than you could shake a stick at.

I disagree generally with the societal viewpoint on 'gambling', I'm not dispelling or trying to be condescending towards those who have legitimate gambling (addiction) issues. Those individuals who face challenges controlling their spending, who over stake and overstretch their bankroll, who put themselves (and their families) in financial peril trying to win more, who believe they can beat the game every time and will risk everything (borrowed or otherwise) on the subsequent outcome, these are traits of a rightfully recognised and extremely damaging mentality when it comes to the topic of

this book. If you see these traits in yourself and believe that the content outlined in this book may trigger such patterns in you, I ask you kindly to close these pages and carry on your journey to what you're looking for.

There has to be responsibility taken by us the population, but also and maybe more so, by the 'gambling' industry as a whole. You only need to look at the profits of the big boys over the last twenty years and realise what's going on, especially since online gambling has become accessible to everyone. The biggest of these companies make **Billions** every year**.** Good for them, but it goes to prop up the idea and narrative that 'the house always wins'. For most, this is true. Why would *Insert big bookmaker here* spend millions of pounds on their online transaction platforms if they lost money? Why would your old school William Hill and Ladbrokes have prominent real estate holdings on every street corner in the UK? Why is a sleepy town in the Nevada desert one of the largest money making centre's in the world? It's because - The - House - Always - Wins.

Specifically talking about football, I find it amazing that gambling companies are still allowed to advertise on one of the most watched competitions in the world (The Premier League). What of a kid who idolises his favourite footy star while having the brand "Bet24/7" on every item of clothing, sponsorship etc and it being constantly ingrained into his psyche, consistently, for years. When he eventually reaches the age to 'have a bet', not knowing what he's doing and thinking it's a fair game, he enters onto the Bet24/7 platform through one of their sexy offers of a "Free £20 bet" which is literally screamed during the adverts before, during and after every match. What he doesn't realise is that the platform is 100% setup for him to lose over a period of time.

Sophisticated algorithms and mathematical formulas which always give the house the edge are at play constantly on this site. The regulation which has been brought in (at a snail's pace right now) should be much more stringent and solid from an authoritarian perspective. If you've read the stories of homes being torn apart by online slot addiction, people taking out massive loans and credit cards (with monster APR%'s) to service their gambling and yet the bookies still advertise their services in the most prime-time, eyeball heavy spot for new players and reformed gamblers alike, surely a change must be on the cards.

I had a major addictive personality in the past. I sometimes felt myself slipping into a world where the lines between a legitimate football trading business and addictive

gambler were sometimes skewed, until I addressed them head on and began to treat my trading as a business. I set up a LTD company for this exact reason purely for my trading endeavours. There is a huge amount of support out there for those who wish to discuss their problems and potentially damaging characteristics around gambling addiction and we highly recommend reaching out to one of the many gambling charities for a chat (listed below), or alternatively, drop us an email and we can have an open, transparent talk… No judgement, just mates with an ear. We've helped thousands of people change their lives through football trading and so we've seen just about every potential problem and personality trait come out. Sometimes it can be fixed with regiment, sometimes it's just not right for some people.

One thing is for sure, unless you're in a community like ours, football trading can be a very lonely game and an extremely insular experience. This can have negative impacts on mental health and lead to isolation. It is important to have a group around you who have been there, done that and I believe we have the strongest and most supportive network of football traders on the planet.

Our viewpoint on gambling as a society has been pretty rigid for decades, however, celebrating lottery winners spray their victory champagne over each other, or the latest Hollywoodised celebrity hot shot (think Neymar and Federer) sitting down at the World Series Of Poker is commonplace and accepted, even desirable. The real question is, where is that middle ground between reckless '*blow your wages on an acca*' irresponsible outright gambling, and using mathematics, statistics, form and data to make in-form decisions based on likely eventualities... Dare we call it skill!?

What of football, what of 'betting' on 22 men kicking a ball around a field. Is that a game of chance? Is that **"a risky action in the hope of a desired result?"** - Well, yes and no… Let me explain.

FOOTBALL QUIZ

Below I have listed 3 hypothetical examples of matches and scenarios we may find daily in the glorious world of football. I'll explain later how to break these situations down and how best to take advantage of them, but for now, I'm trying to make a point about gambling.

Don't cheat! Go through each example and create in your mind what you think is going to happen in the following games, who do you think will win, will there be any more goals, if you had Mystic Meg's ball, how do you think each game will pan out? I'll follow that with what I think is going to happen and we can see how close you and I are….

Go!

Example 1:

It's 2-0, England vs Sweden, final game of the World Cup group stages, Italy, 2028. 85 minutes gone and England's centre back Dave Cock has his foot planted firmly on the ball on the half way line, zero pressure, not a single opposing player trying to close him down, he's looking around to find a pass and sees every single one of his teammates open and in space. Sweden, who were mathematically eliminated before the game even kicked off, qualification impossible, are merely walking, heads down and despondent, playing for what little pride is left at this point. Drearily walking to mark a man, they've given up. The stadium is calm as England rolls the ball between the defenders as they aim to keep possession, the keeper gets the odd touch, every pass is met with an "Ole!" From the English supporters, the pace of the game is completely dormant, England merely playing with Sweden like a cat taunting a mouse while all eyes are on the ref to blow for full time.

Example 2:

Championship playoff final, Blackpool vs Watford under a burning Wembley sky, electric feeling in the air. Unlikely underdogs Blackpool were the over achieving surprise package to be in the final after putting together a monster run of 13 wins in a row for them to sneak into the final playoff place. Watford, the big spending titans were

cruising for an automatic playoff spot but in the last game, a tight draw against Bournemouth and other results not going their way cemented them into 3rd, the top playoff place. 90 minutes of football awaits to see who goes into the Premiership and wins “The richest game in football”, worth over £170m… Financially game changing for both sides, especially ‘little Blackpool’. After a resolute 60 minutes of defending (read: Parking the bus) for Blackpool, their slender 1-0 lead from a fluke set-piece is a seemingly daunting half hour away from taking the tangerines to the promised land.

However, the torrent is flowing only one way as the league’s leading scorers, Watford, force their merciless Armada to break on the attack yet again. At this point ‘anywhere will do’ for Blackpool as even Watford’s keeper is coming up to join the attack. An entire season, 46 matches, 2 playoff fixtures, a gruelling campaign comes down to a half hour period which for Blackpool fans will seem like 30 years rather than 30 minutes, each clearance met with a cheer louder than any goal they’ve scored. Watford have gotten close, **REALLY** close, they’ve hit the bar, had a stonewall penalty declined, had a few goalmouth scrambles cleared and their star striker blazed the ball over from 10 yards. The commentator just muttered the words “Surely it’s only a matter of time before Watford make one of these chances count”. A look at the markets show that even being 1-0 down, Watford are still odds on favourites to win this match within 90 minutes.

Example 3:

Pre-season at newly relegated Shrewsbury Town. After the previous owners and management had left the club for financial disagreements, points deductions and boardroom bust ups, the club recently got taken over by the community trust, the people of Shrewsbury and local businesses trying to revive an old forgotten football club (N.B. Sorry if you support Shrewsbury, I just picked a name out of the hat, it’s a hypothetical example :)). Coming into the new season, there’s a bunch of thrown together, poorly organised friendlies, today's being against equally unstable non-league side AFC Wimbledon. Shrewsbury town have been disbanded, their coaches and scouts moved on to pastures new, most of their half decent players from the previous campaign have left on free transfers and the threadbare side of 8 eligible players means the young lads from the academy (part time butchers, bakers and candlestick makers) will have to make the numbers up. Wimbledon who’ve had their own fair share of uncertainty in preseason mirror Shrewsbury in terms of lack of tactical understanding, new management taking over in what is a “Trial/Do we have anyone

decent at all?" cobbled together formality match rather than a competitive friendly and most of the players seem to have gone a bit too hard on the KFC and Carlsberg in the pre-season, I can't see this match being a (family) feast for the eyes.

So these examples are mega extreme and obvious, but they happen with alarming regularity when you know what you're looking for. I'm trying to make a point about gambling here, but let's just see if you and I are on the same lines.

Example 1: England aren't losing this game and are very unlikely to concede a goal, they're 2-0 up. Sweden have given up, they're already out of the tournament, the ball is getting played around England's back line, there's no pressing, no urgency and no one expects anything from the Swedes who've been hammered into submission. It may end up 3-0, but England seem pretty content to run down the clock and progress to the knockout stages.

Example 2: Even though the emotion and mentality of such an occasion may have an impact on how this game plays out, the only real question is 'when' will Watford score and claim that all important equaliser? Depending on various factors (more on this later) we could back another goal, lay against Blackpool (i.e. we think Watford or the draw is the winning outcome), Back 1-1 and cash out when the goal comes… Seems the world can't see Blackpool holding out. There are more questions here but there are so many things we know won't happen. We'll get into this more later, but I'm using this example as we are almost certain Watford will bag a goal.

Example 3: One thing is for sure, it won't be a pretty match and we're certain that there won't be a lot of flowing, attacking football, therefore we can expect low goal numbers and a really bitty game. Neither team has their formations and personnel sorted out, and if we compare a football team to an engine, both sides are like old clapped out Morris Miners than tuned up Porches… A boring game, not much happening, maybe a sneak goal but overall, poor.

With this kind of analysis on a game, can we be certain of anything? Nope.. But will we be right more than we're wrong? **Absolutely YES**! And that's what trading is all about.

Can you be right more than you're wrong? I think the fact you're reading this book and are already into football, the answer is yes. But why put all of this in the chapter on gambling?

EVERYTHING IN LIFE IS A GAMBLE!

As a businessman and someone who uses money from football trading to put into other asset classes, let me explain why I think Football Trading is a better, faster, easier and in some cases safer income generator than other asset classes and how actually, *anywhere you put your money is risky*.

Stock Market:

The underlying philosophy behind the stock market is extremely aligned to that of football trading. If we think of trading in terms of the examples above, we're 'buying' the fact we think there will be a goal in the Watford match. In the Shrewsbury game, we're buying "Under 2.5 Goals"... We're "Selling" a Blackpool win when they're 1-0 up (because we don't think they'll win within 90 minutes), we're buying an "England Clean Sheet". Because the markets are liquid and always moving, we can look at sentiment in the market (More on this later) and ultimately try to live by this motto:

Buy (Back) for the highest price you can - Sell (Lay) for the lowest price you can… Everything in between is profit

In the stock market, there are "Put" and "Call" options which dictate if you think the price is going up or down on a certain asset, you're 'guessing' via all of the tools, analysis and data in which direction the price is going. Football trading is **exactly** the same based on the economics I'll explain later. The similarities are remarkable and why we refer to trading as the 'stock market of football', only, instead of buying coal, oil, gas or gold, we're buying teams, goals, results and football statistics.

Property:

Property is the safest investment you can get and why people use phrases like "Safe as houses" or compare true value in "Bricks and mortar". The one issue with property is the amount of leverage on the debt you need to take out against the property (Mortgage aka "DeathGrip") as well as the huge chunk of capital needed to put down in the first place.

As I write this, the average mortgage rate in the UK is about 3% (it's creeping up rapidly), meaning you owe the bank 3% per year for borrowing the money on the property. Inflation has just hit 9% (A record high for decades) meaning unless you're getting a 9%+ pay rise every year, you're getting a theoretical pay cut year on year. The same applies to your earnings from your property holdings. As so much is tracked against property, mortgage rates are naturally going to go up as most economies follow the rate of inflation. In a stable economy, this is usually manageable, but when the cost of living is rocketing, wages are pretty stagnant and the bubble gets larger and larger, a lot of people will find themselves clambering to increase rents on their investment portfolios to cover mortgage payments. As there is little in the way of wage increases across the board (Thanks Brexit & Boris) adding more pressure and monumental stress on those at the bottom of the pyramid is a sad yet natural consequence of the poverty we're heading towards for the working and middle classes. I'm all for capitalism but it's going to be pretty rough in the coming years in my opinion.

The reason I say all this in a book about trading is that we've all been indoctrinated to believe that owning your own house is the long term goal of the western civilised man. The best investment you can make, they'll say, but it's not. Whereas you need tens if not hundreds of thousands of pounds to get into property, you can get into trading for next to nothing. In fact I built a pot of £14,000 from just an £800 start in only 12 days when I first started out. In the Football Trading Academy, I show students live in front of their eyes, me generating £8,965.71 in only 20 hours with very modest stakes. To get these kinds of 'Return On Investment %'s' in property would take decades… Assuming you had the eye-watering capital to put down in the first place.

If you're purchasing a property for yourself, there is no cash flow coming from that deal, it's as much a liability as you'll find. That big chunk of cash is sitting dead in your home while you wait years for the market to move. If you're running property from an investment perspective, I've seen £125,000 houses bringing in less than a paltry £200 profit net per month after mortgage, management, fees, insurance, tax etc. In fact, what you're really hoping for, without saddling a huge amount of risk, is capital gains on the entire property market going up by X% which means your house is worth more and you can leverage that equity against what you owe. I'm not hammering property, it's a mega safe asset class and an investment vehicle I use a lot, but it's very slow money indeed and is a long play for tiny returns on investment %'s, unless you're looking to tie up large amounts in safe assets (which get taxed like nothing else).

Banks:

Leaving money in the bank is one of the riskiest things you can do right now. Period. My “Super High Interest Bad-Man Return Elite Savings Account” (Not its real name btw) with Natwest is offering me 0.2% Per Year on everything over £5,000 right now. It’s not even worth talking about how poor that is. With inflation at 9% my money is literally shrinking day by day if I leave it in the bank. It sounds ridiculous, that’s because it is. My money is becoming less valuable, day-by-day, if it’s just sitting there in the bank.

If we break it down, my “High Interest savings account” is offering 0.2% per year. Even if you made 1 trade per **year** on an absolute dead cert, let's say Man City 2-0 up at home against Fulham with 30 minutes to go and you got a ridiculously low price, you’d still outperform, by about 10x, in roughly 10 minutes, what your bank offers you in a whole year of ‘high interest savings’!

Crypto:

The streets of Facebook status updates and Instagram reels are washed with the blood of those who went hardcore on Crypto and lost their livelihoods. Of course, on the other side of the (Doge)coin there are those that went from working in Asda part time to becoming multi-gazillionaires in 6 minutes from buying some coin named after a mushroom, or something - Crypto is mega risky but the returns are absolutely astronomical if you manage to read the charts correctly, have a little insider info, have the timing of a Swiss watch and spend a lot of time on Reddit. Ultra high risk vs Ultra high returns. It’s like betting on red and black at the casino and hoping your colour comes in, meanwhile hoping it doesn’t hit that single green which would make the entire industry collapse. Blockchain will eventually become the transactional process of the world, but for now it’s a bit Vegas’y for me. If you can sleep comfortably at night while your wealth swings from -30% to +500% within 24 hours all while cracked up on Monster energy drinks and your blood being 16% pure caffeine, good luck to you.

Football Trading:

I pride myself on my high strike rate, the fact that over a well documented sample size of 12 weeks within our community, I achieved a 97% strike rate over nearly 2,000 trades, that means during that time, I got 97 out of 100 guesses/trades correct. These

days it's "down" to a comfortable 92% which is still superb. These numbers would be impossible to achieve if Football Trading was truly 'Gambling', a game of chance - I assure you, it's not. Remember the definition of Gambling earlier?

'*Play games of chance for money'*
&
'*Take risky action in the hope of a desired result'*

Technically we are playing a game of chance for money, but is it risky? - Risky is trading on an unknown, unheard of crypto coin because "BigLad93" posted a chart on Facebook about it. Risky is taking a tracker mortgage on a property where interest rates and inflation are all over the place and margins are grey-rizla thin. Risky is trading on a stock based on a million unknown factors with the world economies and governments hoping for the price of cheese graters to go up. Is trading on football risky? - I would argue it's less risky than a lot of possibilities in the aforementioned asset classes.

- You get your result, win or lose, in 90 minutes or less. Structured, consistent 'trade time' every game, no holding out, no going long or short.

- The ROI% you're realistically looking at with trading is **minimum** 20%-30%+ (1.2 - 1.3), this is the same as the *yearly return of a MEGA property* but with fractions of the money needed to be put down.

- Warren Buffet, the most successful stock trader of all time, said "10% return **per year** is a **GREAT YEAR** on the stock market" - "Great!" - We can outperform that same return, 2x, 3x, 4x+ within 45 minutes in a football match.

- You can trade whenever/wherever 24/7 (The markets are always open)

- As the markets move, you can remove your liability leaving you a free trade/bet on multiple outcomes

- You can get enormous leverage (£1,000 profit for £1 risk!) if the markets have made a mistake… which they do all of the time

- You’re not tied into an “Investment length” i.e. with a mortgage for 35 years, your bankroll is yours, free to withdraw/distribute as you please

- Football trading is the most flexible of all of the asset classes above… Truly a wonder!

In the England v Sweden example above, even though they’ve completely given up, **is there a ‘chance’** that Sweden will come back and bang in 3? - Yes, massively unlikely, but yes, there’s a chance.

What about Blackpool, is there a chance that despite Watford’s absolute dominance, could the tangerines get a lucky break, go up the other end of the field and score another to make it 2-0? Yes, absolutely possible.

What about Shrewsbury, is there a chance it’ll be an electric game of football and it will end 23-29 with the 15 year old wonderkid butcher’s assistant scoring 17 in the space of a mental 25 minute spell because every Wimbledon player got sent off for lighting fireworks in the centre circle in protest to their season paltry bonus structure…? -

Highly unlikely but technically yes, there’s a chance.

Is there a chance you’ll just grow wings at 19:27pm tomorrow evening and fly to the sun?... Yes there’s a chance, miraculous but possible.

Because of these points, we can’t say with absolute 100% certainty what will happen in a football match, therefore, football trading is technically gambling. But using our common sense, some understanding and experience of the game, with a large degree of confidence we can work out with a really solid degree of accuracy what will happen in a football match. As long as we’re right more than we’re wrong, football trading has proven to be a massively profitable route for me and thousands of our members who have utilised this idea to create huge income.

If you’re ready to have a conversation with us about how to get fully set up with your trading, come and say hello:

https://www.FootballTradingAcademy.co.uk/Go

Helpful Tools If You're Struggling With Gambling:

Take Time To Think:
https://www.taketimetothink.co.uk/

Gordon Moody:
https://gordonmoody.org.uk/

Be Gamble Aware:
https://www.begambleaware.org/

GamStop:
https://www.gamstop.co.uk/

GamCare Support:
https://www.gamcare.org.uk/get-support/talk-to-us-now/

Alternatively, drop us an email at Support@FootballTradingAcademy.co.uk and we can have a chat, in total confidence, no judgement.

4 - FOOTBALL TRADING "MOT" (ASSESSMENT)

Now you have a bit of an understanding about what we're talking about when it comes to trading and how remarkable it truly is, let's find out exactly where you're at.

Before we proceed with the rest of the book, let's first check in with what category you fit in and how moving forward I can best serve you to get the most out of the **Six Figure Trading Method**.

In the questions that follow, rate yourself on a scale from 1 - 5 on how accurate the statements are —**1** means "not accurate at all," and **5** means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the Answer Key below to determine your next steps… To get the most out of this experience, please be as open and honest as possible to make the rest of this book more powerful, don't worry, your score is a secret :)

Success Check-in Statement	**Self Rating**
I am consistently profitable when I trade football.	
I enjoy the process of trading and feel energised about sitting down to trade football.	
I have a vast array (5+) of different trading strategies at my disposal.	
I sit in front of my computer/laptop whenever I trade.	

I don’t lose my cool, especially if I’ve lost a trade. If I do lose a trade, I remain calm and continue with my plan.	
I stick to my staking plan when trading and very rarely place more than my pre-determined stake.	
I log all of my trades on a spreadsheet as and when they happen.	
I find it easy to resist going onto my betfair/bookies app if I know there’s football on.	
I very rarely trade/bet on a whim just because I fancy a certain team/outcome.	
I am totally in control of where, when and how I trade.	
I look forward to weekends because of so many football opportunities.	
I see football trading as a viable business which can generate consistent, ongoing income.	
I talk openly, freely and with passion about football trading and there is very little I hide when it comes to my activities.	

I am committed to learning all I can about how to trade in the most effective way.	
I approach trading as a business, not a whimsical hobby. This includes trading in specific time windows, separate bank accounts etc for my trading endeavours.	
I am able to remove liability (cash out) from the markets to lock in a smaller profit, rather than leave my money on a trade until the final outcome.	
I am able to read a football match with a great degree of certainty of the outcome coming to fruition.	
I have a great footballing knowledge and could hold a conversation about various players/managers/clubs/tactics etc	
I don't trade/bet once I've had a drink	
I can predict within a few hundred quid how much I'll make this month from trading	
I have very specific financial goals of how much I'd like to make in the next month	

I have very specific financial goals of how much I'd like to make in the next 3 months	
I have very specific financial goals of how much I'd like to make in the next 6 months	
I have very specific financial goals of how much I'd like to make in the next 12 months	
I'm OK with finding a number of hours on a weekend where I can trade uninterrupted	
I'm coming at football trading from a place of wanting to make more money rather than from a place of scarcity and fear	
TALLY UP YOUR SCORE:	

What Your Score Really Means

Score 0-52 - The fundamentals are missing

The bad news is that your trading strategy and mentality is missing core, fundamental elements required for long-term success. You probably already know this and I imagine you have had some severe losing runs in the past.

However, the good news is that all of that can be fixed, and even better, it means you get to redesign and establish these fundamentals from the ground up.

Read this book with an open mind. Consider how implementing The Six Figure Trading Method from the ground up could radically improve your trading for the better. It won't take much for you to experience a night and day improvement from where you currently are.

Score 53-78 - Your foundations are good but you need a few performance tweaks

If your score landed you here, it means your fundamental trading mechanics are decent, but, with a few improvements, whether strategically in the markets or via your mindset, you could see some rapid growth in your trading by eliminating those minor niggles.

People who end up in this category seem to "Yo-Yo" with their profits. They have the foundations laid down to go on some runs of winning trades, however, quite a lot of the time the emotional rollercoaster of losing > chasing > putting all of your profit back can be overwhelming, stressful and makes you consider whether this is worth doing at all. Still, you do it all-over-again hoping to crack the code

From my experience, **consistency and discipline is paramount** if you get this score. Something isn't quite sitting right when you trade, whether that's because you get distracted, you'll check your phone, sometimes your focus wains and you end up making sloppy mistakes. Sometimes there are holes in your match reading ability, maybe you're too bullish, or not bullish at all. These issues are OK and can be rectified, I just want you to know that if you find yourself here, you're *really* close to having that breakthrough into becoming a consistently profitable trader.

Of the thousands of traders I've worked with, this score is the most common and I think it's the easiest, most frequent process to move someone from this level to the next. This has happened over and over again with our training and communities and that minor switch in your technique/mentality will propel you like Elon on Space X.

For you, the biggest hurdle to overcome is consistency, routine and discipline. Get these down on lock (explained within the following pages) and you'll be at the green

stage in no time. If £1,000 per month or more is the goal and high-profit margins are the requirement, then all you need to do is implement the system as shown in this book, and you'll be well on your way.

Score: 79+ - Superstar!

You're ready to scale to the big leagues

You're obviously a profitable trader and clearly know your way around the markets. At this stage I would suggest looking into possibilities of automation and splitting your roll in order to take advantage of the massive leverage manual trading can bring as well as the ongoing, passive, dripping effect which our range of automated feeds (TIGER, LION & GORILLA) can offer you. Drop us a message here to learn more about how we can serve you with this.

https://www.FootballTradingAcademy.co.uk/Go

For you, the biggest hurdle is bankroll management i.e. getting to the top of the mountain and staying there. You can clearly read a match and your discipline, roll management and other factors seem aligned, therefore you can be more picky and strategic about the games you choose to go on. If you're in this bracket, well done :)

THE SIX FIGURE TRADING METHOD

5 - GETTING STARTED

Now we've covered the why's of trading and hopefully now you can see the benefits of really going for this, the next section of this book is all about 'How to', what's really happening in a football match, what you should be looking out for and what to do about it to educe the most profit.

There are only 3 main tools you'll need to begin football trading. At the time of writing I believe that the following tools are the 3 most up-to-date, most practical weapons in your arsenal in order to get moving, however, for the more advanced amongst you, there are additional options and alternatives to these. Unless you're committed to your own preferences, just use these 3. Despite every all-singing-all-dancing product on the market, I still use these 3 free options to this day:

1. **Betfair:**

   Betfair is a 'betting exchange' and is the place we are going to be placing all of our trades. You can open a free account by heading over to Betfair.com (18+ only).

   Upon first inspection, Betfair's user interface looks extremely similar to your bog standard bookmaker. The premise of the platform is radically different however in that it works as a peer to peer trading platform, put more simply, someone's 'Back' bet will be matched with someone's 'Lay' bet. Essentially buyers and sellers money are matched together and connected in a binary way i.e. "This guy thinks *this* **will** happen vs This guy thinks *this* **won't** happen - let's pair them together". This means, theoretically there is no bookmaker as the transactions are peer to peer as opposed to player to bookmaker. You know we said about the stock market earlier where someone buys and someone sells? Well the exact same thing is happening on the Betfair Exchange, only, we're trading specific footballing outcomes (Goals, results, scores etc) as opposed to Gold or Oil.

Think of it this way. In the previous chapter's match examples, let's take the Blackpool vs Watford game, Dave in Birmingham thinks that Blackpool will hold out the Watford relentless attack and Blackpool will take the victory, after all, they did win 13 in a row to sneak into the playoffs, so he places a trade to 'Back' Blackpool to win. Keith in Dundee thinks Blackpool won't win (He's sure Watford will get a goal and go on to either draw or win in 90 minutes), so, he 'Lays' against Blackpool.

Again, Backing something means you think something will happen, Laying means you don't think it will happen. At an agreed price, defined by various market pressures and characteristics, Dave and Keith's bets will be matched together at the same price and create a transactional contract where one will win and one will lose. We'll get into the terminology and layout etc of the betting process and platform later, but the point here is, we're going to be making all of our moves and all of our money on the Betfair platform… from the Dave's and Keith's of this world. Cheers lads!

Betfair make their money by taking a 2% commission on anything that you win. Because of this, you are highly unlikely to get a Betfair account closed for winning too much (Unlike the big bookies) and they actively encourage software like ours which trades automatically for our members.

2. **Flashscore:**

Flashscore in its essence is a database of football statistics, in-play scores, results, goalscorers, league tables and a boat load of data about every football match that seemingly happens in the world ever.

We use Flashscore as our 'laboratory' of football stats, data and figures. For example, if I want to see Germany's Hertha Berlin form this season, how many goals they've scored, their performance and results against teams in and around 17th position in the league and below, as well as how many red cards they've had since 2019, I can find all of that information on Flashscore. I'll explain what we're looking for and how we can interpret Flashscore data in the S.T.R.I.N.G theory later in this section but for now, Flashscore is where we're finding our form, team and player data.

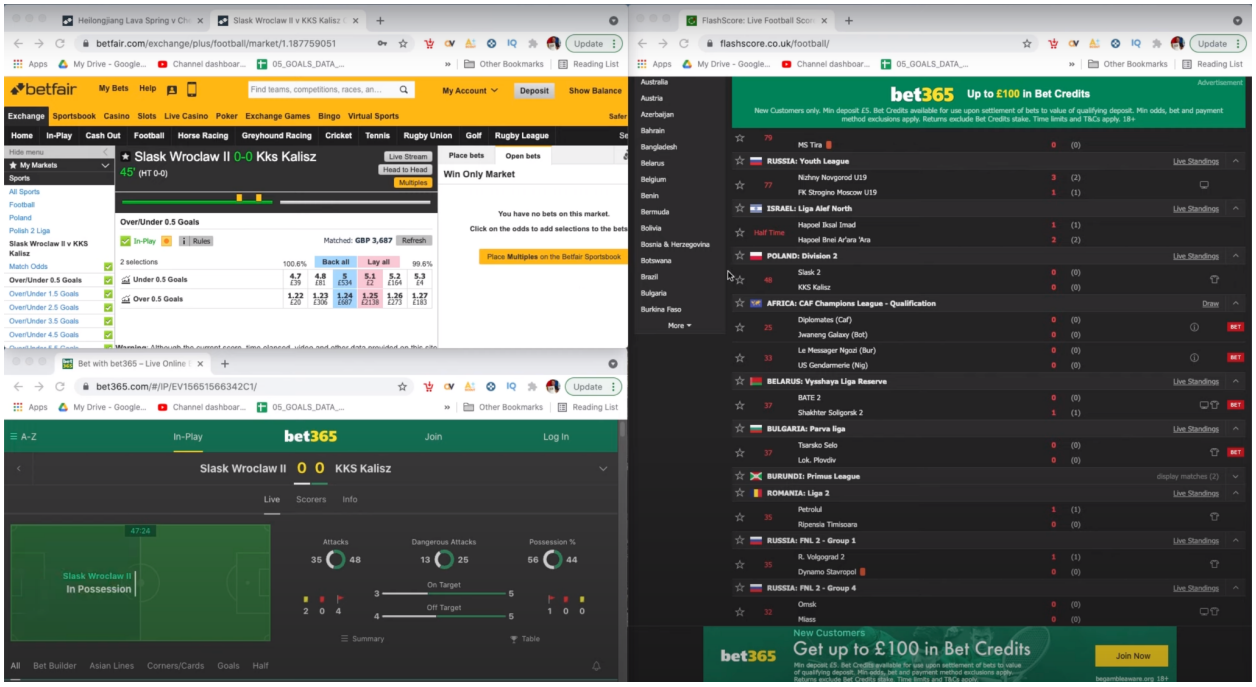
3. **Bet 365:**

Bet 365 promote themselves as the world's largest online betting company which is no surprise considering the revenue and size of bonuses paid out to shareholders last year, Google it, *Gulp*. They're absolutely huge and I think the go-to bookmaker of choice for a huge amount of UK residents who like a Saturday flutter. As we're doing all of our trading and betting on the Betfair Exchange, we're not actually interested in using Bet 365 for its betting capabilities, all we're interested in here are their in-play stats. If you do use Bet 365 as the platform to bet on, please be aware you will most likely get 'Gubbed'. Basically they will close your account because you win too much money from them. They hate us 'traders' as we use maths to make money as opposed to their bread and butter from whom they make millions every year, The Saturday 'Mug' Punter.

In my opinion, Bet 365 has the quickest, most responsive, up-to-date data feeds in the world when it comes to real time football statistics. Believe me when I say my team and I have done all of the tests of running Bet365's live in-play data vs every other bookmaker in the UK and Bet365 is the fastest, most reliable and (usually) most accurate.

I did a 2 hour live masterclass going super deep into how we use these 3 websites. You can watch the masterclass for free at https://www.FootballTradingAcademy.co.uk/Masterclass

So we now have 3 websites which when compiled on my screen, I like to keep in this formation:



Betfair in the top left, Bet 365 in the bottom left, Flashscore on the right

That's all you need in terms of setup and what you actually need to start trading. There are major shortcuts you can take with all of these sites, data and options. For example, our TIGER algorithm will dissect all of these data processes and match reading opportunities for you, much easier, quicker and wildly more efficiently profitable than if a human did it, but, if you're just heading into the trenches, you've got the tools you need to dip your toes.

What size bankroll do I need?

Ah, the eternal question. The one I get asked about the most by far. "Glen, how much do I need to get started", and unfortunately for you, the answer is, it doesn't matter!

Truth is, there's no fixed or set amount which is going to give you any major advantage. We can't move markets (unless we're trading Ecuadorian B-League reserve matches at 3am) in order to eat up all the orders and 'make the market', Betfair also imposes a cap of £5,000 on a single trade without removing your limits (they rarely allow this) so we do have some upper and lower barriers to contend with, however, the only real question is "What can you afford to lose?".

Now obviously in a book like this I'd like to think you've gotten this far and realise it is absolutely not in our interest and we'll do everything we can *not* to lose, however, as with growing wings and floating into the sky, is there a chance? Yes, so don't go super deep especially if you're starting out.

The thing with trading is, if you are a completely level headed, non emotional human being (Rare), how you perform at £2 stakes *should be* the same as how you perform at £5,000 stakes, assuming your emotions are in check. The game is the same, your match reading is the same, your analysis is the same, your Return On Investment % (ROI) is the same, the game is the same, **everything** is the same at 2,500 times the stake… Meaning, the money is irrelevant!

At this point in my life, having traded hundreds of thousands of games, I am emotionally disconnected from the money I make, it's tokens and a symbol of how successful or unsuccessful I have been in the markets that week. That is a mindset which took an awfully long time to cultivate but I can get similar results ROI wise with £100 as with £10,000 therefore it's important to note that *the amount isn't important.*

I always recommend people starting off to put a minimum of £100 into their Betfair account and then before even opening any games, matches or data, sit and make some important decisions about your operating path.

1. **When are you going to trade?**

   Do not under any circumstances go out with the lads to the pub, go to the loo, pull out your phone, see Juventus are 1-1 with Sassuolo after 65 minutes, assume there will be a Juve goal and stick £30 on without doing the research. If you're going to be successful at this, you need to be strict with your time and your trading windows. Pick a 'trading window' and dedicate yourself in that time to the process outlined.

   For a start, why not say:

   Tuesday night: 7pm-8pm
   Friday night: 7pm-8pm
   Saturday: 10am-11am and 4pm-5pm

Obviously mould this around your life as to what and when is convenient for you.

2. **Where are you going to trade?**

   I highly recommend setting up your 'trading station' whether that's your desk, your kitchen table, your bedroom, whatever, somewhere where you go to 'trade/work'. It is strongly advised not to use your phone in the beginning to do any of this, I strongly tell our newest members to find a space, a holy space, a space without distraction where you can work and trade to give your full concentration to what we're doing here

3. **Log EVERYTHING**

   The thing that took me from an OK trader to a world beater is the fact I began to log everything down in a spreadsheet. The game, the market, the price I got on at, the price I hedged out at (if I did), the profit/loss, the overall running ROI for the month, my current strike (win) rate and any thoughts, reasons, explanations *why* I took an individual trade. This process although boring and a time drain helped me absolutely no end. At the end of a week and month, I could sit there with my data, analyse what I did well and what I didn't, I could then look to rectify the mistakes and do more of the things I was doing well. This took me from slightly profitable to completely turning my life around. I still do it to this day!

   If you want access to my exact worksheets, you can have them for free by going to https://www.FootballTradingAcademy.co.uk/Worksheet

4. **Be Accountable**

   I get more stick for this than anything else. I set up a UK Limited company for all of my trading endeavours. The natural argument to this is "*Glen, Betfair winnings are tax free, but if you put them through a LTD company, it's classed as profit and therefore you pay tax on your winnings….. Why would you give money to the crown when you don't need to*?" - The answer, **accountability.**

   I see it day in, day out, every day where people start making decent money through our training and tools, their trajectory is going up and then BAM,

overnight they've either made a silly mistake and lost a significant chunk, they thought they could beat the game after a great run, they upped their stakes too high, a 'dead cert' let them down or a myriad of reasons why the down hit.

Myself and our most successful members don't have this problem because we run accounts, we put everything through the books of a business and we even have meetings about our profit, loss and projections "as a business".

This isn't to say we don't have losers, we do, everyone does, ultimately we can't control 22 men on a football pitch, however we live and breathe by the rhetoric of **discipline & control.** I'm a normal dude trading football in my makeshift office/recording studio and I put everything through a business because I know it holds me to account, I don't make stupid decisions and I think about the board members and shareholders (My kids) before I go on hunches or make daft decisions.

It costs £12 in the UK to setup a LTD company and although I don't put everything through the company because it is after all tax free individual winnings, I do just enough so that if I made bad decisions, it would hurt me, the business and I'd have to face the wrath of my whip-cracking bosses (Ages 4 and 8). In the beginning, don't go mad with this, but in the future, when you start finding your feet, it's a cool little technique which has helped a lot of our community stay on the straight and successful narrow.

Trading Checklist:

- A Computer/Laptop
- A Betfair account (funded with a minimum of £100)
- A free account with Flashscore (Optional)
- A free account with Bet 365 (Optional)
- A spreadsheet for logging your trades
- A schedule for when you're going to trade

Once you're setup and ready, let's talk about the good stuff

6 - S.T.R.I.N.G THEORY - READING A FOOTBALL MATCH

So here we are, we're ready to go, ready to get stuck into the meat of why you probably bought this book. I sincerely hope you've read prior to this section rather than skipping straight here as I think that'll give you the best chance to go at this and give you some good grounding. Either way, this is where the rubber meets the road and we can get into "How" to trade football. I hope you've got your big boy pants on.

I've spent a ton of time trying to condense every possibility, every challenge you could face in the millions upon millions of football markets which get traded every year into an easy, recognisable and memorable process to analyse whether or not to consider trading a game. Of course there are so many things that can happen in a football match that this process isn't always 100% infallible so I do urge you to be vigilant, but, myself and our members use these factors every day to achieve our single goal with all of this, being right more than we're wrong.

The process we're going to use to analyse these matches is known in our circles as **S.T.R.I.N.G Theory:**

Stats
Time
Recent Form
Intent
Numbers
Geography

We'll go through these one by one over the coming chapters and I'll give you the nuts and bolts approach to painting a picture of what exactly we're looking for in a football match.

I bang on literally every day, every podcast, every phone call, every email and every message about 1 thing:

Your income with football trading is directly proportional to **how well you can read a football match**

Read that again… It's 100% of the fight.

Leonard Da Vinci, Nikola Tesla and Albert Einstein, with all of their numerical genius and mathematical power-housery, would struggle to make money football trading if they couldn't read a football match. The smartest algorithms in the world cannot rely on mathematics alone to make money in football trading without analysing the stats, form and data.

In the same vein, a maniac who stakes way too high, has little discipline, trades way too late in games, asks for too high a price and never ever removes his liability, can still be successful with this game if his match reading is stellar. Sounds mad and I totally don't recommend it, but I've seen it happen.

If we're using Pareto's principle:

80% Match Reading - 20% Mentality

Before you go off into the markets and start looking for opportunities by simply skimming the **S.T.R.I.N.G. theory** chapters, please understand that "**every time we look at a football match, we are collating information, painting a picture and putting together a jigsaw puzzle of what's 'really' happening"**… Read that again…

We need to understand all the pieces of what we are *really* looking at. Messing this analysis up is the single biggest reason why people go wrong and lose money trading. They see one really compelling piece of the puzzle, assume the trade is good and then blow their load on something they shouldn't have touched in the first place.

Each letter of the **S.T.R.I.N.G. theory** represents one piece of this puzzle, therefore, each game needs (at least) 6 different analyses metrics to be measured. Don't be put off by this, you can do them super quickly when you practice this and get really efficient at it.

Constantly in your mind think of this jigsaw puzzle, one with many pieces and the more research you do, the clearer and clearer the picture becomes. I don't think it's truly possible to be right all of the time (although my Mrs seems to think she is the exception to this rule). Sometimes, football doesn't deliver, sometimes you could put Messi one-on-one with the keeper 10 times and the match will end 0-0. Football is a funny old game and I've seen some ridiculous things in my time, but I know that by building this puzzle every time rather than looking at just one piece is what separates the winners from the losers. I've seen it over and over again.

Imagine seeing one picture of your now spouse on Facebook before you got together, thinking they were drop dead gorgeous and instantly deciding to marry them without doing your research… Unfortunately for you, it turns out they're a serial killer, or worse, a Preston fan!

- This is the equivalent of seeing an active game on Bet 365, loads of shots, tons of pressure and assuming there will be a goal fest but not doing the research enough to see that 80% of the time (4 out of 5 games for each team) has ended without them scoring a single goal and the goalscorers each team do posses, aren't playing.

Imagine picking up a sandwich from the reduced section in a supermarket all because it has a yellow sticker on. You didn't do the research i.e. you don't even look at the thing, you get home and it's completely mouldy.

You wouldn't buy a house without seeing it first

You wouldn't put your kid into a school without reading the reports and scoping out the teachers.

So why place your hard earned money on a football match you haven't fully and comprehensively researched?

Needless to say, after a while of football trading being your reality, of understanding teams in certain leagues, of noticing patterns in leagues etc you'll get a better 'feeling' of what's going to happen, but even now, even after proving a 97% strike rate, I STILL do my research in the same way, with the same steps and the same actions based on what I uncover.

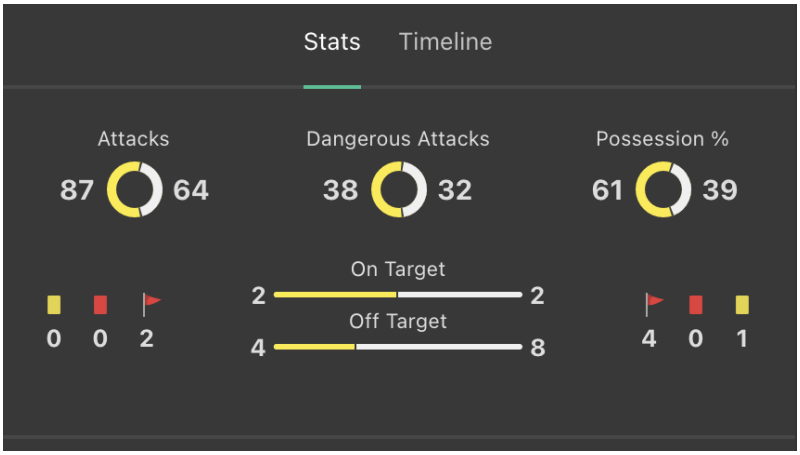
Please do the research, please don't assume. And remember, your £'s are the soldiers in your barracks, don't leave them out on the battlefield to die. Do everything in your power to bring them back to your trenches, ideally multiplied. This is a game of skill and your ability to control your men with the best strategies and battlefield tactics to win the war is the war plan for the next sections of this book.

Let's go soldier…

7 - S - STATS - S.T.R.I.N.G THEORY

When referring to "**S**tats", the first step of our **S.**T.R.I.N.G Theory process, I am talking exclusively about in-play Statistics. Not what's happened before, not our pre-existing belief that says Man City are a better team than Leeds, but what are you seeing in front of you right now, what are the numbers saying?

The best place for 'In Play' statistics is Bet 365 and below is the bit we're interested in:



From underneath the 'stats' header, the major pieces of data we need to analyse are the 3 circles and the 2 bars. The 'Attacks', 'Dangerous Attacks' and 'Possession %' statistics, and, the biggest indicator of all to me, the shots on and off target represented by the lines below the dangerous attacks segment

I get asked regularly if there are any hard and fast rules here on these in-play stats and of course, the answer is no. Each game must be analysed on a puzzle piece by puzzle piece basis.

I'm going to introduce a phrase to you which I use constantly with our Academy members and it's important here while we unpack these statistical instances:

“Either the in-play dictates the form, or the form dictates the in-play”

I’ll explain this a little more in a moment but I want you to understand that what you’re reading in a game is a major part of the puzzle piece, but it shouldn't be the sole piece. What’s interesting about the stats above (I just picked this at random from B365 a minute ago) is that the game looks very even.

One thing you will come to appreciate the more you do this is that the more favouritism and dominance there is in a game by a particular team, the better (most of the time). I call this, probably massively unprofessionally, in the £0 - £9,000 video examples in the Football Trading Academy, “**Top vs Whipping Boys**”. In the game above, we see a fairly even shot count 6 / 10 if not slightly in favour of the away side, it’s not a one horse race however, reading the possession of over 60% for the home team, it doesn’t seem to me like there is anyone really taking control of the game. One team has the ball a lot, the other is counter attacking and clocking up more shots. There are a number of questions I would have here about who is dominant and who is on top. At this moment, suffice to say, it should be no surprise if I told you this game was 1-1. This is one of those games where the stats allow you to form a picture but doesn’t actually give you much with regards to who is likely to win. The goal markets on the other hand are swayed by this kind of shot count at 30 minutes compared to say 75 minutes.

Compare the previous example to another game, also happening right now:

So it’s **half time** between two teams I promise you’ve never heard of.

First thing that jumps out to me, VERY low dangerous attack count for both, only 16 in 45 minutes for the home team doesn't leave a lot to get excited about, however, look at the absolute domination of possession for them… 68%! That's akin to a mauling. Also the fact that during the first half, the home team had 13 shots. At this point (Half Time) I like to double this number and assume that if the 2nd half is like the 1st, the home team will have a total of 26 shots which would usually be enough to bag at least a couple of goals in most men's professional football matches.

Here's where the other parts of the puzzle come into play which we'll go through in the rest of the **S.T.R.I.N.G. theory**. If the home team based on all the criteria and factors are favourites for this game, the **form dictates the in-play and in-play dictates the form.** What I mean by this is that all of our puzzle pieces are pulling in the same direction, a home team (favourites) demolition of the away team (underdogs), top vs whipping boys manifesting in true form and it wouldn't surprise me if pre-match, this home team was a wild favourite. The more these puzzle pieces line up, the more confident I am of making a move in the markets to either back the home team, lay the draw, lay the away team, double chance (Home & Draw) or start making moves into the goals markets (more on this later).

I think a lot of this statistical analysis is fairly obvious when it comes to what you're seeing, but here are a few pointers I like to use as, let's say "expectation markers" to see where I'm at to analyse this stuff pretty quickly - Please note these absolutely are not deal breakers or must haves, indeed they are more like guidelines which either feed into or contradict the current puzzle I'm putting together:

I often like to see:

1. More dangerous attacks (for either team) than the match minutes. If we're 55 minutes into a game and neither team has 54 dangerous attacks or more, it's a mini red flag for me and something to keep in mind when putting together the puzzle equation. It's not a deal breaker, but the 'in-play isn't dictating the form'. I'd prefer the dominant team (Top) to have more dangerous attacks than the Underdogs (UD's) - (Whipping boys).

2. If I'm looking at entering the goal markets, I want to see shots, and lots of them. I know you probably want a formula here of "X goals + Y time / Z price = Back X.5 Goals" but I'm afraid it just doesn't work this way. If I see domination from

the home team, I want to see them attempting lots of shots and putting pressure on rather than just keeping possession. If the 2 teams are playing like they are evenly matched, I want to see them both going for it i.e. a more active game than a passive one.

A side note on this, I don't think I've ever seen a game finish with 30+ shots (15 at half time if we're using our doubling technique) and it has ended 0-0. I haven't seen many games with 10+ shots in the first half and not have a goal in the 2nd half. < Again, this isn't a rule and we'll talk more about this in the other parts of the S.T.R.I.N.G. theory

3. If I'm expecting a dominant team i.e. top v whipping boys, I want to see a strong possession count as well as decent number of attacks. If both the form and in-play stats (IP) are saying the same thing about a team's dominance, I may take a position on them or other alternatives (e.g. Laying the draw) expecting the breakthrough to come.

Stats are one big part of the puzzle to tell us what's going on in a game and where the flow of the match is currently going, who's in charge, who's playing like they want to win the match? It's a very important part of understanding what's actually happening rather than relying on the in-play punditry of who everyone thinks ***should*** win. Ultimately are the in-play stats dictating the form and the form dictating the in-plays?

8 - T - TIME - S.T.R.I.N.G THEORY

This chapter could be REALLY short as I tend to have a set range of times in a match to trade depending on what is happening and what market I intend to trade on. Here's a freebie for you, backing "Under 2.5 Goals" at around 30 minutes (0-0) in certain Asian games is an absolute gold mine. If I'm doing Over 0.5 in any league, I won't even look at it until the second half.

Speaking of which, since we launched our absolutely ridiculous, groundbreaking TIGER algorithm around 12 months ago, we've found that a huge number of our members now exclusively trade just TIGER games, nothing else, *just* using the selections it puts out.

TIGER is a data feed which analyses every football match on Betfair in real time and runs over 100 different data criteria sets a game needs to pass in order for it to go out to our members. If a game does pass, our system will send you a notification of the game and if you're running our software, place the trade for you automatically.

TIGER always fires at half time which is when a lot of our members jump in, trade the game using this S.T.R.I.N.G theory method and do fabulously well financially from this alone**.** With every game which is 0-0 at half time, TIGER asks one question, "Will there be a goal in this game?". If it thinks there will be, TIGER will load the game into your software and fire automatically based on its strict but massively successful criteria. Of course if you're not too tech savvy, set it up once and leave it alone. I've been banging on about manually trading the TIGER games for years now and it is mad how having that little ping on your phone saying "AC Milan vs Fiorentina" which is 0-0 at half time as a precursor to manually trading it has made our community thousands upon thousands of pounds.

TIGER can run totally on its own, completely automated without you being there to touch it or even having an Internet connection… It's truly magical. The win rate on this algorithm for over 12 months has been 78%+ and at the time of writing, over the last 3 months it's had an 80%, 81% and 84% strike rate. Any games it loses automatically

get recovered and out of 3,000 games it has chosen in the last 12 months, 2,995 have been winners or fully recovered and only 5 have clipped together to create a loser! - With the average price on a TIGER game being 1.28 (28% ROI), it doesn't take a genius to see how much potential and opportunity there is with this world beating algorithm.

The reason I tell you this is because a lot of our members now simply use the TIGER algorithm and manually trade the games it puts out. Think of it like me and a super computer sitting by your side telling you which games to trade on! The results on this have been staggering, like in this YouTube podcast episode where I shared how I generated £3,201.49 in only 4 hours JUST trading the games TIGER put out - https://www.youtube.com/watch?v=Y64KUnxqqUA

If you wish to join up with TIGER, our jewel in the crown, sign up here and it'll start sending games to you next time it fires: https://www.FootballTradingAcademy.co.uk/Go

So when it comes to **T**ime, time to trade, what time to get into the market, myself and most of our members trade the second half of football matches. This is when most of the goals tend to come (assuming there hasn't been a rout in the first half). Players start making mistakes, the pressure builds, weaker substituted players get brought on and the crowd begin to influence their team as well as the referee.

For goal markets, I will always look around the 45 - 75 minute mark but it really depends on the other parts of the jigsaw. I have placed goal bets at 85 minutes and been successful so there are no real hard and fast rules. Looking at the previous form on FlashScore (the next chapter) we can see how often goals come late in games. I go down these results lists for the last 5 games for each team and make a % score in my head for "Yes, there was a goal after X time, or No, there wasn't a goal after X time"..

For example, let's say we really fancy a goal in a game we're watching, it's 63 minutes gone and the IP Stats (last chapter) look good. I can look down the previous form for both teams and work out "In 80% of the last 5 games, the home team have scored **after** 63 minutes and 60% of the time the away team have done the same". With that being said, there's a 70% chance that if form repeats itself that there'll be a goal after 63 minutes between these 2 sides. Then it becomes a mathematical equation as to what we do based on the price.

In fact during just one of our Football Trading Academy live watchalong trading sessions available in the members area, (Slask Wroclaw v KKS), we went deep on a game we believed had imminent goals super late into the game. Up until 80 minutes we were still firing trades into the market as the stats were phenomenal. At this point, most amatuer traders would be cashing out and protecting their losses, not us, we trusted the match, the reading, the jigsaw, the inplays and were still taking advantage of this great price way into the 80th minute. At 81 minutes the first goal came allowing us to make a massive profit and lock in a minimum £600 whatever the outcome (that's the worst case scenario!) on any eventuality after that. The icing on the cake came around the 90th minute when the second goal we predicted (and had a free shot at) came in and we won **£1,342.43 pure profit** from getting in when most others would be fearful. There are loads of examples in the Football Trading Academy where this has happened late in games.

Of course, we would all like 90 minutes to get as long a shot at our trade coming to fruition as possible, but as time goes on, the price on our selections changes constantly to the point where we have to toss up the likelihood of something happening in X period of time, vs, the price we get on it which may or may not make the trade worth our while and unbalancing the risk. We'll look more into this in the numbers section of the S.T.R.I.N.G theory but time is a critical factor as to when and where to get into the markets.

Let me tell you a little story about 'timing' in the market. Last year, Liverpool were closing in on the end of another successful campaign, the Quadruple was possible, and in February the reds had a fixture at home against the newly promoted and massively struggling Norwich side. Liverpool at this stage hadn't lost at home since 2017, that's nearly **5 years** at the time of writing without losing at fortress Anfield.

Norwich had started sluggishly, were fighting for their lives by Christmas and in retrospect, never turned round that form throughout the entire season, ultimately sealing relegation afew months later. Liverpool were in the middle of a torrid run of fixtures against the big boys in the Premier League as well as relentless Champions League and domestic cup fixtures. Interestingly, Jurgen Klopp decided that to keep the run going and keep the pressure on a runaway Man City leading the table, Liverpool couldn't become complacent and drop points, especially at home, so they put a very strong side out against Norwich. Saying that, you could forgive Liverpool for not giving as much kudos to the canaries as much as they did to the previous week's superstar

opponents. Liverpool were absolutely all over Norwich, possession was stupendously in their favour, they had chance after chance after chance but the mighty reds couldn't make the breakthrough against a resolute (read: magnificently fortunate) Norwich.

I had no intention of trading this game initially, but at 0-0 at half time, I suddenly became very interested… There was absolutely zero chance this game was ending 0-0 with Mo Salah, Sadio Mane and Roberto Firmino in blistering form and banging goals for fun only the week before against a far superior opposition defence, 45 minutes, at home, against an inferior Norwich (with the greatest respect)... Candy from a baby.

After looking at the in-play stats (massively favouring Liverpool) and the previous form (massively favouring Liverpool) - ***The form dictated the in-play and the in-play dictated the form,*** entirely favouring the reds. At half time is where I start to get interested. There would be plenty of people who had backed Liverpool over a large number of goals for a terrible price at the start of the game and be sat partially nervous at half time now, but going in at this point, from half time onwards left us with loads of opportunities here. As the second half kicks off, the price on Liverpool is terrible, top of my head I'm sure they were less than 1.3, which still kicks the butt of the ROI% on a property or stock market over a year, but not out of this world for football trading. Because of this, I decided to take over 2.5 goals in the next 45 minutes. I didn't expect O2.5, I wasn't that bothered, but I was expecting a quick goal probably to Liverpool which I could then leverage the change in price and hedge out to leave me a totally free bet (More on this later).

So I entered the market for £2,000 on Over 2.5 goals which at this point was around the 2.3 price, it's actually quite a poor price considering we're trading on the chance of there being 3 goals in 45 minutes, but the market fully expected goals, we fully expected goals and I think the world expected at least a couple of goals. At 2.3, roughly £2,600 profit (before commission) was our prize if there were O2.5 goals even though we just wanted 1 to get our soldiers back to the trenches and leave us with a free bet. Very quickly after half time, Norwich went 0-1 up to the surprise of basically everyone in football. A tame, hopeless shot took the deflection of a lifetime off Joel Matip's leg, completely wrong footed Alisson and bounced helplessly into the Liverpool net. At this point, it's sitting ducks. Never in my lifetime would Liverpool, in such an incredible run of form, lose at home to struggling Norwich side. But how do we play such a scenario?

Well, I could leverage the change in price on the Over 2.5 and leave a free shot at over £800 removing every penny of liability in the process, however, sure of a Liverpool comeback, I knew there'd be more than just 1 goal in this game, Liverpool had chances galore in the first half, Firmino blazing one over from about 6 yards, countless shots from a fierce strike force.

I let it ride under the impression there would be at least 1 more goal in this game allowing me to lock in even more profit, ideally the quicker the next goal the better. The next question arose that if everything was pointing towards a Liverpool win, even now at 0-1 down, the price was incredible to LAY against Norwich. Believe it or not, they were 3's after their goal went in and the price moved slowly lower. I got in for £3,000 liability at a price of 3's which was a profit of £1,500 if the game ended in a draw OR Liverpool won. Remember, laying is when you don't think something will happen, hence, laying against Norwich means a Liverpool win or draw would see our trade win… A fabulous price with nearly 40 minutes to go at Anfield!

With both trades active, of course, Mo Salah banged one in on 64 minutes, while I was waiting to get my money out and leave free bets on everything, he scored another on 67 meaning the over 2.5 goals market trade paid out in full and at this point, Norwich were never getting back into it. The final nail in the coffin was a Luis Diaz misery compiler in the 81st minute to make it 3-1. We secured a total profit of £4,100 before commission on just 2 trades and Liverpool went on to miss out on the Champions League and Premier League by literally minutes on both occasions.

The reason I tell you this story is to highlight how important timing is when it comes to trading. There is no skill in looking at a match like Liverpool and assuming from kick off that they're going to win. The price from the 1st minute on O2.5 goals would be atrociously poor, same as a Liverpool win, even though they both would have won. Actually trading in play, moving your money around and using the IP's/Form and time to your advantage can get you in positions where you can massively escalate your profits.

Why would anyone take a bet from before the match when there are so many unknowns? Why not wait until half time when you can see who is in the driving seat? And if the IP information is backing up what you'd expect and what the form is suggesting? I find it bonkers when people see "Man City vs Brighton" and go at Over 2.5 goals and a Man City win from kickoff. This is why bookies make so much money!

9 - R - RECENT FORM - S.T.R.I.N.G THEORY

So we know what in-play statistics are telling us and we know roughly what time we should be looking at to enter the market, not only to give us the best chance at winning our trade but also to fish for the best price by playing patiently and being a predator rather than a loose headed, wing sprouting gambler.

The next piece of the puzzle, the absolutely crucial aspect which so often gets overlooked is 'Recent form'. This is where we are going to utilise Flashscore to a great extent. Understanding form properly is the glue that holds all of the pieces of this jigsaw together.

During the 2 hour football trading masterclass I mentioned earlier, I found the perfect match to highlight some classic data. I actually traded it as part of the masterclass and won £125 in the process, all by looking at the previous form and making a judgement on what we saw. If you missed the Masterclass, the link will be provided towards the end of this book.

EXAMPLE 1:

Upon looking at Flashscore, I found this match:

Football > CHINA: Super League - First stage - Round 14

11.08.2021 11:00

Guangzhou FC - Qingdao FC

Neutral location.

Match Summary | Odds | H2H | **Standings**

Standings | Form | Over/Under | HT/FT | Top Scorers

Overall | Home | Away

#	Group A	MP	W	D	L	G	Pts	Form
1.	Shandong Taishan	13	9	3	1	28:9	30	? W W W W L
2.	Guangzhou FC	13	8	3	2	34:14	27	? W W W L W
3.	Shenzhen	13	6	3	4	22:17	21	? L L L W W
4.	Guangzhou City	13	5	5	3	20:20	20	? L W W W L
5.	Henan Songshan Longmen	13	4	5	4	12:13	17	? W L W L W
6.	Chongqing Liangjiang Athletic	13	3	2	8	15:26	11	? L W L D W
7.	Cangzhou	13	2	4	7	12:21	10	? W L L D L
8.	Qingdao FC	13	2	1	10	6:29	7	? L L L L L

Guangzhou were second in the Chinese super league only 3 points behind Marouane Fellaine's Shandong Taishan, who if you aren't up on your Chinese football, was the top scorer in the league by a country mile. I assume Shandong's strategy was to lump a cross into the box and let the mop haired beast rise to destroy the entire league which has an average height of 5' 5 compared to the gangly daddy long-legged 15 foot Belgian. Anyway, having played 13, Guangzhou had won 8 and scored 34 in their last 13 matches, roughly 2.5 per game. They'd won 4 out of the last 5 games and were on a searing run of form.

Their opponents Qingdao were in quite the opposite vein of form losing all 5 out of their last 5 matches which upon closer inspection was 10 losses in 11. Poor form indeed!

Take a look at the scores from the last 5 games for each side.

11.08.2021 11:00

Guangzhou FC — Qingdao FC

Neutral location.

Match Summary | Odds | **H2H** | Standings

Overall | Guangzhou FC - Home | Qingdao FC - Away

Last matches: Guangzhou FC

08.08.21	SL	Chongqing Liangjiang Athletic	**Guangzhou FC**	**1 : 5**	W
05.08.21	SL	**Guangzhou FC**	Henan Songshan Longmen	**2 : 0**	W
02.08.21	SL	**Guangzhou FC**	Cangzhou	**5 : 2**	W
30.07.21	SL	**Shenzhen**	Guangzhou FC	**2 : 1**	L
27.07.21	SL	**Guangzhou FC**	Shandong Taishan	**2 : 1**	W

Show more matches

Last matches: Qingdao FC

08.08.21	SL	Qingdao FC	**Henan Songshan Longmen**	**0 : 1**	L
05.08.21	SL	**Chongqing Liangjiang Athletic**	Qingdao FC	**1 : 0**	L
02.08.21	SL	Qingdao FC	**Shandong Taishan**	**0 : 5**	L
30.07.21	SL	**Guangzhou City**	Qingdao FC	**4 : 2**	L
27.07.21	SL	Qingdao FC	**Shenzhen**	**1 : 4**	L

Show more matches

And let's look at the numbers over the last 5 games…

1.	Shandong Taishan	5	4	0	1	15:5	12	? W W W W L
2.	Guangzhou FC	5	4	0	1	15:6	12	? W W W L W
3.	Guangzhou City	5	3	0	2	8:9	9	? L W W W L
4.	Henan Songshan Longmen	5	3	0	2	4:5	9	? W L W L W
5.	Chongqing Liangjiang Athletic	5	2	1	2	7:7	7	? L W L D W
6.	Shenzhen	5	2	0	3	9:9	6	? L L L W W
7.	Cangzhou	5	1	1	3	6:11	4	? W L L D L
8.	Qingdao FC	5	0	0	5	3:15	0	? L L L L L

One thing I am looking for here is "How did 'Home' team do against teams in and around where 'Away' team is" and vice versa. I also want to get an idea of goals scored and conceded to build that picture of what these 2 teams are really about.

In this example, Guangzhou (Home) have scored 15 in 5 games, or 3 a match and concede roughly 1 per game. Qingdao (Away) have scored only 3 in 5, but conceded 15, or 3 a match. If we want Top vs Whipping boys, this is probably as close as we're going to get.

In terms of form in and around their opponents league position

Guangzhou: W 5-1, W 5-2, L 1-2
Qingdao: L 5-0, L 4-2

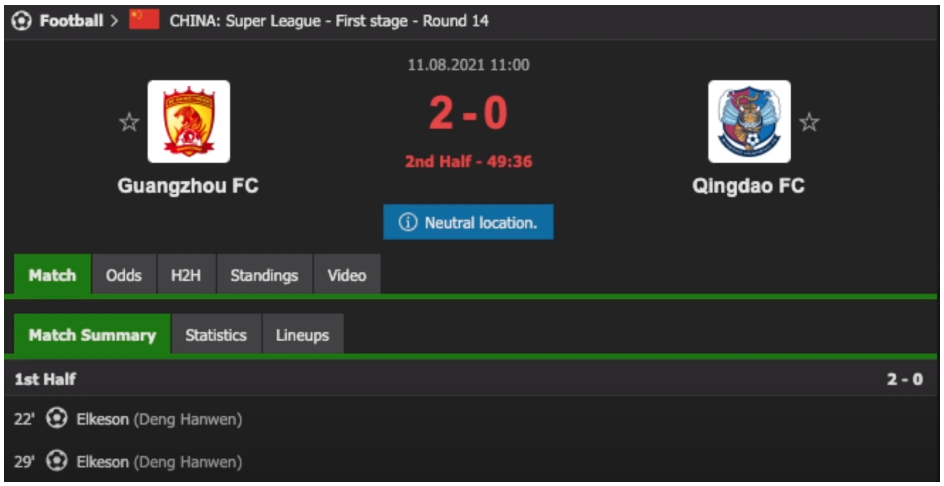
Needless to say we know a number of things straight away here:

1. Guangzhou (Home) are massive favourites to win this match.
2. Qingdao (Away) are on terrible run of form losing 10 out of 11
3. Home are only 3 points off top of the league and could leapfrog the leaders with a good result.
4. Home are likely to score more than 2+ goals based on recent goalscoring form
5. Away likely not to score based on their current goal scoring form

DANGER

Of course football doesn't always run a smooth path and regularly, things don't work out as we expect, otherwise we'd all be millionaires sipping margaritas on a Jamaican beach. So *is it possible* that:

1. Home team becomes complacent thinking this is an easy win?
2. Surely the manager of the away side will try to shake things up, change in tactics, personnel etc in order to stop the losing rot? Could this prove a banana skin?



The game is 2-0 at half time and as expected Guangzhou are firmly in the driving seat. When they go 3-0 almost straight away after half time, we can see the IP stats & the form are both pulling in the same direction as we expect. The form dictating the in-play and the in-play dictating the form. It's a demolition job.

In the 55th minute, Guangzhou put together another lethal attack and make the game 4-0 with well over half an hour remaining in the tie. So question, at this point what do we think is going to happen?

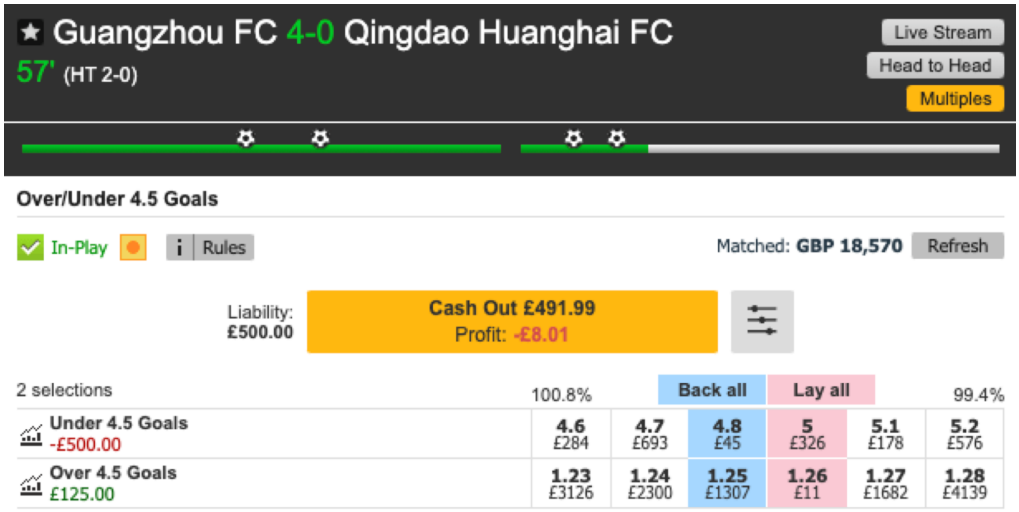
We know by looking at the stats that the home team, bit between their teeth, have scored 5 goals regularly against teams in and around where Qingdao currently are. There's still a while left in the game and 80% of the time, Guangzhou have scored **after** 55 minutes and Qingdao have conceded **after** 55 minutes. So question, do we fancy another goal?

The jigsaw puzzle:

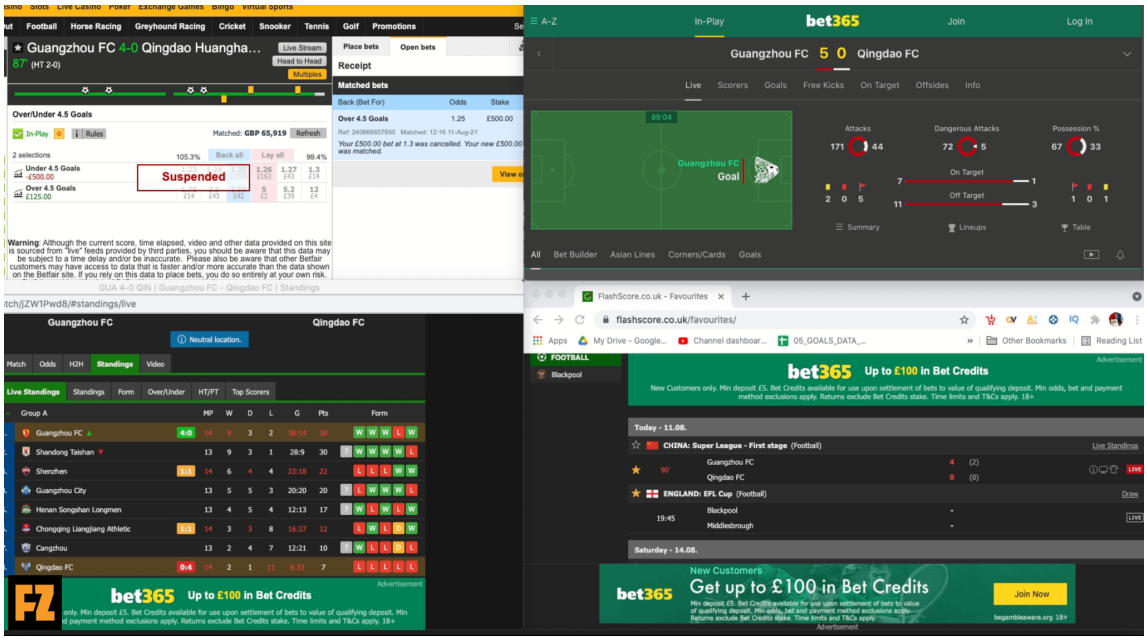
- **S** - Stats - The in-play stats are majorly in Guagzhou's favour and they are dominating

- **T** - Time - There's plenty of time left in this match for another goal, especially when it's happened 80% of the time in the last 5 games
- **R** - Recent Form - Guangzhou have regularly scored 5 against poor opponents and Qingdao have regularly conceded lots of goals, especially from this point in the game onwards.

Because of this, we firmly expect another goal, probably for Guangzhou, therefore we place a trade for £500 on there being 5 goals or more (Over 4.5 Goals) in this match:



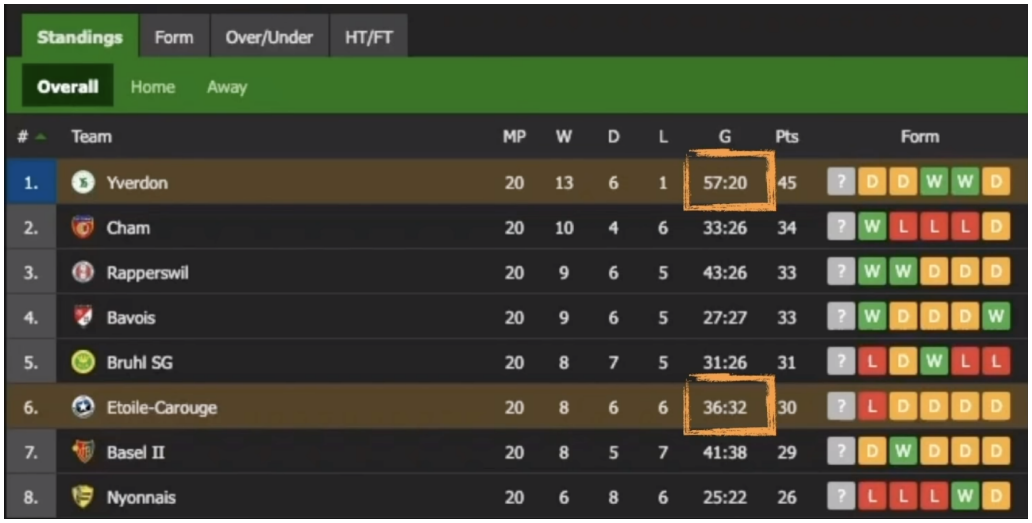
And our reading was right, even though it was a little later than comfortable, we got the 5th goal and made £125 profit.



<u>EXAMPLE 2</u>: (From inside the Football Trading Academy)

I love Switzerland, I actually lived there for 3 years and it's one of the most beautiful places I've ever been in my life. The football is brilliant because the gulf in class between the haves and have nots is massive and so the 'Top vs Whipping Boys' status holds the same kind of weight as if Arsenal were playing Daggenham and Redbrige at the Emirates.

The above game, 64 minutes in, looks really active. The home team had 9 shots and the away team had 13. 22 shots in total in just over an hour is a very active game. Remember earlier I said I've never seen a game with 30+ shots end 0-0, this is looking like one of those, so, it deserves some more research.



#	Team	MP	W	D	L	G	Pts	Form
1.	Yverdon	20	13	6	1	57:20	45	? D D W W D
2.	Cham	20	10	4	6	33:26	34	? W L L L D
3.	Rapperswil	20	9	6	5	43:26	33	? W W D D D
4.	Bavois	20	9	6	5	27:27	33	? W D D D W
5.	Bruhl SG	20	8	7	5	31:26	31	? L D W L L
6.	Etoile-Carouge	20	8	6	6	36:32	30	? L D D D D
7.	Basel II	20	8	5	7	41:38	29	? D W D D D
8.	Nyonnais	20	6	8	6	25:22	26	? L L L W D

You can see based on the live league standings that the home team (Top) have scored nearly 3 per game and conceded 1 per game. The away team have scored nearly 2 per game and conceded 1.5 per game, needless to say, the jigsaw we're putting together represents goals, and lots of them.

The thing that really sold it for me is this:

0.5 1.5 2.5 3.5 4.5 5.5 6.5

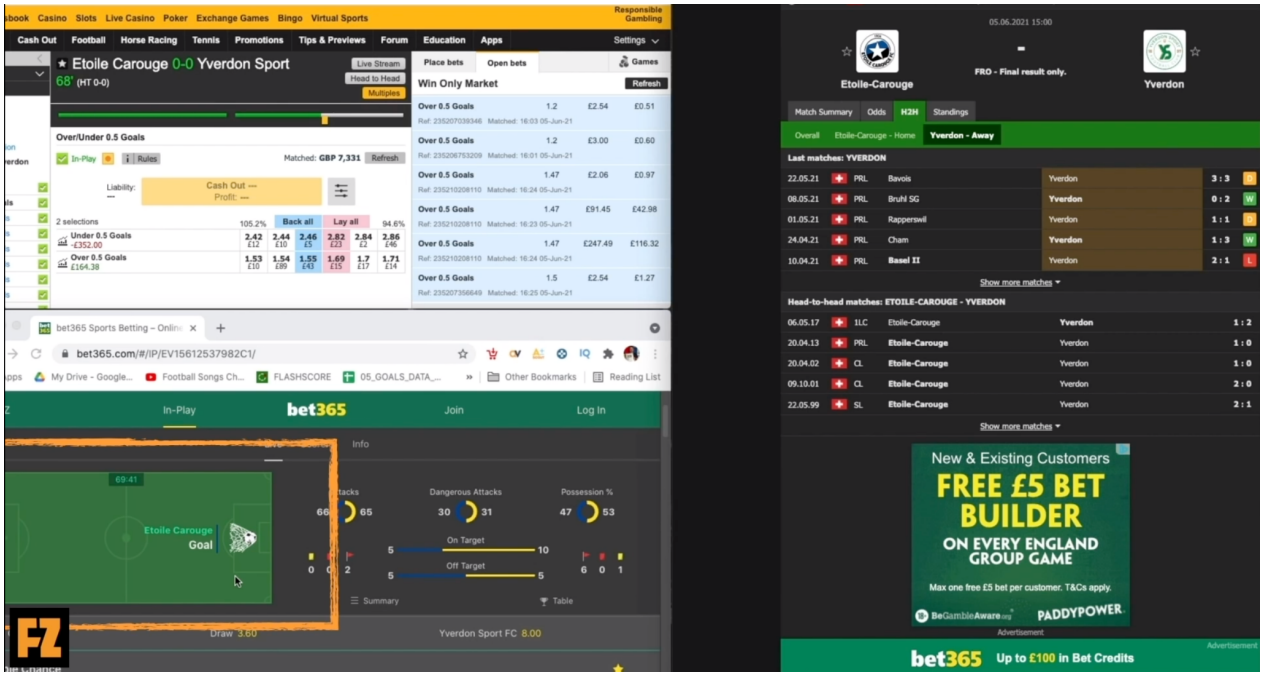
#	Team	MP	O	U	G	G/M	Last 5
1.	Etoile-Carouge	12	12	0	20:24	3.7	? + + + + +
2.	Basel II	12	12	0	19:24	3.6	? + + + + +
3.	Yverdon	12	12	0	28:14	3.5	? + + + + +

0.5 **1.5** 2.5 3.5 4.5 5.5 6.5

#	Team	MP	O	U	G	G/M	Last 5
1.	Yverdon	12	12	0	28:14	3.5	? + + + + +
2.	Nyonnais	12	12	0	18:13	2.6	? + + + + +
3.	Basel II	12	11	1	19:24	3.6	? + + + + +
4.	Bruhl SG	12	11	1	17:18	2.9	? + + + + +
5.	Rapperswil	12	11	1	15:17	2.7	? + + + + +
6.	Etoile-Carouge	12	10	2	20:24	3.7	? + + + + +

In the top image, we can see that 24 out of 24 games this season (12 for each team) has had **at least** one goal in it, meaning, neither of these teams has had a 0-0 in at least 12 games each. On top of that, the 2nd picture, we can see that 22 out of 24 games (91%+) have had 2 goals or more! (Over 1.5 goals). These are staggering statistics when the IP's of this game are as active as they are.

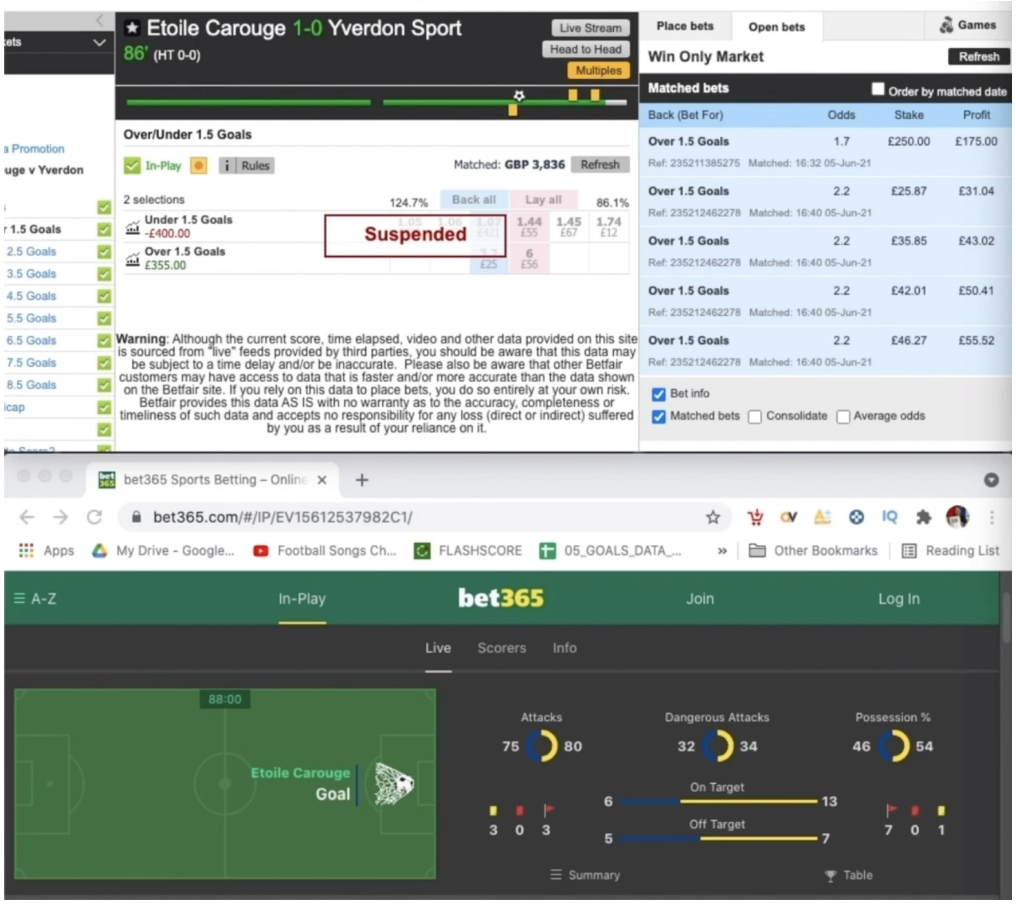
With this in mind, we place a trade:



£352 outlay to win a possible £164.38 (47% ROI!) - Within 3 minutes of doing the research and placing the trade, the goal comes, bagging us £164 profit…

But we're not done. With 20 minutes to go, and a lot of the previous games between the 2 having goals late into games, we feel like the floodgates have opened and we are priced in (more on this later) to take a price of nearly even money (100% ROI) on Over 1.5 goals.

Considering this has happened 91% of the time (22/24 games) it seems crazy not to take the price. As we'll go into in the '**N**umbers' chapter, if we ran this trade 100 times, we'd be absolutely profitable long term. The markets made a mistake and we capitalised.



A £400 bet with £355 profit (89% ROI!) lands in the 88th minute. We read the game right, our match reading was correct, we bet on the correct market and the numbers were frankly staggering. Our total profit on this game for ten minutes work is £523 from an outlay of £752 (70% ROI). You just don't get these kind of numbers anywhere else.

Flashscore is the laboratory where we garner so much important information. Countless times football matches are played where the unexpected occurs, Man UTD at home to Brighton, get beaten, Man City v West Ham ends 0-0, Blackpool turnover Watford, football is a funny old game, but that's why we use the recent form so vigorously.

You will be wrong sometimes, nobody runs a 100% strike rate, however, understand that more often than not, you will be right if you look at the IP stats and recent form together to form a cohesive jigsaw. The experience you gain by doing this over and over is truly invaluable. If you abide by the 10,000 hour rule (it takes 10,000 hours to become a master at something), looking at recent form is something you can digest

incredibly quickly, spot the red flags and mistakes, compare them to what you're seeing in the IP stats and in the markets and act accordingly… **This process will make you rich**.

The disciplined trader will consider all factors when looking at the Form vs the IP stats. Sometimes a game is screaming out for a goal on the IP's but the form is contradicting the same message. The successful trader at this moment will leave the game alone and move onto the next, of which there are usually always dozens of games on Betfair. The inexperienced "Gambler" looks at the in-play stats and will make bets on hunches, feelings, emotions **and just** 1 piece of the jigsaw.

I beg that you ditch this nasty habit as quickly as possible. Take your time with your trading, look through all of the possibilities, weigh up all of the options and act (or not) based on the story you are seeing in front of you when combining your skill and knowledge of the IP stats vs the Form.

Remember the golden rule "The form dictates the in-play, or the in-play dictates the form" - If the puzzle is coherent and the outcome seems obvious… Pull the trigger!

If you'd like to see me generate £8,965.78 in 20 hours live in front of your eyes using this exact process of analysing Flashscore/Bet365 and Betfair, get access to our invaluable training vault in the Football Trading Academy Here:

https://www.FootballTradingAcademy.co.uk/Go

10 - I - INTENT - S.T.R.I.N.G THEORY

I could spend hours breaking down every aspect of making money with football trading, but everything pales in significance to our next category… Intent - Or put another way - Motivation. It is by far the most important understandable factor between a winning trader and a losing trader.

I don't know about you but a huge amount of what my parents would call a 'misspent youth' was spent in a dark room hammering a game called Championship Manager/Football Manager with my mates. This wasn't a 5 minute game of Candy Crush, these 'saves' would go on for months, have graveyard sessions which went on until 2am and every game, every point, every single aspect of the game meant **everything** to us, it consumed us.

We came close to blows once because Matt was going on holiday for 2 weeks and he didn't have a laptop so he'd be offline for 2 weeks, all with an impending and crucial FA Cup Final and massive transfer window ahead of us. Half of the lads wanted to leave him on "Holiday Mode" meaning all the games and decisions would be made for him. The other half thought because of his dedication to Cardiff's resurrection, we should wait for him to return from holiday and we'd all go out and get some sun on our skin for the fortnight. Even to this day there is tension in the group about what went on. The chairman of the board (Matt's dad) told us to carry on without him. He was sacked as Cardiff boss six months later. We all know deep down it was the 2 week holiday which swayed the board's decision to sack him. He joined neighbouring Wrexham for an unsuccessful period, got bored, got a girlfriend and retired from football management for good.

Despite raising a beautiful family, building a business, contributing my bit to society and being an all round nice guy, my proudest achievement in life is leading Blackpool to the quadruple (Champions League, Premier League, FA Cup and Carabao Cup) in 2031 after an astonishing invincibles season where we conceded only 3 goals all campaign and my name was etched into Bloomfield Road history forever. My youth system was of the highest rating, my control of finances was tighter than Scrooge and

my scouting network was a production line of wonderkids all dreaming of wearing the mighty tangerine one day.

Looking back, I definitely treated my managerial career with higher regard and esteem than my own life and I fear if I opened the game now in my 30's, 'that' feeling would take hold and before you know it I'm going to bed at 4am every day, the wife leaves us, kids have gone and I'm under a bridge with a laptop and a dream trying to setup a new scouting network in the up and coming Botswanian school of excellence system.

All jokes aside, the mentality of playing that game, and FIFA for that matter, set me in an amazing stead for what would become my career as a football trader because I understood one thing… Intent.

Imagine being an actual real football manager for a second.

You have a group of 25 fully grown young men all trying to live out their dream of being the next CR7. It is your responsibility who plays and how they play. All the while, the ship which you captain and how well you drill those sailors will be the difference between a playoff push come the end of the season, or a nail biting last game of a campaign to see if you can remain in the league.

In the meantime you must create in depth training schedules so you get the best physically out of your side, trying to create mental cohesion between 25 egos and wannabe young lads while keeping your stalwarts satisfied. You have to juggle transfer budgets vs wage expenditure, knowing you must slash your current wage bill by 25% net if you want to bring in this new Spanish centre midfielder who you simply cannot be without. The media wanting to know about everything that happens inside and outside of the club. Meanwhile, 20,000 die hard loyal people who care more about this team than their own family are watching on and judging you, with outrageous scrutiny, every single decision you make.

Football is HARD! - It's not 22 prima donna's waltzing round a piece of grass. There's businesses, families, sponsorship and hard money relying on every single point, on every single kick. As much as we don't like it, football is a financially motivated, results orientated business and in today's fast revolving door of needing to be competitive, you better be damn sure the ship is spick and span, everyone's rowing in the same direction and avoid a million icebergs along the way… Or the plank 'Ye shall walk!

Let's ditch the maritime analogies and talk about the “I” - Intent, motivation, drive, passion. What’s ***really*** happening in a game of football.

There is so much in a game of football that can be boiled down to this ‘intent’. This step takes extra care, attention and time, but trust me, it’s absolutely necessary.

So what do we mean when we say “**Intent**”?

I guess you could boil it down to “how motivated are a team to play the game?” - Obviously in an ideal world every team would put everything into every match they play, the strongest team will be fielded irregardless of opposition, regardless of upcoming transfers, injury worries, knocks, transfer influences etc, but this is football and all these things play a massive part.

Simply looking at IP stats and recent form is a great indicator of what’s happening in a match and what we can expect, but, let's look at some factors which may influence intent.

Fixtures:

With so many obligations teams now have with regards to fixtures (especially around Christmas), a tradable game can be heavily influenced by the matches in and around other games. Let me explain.

Hypothetically, Tottenham took one of the last remaining Champions League spots after a decent run towards the end of last season. The money invested in the side shows that Daniel Levy expects them to perform and get some silverware this season after many years of being the bridesmaid. The manager has told the press winning a major tournament is their focus.

Over the space of 10 days they have an FA cup 5th round tie against rivals West Ham (also in European competitions themselves), 3 days later a domestic game at home against newly promoted Nottm Forest who’re in dyer need of points themselves, 48 hours later they jet to Russia to play Dynamo Moscow, a game which if they win will see them promoted from the UCL group and into the knockout stages, then a tough away trip to Old Trafford to face a competitive Man UTD side who they’re level on

points with. Fighting for 5th spot in the Premier League, the winner of this match will go into the top 4 over the festive period and into the new year. Tottenham have lost their last 2 matches in the Premier League and are in desperate need to turn their form around…

So what can we say about this situation?

Well, if Tottenham are anything like they are as I'm writing this, their squad is threadbare, especially in the attacking 3rd. Son, Kane and Bergwijn are crucial players for them and should one of those get injured or be deemed unplayable for a certain portion of the season it would be disastrous and surely end their hopes of a winning run.

Would it be fair to assume that during arguably the easiest fixture outlined above, vs Forest, Spurs may play a weakened side? What do you think is the order of importance of these games? Surely you can't expect an ageing Harry Kane to play 4 x 90 minutes consistently over the intense 10 day period. With that in mind, would you expect the Spurs game to be tighter, or, more free flowing than how it looks on paper?

There's an argument to say that the first game on this list is an imperative must win. A 3rd loss in a row would be disastrous not only for their silverware hopes, but also for team morale heading into more domestic fixtures. How would the manager play these games?

The problem is with this mentality is that we don't actually know the answers here and can only really make the decisions when we know some info about the club and team, therefore trading on a 4th division Finnish game won't give us the same insights as we would have looking at Spurs' fixtures, but, we can look at a fixture list and assume that there are more important games on the horizon during busy periods and therefore can expect a different lineup as players get rested and moved around.

Points:

When we have a top vs Whipping Boys scenario, let's say it's 3rd vs 22nd in the Championship, the points tally of teams is important. For example, with only 4 games left in the season, what is the different motivation for the team in 3rd if

1. They're already guaranteed the top playoff spot and can't mathematically get automatic promotion, or, drop from 3rd. Are they just playing for obligation until the crunch games?

2. There's a chance with 3 out 4 wins they can get automatic promotion and guarantee Premier League football next season.

3. Assuming results elsewhere go a certain way, they will be level on points in the last game of the season with the team above and the winner of that crunch final game gets automatic promotion.

Put yourself in a manager's shoes again for a second. How would your team talk change in these 3 scenarios? 1: You'd probably rest your big guns while trying to maintain momentum going into the playoffs - 2: You'd target the 3 easiest games and go all out to win them. The last fixture would be a Hail Mary 90 minutes of destiny and hope lady luck is on your side 3: If I was the manager going into that final game, I'd bring out the 'self help' handbook, talk about the season we've worked so hard for, think of the thousands of little boys and girls looking up to you and what you're about to achieve, plus you'll get a massive bonus lads!

Obviously the reverse applies to the team in 22nd. There's 270 minutes left to save our season and in a lot of cases, the players' careers. One game will see a team safe and of the remaining games, there's only one against a team down there in the mire with you. Which game are you going to focus on, what will be the battle cry going into that game? Get a quick goal and secure the game? Play for possession? Score one more than the opponent. These questions are important!

Timing:

We've already discussed timing re: trading but it also applies here. When it comes to the various scenarios we outlined in "The G Word", would you be more comfortable at 70 minutes of A: Another England Goal B: A Watford Goal or C: A Shrewsbury Goal?

England are cruising with no pressure from Sweden… No intent

Shresbury are knackered, friendly game, nothing to play for, no formation… No intent

Watford NEED a goal… Now… Absolute intent and motivation

Competition:

I heard a thought from an ex professional a little while back that certain teams would 'throw' certain competitions to focus on other competitions and tournaments. I'm not for a second insinuating match fixing, but certainly 'big guns' would play weakened sides or the youth team in early stages of tournaments. Similar to the 'fixture' idea above, would it make sense if you were Klopp, Guardiola, Whoever United's manager is at this point, to not bother with the Carabao cup, when all you really want is the Champions League.

Does anyone actually care about the Community Shield anymore for anything other than bragging rights over your rival? In my own personal opinion, when you put your team of youngsters out in the second round of the FA cup because of the gruelling domestic league campaign, it's not unusual to see plenty of upsets and turnovers of the big boys in the early stages of tournaments. Be careful of these when trading, it can be really easy to assume Man UTD will beat Bradford, however, a complacent UTD may come unstuck when this is one of the biggest games in Bradford's history and the highlight of their season travelling to Old Trafford for the night.

Another point in this is when we get closer to large international tournaments, Euro's World Cups etc, are players turning it on to try and impress their international manager? If I was a player, I would! A player's career is extremely short therefore you'd want to impress at every turn. Keep an eye out later in the season if a young gun gets a shout.

The point I'm trying to make here is there's an analysis behind the analysis. Everyone can read a chart, everyone can see 5 green 'W's' vs 5 Red 'L's' on flashscore and know what's going to happen, but what's the bigger picture, what's the intent of the game… What's ***really*** going on?

I ask myself all the time "What's the motivation here?"

11 - N - NUMBERS - S.T.R.I.N.G THEORY

We've analysed the IP stats, the form is good, the game/team looks motivated and poised towards its outcome, every box is ticked and we think we've found a diamond of an opportunity. Here's where the real skill of trading comes in... Numbers.

There is only one simple rule you need to keep in mind about numbers with football trading. That is the relationship between 'Price' and 'Strike Rate'.

Price dictates the amount you'll win if your trade wins, I look at this as ROI % as opposed to actual £'s and p's. On the exchange we use a decimal system. Unlike traditional bookmakers, the multiplication of your stake by the price doesn't accurately work, so, £20 at a price of 2.0 doesn't equal £40 profit. Let me break this down into two separate ideas.

Keep in mind, on the exchange, the closer to 1 something is, the more likely or favoured it is amongst the markets. Quick maths, 1.01 is almost a guaranteed certainty, 1,000 is like betting on a blind F1 driver.

Most of the time, you will be trading at a price of "1.XX" - In this scenario, the number after the decimal point is your ROI. For example:

- £10 at 1.4 = 40% ROI - £4 profit
- £50 at 1.63 = 63% ROI - £31.50 profit
- £20 at 1.99 = 99% ROI - £19.80 profit
- £100 at 1.01 = 1% ROI - £1 profit

The second scenario is where you are taking a price at 2 or over. The way I calculate this is to multiply your stake by the price, then, remove one lot of your stake. For example

- £30 at 5 = (30 x 5 - 30) = £120 profit

- £100 at 7 = (100 x 7 - 100) = £600 profit

- £10 at 9 = (10 x 9 - 10) = £80 profit

Once you've done this for a while, these equations will become second nature and you'll do them without even thinking about them. What we ultimately want to do is **ensure that we are getting a better price than the likelihood of the thing happening**… Let me clear that up, it's quite important.

If you and I toss a coin 100 times and we bet £1 on each toss:

1. If I gave you a price of 2 i.e. even money, you could expect to win 50 times (and win £1 per flip), and lose 50 times (and lose £1 per flip). In this scenario you've won £50, lost £50, so you've broken even. What a waste of our time.

2. If I gave you a lower price of, say, 1.5 i.e. every time you won, you won 50p (Remember 1.5 is 50% ROI, in this case, 50p) you'd win 50 flips x 50p = £25, but you'd lose £50 (50 flips x £1). Overall, you'd have lost £25.

3. But what if you had an 80% Strike Rate and won 80 out of 100 flips at a price of 1.5 instead of us winning 50 flips each? - Well you'd win 80 flips x 50p = £40 - You'd lose 20 flips at £1 = £20, so overall you'd be up £20. Well done!

4. What if I gave you a price of 1.3 at the same flip win rate (Strike rate) - at 1.3, 80 wins x 30p = £24, - 20 losses at £1 = £20. You'd have made £4. Congrats.

Hopefully you can see the maths behind what's going on here… Your Price and Strike Rate are ALWAYS moving in relation to one another. If one moves up, the other can move down and vice verse. The bookmakers are doing this ALL the time! Their algorithms are working all of this out in lightning quick time and offering us 'the mug punter' *just under* what the fair price is for our selection, and in the middle, sits their profit.

To exemplify this, let me tell you of a strategy I run in one of my portfolio suite of automated strategies. It's called "THE D0NKEY PUNCH"

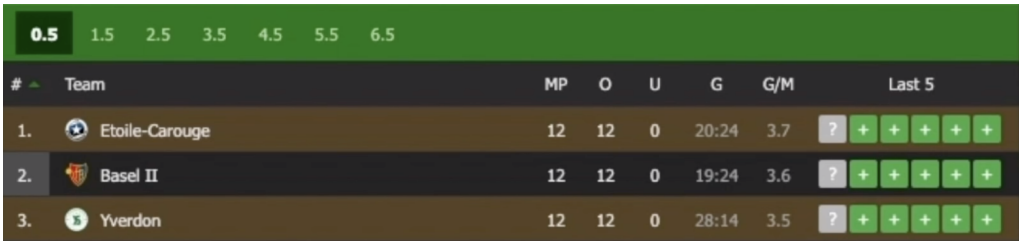
In horse racing, based on a load of criteria, course, distance, jockey, runners, previous form etc, this strategy will automatically LAY against a rank outsider between the price of 80 and 120. What this means is that for every £1 we can win, our liability is anywhere upwards of £80 with a ceiling of £120. Now for the uninitiated, this sounds like a ridiculous amount of risk for very little reward, which, you'd be right. But what if I told you the strike rate on this thing wins on average 140 races for every one loss? Once every 140 races, a massive outsider, with 3 legs, the jockey on backwards, blind in one eye with no tail romps home and the racing world is stunned. When that happens we lose a maximum of £120. If we use our coin flipping analogy, we win 140 races (at £1 per win) and lose 1 for a maximum £120 every 140 races.

£140 win - £120 in losses = £20 profit every 140 races. Now if I told you we use more than £1 every trade, and we go on just under 1,000 races per week, hopefully you'll see how the multiplication and balance of strike rate vs price can work in your favour.

So let's talk about football and what we can expect out in the markets.

First off, let's cover the Goal markets, the maths is pretty easy on this.

Remember the Etoile-Carouge and Yverdon sport game example from the Football Trading Academy earlier? … It was 0-0 65 minutes in.



0.5 1.5 2.5 3.5 4.5 5.5 6.5

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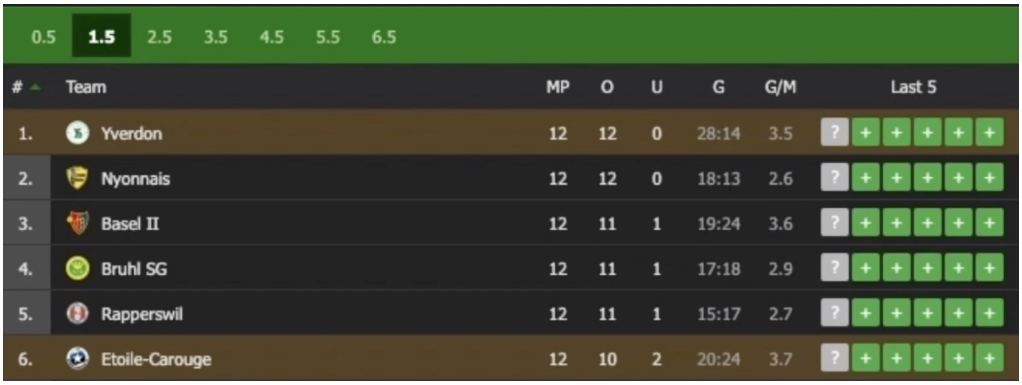

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3.	Basel II	12	11	1	19:24	3.6	? + + + + +
4.	Bruhl SG	12	11	1	17:18	2.9	? + + + + +
5.	Rapperswil	12	11	1	15:17	2.7	? + + + + +
6.	Etoile-Carouge	12	10	2	20:24	3.7	? + + + + +

The in-plays were great, everything looked like it was heading towards a goal. O0.5 goals had happened 24/24 times the season in question and O1.5 happened 22/24 times. If we look at these as %'s, O0.5 historically happened 100% of the time and O1.5 happened 91.6% (92%). With that in mind, what price would we need in order to break even and profit over a large sample size of this exact scenario?

At 100% likelihood of something happening, in theory, any price upwards of 1.01 would make us profitable long term. 100 x 1.01 minus 0 because hypothetically the thing had never lost, but we know that's not accurate or true because in trading, nothing would ever win every single time.

What is interesting about that scenario is that we placed a £352 outlay to win a possible £164.38 - that's 47% ROI. For the sake of argument and easy maths in this chapter, lets just call it 1.5 rather than 1.47, I realise I'm stealing 3 ticks but it's worth it for the endless decimal points :) What's happened here is we've been given a 1.5 price on something which happens 100% of the time, what that would mean is using our coin toss analogy, we'd need to win 2 out of 3. Twice at 1.50 (50p) = 100 (or £1) | and lose once at 100 (or £1) = break even. That would indicate a need to win 66% of the time (2 out of 3) in order to break even with a price of 1.5. What is crazy about the markets is that by doing this research, the thing happened (The O0.5 goal has come) 24 games out of 24.

Let me hammer this home so you hopefully get the power of this...

In our coin toss analogy looking specifically at this games' chance of O0.5 goals, I'm giving you a price of 1.5, i.e. 50p every time you win and you give me £1 every time you lose. That goal came 100% of the time, so out of 24 coin flips, you'd win 50p x 24 times (at 1.5) = £12, and you would lose ZERO times because the goal has never not come in 24 games.

Compare that to the price on O1.5 goals. We placed £400 to win £355, to break even on that, you'd need a price of roughly 1.10, yet, we got nearly 1.9! Let me break that down again, I want you to see this.

To break even on this trade, assuming over 1.5 goals comes 91% of the time like it has done all season, we'd need a price of roughly 1.10 so that over a large sample size of games (100 coin flips), we'd break even. Any price better than 1.10 therefore would see

us profitable long term. We got nearly even money (2's) on our O1.5 trade. The difference between the 1.1 we needed and the 1.9 we got is 80 ticks, that's MAJOR profit and massive ROI %'s.

Let's have a think back to our Liverpool vs Norwich situation, remember when Liverpool went 0-1 down to Norwich to a fluke goal, at Anfield, having not lost at home in 5 years and Liverpool had battered them all game. The price to LAY Norwich was 3's. Flipping that round into a back bet, it was the equivalent of a price of 1.5 on Liverpool to either draw or win… A truly crazy price.

To give that some context, Liverpool had won 4 drawn 1 of their last 5 games (i.e. 0% losses), Norwich hadn't won in 5, so the chances of Liverpool getting back into it were stunningly positive.

So we have:

- All IP stats pointing in Liverpool's favour
- All form pointing in Liverpool's favour
- Loads of chances for Liverpool in the match
- Norwich taking the lead in lucky fashion
- Loads of intent for Liverpool to chase the leaders Man City
- We're getting a price of 1.5 on Liverpool to equalise.

Again, just to clarify here, we'd need to be right 2 times out of 3 here for this trade to be worth it. If this situation happened, are we confident Liverpool would get back into it 2 out of 3 times? I'd say 29/30…. It would be a cold day in hell before Norwich won this match from this position, therefore, getting a price of 1.5 i.e. we need it to happen 66% of the time is a crazily good price.

In fact, you reach a point with trading where you take your emotion out of it and let the numbers do the work.

You'll thank me for this later, so in return it would mean a lot if you could share this book with someone. Here's what prices you need for each likelihood in the markets:

Min Price Required	Strike Rate
10	10%
5	20%
3.33	30%
2.5	40%
2	50%
1.66	60%
1.42	70%
1.25	80%
1.11	90%

So here's the key. If we're looking at, let's say, the goal markets with 30 minutes still to go in a match, we go through the **S.T.R.I.N.G Theory**, IP **S**tats look good, There's still plenty of **T**ime in the match remaining, here's the important bit, the **R**ecent form says that 70% of the time these teams have over X.5 goals (Next goal market) between them and the price (**N**umbers) is anything **OVER** 1.42, you should make the trade. If you ran this game 1,000 times, the outcome would happen 70% of the time, therefore a price of 1.42 would see you break even on that (Before Commission) - Therefore, anything over that particular price (1.42 or above) would make you profitable over a large sample size of games.

Obviously if football trading was this black and white, again we'd all be in Monaco sipping champagne from the exhaust pipe of a Ferrari. I know I keep going over it but there are *so* many things that can happen in a football match, it's almost impossible to give a hard and set rule as to what to do in every scenario, but long term, if you follow these basic guidelines, you'll be absolutely fine. Once you start refining this system and seeing **huge** gulfs between the strike rate and prices on the markets, you'll really begin to love this process and what it can bring you in terms of luxury, freedom and joy.

12 - G - GEOGRAPHY - S.T.R.I.N.G THEORY

The final piece of the puzzle when analysing football matches should probably actually be the first thing to look at, but then G.S.T.R.I.N theory doesn't have the same ring to it, therefore, we're visiting it last. Actually if we could come up with another G, it could spell "G-String", the greatest acronym ever created! Anyway, the last part of the puzzle is Geography, mainly, which countries and leagues should we trade on?

One of the hardest things most people who I've worked with deal with is knowing "which leagues are the right ones to trade" and which ones to avoid at all costs. I'll explain in a sec which countries should be on your shortlist, especially if you're just starting out, but first, I want to give you the reasons why.

The difference between league positions in the Premier League is worth literally millions of pounds per position. This has a knock on effect to next season's goals, aspirations and expectations for each club. The impact of having millions less in the transfer budget for next season purely because you got a draw on a rainy night in Stoke compared to if you picked up all 3 points is frankly mad when you think about it. On a point by point basis, the cost of gaining or losing a point in the Premier League is staggering.

As you may already have guessed, for my sins, I'm a Blackpool fan. When Blackpool did the unthinkable in 2010 and got promoted to the Premier League by beating Cardiff in the playoff final at Wembley, the fortunes at the club were transformed. That one campaign brought £90m in parachute payments into the clubs coffers, not to mention the extra money from TV rights, sponsorships and matchday revenue for what is essentially a semi-decent Championship, very good league 1 side. It should've been monumental. Our chairman raped and pillaged that money out of the club so Blackpool saw very little of that cash (A story for a different day, read a book called 'How not to run a football club' if you're interested). The point I'm making here is that mens professional football lives and dies by the finances heading into the club, directly correlating to their position in the league structure. Blackpool were relegated that season after losing at Old Trafford on the last game of the campaign by the highest points total of any relegated Premier League team in history… By one point.

One single point cost us tens of millions of pounds in revenue. I'm not bitter (I'm a little bitter) but there were a number of games where there was a last minute concession, a poor refereeing decision (Before the days of VAR), and that one decision changed the financial future of the club. Let's play pretend for a second and think if we'd have stayed in the league, invested the money on youth and players, built the reputation and training ground, you're talking potentially hundreds of millions in lost opportunity cost. Oh the beautiful (fickle) game.

At the moment of writing, the latest playoff final saw the winners (Nottm Forest) collect £170m in parachute payments in what is now annually coined as "The richest game in football".

With the health of a football club, the thousands of people they employ, the players, staff, groundsmen, coaches etc, it is of crucial importance that the whole system is regulated to ensure the fairest distribution of funds amongst clubs, and safeguarding against what fans would perceive as irresponsible and crooked owners. Oystons, Venkys, Mike Ashley, the list is pretty long.

One benefit of the English game in the last few years is that it is scrutinised by some of the strongest technological advancements in football, mainly VAR, goal line technology, 3 blokes in a van 50 miles away analysing the merest toe offside, because **each point is crucial**.

That being said, you can rest assured the English league and the majority of European big leagues have the same scrutiny in place to ensure the fairness of the game and that the correct decisions are executed with laser precision from the ever increasingly under pressure referees.

But what of a Venezuelan reserve B league game. A game played behind closed doors in a stadium reminiscent of my grandads potting shed, referees who are firemen in their day job and a league starved of funds from above. Does this *really* have an effect on the game, the outcome, the intent, the stats, the form? - Well, yes and no.

There are some absolute gold mines out there in leagues which you wouldn't normally expect. The smaller European leagues, Norway, Finland, lower Swedish leagues etc have a massive gulf in class i.e. the lesser teams have atrociously bad defences, but then the strikers aren't that much better. It's very common to see 3-2, 4-1, 7-2 score

lines. So, do we read these games the same as if we were reading a match between PSG and Nice whereby on the flip of a coin, Mbappe, Messi and Neymar can link up to bang one in from their own 6 yard box within 12 seconds. The answer is No.

So what dictates where we should trade and what intricacies are important when comparing an elite heavyweight clash to a backyard kickabout?

What I will tell you is I've made **way** more money from elite and middle tier football than I ever have from questionable leagues purely because of 'certainty'. I know with a high degree of assuredness that if I've read the game correctly, IP stats, recent form, intent, the correct timing etc, that the chance of that trade winning in leagues which have financial structures in place, solid fanbases and a semi decent level of coaching and player calibre is much higher.

I've lost money in the Brazilian lower leagues U20's competitions. There is almost zero in the way of motivation, form is all over the place and regularly the game is played on something resembling more of a beach than a football pitch. China is a minefield as is lower tiers in Russia (full list coming in a sec). The reason why is that these games have so many unknown, financial, motivational and sometimes political interventions than say Wycombe vs Derby. I've watched enough episodes of 'Narcos' to know that if a Pablo Escobar drug lord with a propensity to murder in cold blood takes over a football team, they win more often than they dont. Now I'm not saying the Glaziers are connected to the KGB or that there's a sniper waiting in row Z at Rotherham for anyone who dares score against them. What I am trying to hammer home is that we want to be trading in leagues where there is absolute, solid, unwavering, uninfluenced above board intent to win a football match.

So, here's a list of leagues I trade and I would highly suggest you follow these competitions in **Mens Domestic Matches Only!** No cups, No friendlies, No replays, No Internationals.

1. **EUROPE**

   If you go down a Turkish market street, every knock off football shirt hanging from the door frames will be from one of the elite footballing powerhouses. Barcelona, Liverpool, Man City, PSG, Real Madrid, AC Milan, Bayern Munchen. The scope of European football spreads far and wide and in my opinion, leads

the world in modern football. The big leagues are fine and should absolutely be traded. Italy, Spain, England, France, Portugal. I'd be slightly cautious the further down the ladder you go i.e. a conference north fixture doesn't offer the same opportunities as a Premier League game, but Europe is usually solid. There are big opportunities in the top 3 tiers of most major European leagues, just be more vigilant the further down the leagues you go.

One thing worth looking into is the distribution of money between the big boys in said leagues. Englands is split more evenly than in say Spain where Real Madrid and Barcelona get the majority of finances. This means Real Madrid at home against Rayo Vallecano is more one sided than say West Ham vs Brighton.

Some great opportunities are out there in what I would class as the 'middle tier'. Leagues such as Austria, Croatia, Belgium, Finland, Turkey, Norway, Switzerland, Denmark, Greece, Sweden, Iceland etc. These can be absolute goal-fests and once you get familiar with some of the bigger teams, they can contribute a huge amount of the overall profit pot you build…. I'd actually say the majority in my case! I've become an honorary supporter of Danish side Midtjylland considering how much money they've generated for me over the years.

Again, Tread carefully when it comes to lower leagues or lesser known footballing nations like Belarus, Estonia, Romania, Israel etc, places where again there is minor institutional interest and financial structure where the 48 year old goalkeeper fishes Hammerhead-Sharks in his spare time and the ref has been on the Estrella an hour before kickoff.

A good rule of thumb for Europe: **If the country has at least one representative in the Champions League, they're a good nation to trade…** (Except Russia… Don't touch Russia with your longest of barge poles)

2. AFRICA

I don't trade in Africa at all. Regularly during the day there will be South African games on and the stats are regularly blinding, but I would stay away unless you have some intimate knowledge of these leagues.

The exception to this rule is the Middle East (I know some of these countries are members of the EU, but they sit on the African landmass, so for the purpose of this book, they're living in this subsection). Egypt, Israel, Libya, Algeria, Tunisia, Malta and Morocco ***can*** be good to trade. Regularly TIGER will fire on Egyptian and Turkish games and it's been one of its best performers, but I would only trade the big games in these leagues where all of the **S.T.R.I.N.G Theory** criteria are met. Rule of thumb: **The lesser I know about a team, league, economy, the competition etc the stronger the criteria must be for me to trade it**. I would err on the side of caution here as it'd be more frugal for you to wait and trade the big European games, or other games in these country lists than take a punt on an unknown Moroccan game. Saying that, they can be extremely profitable if your discipline is on point.

3. ASIA

Asia is weird for football. Some leagues are actually pretty good quality, some are Sunday League level dire. There's only 2 countries I trade in Asia, Japan and South Korea.

I handle these two slightly differently because they play a different style of football.

South Korea can be great for goals. Again, TIGER fires regularly in South Korea and the amount of times 'Pohang Steelers' have come in for our community is absolutely beautiful. The quality of football is pretty good but even the best team in Korea would get absolutely mauled if they played in La Liga or the Bundesliga. That being said, strikers are poor, defenders are even poorer. It's not a very physical game but it is quite competitive and can lead to some quite tasty goal opportunities. There's also some 38 year old former God's of the game plying their trade in Korea.

As for Japan, I do the exact opposite to every other league in these lists and beyond. Regularly in Japan I will back UNDER X goals as generally, as a league, Japan is quite conservative. I haven't checked this out but I guarantee the most popular score in Japanese games is 1-0. Obviously, please don't go and just whack U2.5 goals on every Japanese game because you'll probably lose, but,

it’s worth checking out the IP’s and Form. If neither team is looking strong and the form has lots of 1’s and 0’s, I’ve found a huge amount of profit in expecting little goals in the Japanese leagues.

These games are usually on between 7am - 12pm UK time so can add a nice little bump to the balance before the Saturday 3pm carnage.

4. AUSTRALIA

On weekend mornings for many years now I have made a deal with the Mrs to get up with the kids. It bags me loads of brownie points but secretly, I do it because I get to trade the Australian leagues on Bet 365.

Now let me be clear, if you can be bothered getting up at 6am on a Saturday morning and can hole yourself away while you trade these games, I’ve found the Australian leagues to be the most profitable leagues of any in the world. The games on a Saturday morning are thick and fast and they are absolute goal fests.

I mainly trade the First Half goal markets (65%) and the SH goal markets (35%). It's very clear twenty minutes in, when both teams have 4 shots on goal and 2 each off target that goals are coming. It’s just a case of how many. Regularly when I see these kind of games, I’ll take a trade on the first half goal market, and the O1.5, 2.5 or 3.5 with a view to cash out when that first goal hits.

I know this is really bad but I actually do this process without looking at the previous form. I know it flies in the face of everything I’m telling you, but it’s such a buoyant league for goals, it’s **extremely** easy to make money this way.

One problem here is that Betfair doesn't carry many Australian games (For licensing reasons) so I use Bet365 to build that bank. In the ‘Month To A Million’ challenge I did, **so** many of our winners came through the Australian leagues on Bet365.

5. NORTH & SOUTH AMERICA

North America is fine. MLS is getting there in terms of quality (and money) but

the lower American leagues are just a random crap shoot of whether a game ends 8-8 or 0-0. It's a bit tricky and it's something I haven't quite worked out yet, but MLS is generally pretty sound.

South America on the other hand is a tricky one and to be honest, I think it's the place where most of our members lose money. I don't think it's totally the leagues fault, I think the fact they play anywhere past 8pm UK time, a lot of people are tired, drunk, have been trading all day or not really paying attention and I see a lot of people making mistakes here.

Here are my rules which I stick to when trading in South America. **Only trade the West**.

Mexico, Cuba, Peru (one of my favourites), Venezuela, Ecuador.

I would steer well clear of Paraguay, Brazil, Argentina and Uruguay.

There's no major reason for this other than my own personal experience with trading these leagues, they can be very unpredictable and when I'm trading in South America, my **S.T.R.I.N.G theory** analysis has to be absolutely 100% on point to even consider entering a trade.

13 - TRADING - STEP BY STEP

So there you have it, my 6 stage process to reading a football match. Hopefully you can see how we build a solid jigsaw puzzle of exactly what is happening in a game and how we can paint an accurate picture of what is happening, why it's happening and what will happen next.

Here's how I implement the S.T.R.I.N.G Theory.

1. **T(ime) + G(eography)**

   My first step is to open Flashscore and Bet365. These are our research labs and I want to get an idea of what games are currently happening. At this moment I have zero desire to trade anything, all I'm looking for is 'what's on right now?' - I'm always looking for the time of the match and the geography of the location. These things always happen together.

   I want to see games earlier than 60ish minutes, usually 45-55 minutes, OR, I want to see a strong favourite losing. I've done this long enough to know roughly who is top vs whipping boys in most leagues so I'm scanning Flashscore (Under the 'Live' tab i.e. games are in match minute order) and making quick filtration decisions on whether a game has potential or not. I'm not jumping into stats or form yet, I'm just scanning.

   Games in leagues I'm not interested in (outlined in the previous chapter) will only get a look if something sticks out, but it's rare. Remember this game is all about discipline.

   If I see a game I like, early in the second half where a team has less than a 2 goal lead, I'll have a look. Generally speaking, I find the more goals in the FH, the less of a rout in the SH. 0-0 is my favourite score, but I've traded bigger scores in the past. If I see a game in my desired leagues, 0-0 at 45-60 minutes, I'll have a look pretty much 100% of the time.

2. **S(tats) + I(ntent)**

If I've found a game which abides by the above, the next thing I'm looking at is the In-Play stats on Bet365. At this point, even though the form might be stunningly obvious, I want to know what's happening in the game. I'm looking at intent, I'm looking for shots, I'm looking for something in the stats which jumps out as 'yes, something is brewing'. I can't tell you exactly what I'm looking for in terms of X shots + Y possession, but again, I'm looking for the stats to paint a picture, the clearer the better. For example, in Chelsea vs Leeds, I want to make sure what I think is more likely (Chelsea to dominate) to be actually reflected in the stats.

At this point, I want to see a number of things. I want to see the 'Dangerous Attacks' to be somewhere close to the match minutes. I want to see lots of shots for Chelsea and potentially most importantly, I want them to be dominating possession.

Discipline plays a big role here because a lot of people will be locked into a bet from kickoff on this and over say 2.5 goals for a terrible price, but here we have options. **IF,** however, the game is showing little intent (i.e. few shots, even possession, no real intent), I may skip this game altogether, or, revisit it around 65-70 minutes.

Put it this way, if it looks like it's a matter of time before Chelsea score (or Leeds for that matter!), I will be more inclined to go on the game as opposed to if there is little intent.

Let's say at this point Chelsea have 61% possession, 50 dangerous attacks (To Leeds' 22) and there have been 8 shots, 5 off target and 3 on, I'd be **much** more inclined to get into this than 54% possession, 29 dangerous attacks and only 4 shots. The greater (more dominant) these numbers are, the more confident I am in the trade.

3. **R(ecent Form)**

At this point, the recent form isn't hugely important because I know the teams so well, but, if it was a case of being two unknown Belgian teams and I didn't

have the factual data in my head from being a football fanatic, I would go deep into the game on Flashscore trying to ascertain if what I'm reading from the IP's is mirrored in the recent form.

What I don't want to see is sporadic results, i.e. the dominant team in the IP's having L,W,D,L,W,D. Same with the UD's. I want to see domination in the form too. So for Chelsea, I want to see, say, 4 wins in 5 against teams in and around Leeds' league position, and I want to see Leeds struggling against in and around the top 4. I'm also looking to see how often Chelsea have scored after the current match minute, and how often have Leeds conceded after the current match minute.

At this point, I'd probably want to take a look at the current lineups. Is Chelsea's top scorer playing? Do they have a good side out? Does it look like they're trying to be competitive… This is where the intent puzzle gets made. Do Chelsea have a fixture in 3 days against Real Madrid and so are resting players? With a win could they leapfrog Arsenal and go third? Is the side playing 5 at the back, or do they have overlapping wingers? All of these points help us paint the picture.

Let's say by doing the research here that 70% of the time, Chelsea have scored after the current match minute, they're looking strong and Leeds always tend to concede late.

At This Point, Everything Above This Paragraph Will Have Been Carried Out Automatically By TIGER And The Trade Placed Automatically On Your Behalf, Saving You Literally Hours Of Work Of Scouring The Markets. Get Involved Here: https://www.FootballTradingAcademy.co.uk/Go

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4. **N(umbers)**

At this point, I'm confident of a Chelsea goal and probably a Chelsea win. It's only at this point that I'm opening Betfair and having a look at the numbers.

My instinct at this point is to go straight to the O0.5 goal market and have a look at the numbers. At this stage in the game, because every man and his dog fancy a Chelsea goal, I would expect the price to be probably north of 1.2 and maybe up to 1.36ish. 1.36 would be a GREAT price here as we have 40 minutes still to go and 1.34 gives us a strike rate of a goal needing to happen 75% of the time.

Based on the **S.T.R.I.N.G Theory** analysis we've done, I think Chelsea would score here more than 75% of the time, BUT, remember we said 70% of the time between the 2, Chelsea have scored after the current match minute and Leeds would concede after the current match minute, well, here's where you decide about your discipline.

With the above being the case and checking our table in the last chapter, a 70% strike rate needs a price of 1.42 to break even. So what do we do here?

We *could* put a trade into the market at 1.42 and wait for the price to go up, but I assure you, there is nothing more annoying in this world than when you read a match accurately, enter a trade at a higher price than where it's currently at and the goal comes before it gets matched. It honestly feels like you've been robbed.

Another option here is to go on a higher market, say, the Over 1.5 goals market. The price on this will be much higher, probably around 2 i.e. even money. So question, do we think there'll be 2 goals in this match? Truth is, it doesn't matter. If we expect a goal soon, we can take the good price at even money and as soon as the goal comes, we can cash out to leave all of our profit over both eventualities. Another option here (and probably my favourite strategy) is to hedge out (more on this later). Of course, as the time ticks on, the price on this market goes up and if there is a goal, you have to hope it comes down far enough for you to get your money out. ONLY do this if you expect a goal imminently.

Another option is to go on the Match Odds markets. If we're sure of a Chelsea goal, we could take a good price on a Chelsea win, or, lay against the draw.

Realistically, everything is pointing to a Chelsea win here. We expect them to get the first goal and go on to either drub Leeds or close the game out with some

resolute defending. At this point Chelsea would be around even money, maybe slightly higher.

So what do we do?

Depending on my game reading, I may be inclined to do both the Match Odds market and goal markets here. It's not unusual in the past (and fairly regularly in the Football Trading Academy) for me to go on the Over 0.5, Over 1.5 AND Match Odds Markets. The massive results I've had in the FTA (£8,965 in 20 hours) are down to using multiple strategies like this and alternating my position as and when that first goal comes. This is quite an advanced strategy but it's absolutely the way to make lots of money doing this, all of which is covered in great depth in the Football Trading Academy - **https://www.FootballTradingAcademy.co.uk/Go**

5. **From 60 - 90 Minutes**

   At this point I tend to watch the game or at an absolute minimum have notifications on so I can get straight in and make my action as soon as a goal comes in. In this scenario with Chelsea vs Leeds, I will probably keep firing trades into the market (Specifically on O0.5) as the price goes up and up.

   There've been occasions where I will still fire trades into the market at 85 minutes, but this is only on games that I'm watching and the whole match is being played in the final 3rd, loads of chances, near misses, scrambles, potential penalties etc.

If you follow this process with every match you trade, you'll be amazed at how accurate your win rate will be and how often you make good choices rather than just banging £50 on your own prejudices and beliefs around teams and players. Let the maths, stats and form guide your decisions, have strength and courage in your convictions and allow yourself the compassion and softness when you're wrong and to celebrate your success when you are correct.

You can do this.

£100,000 AND BEYOND

14 - THE GOLDEN EQUATION - STAKING

I want to use this chapter to bring you face to face with some ideas which, frankly, are a pain in the arse to upkeep, boring as anything, however, if you follow them with discipline, your route to 6 figures and onwards will be much more realistic and attainable than if you disregard them.

Remember the first words of this book were about the 2 reasons why I wrote all of this in the first place, first to get you to join us and the second, to give you the results in advance so that you'll be successful and join us quicker? Well you've got the method on how to find a match now, how to do your due diligence and decide whether to make a trade or not. The processes in the next few chapters will take all of that information and strategy, remove the guesswork and put it within a helpful construct which will help you as much as those inflatable sausages you get either side of a bowling lane… I still play with those by the way.

First off, let's talk about staking. This is one of the boring things which nobody really wants to talk about and frankly it's the one restriction which all of us wish wasn't necessary, but this one segment will be the difference between a successful trader and a non successful trader…. Long story short, if you want to win, follow this chapter.

So, staking, how much are we placing on each trade? The answer is quite simple once you know your strike rate.

I need a solid hypothetical example for this chapter, so let's say for the remainder of this staking chapter, we're a trader with an 80% strike rate and our bankroll is £500. For the record, most of our FTA members as well as our TIGER feed are consistently around or above 80% anyway so it's an accurate number, especially if you join us.

Basically, we win 8 out of every 10 trades we place which makes for spectacularly profitable traders. I'm also going to assume that you are as risk averse and stingy as Scrooge Mcduck. Keep in mind, what I'm about to share with you is a sliding scale and you can move it up and down as you please to suit your own risk tolerance.

Step 1: Let's take your overall bankroll and work out 10% of it, this is what we will call your "**Frontline**" trading account. Imagine the **frontline** like a number of troops you're willing to send into battle. You wouldn't send the whole army (your entire bankroll) straight into battle, so take 10% of the full lot, the full balance, and that is your first battalion to enter the battlefield… Your "**Frontline**" amount.

So in our example in this chapter, we have £500 deposited into our Betfair account, let's find our **Frontline** (divide your bankroll by 10), so £50 is our new **Frontline** trading account. If you've got £1,000, it's £100 etc… You get the point, take your current bank and divide it by 10, that's your **Frontline** number. The reason for this is that we don't want our whole BetFair balance exposed or under threat at any one time.

Step 2: Take your '**Frontline**' amount and divide it by 10 again, we're going to call this number a '**Unit**'. You will placing the same amount per **Unit** over the next 10 trades.

We're going to call this block of 10 units, a "**Cycle**".

So our **Total Bankroll** is £500. Our **Frontline** is £50. Our 10 game **Cycle** is going to consist of 10 trades at £5, each one of these £5 trades is called a **Unit**.

Bankroll	Frontline	Cycle
£10,000	£1,000	10 x £100
£5,000	£500	10 x £50
£1,000	£100	10 x £10
£500	£50	10 x £5
£200	£20	10 x £2

If this gets you about as excited as watching the world Granny Bingo championships, don't worry, My frontline is pretty consistently 25% of my overall balance because my strike rate is really strong, there have been times in the past (I'll explain later) where my frontline has been 50% of my overall balance! - although not recommended. What I would suggest is never letting your frontline go over 25% of your overall balance.

The one thing that absolutely cannot change here is the "**Unit**" amount, that has to be consistent. If you enter trade 1 at £10, the other 9 units in the cycle also have to be £10 or this staking system doesn't work.

To Recap:

1. **Betfair Balance -** Static number, whatever is currently in your Betfair account.

2. **Frontline -** A sliding % scale of your overall **Betfair Balance.** This is the number you're willing to risk over the next 10 games (Cycle). This number changes at the start of every new cycle, but for your first cycle of 10 games, start with 10% of your **Betfair Balance**.

3. **Cycle -** A block of 10 games which spreads the **Frontline** amount evenly over 10 matches.

4. **Unit -** The individual trades on each game of the 10 game **Cycle** (Each unit is always 10% of the frontline, this cannot change)

Although it sounds similar, this is massively different from saying 1% per trade because we need to monitor and change a few things.

Step 3: Run a cycle of 10 trades, fully, and see how you get on. Make sure you keep the same amount per trade throughout the whole cycle. So in this chapter example, £500 BF balance, £50 frontline, I'm placing 10 trades at £5 each. Whenever I share this with people, I get a few questions which I'll tackle here:

- If you're firing multiple times on the same market, let's say Over 0.5 goals at 45 minutes, 55 minutes and 68 minutes, each entry of £5 counts as 1 unit of the cycle. So, if you fire 3 times onto the same O0.5 goal market in the same game, that counts as 3 cycle units not 1.

- Whatever your excuse or reasoning (I've heard loads), you MUST keep each unit of the cycle the same amount. If your unit amount is £5 and on the first trade of the cycle you land a 1000 x 1 shot, your next input into the market must be £5 too and remain at £5 per trade until the cycle is complete.

- Don't stop the cycle. You must complete the whole cycle in full. Even if Liverpool are 1-0 down against Tranmere who are down to 3 men and have no keeper, you

must stick to the unit amount within a cycle of 10 trades.

- Remember, discipline is what wins in this game, not emotions.

- While you're running the cycle, you must write everything down. Write down every trade, the match, the amount you went in for (£5), the price you got, the market you went in on (Match Odds, OX.5 goals etc), the profit and loss etc.

  Feel free to use our sheets for free here:
  https://www.FootballTradingAcademy.co.uk/Worksheet

Once you hit the end of your first cycle, we can do some calculations and run some numbers.

This is how your trade sheet may look:

Completed Trades	10	STRIKE RATE
Wins	8	80.00%
Losses	1	10.00%
Refund	1	10.00%

Win Rate	80.00%
Total Profit	**£6.75**

Date	Game	Market	Odds	Matched	Entry Minute	Stake	Liability	Game P/L	RUNNING BALANCE
01/01/20	Home vs Away	FHG	1.9	3	12	£5.00	£0.00	£2.00	**£2.00**
01/01/20	Home vs Away	DS	1.6	1	22	£5.00	£0.00	£4.00	**£6.00**
01/01/20	Home vs Away	RS	2.8	2	31	£5.00	£0.00	£2.65	**£8.65**
01/01/20	Home vs Away	HAR	3.4	3	1	£5.00	£0.00	£3.00	**£11.65**
01/01/20	Home vs Away	MO	2.6	5	9	£5.00	£0.00	£1.80	**£13.45**
01/01/20	Home vs Away	OVER	3.5	1	KO	£5.00	£0.00	-£5.00	**£8.45**
01/01/20	Home vs Away	CS	2.6	2	KO	£5.00	£0.00	£3.30	**£11.75**
01/01/20	Home vs Away	OVER	3.5	1	KO	£5.00	£0.00	-£5.00	**£6.75**

Don't worry about the fluff or dealing with any of the formulas etc, all we need to know are the basics i.e. how much money you've made/lost over the 10 trades. Once we know this, we can start working out a few things.

Remember the coin toss from a few chapters ago? Here's how the breakdown looks with our £50 **frontline** balance @ 80% Strike Rate.. Keep in mind, an 80% SR needs a price of 1.25 to break even:

Unit 1: £5 Win @ 1.4 = +£2
Unit 2: £5 Win @ 1.4 = +£2
Unit 3: £5 Win @ 1.4 = +£2
Unit 4: £5 Win @ 1.4 = +£2
Unit 5: £5 Win @ 1.4 = +£2
Unit 6: £5 Win @ 1.4 = +£2

Unit 7: £5 Win @ 1.4 = +£2
Unit 8: £5 Win @ 1.4 = +£2
Unit 9: £5 Loss @ 1.4 = -£5
Unit 10: £5 Loss @ 1.4 = -£5

8 Wins @ £2 = £16 Profit - 2 Losses @ £5 = £10 | £16 - £10 = **£6 total profit**

Now obviously you're not going to get a price of 1.4 every time. You're also not going to hit 80% consistently if you're just starting out. If we drop the strike rate to 70% and our price is 1.3, not 1.4, what is the outcome?

7 x £5 Wins @ 1.3 = £10.50
3 x £5 Losses @ 1.3 = -£15 = **Total Loss = £4.50**

But what does this mean?

The truth about staking comes down to 1 thing - **Data!**

Some of our FTA members will only go on higher markets i.e. Over 1.5 goals from 0-0 at a price of 2 (Even money) needing a strike rate of 50% to break even. They're VERY successful at this and it suits them perfectly. Other members know their strike rate down to the Nth % point and therefore know the minimum price they need to break even.

I appreciate you didn't buy a maths book and you're not here because you want a lecture on %'s and integers of implied odds, but the truth is, you need to know this stuff.

There are so many examples in the FTA training videos where we work out the odds and maths on something and need a certain price in order to be successful based on the maths. Let's say we need a price of 1.4 to make the trade worthwhile, but the price in the market is a whopping 1.8, all of that delicious, beautiful, gorgeous profit just sat there waiting for us to scoop it up.

There's a reason why so many people fail at football betting and it's because they're not doing these numbers and playing probability vs chance vs their Strike Rate and staking accordingly.

Step 4: We've run a few cycles and you're starting to become profitable, that's great! Welcome to the club. Now, one thing to look at is your **Frontline** bank. As I've said, mine can sometimes be upward to 50% depending on what's going on! (Towards the end of the season where intent and motivation are at an all time high, there's a ton of profit to be made!).

At the moment, you're playing with 10% as your frontline, that's great for a start. But if you're consistently profitable over a number of cycles, try upping it to 20%, 30% and then still run your units as 10% chunks of your **new frontline number**.

"**Compound Interest Is The 8th Wonder Of The World**" - *Albert Einstein*

If we turn £500 into £600 over say 4 cycles and our strike rate is more solid than a cage fighter's penis, you *could* try upping the frontline number, but important, keep the units relative to your frontline… Always! - What's interesting here though is if we've added £100 profit to our total balance, we could still stick at 10% as our **Frontline** for the next **Cycle** and each **Unit** will be £6 not £5. If you stick with 10%, slow and steady wins the race you'll grow a really solid foundation to make real good money at this.

The downfall of everyone, ever, me included for a long time (until I figured this out) is when the frontline gets broken. When you make some profit, see a game you like and you stake based on your emotions, please don't do this, it's suicide and I've seen so many banks blown when people start acting like cock of the walk because they've made afew quid.

ALWAYS have a frontline number in place (Really, no more than 30% at an extreme push) and then trade from the frontline, consistently and accurately. This instantly stops the age old 'revenge betting' where you lose one and then try to recover. They could fill a reservoir with the amount of £20 notes lost to this emotional trading. If you're locked into Units, Cycles and a Frontline number, this doesn't happen!

Another note on this is moving up stakes. I would be hesitant to move up too quickly or to think you've cracked the market before the inevitable getting wiped out. As cruel as it sounds, the market doesn't care about you, your story or what colour shirt you have on. It's a transactional binary machine that will spit you out if you don't respect it.

I would advise your aim to be on 'trading well', to have a high Strike Rate %, to make

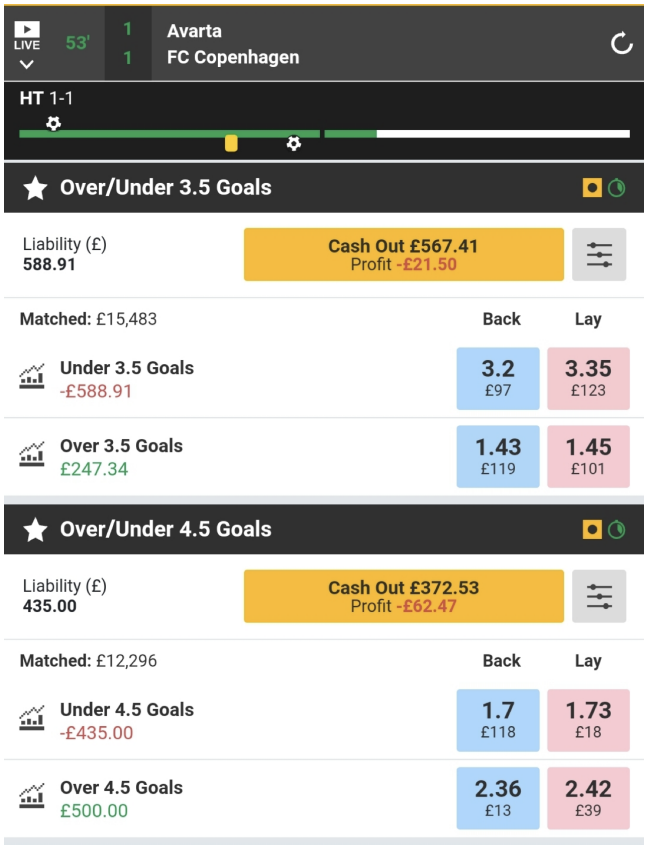
the right moves, rather than focus on how much P/L you make. I've said before on multiple podcasts and videos but the amount you make is the least important thing in all of this. What is important is that you trade to your highest ability and always be trying to make the right, rational decisions to push your Strike Rate up. The money will naturally follow.

15 - HEDGING

One place where your Strike Rate number will be affected is when we start looking at hedging as opposed to a straight win vs loss scenario. To break down what I mean by hedging, it simply means “Removing your liability once the market has moved prices” - Or when it comes to the Frontline, Units, Army analogy we’ve found ourselves using, “hedging is the ability to bring all of your soldiers back to the barracks, while leaving a free bet in the market on an eventuality”.

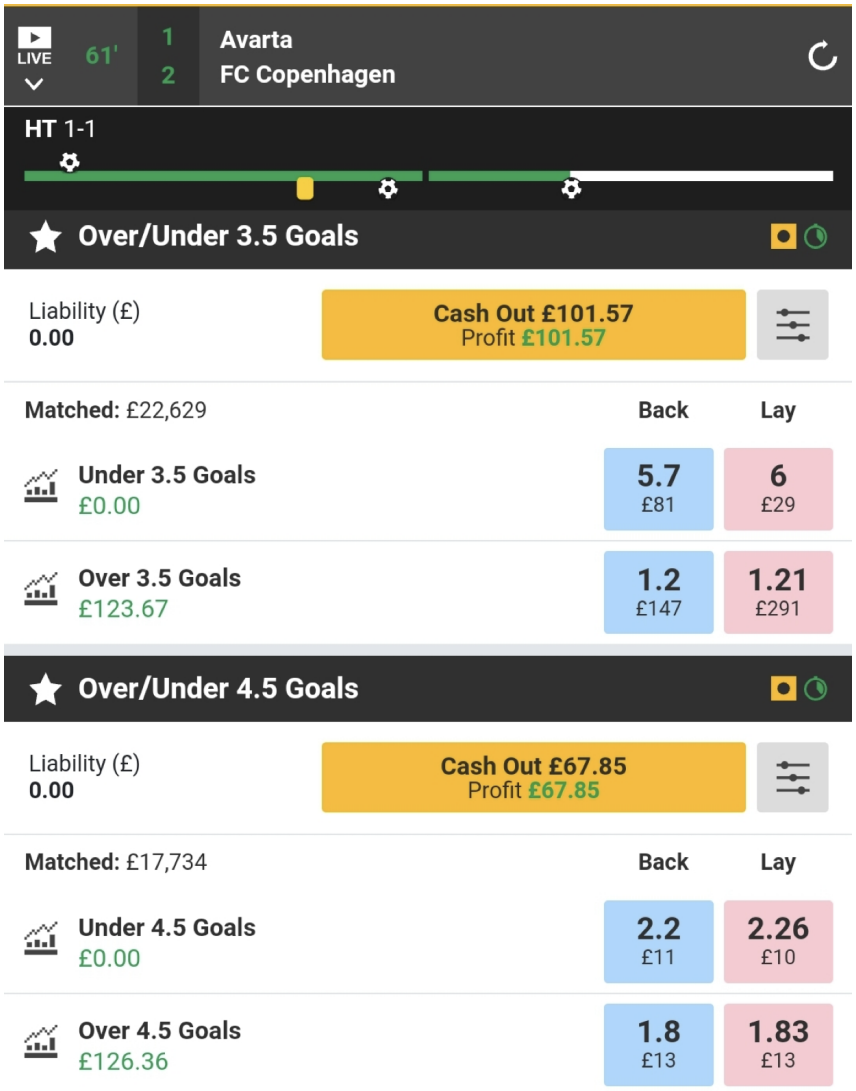
Remember earlier on we talked about always wanting to **Back High and Lay Low**? Hedging is essentially leveraging the gap between the back and lay price to lock in profit once the market has moved, say, after a goal.

Take a look at this trade that our LION algorithm flagged up:



As you can see, 53 minutes in at 1-1, LION fancies more goals here and so decides to go on the over 3.5 market at a price of 1.43 and on the over 4.5 market for a price of 2.36. For this second bet to win, if we weren't hedging, we'd need 3 more goals in 40 minutes or so, a tall order indeed. With hedging however, this becomes a very profitable strategy.

Afew minutes later the third goal came:



The third goal on 61 minutes moved the market prices significantly. The Over 3.5 market moved from 1.43 down to 1.2 and the over 4.5 market dropped in price from 2.36 to 1.8. Remember, we back high and lay low, and the lower the number, the more likely something is to happen.

Upon that third goal, we can lay against our back bets which locks in a totally free bet and brings our soldiers (Our £££'s) back to our trenches.

In the above example we backed £588.91 at 1.43, then when the goal came, layed against the same market for the same £588.91 but at a price of 1.2, meaning, we locked in a potential 23 ticks profit by Backing high and Laying low. At this point, we have £0 liability in the market and a potential win (with one more goal) of £123.67. Completely free bet, no risk. If the goal doesn't come, it's a scratch trade i.e. we win/lose £0.

The same applies to the Over 4.5 market. We took O4.5 for £435 at a price of 2.36, when the goal came, the price moved down to 1.8 so we layed for the same amount of money (£435) at the lower price and locked in a free shot at £126.36, no risk and no downside.

I don't recall how many goals came in the rest of the game, at that point, it didn't really matter, we'd made our move and exited the markets for profit based entirely on the price movement.

Remember earlier we were talking about Liverpool and Norwich? When Norwich went 1-0 up and the world and his dog knew Liverpool would come back. We laid against Norwich at 3's and as soon as Liverpool scored, we backed Norwich (sounds weird I know) to lock in the profit and make a free bet on "Norwich losing" that match. We Layed Norwich at a price of 3 and as soon as Liverpool scored, Norwich to win went higher than 10's only because it was so clear Norwich were never getting back into it. We "Layed Low" (3's) and backed high (10's) to lock in a free bet, all of our soldiers came back to the trenches and we won a huge amount on the free bets.

I know this may sound like an extremely complicated process, but once you wrap your head around it, this process will make you untold amounts of money, waiting for a goal or situation which moves the price of the markets is your best friend and allows you to make money almost risk free.

Almost every trade we place in the FTA has some kind of hedging portion to it so if having large free bets on games is something you want to learn more of, I highly recommend joining the FTA.

16 - RELAX!

Football trading is all about numbers and your ability to crunch the data. It's not about emotions. When money is involved I see a lot of people moving into the gambling mentality of chasing losses or increasing stakes when they're on a good run. I think the biggest piece of advice I could impart onto anyone pursuing this career is to **relax.**

It's so easy to become emotionally attached to outcomes, especially if you've read a game right and the result doesn't come or vice versa, if you've just stepped up your frontline and you've won bigger than you have before. The truth is, this is a contact sport. The more trades you make, the more your skills as well as your flaws become visible. **Football Trading Amplifies You!**

There is so much to be said for consistency and movement when trading. Keeping your head about you, celebrating your wins and analysing and improving on where you may have gone wrong is part of the process. Truth is, the second you lose that focus, the second you start becoming tight and stressed, the more rapid the potential decline will be, so relax.

On a busy Saturday or Sunday, try setting yourself some targets, be that strike rate targets, or, targets for how many units or cycles you wish to complete. Don't change your unit size and make sure to keep a record of exactly what you're doing, it's the only way to learn. You have all the skills you need in this book to be a profitable trader.

Don't get me wrong, utilising our proven algorithms and training will sky rocket your potential here and amplify your winnings, but you now have a roadmap which countless other people have digested and become successful with. With that being said, if they are winning and you are losing, or, you're winning but someone else is struggling, that isn't about the methods in this book, that is down to the individual trader and puts every trader face to face with the mirror and the inevitable mental blockade we've all had to work through.

Once you've racked up 500 games, look at your situation, look at your results, make a note of patterns, for example, you may find that when you enter into a game in the

latter stages (Say 75 minutes plus), you have a higher risk of losing. Maybe your market selection is incorrect and actually, you are better at managing goal markets compared to the Match Odds markets. I've never met anyone who has been a master at all things football trading so find your patch and focus on that. Get really good at one thing, monitor your results after a cycle, see the mistakes and how they can be improved, then go again.

I'm writing this as a football trader who has been at this for years and generated six figure profits over my career. It took years, a lot of investment (financially as well as mentally) and one thing which I spoke about earlier here which helped me is absolute and utter consistency. I never stopped, I never gave up and I never thought I knew it all or could beat the markets.

I sit proudly with my 92%+ strike rate and know that I can make money any time day or night. I'm not trying to show off, I'm merely trying to highlight the power of learning this skill and how it can transform your life. All of this however, came about with a completely settled calm mind when reading the markets, looking at games and deciding how best to execute. I honestly can't remember a time when I've made a good decision while I've been stressed or chasing money. So find that happy place for you and I think you'll be just fine long term.

Please read the following chapters on how we can short cut your trading and get you making more money faster using our unrivalled suite of tools, feeds and training which have helped countless people become profitable football traders.

I wish you all the best, I believe you can do this and I can't wait to hear your success story when the time comes.

Feel free to email me and my team anytime, and I'm super excited about your future as a successful, profitable Football Trader

To Your Future

Glen Kirkham

Support@FootballTradingAcademy.co.uk

THE NEXT STEPS

17 - WHAT TO TO DO NEXT

"***Your Destiny Is Shaped By Your Moments Of Decision***" - Tony Robbins

Congratulations on getting through this book. I hope you got loads out of it. I honestly think it'll improve so many lives economically if people follow it through and I'm really proud and privileged that you gave me permission to serve you through these pages.

Right now is where the journey begins for you and I want to give you the opportunity to kickstart your trading by taking the guesswork out of it by giving you some solid fundamentals towards building an unbreakable financial base through football.

Ultimately I want you to join us at The Football Trading Academy as it's the number one resource and community out there for football trading. I also want you to see the power of our unbelievable Football Data Feeds which we've spent years building, testing and developing. They are groundbreaking in every sense of the word and up until the last couple of months, haven't been available to the general public.

What's actually happened, by trying to save ourselves time by automating these S.T.R.I.N.G Theory processes we do with every game, we've ended up creating a computer program which does it all for us with 100% data accuracy in next to no time. The result of this is that my team and I have created a proven, long term money generating pension builder which runs 24/7, with a proven 78% Strike Rate over 18 months, which makes us all money day after day. **It's the ultimate money glitch**

The motivation behind it all was:

1. How can we create a software which reads a football match exactly like we would normally do manually?

2. How can I show people how I'm trading so they can mimic the process and my success?

The motto of our company for 3 years has been "**We Win Together**", and that's what we've done

The thing that drives this constant innovation is that I remember what it was like to be where I was 3 years ago, fat, broke, upset, depressed and working everyday to line someone else's pockets. Unhappy with life, undervalued, I never wanted to go back to that place and so I set out on a journey to make the attainment of money easy, effortless and fun. If I could help people get out of their own emotional and financial holes, I feel like that is a worthwhile purpose for my life.

"Give a man a fish, feed him for a day, Teach a man to fish, feed him for a lifetime"
Lao Tzu

So it's my honour to introduce you to the tools which will compound your winnings and cut out so much of the learning curve on your way to becoming a profitable football trader:

<u>The Football Trading Academy</u>:

I wanted to create a program which no one has ever done before and frankly, I don't think anyone would have the balls to do.

Rather than the bog standard industry wide advice of "If a Price is A, then do X, or, if the score is B, then do Y", which by the way doesn't work, I wanted to do things completely differently, openly and transparently.

The FTA involves you sitting next to me in over 30 digital football trading sessions while I look at games as they're happening, break them down with you, analyse what is going on and use thousands of pounds of my own money to trade live in front of your eyes…

During this 20 hour process, I generated £8,965.71 profit and recorded the lot… You can access the entire session archive right now!

I talk through all of my decisions, break down the analysis and S.T.R.I.N.G theory of every match, use hedging and staking tricks to educe the most profit and ultimately make a third of a standard UK annual wage in only 20 hours!

I even kept the losing videos in there too so you can see warts and all what happens in a normal trading session.

I often use the analogy of it being like Warren Buffet (*former richest man in the world*) sitting next to you, analysing stocks and charts, talking you through what he's doing, breaking down techniques and then using thousands of pounds of his money to make nearly £9,000 in front of you.

The best part is, once you've gone through the training, **it leaves you with a skill which you can use over and over again… Forever**… Teach a man to fish etc

As part of the Football Trading Academy you'll also join our exclusive Telegram chatroom community of other FTA members as we analyse football matches together, live and direct so you can get instant feedback on your trades, games as they happen and break down S.T.R.I.N.G theory with other committed traders. I've had many members say that this part of the FTA is worth the cost alone and countless amounts of money have been made by analysing and trading these games together as a mastermind of money making traders.

To recap, if you join the Football Trading Academy today, you're going to get:

- Football Trading Academy - 30 LIVE Trading Sessions Video Archive Where I Generate £8,965.71 Profit (Lifetime access)

- Football Trading Academy Mastermind Community (Lifetime Access)

If you wish to apply to join us, please visit:

https://www.FootballTradingAcademy.co.uk/Go

TIGER:

TIGER is the jewel in the crown of our suite of football data feeds. The feed has been running uninterrupted since May 2021, clocking up nearly 3,000 games (at the time of writing) and has had an ongoing strike rate of 78%.

When a football match hits 0-0 at half time, the algorithm, which sits on our servers (so you don't need to download a thing!) will ask one question… "**Will there be a goal in this game?**" - 78% of the time it is right!

TIGER uses over 100+ different data sets to answer this one simple question in real time and will crunch more data than a human ever could to make its decision. If the game passes its strict criteria, it will broadcast that game into our dedicated TIGER telegram group.

A lot of our members use our GORILLA software and strategies in order to execute these TIGER games automatically and our strategy file (which comes as part of your TIGER membership) will allow this thing to run 24/7 without you having to be there to touch it.

To ensure the greatest balance between the strike rate and price, we implemented a recovery system into the automated strategy which will recover on a game if it loses. The only time TIGER will ever blow a bank is if 5 games lose in a row, which at the time of writing (August 2022) has only ever happened once in 3,000 games and that was in November 2021, nearly a year ago!

Out of 3,000 games, 5 have lost, the other 2,995 have either won or fully recovered themselves, so long term, TIGER is a stunning piece of software with a great ROI and a totally hands off way to trade football.

Think about that… 2,995 wins (or recoveries) at an average price of 1.28 (28% ROI) vs one loss of 5 games out of 3,000.

Using TIGER as a precursor to your own manual trades is like a cheat code to start your S.T.R.I.N.G. theory research…

I almost exclusively trade *just* TIGER games these days!

To Join TIGER: **https://www.FootballTradingAcademy.co.uk/Go**

LION:

LION is our longest running football data feed which acts slightly different to TIGER in that it will pick all of the games out of that day's fixture list which it expects to have goals.

The complex algorithm scours every geographical market we've set it to peruse and sends a list out every morning to our dedicated LION group. That set of fixtures then affords you a list of games which you know have been analysed, turned over, checked for S.T.R.I.N.G. theory and ensured to have a good chance of goals.

As with our TIGER feed, our LION feed comes with strategies which allow these games to be automated if you just want a steady passive income stream. With LION, there are 15 of our best performing strategies (Which come as part of your membership) that allow you see the power of hedging, removing liability as well as taking advantage of price as a game happens live. The examples shown in the hedging chapter where it placed a % of bank on a certain market and then hedged out on itself? LION did that completely automatically without us touching it!

To Join LION: **https://www.FootballTradingAcademy.co.uk/Go**

Having LION and TIGER running side by side is an incredible way to automate your football trading and allow you to make passive profits while you go about your life, or, even better, to use as a precursor to your own manual trading.

Imagine having access to feeds that update in real time to act in the same way that I, a six figure football trader, would do in the markets. If you join the FTA too, you'll be able to watch me do, in real time, what I've outlined in this book live in front of your face while making thousands in the process.

Check out all of our options to work together here:
https://www.FootballTradingAcademy.co.uk/Go

I really hope this book finds you well and I would love to be able to work with you to take your trading to the level. With the above software strategies, the sky truly is the limit.

Visit the website above or drop us an email at Support@FootballTradingAcademy.co.uk and let's get you started.

I can't wait to work with you :)