

How You Can Beat the Bookies!

Your free ebook guide



Beat The Bookies With The Pro Tipsters

Table of Contents

How YOU CAN Make Money Betting on Sports.....	3
Introduction.....	3
What are professional sports betting tipsters?.....	3
How professional tipsters can beat the bookmakers.....	4
Surely bookmakers don't make mistakes!.....	4
1. Going against the crowd.....	4
2. Early information.....	4
3. Niche markets & expertise.....	4
Tipsters' pricing models (how they find value).....	5
HOW MUCH CAN YOU MAKE FROM SPORTS BETTING?.....	6
Returns per tipster.....	6
Betting bank growth: compounding your bets.....	6
THE ADVANTAGES OF SPORTS TIPSTERS.....	9
Proofed results.....	9
Certified most trustworthy service!.....	9
Diversified profits.....	9
How it works.....	9
Proven sustainable profits	10
How You Can Start Making Money Today.....	11
Step 1 – Set up your betting bank.....	11
Step 2 – Your first subscription.....	11
Step 3 – Build your portfolio.....	11
WHY BETADVISOR IS THE #1 TIPSTERS PLATFORM.....	12
Get your picks in real time	12
Great customer service.....	12
Pause your subscription.....	12
Switch tipsters.....	12
Track your stats.....	12

How YOU CAN Make Money Betting on Sports

Introduction

Not everyone makes money from gambling, let's face it. In fact, 98% of people who bet on sports lose money in the long run.

It has to be that way, otherwise bookmakers¹ would go out of business!

However, a small number of smart punters² do turn over a profit year in and year out, betting on the same sports events as everyone else.

The curious thing is that many of these people don't specialise in the sports they are betting on. They simply check their emails or SMS alerts then place their bets online.

So what are these people doing?

The answer is simple. They are getting their tips from *professional sports betting tipsters*³.

What are professional sports betting tipsters?

What makes a professional sports tipster different is that, instead of focusing on *winners*, they focus on *price*.

The difference between the average punter and a professional is that the professional knows what the price (the odds⁴) should be on an event and *only bet* when those odds are weighted in their favour. By contrast, the average punter will look for winners regardless of the odds offered.

While the professional might lose money in the short term, in the long run they *tend to be consistently in profit*. Here's how...

How professional tipsters can beat the bookmakers

In order to spot value, the professional tipster is looking for when a bookmaker has *made a mistake* with the odds they are offering. (For example, this might be putting up Chelsea to win away at odds of 1.80, when they really should be 1.50.)

Spotting an error like that doesn't mean you are more likely to win, but it does ensure that *if you do win*, you'll win more money than you should have.

This is the all-important area where the pro tipsters make their long-term profits.

¹ Bookmaker: A company whose business is to offer betting opportunities, mainly on sporting events.

² Punter: a gambler betting on horse racing

³ Tipster or Handicapper: A person who gives or sells his estimate of the likely winners of a race, game or event.

⁴ Odds: In gambling, the odds are the amounts that the bookmaker will pay out on winning bets

Surely bookmakers don't make mistakes!

Let's be clear, the bookmakers get their prices right most of the time, but there are plenty of opportunities to spot where they have taken their eye off the ball. Here are just three reasons why...

1. Going against the crowd

If a big weight of money comes in on a player, team or horse, the bookmaker is obliged to shorten the odds and control their liabilities⁵. In order to balance their books and maintain interest in the event, the bookies might then push up the odds on the opposing player or team.

The skill involved is knowing when the crowd is wrong and when to go against the flow to snap up the juicy value⁶ on offer.

2. Early information

Bookmakers aren't always as quick as they should be. Often they can be slow to react to injury news, giving a professional tipster the opportunity to respond first.

For example, a pro tipster might get an early paddock report from a certain trainer and re-calculate their prediction before the bookies catch wind of a horse's real potential.

3. Niche markets & expertise

In their quest to take more money and increase their betting turnover, bookmakers have expanded into sports and leagues that they cannot hope to cover fully. Every day there are often over *100 horses* racing in the UK and *thousands of matches* taking place across Europe.

Overworked and underpaid odds compilers⁷ are not always going to be able to price everything with 100% effectiveness. It seems to us that bookmakers' odds compilers may be required to select the odds on football leagues that they are somewhat unfamiliar with.

If you use a sports betting tipster who *specialises in those leagues*, they may be able to price up games better than the bookmaker.

Tipsters' pricing models (how they find value)

Bookmakers mostly use mathematical models to price their odds, which are tweaked as team news or jockey changes are announced. Some tipsters have developed ways to price up an event *with greater accuracy* by approaching opportunities from a different angle.

A professional soccer tipster might first use his mathematical model to assess how likely each outcome is in a football match and bet only when the bookie's odds are in their favour.

'Implied probability' is what the available odds are telling you about the likelihood of a team winning or losing in a football match. To work this out, you take 1 and divide it by the decimal odds with the answer then converted to percentage.

⁵ Liability: the liability represents the amount of money you have engaged on a specific bet and you might lose if you lose your bet.

⁶ Juicy value: Amount of the commission kept by the house (the bookmaker)

⁷ An odds compiler (or trader) is a person employed by a bookmaker or betting exchange who sets the odds for events (such as sporting outcomes) for customers to place bets on.

The classic example is odds of 2.0 (evens money): 1 divided by 2.0 is 50%, which means that the bookies implied probability of that event winning is 50%. If you think the outcome is more likely than this then you've got a *value bet*.

The table below shows how a professional football tipster might use a system he has created for pricing football matches.

Game	Pick	Odds	Bookie	Your Estimate	Bookies Implied Probability	Value
Aston Villa - Blackburn	Villa	1.8	Extrabet	59.90%	55.56%	7.25%
Everton - Sunderland	Everton	1.75	Various	66.70%	57.14%	14.33%
Newcastle Utd - Bolton	Newcastle	2.13	Pinnacle	50.80%	46.95%	7.58%
Wigan - Manchester United	Wigan	7.5	Unibet	16.20%	13.33%	17.70%
Wolves - Blackpool	Blackpool	4.45	Pinnacle	25.80%	22.47%	12.90%
West Ham - Liverpool	West Ham	3.75	Various	29.00%	26.67%	8.05%
Manchester City - Fulham	Fulham	7.5	Various	24.20%	13.33%	44.90%

“Your Estimate” is the tipster’s estimated probability of that selection winning.

“Bookies Implied Probability” is implied chance of success of that selection going by the bookie’s odds.

For example, with the Everton vs Sunderland game, the tipster’s model might have said Everton were 66.7% likely to beat Sunderland, while the bookmaker’s odds implied they only had a 57.14% chance. This represents a 14.33% edge on backing Everton. The odds are relatively short at 1.75, but the tipster’s model seems to be saying they should be even shorter than this.

Backing all the selections in the example above would have given you a profit.

HOW MUCH CAN YOU MAKE FROM SPORTS BETTING?

Returns per tipster

The amount of profit generated depends on several factors. In the table below we have listed several examples of profit generated by some of our current tipsters at BetAdvisor. The higher the stake⁸ you put on each bet, the more profit you would generate.

Here are some results compiled for the the year 2010:

Horse racing	Sport	Bets	Yield	Profit by Stakes		
				£100	£500	£1000
Formbet	Horse	891	16,8%	9454	47268	94536
Signature	Horse	260	22,0%	5292	26462	52924
Micky Biggs	Horse	665	22,9%	7080	35402	70804
Blue Sky Racing	Horse	251	39,96%	6133	30666	61332

Other sports	Sport	Bets	Yield	Profit by Stakes		
				£100	£500	£1000
Geert Van Elsen	Football	135	18,7%	2518	12588	25175
Laurent Marty	Rugby	310	31,3%	4227	21137	42275
Jurgen Meyer	Football	255	13,9%	3543	17715	35430
Green Sports Bets	Football	184	14,2%	2604	13022	26043

Yield: *It is your total profits divided by your betting turnover used to make those profits. The Profit column shows your return in 'points'.*

You can see that substantial (and reliable) returns can be made by following the picks advised by professional sports betting tipsters like these. Compare these returns to interest rates offered by any bank.

Now let's look at some strategies for multiplying your likely profits still further.

Betting bank growth: compounding your bets

Flat staking is relatively simple; you follow a tipster using the same amount per bet and you don't change it - even if your betting bank doubles in size.

⁸ Stake : The amount of money wagered

For example you might start following a football tipster with 100 Euros per point and still follow him at 100 Euros per point 3 seasons later, even if your bank has doubled.

Compounding describes techniques for varying your stakes over time. There are many different ways of compounding.

The simplest method is simply to continually *re-invest your profits* back into your original bank. Thus, your average stake size will increase as your bank increases (that's the theory anyway). Effectively the more you make, the greater your stakes and thus the greater your profit.

For example, let's say I start with a €1000 betting bank. I then decide to risk no more 5% of this amount per bet. At the end of each day, I recalculate my total bank, including the profit or loss from that day, and get a new 5% stake figure for the next betting day.

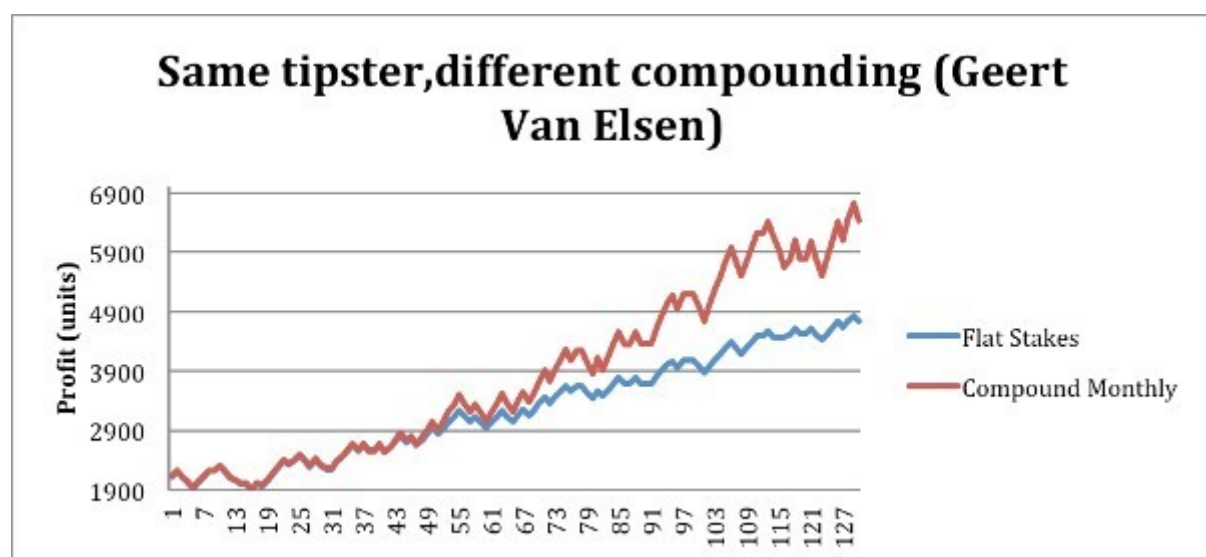
Day 1 €1000 starter bank.
5% stake ($1000 \times 5\%$) = €50
I risk €50 per point on each bet on Day 1 and win €100 profit.

Day 2 Bank is now €1100 (€1000 original bank + €100 profit)
5% stake ($1100 \times 5\%$) = €55
I risk €55 per pt on each bet on Day 2

This then continues each day, where I recalculate my bank and adjust my stakes accordingly.

When it works it is fantastic, but it can be a high risk strategy, which when applied wrongly can cause all kinds of difficulties.

The example below demonstrates the pros and cons of various compounding methods.



Let's take one successful tipster on BetAdvisor who has returned a sustained long-term profit. Each method starts with a €2,500 betting account and €100 per point initially which is 1/25th (4%) of your available betting bank per point. The data shows the monthly returns.

Here are a few options for increasing stakes as profits increase:

Flat stakes – Keep betting at €100 each month, never increase.

Compound monthly – Start at €100 per point, but increase stakes every month at 1/25th (4%) of your betting bank.

As you can see the more aggressive method (compound monthly) produces the biggest profits, but it is also the most volatile. It works incredibly well when the tipster is on a good run, but can work against you on a bad run.

Here we can see that the monthly compound method was going great guns, bringing the bank into over €23,000, but *one negative month* saw this shrink to around €13,000, a near €10,000 swing.

Our advice is to be totally honest with yourself and don't allow any headline profit figures to sway your judgement. Very often the best approach is to simply follow a service with simple level stakes and apply incremental increases at pre-set intervals.

THE ADVANTAGES OF SPORTS TIPSTERS

Proofed results

Frankly, the betting world has more than its fair share of rogue tipsters who aim to deceive by skewing their results. The most common trick is to advertise only their big wins, and not mention the thousands of losing bets they have also racked up.

The good news is that there are a substantial number of honest and reliable betting professionals out there. The key is knowing how and where to find them. BetAdvisor is one of the safer options, as it provides only the highest-quality hand-picked tipsters in Europe.

All the picks issued by BetAdvisor's tipsters are verified and approved by *two independent certification associations*: RacingProofing.com for horse racing bets and Sports-Tipsters.co.uk for the other sports. These organisations verify that the clients effectively receive the picks at least 2 hours before the matches, and that the picks are not modified after publication of the match results.

Certified most trustworthy service!

BetAdvisor also received **ISO 9001⁹ certification** in April 2010 for its algorithms, the transparency of the information and its customer service. This was *a world first* for a sports predictions website. BetAdvisor is officially the most trustworthy and transparent market player.

Diversified profits

Of course, making money from any professional sports betting tipster is by no means risk free, but with sensible management the returns on the money you risk *can* be remarkable, as the examples above show.

Sports betting professionals use a variety of approaches to get an edge, which is why an increasing number of smart investors are running sports betting portfolios *as a complement to* their alternative speculative investments and a great way to make money.

Please note that on top of the great profits that can be achieved, the main objective should always remain the fun and excitement provided by this unique form of entertainment.

⁹ISO 9001: The quality policy is a formal statement from management, closely linked to the business and marketing plan and to customer needs. The quality policy is understood and followed at all levels and by all employees. Each employee must have measurable objectives to work towards.

How it works

“Let them do the hard work for you”

- A professional tipster will send you their tips in advance of the sporting event taking place, giving you time to place your bets. The best tipsters will have backed the tips themselves first and only then pass on the information to a restricted number of subscribers.
- Tips are usually delivered via email, SMS or notifications with clear instructions on which horses, football teams or tennis players to back and at what price.
- You don't need to do any analysis, there's no need to read the form book and you don't even need to understand the sport you are gambling on.
- Just call your bookmaker or use their website to place the bet.

Here are two examples of tips delivered by BetAdvisor's pro advisors:

FOOTBALL TIP

Tipster: Geert Van Elsen

Event: SOCHAUX FC vs VALENCIENNES FC, Football, France, Ligue 1

Date: 11th March 2011 at 11:23

Time Left: 1h36'

Type of bet: Match Odds

Bet on: SOCHAUX FC

Best Odds: 2.06 (5 dimes)

Good odds also available at: Pinnaclesports (2.04), SBOBET (2.03), Bet365 (2.02)

No bet under: 1.95

Stake: 5 % bankroll (100 units)

HORSE RACING TIP

Tipster: Signature Racing Tips

Event: 2m4f Novice Hurdle, Horse Racing, United Kingdom, Wincanton

Date: 11th March 2011 at 16:45

Time Left: 6h49'

Type of bet: Winner

Bet on: Thanks For Coming

Best Odds: 2.1 (Bet365)

Good odds also available at: Betfair (2.04)

No bet under: 1.90

Stake: 5 % bankroll (100 units)

Proven sustainable profits

You may have been tempted by, or even tried, one of the many gambling systems that are proposed by online affiliate marketers. Such systems are usually made available via an ebook that spell out the rules for you. These are often low cost, but usually lead to disappointing results.

The problem is that even if a betting system turns out to be profitable (which few are), because the author is giving the rules away, the effectiveness of the system is unlikely to last very long.

By contrast, truly professional sports betting tipsters keep their cards close to their chest. By only passing on *their selections*, they don't reveal their methods – thus increasing the lifespan of their competitive edge.

How You Can Start Making Money Today

Step 1 – Set up your betting bank

Make sure you have a betting fund that you set aside for betting only. This will help you to keep your betting separate from your day-to-day needs and treat your activities like an investment rather than a bit of fun.

At BetAdvisor, we never advise you to stake more than 5% of your bankroll on a single bet. Staking higher amounts may seem like a good idea, but not when a short losing run is enough to wipe out a bank. Protecting your fund should therefore always be your main concern. Any serious investor's key concern must always be to stay in the game: to be able to conduct any business, you need to have a betting bank.

It is also **strongly recommended** that you follow the advised stakes on each tip. The tipsters are making the risk calculations for you.

Step 2 – Your first subscription

Some important information is listed below that you should consider before choosing a tipster.

Key criteria for choosing your tipster(s):

Tipster ranking

The BetAdvisor tipsters' rankings are here to help you to choose the best tipsters on the market. Our tipsters are ranked by profit made over the last 6 months on Football, Horse Racing, Tennis, Basketball, Rugby, American Football, Ice Hockey.

Yield

Yield measures how much profit each of your bets would make. The yield should always be correlated to the number of picks provided. A very high yield is not representative if it comes with a low number of bets (less than 50 bets for example). Yields covering over 100 bets should be considered as representative data worth consideration. The higher the yield, the greater the probability for you to make a profit.

Performance over time

The best tipsters generally achieve very regular profits. For example, over 4 consecutive months in profit out of 6 represents excellent performance. Choose tipsters who have consecutive months in profit without long losing runs.

Expert judgement/Professional statistical analysis

Read the tipster's analysis of events, giving the reasons for their tip.

Please note that BetAdvisor recommends subscribing for at least 3 months in order to ensure long-term profit.

Subscribe Today

Step 3 – Build your portfolio

Following several tipsters on BetAdvisor allows you to have a more secure way of making profit.

When a tipster is on a losing run, the other tipsters on your portfolio may compensate the loss. It is a better way to make long-term profit.

You can follow BetAdvisor's recommendations for building a portfolio or do this on your own.

WHY BETADVISOR IS THE #1 TIPSTERS PLATFORM

5 great reasons to sign up and try BetAdvisor today

Get your picks in real time

Receive your picks in real time on your cell phone by SMS, email or iPhone notifications (BetAdvisor mobile application).

The speed of reception of your information for betting is a key element for your profit over the long term. The instant that one of our professional tipsters places his prediction, you will receive it on your phone. For tips published on matches in play (Live Betting), this lapse in communication is reduced to under a second.

Great customer service

Faithful to our quality requirements, we take great care in advising our customers on their betting strategy. Besides publishing the information provided by the top tipsters worldwide, we guarantee our customer service, which is available 7 days, responsive and competent. For instance, our customers can contact us directly via our "chat" interface to request instant advice on a bet or on choosing a tipster.

Pause your subscription

Subscriptions can be put on hold at any time. If customers are unable to bet for any given period – due to holidays or a lack of internet connection, for example – BetAdvisor offers to place the subscription on hold for up to one year. In other words, no subscription time is wasted due to external constraints.

Switch tipsters

The service also offers the opportunity to change tipster for free once a month. Therefore, subscribers can try up to 12 different tipsters over the course of a year's subscription. Subscribers can also evaluate and publish opinions on the tipsters they are following.

Track your stats

Finally, subscribers can access precise information on profits made thanks to the tipsters they have subscribed to. Predictions and their outcomes, as well as performance, are verified by third-party organisations such as Sports-Tipsters.co.uk and RacingProofing.com.



Subscribe Today

Please contact our support team to obtain the best advice regarding your tipster:

- email us at support@betadvisor.com
- call us on +33 954 45 96 95

This document has been prepared with the help of SecretBettingClub.com