

How to Make **1 Million** From Online **Football** *Betting*



Rotimi Alabi

‘HOW TO MAKE ONE MILLION FROM ONLINE FOOTBALL BET’

SIMPLE, TESTED AND PROVEN

“DISCOVER A MAGIC FOOTBALL SYSTEM THAT
ENSURES YOU WIN FAR MORE THAN LOSE”

‘AN INFORMATIVE BET GUIDE FOR EVERY PUNTER’

ROTIMI ALABI

REAL VALUE: N7500

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www.wikendbet.com

Since its first publication in April 2016, this book ‘how to make one million from online football betting’ has inspired and guided hundreds of people in their gaming activities and in the awesome business of making money from online football betting.

Here are a few of some of their remarkable stories:

“Good evening sir. I’ll first start by saying a big thank you for the book you gave out at that amount of money. It’s worth more by far. Those tips are really awesome and different from what am used to. I hope I can take my time to practice the methods.

~~Oloyede Akeem, student at Futa



“Hi Mr Rotimi, I have read the manual from page 1 to the end without skipping a page and I must tell you that I gave it a try but with little amount just to test run it and it really worked.

~~Ubong Christopher, Akwa Ibom.



“Good day Mr Rotimi am one of your ebook users. I don’t know how to thank you for this God sent book. Everything I have wanted to know is in the book. It was as if you went through my mind before writing the book. Thanks a lot-----you really changed my betting life thanks for that.

~~Ezeh Sylvester, Abuja



“Hello good evening, I tried out the 1 out of ten system on a boring Russian league and it came through. Just like magic. Thanks so much. I just tested water with N2000 and made N29000.



“wow, the book is a bomb and really making sense. A great book and easy to understand. The first book in a long time I read cover to cover. It was so interactive like I was in class.

~~olayinka Babade.



"I take a special pride in your accomplishments, and I really want to be part of this wonderful success story. I just want to personally thank you for helping me win N5,000 for the first time betting using the magic tricks you thought me in your book I bought. I am a youth corper and to be honest I never expected this stuff to be real but here I am singing all loud.

~~Chibuikwe Akubude, youth corper



"Hello Rotimi, I did really read your book and was very impressed and also highly enlightened about football betting. I am a Manchester united fan and have always had that attachment when placing a bet when it comes to my team. But using the magic system yesterday did earn me my first major win in football betting (man utd – Leicester). Didn't think about man utd as my club but placed my bet like an investor!"

~~Caleb Daaor, Nigeria



"I really like the book. I got exactly what I was looking for. I have been solving the equation behind betting for 2 years as a mathematician but I have not gotten any reasonable return rather I get what I invest. But with this book now, I can make more than 50k in 3 days because I have laid down a bet plan that works. Am in for them now, its payback time"

~~Ajah Philip, Nigeria



"I made a profit of 132k this weekend using the magic system with a stake of 50k. I never imagined I could win. Thanks to your good work. You guys should keep it up"

~~olubukola oludotun, Lagos



“Hello good day Mr Rotimi, I got your book just yesterday morning and I’ve already had a good read and digested it too. The content of the book was excellent and I must commend you for that.” Best regards Dafe Agofure, warri



“Good day. My name is Austine Johnson, having purchased and read through the book on “ How To Make 1 Million From Football Betting,” I found it so interesting and willing to put some of the interesting ideas into play. I now realize that I have been wasting my money on the so called small odds, higher rank team which I always believed are sure game but will end up losing after accumulating as many as possible on a ticket with the aim of making one big win with a smaller amount. Unfortunately, reverse has always been the case. But after reading through this book, I think I now have an idea on how to bet in a different way”



“I trust you guys from what I read from the make a million ebook. Because since then, I have been able to predict 14 value bet and only one casted. As in you guys opened my mind. But I’ll still want to be under your supervision to be tutored very well”

~~Olaolu Falokun, Ilorin

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INTRODUCTION

Hello this is your friend Rotimi Alabi of wikendbet.com. Welcome.....and thank you for purchasing this book. It's my pleasure to invite you into the business of getting rich through football betting and creating an ever-flowing stream of income for you and your family. Believe me when I say anyone can make it here, and that includes you also.

But then you would ask....

If anyone and everyone can get rich this way, why is it that most people never succeed?

And also...

Isn't it sad that over 93.1% of placed bets eventually gets lost? You think its Voodoo? ...No. Not at all and I'll tell you why shortly.

A common mistake casual punters make is in thinking that the main idea behind sports betting is to create a sort of an extra excitement to the sporting world or to reward their passion for football.

This thought process alone, marks the beginning of your end in making money from football betting.

The ideology is not only wrong but dangerous as well, you need to understand that this is purely business where making money and minimizing loss should be at the fulcrum of your thoughts.

Haven't you observed that the vast majority of bettors always lose money? Trust me, this losses is largely because a majority of bettors do not understand the betting system properly and even when they do, fail to apply so valuable a knowledge.

Aren't you worried by this trend? If so, how often do you ask yourself questions? **Magic questions** like, what did I do wrong? And second, what would I do differently?

I'd be a little concerned if you don't get to see the power in these questions.

By mere asking yourself these questions, you have begun to flourish. I may not have answers to the first question – that's your job. But answering the second one is exactly what this book is all about.

My goal is to help you find success not necessarily by showing you how to do it my way. Something that may not work for you, but giving you the tools that might help answer your own questions.

I'm super delighted to share these helpful resources with you. This is not just a trick or secret, what I'm offering is a possible solution.

And so if you do not have the determination to succeed in betting or you enjoy losing money, this book is not for you.

But if you would be more creative and willing to experiment with new and different ideas of ways of accomplishing your dreams of getting rich through betting, then this is just that book for you and you made a really **smart decision buying it.**

This is a how to book that will take you from dreaming about success to unlocking your potential for making money through football betting.

Even the simple fact that you are reading this book indicates you want to have a richer and more successful betting life, and there's a **big pile of great ideas inside this book, just waiting for you.** So here, in your hands, if you really want it, is the secret of succeeding in football betting.

I promise you I will do all I can to help you sing the song you came to sing because what I'm going to share with you here is from my own experience, with my own investment. It's not theory. It works!

The good news is that Success in betting is no mystery since everyone can get developed and build up a fortune systematically and progressively over time by following instructions in this book.

By simply applying some basic principles in this book, your gaming would improve beyond expectations.

But this would not come easy because...

Through the lines of this book, you would read up stuffs that would question the fabric of your own betting style. But what I ask of you is an open mind and that you **give yourself time to unlearn what you've been doing wrong**. After all, you've been losing like crazy.

All you need know is a simple betting system can be both profitable and affordable if you always remember these heavenly rules.

RULE #1: "Do Not Bet Money You Cannot Afford To Lose"

An unwise strategy for any punter looking to avoid financial ruin is betting far money then available. As the popular horseracing proverb goes "Eat your betting money, but don't bet your eating money."

The idea is you don't bet with that money if it's all you have, don't even use it if you might not be able to pay your child's fees or run your home or recharge your phone if you lose or meet up your monthly contribution or pay your rent or do anything of importance.

The world is out to take your money. Don't let them take yours.

One more thing

Don't just skip through the pages heading right down for my killer system. I mean don't. To the build up to my winning systems are many great and useful tools you would need on your betting journey. Take it as a kind of **football bet education 101** if you like, but take your time to go through them for am sure you'd be glad you did pick up something from my years of experience and research.

Every word in this book, every sentence, and every paragraph tells. Just read the lines slowly and carefully. Don't try to read up as fast as you can. The best way to get the best out of his book is taking it one after another, digesting a section before moving to the next.

And guess what.

If you follow this simple advice - as simple as it sounded, you can laugh at money worries, you will be smarter and far more successful in your gaming than you currently are.

All am really saying is I sincerely hope you read this book in a greedy manner and use the ideas here to improve your gaming. You definitely will. But then, that would be if you don't just put it in the shelf after reading, but using it and referring to it every time you get ready to implement a new betting idea.

With that in mind, pull up your socks, tie up your shoelaces and get ready to learn the art of making money like crazy out of football betting.

WHY LEAGUE FOOTBALL IS PREFERABLE

The reason you should focus strictly on league football is generally because it is easier to predict matches simply due to availability of sufficient data. On the other hand, cup matches and international tournaments create multiple degrees of problem for both a regular human expert and even computer prediction models not just due to their lack of consistent data set but technically because a new parameter set has to be used.

Therefore, determining the probability for each outcome in a particular cup or international match is not as straightforward as in professional league football. Lots of things need to be put into considerations before the final conclusions are made. Many of these parameters are hard to quantify and difficult to actually use.

But hey!!...wait a second!!!

Do you know league football could come in several structures? And prediction of match results could pose more significant challenges in some leagues than others?

The most common format in league football is a double round robin tournament, where each team plays against each other twice, once at home and once away. Most of the major leagues in Europe are played this way, although a few others practice the single/triple round robin.

We would have to restrict our attention solely to double round robin tournaments because of its simplicity and popularity.

This doesn't make our job any less easy because.....

Not all leagues are favorable and easy to predict. You should understand that different leagues needs a different predictive approach. In other words, the way you analyze and predict an English premiership game has to be different from that of the German Bundesliga.

There are an estimated 108 fully professional soccer leagues in 71 countries around the world with different football psychology, players and even style of play. It's therefore not practical using same model to predict results for these respective leagues.

This is primarily why most prediction sites fail because they predict every league with same approach.

Also, there are particular leagues that a bettor feels more at ease with and makes correct conclusions of possible outcomes. Events from such leagues should form the soul of his/her coupon.

RULE #2: Choose And Develop on Only A Few Professional Leagues. Avoid Cup Matches And International Tournaments.

Friendlies, qualifiers and cup matches from my experience are less predictable. When the upsets come, no one sees it coming.

Let me make things a bit clearer to you.

Open Your Eyes Widely and Predict The Game Below:

African Nations Cup Qualifiers	Home	Draw	Away
Comoros – Ghana	14.20	6.33	1.15

Personally, every parameter I would have used in predicting this game would come through for an away win. I guess you came to the same conclusion as well.

But that outcome never happened. At the end of 90 minutes that game drew goalless with an odd of 6.33 just gone like that.

This could happen in league football too, but not as crazy and random like in friendlies and cup matches.

If you are still not convinced, I'd try one better by sharing the story of Olayinka with you. And I'll make this one brief.

This happened during the 2014 pre world cup friendlies period –Olayinka accumulated about 9 games, placed a stake of N1000 with a possible returns of about N152000.

Every single game had played but the last match which happened to be his 'surest' event for the day –Italy against Luxembourg. Earlier on, he was like “let me just add this sure one to complete my game” so he went for an Italy win [1.01] against Luxembourg's [34.47].

The match kicked off, 5 minutes into the game, the Italians took the lead and held their lead real deep into the 2nd half. Olayinka couldn't believe his luck, he got excited and ordered some bottles of beer for himself and a bunch of friends around.

I wonder how that beer must have tasted in his mouth when Luxembourg equalized in the 85th minute to ruin his bet slip. He couldn't believe it –“the mighty Italians held to a 1-1 draw by Luxembourg. And guess the odds for a draw –an incredible [14.10]. Who could have expected this?

He never forgot this particular loss. Not for any other reason but for the 1.01 odd that that fixture had carried. If the event wasn't on his slip, he still had a payout of N150495.05. How could a sure game of 1.01 odd cut his bet slip?

I think this has happened to a bunch of punters too. The upsets from this friendlies, cup tournaments and qualifiers are far numerous, more painful and less predictable.

Avoid them as much as you can. Get a couple of professional football leagues to understudy and in time predicting games accurately from such leagues would come effortlessly to you. And as you'd find out subsequently in this book, you'll be able to spot mistakes in odds in a particular league more easily if you know about that league well enough.

On multiple levels, focusing on a particular league or a few ones naturally forms part of your tactics as a punter. You'd get to find out in time that when you target the right leagues where your bet strategy is likely to play out, it turns out profitable in the long-run.

Try this out and see how improved your gaming can be.

But that alone is not enough to make your gaming as superb as you'd have wanted it to be, if you do not know the reason why you've been losing and what you could do to change that betting nightmare.

WHY YOU LOSE

I once had a chat with a major stakeholder in one of the prominent gambling companies in South Africa. He said something remarkable in the course of our conversation.

Rotimi?’ he said, I can never run into losses.

“Why should you say that?” I asked.

‘Thank God people are people—their human nature is predictable.’ he said convincingly.

“But how do you mean?” I asked again.

“They respond to stimulus and incentives easily, in fact what we have is an emotional product that sells itself.” And then he laughed.

Wow!...What Do You Think?

After much pondering and interactions with other experts it was realized that at the center of an average bettor’s problems is his own emotions.

To be specific, the judgment of most bettors is influenced greatly by the emotion of **greed** at one end and the emotion of **fear** at the other.

We are not as logically as we’d think we are. Most of our decisions are based on deep rooted emotional motivations, which we then justify with logical processes. Often times, we don’t even realize how faulty our decision process was. And that the more powerful the emotion, the more effect it has on your thinking and decision making.

When making a prediction, there is this interaction of conscious and unconscious processes and emotions inside of you that determine the motivation behind your final conclusion of an event outcome. Does this process sound familiar to you?

If you do not understand or pay attention to this process well enough, the bad news is that someone else does, and uses this extra knowledge skillfully to his advantage.

Bookmakers and odd compilers understands this psychodynamics and manipulates it favorably to their profit (How?.. I'll teach you soon).

Hmm! ...But Now Think About This

This is purely business and no one wants to give you any free lunch. The idea here is simply that a client places a bet with a certain amount of stake (capital) on one/more match events with the prospect of getting returns (a net profit).

Now this exercise is not as simple as it seems and many punters has been misled into thinking this set-up is an escape from unemployment and a step into acquiring easy money.

Maybe it is, maybe it isn't.

But not without a conscious profitable betting strategy.

Truth be told that **football betting is a bait that hides a hook**. Only a few can resist the idea of making easy, free and quick money and that is why the product simply sells and outsell because it speaks the persuasive language of get quick-easy money.

Money stirs up deep emotions like anger, fear, and greed which are enough to get you desperate. Since your desperation feeds on these emotions, the judgments

you'd make under this kind of condition becomes void of logical process. And what happens next –you lose!

Bad news is that it might be late when you wake up from your illusion to realize you've been losing money consistently in a well-organized way.

TAKE A LOOK!

	STAKE (NAIRA)	ODDS	RETURNS (NAIRA)
1	100,000	10	1,000000
2	10,000	100	1,000000
3	1000	1000	1,000000
4	100	10000	1,000000

Same returns but varying stakes and odds. From the table above, which of the rows do you think is more realistic to earn a million naira with?

Yeah Right!!...You Guessed Right!!

It's definitely the first row and that's how the very big spenders make their money.

Don't get scared now because of the huge stake, stay with me.....you can too, and I'll tell you how.

But first you should know that a better's chances of winning decreases as stake decreases with increasing odds (look at the table above again and you'll get it straight).

I know not everyone can afford such a high stake like a 100k, but what am saying is you should go for what your stake can afford. **Money buys money**. How much can your money buy you?

If you simply start thinking in terms of value and what added profit your initial capital (stake) made for you, then you have taken a big mental leap from your past betting life where you lost money like crazy to a money making mentality that would see you make mad money from football bets that you never thought was possible.

Once you make this mental breakthrough, it will lead to a fundamental change in the way you think and affect the way you do everything as it concerns your football betting hustle.

Its only greed that dampens your reasoning to accumulate an intimidating odd with the prospect of winning something huge with a very small stake.

Do not get me wrong, punters do win this way. But I'll ask you this, how many times has your N100 fetch you a 100k or your N1000 won you half a million?

I could make an educated guess –never or at most you'd make that kind of money only once in your gaming career. And this once never again repeats itself. Of the amazing potentials of making money from football bets, is this what you choose? Failing and losing money every day in hope of one big win that settles it all. Wake up!

This your killer big win may never click. It's so rare that it may never get to you. For someone who really wants to make real cash out of football bets, then what you read in the previous paragraph should give enough common sense for you to realize that such betting style is not a practical venture irrespective of how tempting it seems.

The main problem is your strategy depends too much on luck and luck being a bad friend is always against that punter who heavily depends on it. And sooner than

later, you'd run a potential risk of financial ruin because the only sure thing about luck is that you don't know when it would visit you.

This should stick in your head "you can't get rich in a day." Think of any other business you know –banking, imports even politics or anything. No one gets rich in just a day. The journey to financial independence is progressive –you take small steps towards the goal.

In football bets, **less is more**. The less number of events on your coupon, the more likely your bet clicks. You think it's out of a large heart bookies increase the maximum number of events in a bet slip from 15 to 21 to 30? I even heard a bet company like **parkn bet** now offers a bonus. Guess what this bonus is –matchless accumulator bets (accumulate as much games as you can). Lol...for real this is a bonus? If that's your thing or you enjoy the frustration and depression that comes from losing money, then go gaming. I really hope you do win.

But the way I see it, when bet companies like this start acting so 'nice' in quote, you should always ask the question of "what's in it for them and what's in it for me." (No wonder alcohol is free in casinos).

Let me paint a scenario of what they really want you doing.

You accumulate odds and attempt to exhaust the maximum number of events possible. You place a stake of say N100 and on the screen pops up a possible return of N100,000.

Big money! You get excited. You can't believe your luck.

You place the bet – that's for those who places the bet. Some other punter may insist on adding more events to fatten up the pay. The punter goes home, and let's

be nice and say just one of those events spoils his party – though it's normally more than one.

He thinks he was almost there. He softens the blow of a loss saying stuffs like 'no big deal, it's just a N100 (what a charming sentiment). He then tries again and again with same results – which are cut one or more.

The point is, with an illusion of winning big and making a huge statement with his winnings, he loses his N100 consistently. This was just what the bookie wanted – Your N100. Your N100 not just today, but tomorrow as well. What they really get in the long run is several N100 from you. Selling you an illusion is a gambit they offer and they barely lose.

All you do is playing right into their hands. You see, for a bet company to really make money and keep making money, they need only two things from you –keep playing and always come back to play again. The longer you play, the more you lose, and in the end they get it all. All of your hard earned money.

What am saying is simply "better a donkey that carries than a horse that throws". This tells it all – the horse though quicker, could get you hurt in ways that makes your reaching a destination impossible. But the donkey gets you there – slowly but reliable. In other words, your stake should be reasonable with the possible returns in view.

Being over-ambitious could be dangerous. Why? Primarily because that's how bookmakers want you to think. They know times are hard, they know what you desire most (**money**) and they give you a false hope because they believe your desire would make you gullible and easy to be taken advantage of.

Look around you, you'll see offline bet shops springing up almost everywhere and every day. Everyone wants you to bet in their shop. You think they do you a favor? They just can't stop because they make good money out of you.

If only you are aware of the kind of millions bet companies make just weekly in Nigeria alone, you'd be shocked.

If you really want to beat this fascinating game, my advice is: Be patient and wise, plan and then strike. You would also need some degree of **financial intelligence**. You can't beat the house without it.

Forget about the overnight betting success you hear on the streets. Those are the exception not the rule. Treating football bets as the business it is, you should start thinking of **progressive success** not overnight success. By progressive success I mean multiple small winnings. And an aggregate of this multiple small wins makes a big kill.

Don't get greedy. Be content with growing gradually and you will be successful.

RULE #3: Your Stake Should Be Proportional To the Possible Returns in View.

In other words you should have an idea of what you want and how best to get it.

For example, if you aim at winning N5000, an odds accumulation of 25 with a stake of N200 is fair enough. Better could be an odds product of 10 with a N500 stake and a more excellent approach could be an odd accumulation of 5 with N1000.

Same target of N5000 but different pathways of making the kill.

From my little experience gaming, greed most times comes out of excitement. There is this excitement an average punter feels when he sees the possible amount of money he might win after placing a bet. It always happens, when it happen the punter fails to consider a couple of vital things and adds more events to his coupon without even putting the probability of winning into consideration.

This is sheer indiscipline. And such a punter will likely lose far more than win. One good way to curtail this, is to have an initial realistic target odds in mind before even stepping into the bet shop in the first place.

This is purely because by its nature and design, football betting is not a very good business for greedy people. As such, the importance of this rule is to help check your greed when accumulating, since it is easier to keep accumulating if you originally do not have a target.

Sometimes you have a target and accumulate, but the odds don't measure up with what you have in mind and you're tempted to keep adding more games.

Don't. From my experience, it is far rewarding increasing your stake rather when odds do not meet your target returns than adding more events to your coupon.

Talking about odds. Do you know bookmakers make mistakes in odds? And that punters are making money out of these errors even as you read this words now?

In the next two chapters I'll show you a little secret on how to beat bookmakers and consistently spot mistakes in odds.

Join me...

BEATING THE BOOKMAKER

Odds compilers sometimes work in teams of three to four panel of experts with one head odds compiler making the final decision about what prices (odds) to release to bettors. But most bookmakers in countries like Nigeria and Ghana do not really have a standard odd setting procedure, they simply buy odds from consultants.

But that's not the issue, here's the issue.

Do you know bookmakers and odds compilers sometimes make mistakes in published odds?

What?.... Really?

Due to the large number of matches and events the bookmakers are dealing with and the demands of the betting market, it is impossible for them to avoid mistakes.

Although some of these mistakes are intentional, some few others are not.

The intentional mistakes are those ones where the bookmaker is fully aware that the odds do not reflect the outcome of the match, but they reflect to the betting volume (I'll explain more later). Thus making money at the expense of people who bet impulsively without caution and a sound knowledge.

Bookmakers make this money by taking advantage of a bettors' illogical behavior such as his preference for risk, irrational loyalty of a fan, greed and even fear for huge odds.

As a fact, there are large individual differences amongst people relating to gambling. Some are risk-positive and are attracted to large odds, some are

sentimental and bet on well-known teams or teams they support, others may be attracted to betting on so called 'sure games' irrespective of the odds offered, some even bet on their team not to win so as to have some financial cushion should their team not win.

These are only some perceived problems of punters, which of these behavior is peculiar to you? Perhaps am not in position to know that, but you are. Spot yours and work on it!

Let's get back to the catch.

The unintentional mistakes bookies make are the ones that arise from pure human errors. The bookmaker may not have seen the need to take into consideration a single important factor that has a significant impact on the outcome of an event. For example, an injury of the key player, arrival of a new coach, boost/drop in players motivation and so on.

FOR INSTANCE

In the course of a German DFB pokal cup, Nairabet made an unbelievable mistake on odds in a match involving Bayern Munich and Borussia Monchenglabach.

Below is a section of the odds for that particular fixture.

Look Carefully!

SPOT OUT THE MISTAKE!!

DFB pokal cup	Home	Draw	Away	Over 2.5	Under 2.5
Bayern Munich – Borussia Monchenglabach	1.35	3.90	5.00	3.00	1.40

Correct, there is something shady about the odds for over 2.5. An odd of 3.00? Christ! Bayern Munich will likely score goals against the most formidable defense minded teams in the world. You need no prophet to tell you that the odds presents an opportunity for good profit.

Even if it were a tight fixture, isn't 3.00 for over 2.5 way too much?

But do you know that most punters avoided placing bets on over 2.5? The bulk of punters concluded it was a sort of trap, the safety conscious ones played an over 1.5 instead, and just a few took advantage of the bookmaker's error.

Sounds funny for a Bayern Munich team that punters even place bets on an over 3.5 outcome.

As expected, the match ended in a 2-1 victory in favor of Bayern Munich.

All am saying is.....

You constantly need to look for either of these mistakes(intentional or unintentional) and when you find one, you need to place such a stake that will make you the most profit in view of the risk taken.

Always try to tame your fear and slay the bear when you see a profitable betting opportunity.

When convinced of the outcome of a certain event, you need to take advantage regardless of the odds. It could be your one opportunity disguised as an obstacle in form of a big odd, and that is why most people do not recognize them.

BUT FIRST!!...

The punter (someone who bets) needs to realize that the offered odds are not an odds compiler's prediction of event's outcome. Rather the odds are designed so that equal money would be bet among all outcomes such that the distribution of betting volume is in balance.

Talking about betting volume.

I know this a bit difficult for you to understand, but here is it –if there are only three possible outcomes in a match, everyone will not bet on same outcome. But only one of these outcomes would definitely play out. So this pattern of everyone not betting on same outcome gives room for the bookie to make money no matter the final result of the match since only one outcome must play out for two to fail.

No one puts it better than a famous bookmaker in Las Vegas when he once said; “I am not in the business to predict outcomes, I am in the business to divide public opinion about these outcomes.”

And that's all. This bookmakers you see around are not in the business of speculating outcomes of matches. Else they'd be gambling care-lessly. All they do is use advance tools to compile historical data, current form and other inputs to generate betting odds.

But more importantly, at the end of the day the bookmaker's odds have to be aligned with public opinion so that very large amount of money will not be placed on only one outcome.

If you have a basic knowledge of math or you enjoy statistics, take a little time to do this simple calculation for any league of your choice. Simply convert the odds given by the bookmaker into probabilities ($1/\text{odds} \times 100$), then compare this initial probability to the actual distribution of results at the end of the match.

You'd find out that the odds are just prices and do not necessarily reflect the true nature of an event because bookmakers do not really intend to predict an outcome correctly. Their main goal is to make profit.

The only language bookmakers (bet9ja, supabet, winasbet etc) understand is profit and that's why they think once they secure a betting license, they have gotten a license to start printing money out of people. Funny enough, they do make this money. But if there is one thing this book does for you, is to arm you with adequate knowledge and betting tools you'd need in fighting back.

Put simply, if the betting volume is evenly distributed, the bookmakers will always get their in-built percentage profit. Thus the odds are not always an appropriate measure of the team's relative strength, but are arranged in such a way that bets are evenly spread amongst the possible outcomes so that the bookmaker could get his return profit.

Never forget, that's the only rule of the game - profit.

Therefore one whose bets is influenced by the odds index or a crowd sourced opinion may likely lose since he applies little or no caution and his premise for arriving at a possible outcome is faulty.

Good news is, You Can Catch Bookmakers Pants Down....

Becoming a successful bettor requires not only a deep understanding of odds calculation but it's also necessary to understand how the bet market works especially how the bookmaker operates.

As you now know, there exists several gambling houses with different expert odds-setters. In order to manage risks, while competing with better prices in the market,

bookmakers are forced to release more accurate odds which allows them to increase their return percentage else they run out of business.

This competition among bookmakers to release attractive odds works to your advantage in form of higher odds option. But the issue is most bettors rarely cash in on this advantage.

Players can cash in an advantage on the house when they can identify the events where the offered odds do not accurately reflect the true odds for the events outcome.

This is not quite easy to find, but a proper understanding of a concept known as the “**odds intelligence or overround**” could get you a step closer.

Hey! Are you still there?

I know it seems a bit difficult to follow, but just read on, and you'll get along just in time.

Maybe the odds intelligence name sounds too brainy, give it a more attractive name, call it “**the juice**.” So anywhere you see the odds intelligence substitute it in your head as the juice.

If that was okay by you, let's get back to.....

ODDS INTELLIGENCE or the juice if you like

The general mathematical approach to odds intelligence (OI) is given by:

$$\text{Odds Intelligence} = \frac{1}{\text{odds}(\text{home win})} + \frac{1}{\text{odds}(\text{draw})} + \frac{1}{\text{odds}(\text{away win})}$$

This is simply the sum of the reciprocal values of all odds given to the outcomes of an event. It is one unique technique to know if odds are fair or biased.

Take an EXAMPLE,

The odds intelligence for the match Fulham against Reading with odds 2.15/3.00/2.60 is

$$OI = \frac{1}{2.15} + \frac{1}{3.00} + \frac{1}{2.60} = 1.1830$$

This means the bookmaker's in-built percentage is 18.30% ($1 - 1.1830 \times 100$). In as much as bets are placed evenly amongst the possible outcomes he makes his profits regardless the result of the match. Therefore the punter would have to know at least 18.30% more about the possible outcome than the bookmaker else he doesn't break even in the long run.

Note: the odds intelligence is just one out of several odds calculation techniques. It's easier to understand than other techniques that puts serious advanced mathematical and statistical probabilities into use.

The odds intelligence is an important key figure in betting business. As regards odds in football betting, the odd intelligence is the major question you should ask when you see the given odds of any match.

You now know how to calculate for it, start using it.

For a fair bet, the OI is supposed to be equal to 1. The lower the OI, the fairer the bet. Since betting houses always ensures to make a profit, they calculate the odds such that the OI for the bets will always be above 1.

THE WAY OUT!!...

You can reduce the betting house profit margin considerably, but not totally by taking advantage of small disagreements among odds-setters. You can do this by

replacing the odds given by a particular bookmaker with the maximum odds available among all bookmakers in the market.

See odds as prices rather than obstacles.

This is what I mean.

If the price of Watford winning a match is 2.50. Instead of getting apprehensive about the odd, why not ask questions. Questions like, is this a fair price? Can Watford deliver? What best result can they possibly get?

If convinced the price is okay, you then shop in the betting market for a better price. There is a bookie who offers up to 2.75 or more for a Watford win. Take it!

It makes a big difference if you are dealing with a big stake.

Just like shopping for a shoe. A seller could sell for N4500, while another would take N4000 for same shoe of same quality. Common sense approach suggests you pick the shoe from the second seller for N4000.

Same with odds. Let your stake buy you the best possible prices available for your outcome in the betting market. You should see odds as prices rather than obstacles.

If a home win has an odd of 3.10 at Nairabet and same home win at 1960bet is given 3.30 to win. It's the same match, so the outcome of the match affects both books in same way.

Let's say at the end of the day you placed your stake at Nairabet and won. Yes, I agree you won, but you lost as well –you lost because you failed to take advantage of that big odd for same outcome offered by 1960bet and that has cost you over N20000 or N2000 or N200 (depending on your stake) less than the amount you actually won at Nairabet.

RULE #4: Be Smart –Always Pick the Highest Odds Available for Your Outcome in the Betting Market.

Everytime a player wins, the bookmaker with-holds some percentage of the winnings. The way to reduce this is picking out the best odds from the available bookmakers. The course [“How to Become A Long-term Successful Bettor”](#) will teach you exactly what bookmakers do and how you can use (simple) mathematics to rake in massive non-stop profits using same tricks they use. Details over at - <http://wikendbet.com/in-a-few-minutes-i-will-reveal-to-you-a-never-revealed-before-2/>

Have more than one online betting account with different bookmakers. Compare the odds, take the best offer. This is important especially if you are a single bet punter. Accumulator bet punters do not have this amazing benefit – only single bets.

With accumulators, you get stuck with just one bookmaker. Which forces you to pick both his good and poor odds.

If you consistently apply this rule in your gaming, you’d break even with your bookmaker sooner than you had expected.

TIPS ON IDENTIFYING EVENTS WITH PROFITABLE ODDS

- Leagues with low betting volume could receive low attention from bookmakers resulting in less accurate odds. Check out for leagues that punters pay less attention to, they have profitable odds.

- Accuracy of bookmakers reduces in specific games, like ones involving teams with large fan bases having the highest margins of profit for bookies as well as informed punters.
- There are a number of websites (**betbrain.com**, **betexplorer.com**, **oddscomparison.com**, **oddsportal.com**) which collect odds from several bookmakers in order to allow you pick the best offers for profitable betting.
- More mistakes in odds are made on weekends especially Saturdays than on weekdays. There are more games at weekend than any other day so your bookie cannot pay full attention to all matches – which leaves you with an opening to exploit.

The odds intelligence simply tells you how smart you ought to be in order to beat the bookmaker when you identify a profitable betting event.

But hold On.....There Is Something Else

People need a reason to place a bet. Truly they do need, because it helps them believe. Bookmakers know this. The question is how do they use this knowledge to their merit?

I'll tell you shortly.....

Imagine what profits you would control if you knew which teams would win before you set the odds! The truth is Bookmakers do not know outcomes.

But what if they could influence your betting decisions directly or indirectly through tip offs? Unfair right? Tells you are up against an intelligent and formidable opposition.

Average punters think small odds are sure proof games. Bookies know you think that way. This is no speculation, it's a fact.

Think of it this way. They know you sometimes need an authority or reason to back up your bets with. If they predict a possible outcome passively (in form of small odds) which you probably choose, they have an idea of how the betting volume would look and set odds to reflect it.

If you can't see this, you probably can't see much.

But more often, influential punters arm twist bookmakers by way of match fixing. Punters want to win and they really want to win, no matter what it takes. Match fixing is one nightmare of any bookmaker. This may sound strictly as a bookmaker's problem. It's not entirely so, since unsuspecting punters get caught up in the syndicate.

For the interest of you who have a copy of this book, I'd talk about this match fixing stuff a bit more.

You see, people come to me often times to ask for fixed matches and I give them a straight answer "I don't have fixed matches and they get disappointed." Nothing stops me from feeding off their gullibility and giving them a game my team of analysts is so convinced about and branding that game a fixed game.

Sure they would buy. After all, it came from Rotimi Alabi they would say. But that would be selling a lie.

What this guys fail to understand is that.....

The degree and sophistication required in fixing a match is quite overwhelming. For this process to really work as planned, the bookmaker needs to be kept in the dark.

With all the efforts put to the execution of the fixing, secrecy is crucial to the success of this project. So why would the fixer risk his fixed match been called off

by the bookie because of some random tip offs or irregularity in pattern of bets placed on that particular match. If seasoned match fixers would tip, they do this in some kind of a dark web that is not accessible to just anybody. Sometimes you might have the money to pay for it, but no one wants to sell to you.

There is a clear difference between getting a good game that has probability of playing and really going out to influence this probability yourself.

About 85% of websites that offer fixed matches are fake. In Nigeria that stats increases to about 98.9%. That's a given. Worse is they charge a breakneck fee for this because of that psychological advantage that you think the game is truly fixed.

But don't write them all off totally, some of them are regular human experts that make this predictions. They could be right—they sometimes are. But to an unsuspecting punter who thinks he is dealing with match fixers or an associate of one, hope this is a fair advice. Advice? No, just a friendly heads up.

The ultimate measure of a reliable prediction site is the ability to consistently provide punters with **positive returns against the bookmaker's odds**. If your favored prediction site does not make you money, it's time you take a bow and leave.

ODDS THERAPY

Have you ever bothered to go through the full results of matches played on a particular weekend? What you observe is that winnings seem to be fairly distributed irrespective of odds and home/away advantages.

What does this point to?

The hype for odds and home/away advantage are all fuzzy and not well clearly thought out. Those stuffs do count, but not as much as you had thought they did.

An unhealthy phobia for odds would always be the major problem of an average bettor. Most casual bettors feel safer with small odds mainly because of a sought of irrational thinking that odds defines the relative strength of teams. Hence, a team with a smaller odd has a likely chance to win a given event.

Clearly, this premise is faulty since one taken to this strategy has worse than fair chances in the long run.

Bookmakers in their brutal hunger for profit manipulate this potential weakness to their advantage.

Common to bookmakers is a style of setting odds known as the favorite long-shot bias in which the probability of events not likely to occur is overestimated as though it would occur. Simply put, favorites tend to be under backed and long shots tend to be over backed.

Guess that wasn't simple enough –let's try something simpler. What I mean is a team that has a better chance of winning a game is given **very big odds** while the other team that stands less of a chance is given very small odds.

Although optimal and profitable for the bookmaker, this influences an unsuspecting punter in an unfair way.

This is an unfair advantage. Who cares? It doesn't matter. Those are the rules of the game- “**profit.**”

For Example:

League one	Home	Draw	Away
Colchester – Crewe	1.50	4.15	6.00

The above fixture involving Crewe and Colchester is clearly biased. In the sense that Crewe playing away against Colchester would pick points in say 7 out of 7 encounters. But the given odds do not reflect Crewe's superiority at away over Colchester, but rather tips the home side for the win.

An inexperienced player who feels safe with small odds immediately adds a home win to his coupon or more 'safely' he double chances. Regardless of his choice, the bookmaker makes good profit by overestimating the chances of Crewe winning as unlikely, since more players would naturally go for a home side which undervalues their bet.

TAKE A LOOK AGAIN!

	NO OF PLACED BETS	STAKE (NAIRA)	OUTCOME	ODDS	TOTAL RETURNS (NAIRA)
1	3	10	Away	6.00	180.00
2	5	10	Draw	4.15	207.50
3	13	10	Home	1.50	195.00

From the returns column you could understand clearly why bookmakers go for the favorite long-shot bias. By underestimating Crewe's chances of winning by way of huge odds, fewer punters would opt for Crewe and the greater number of punters go for Colchester thereby evenly distributing the returns for the possible outcomes.

And however the outcome, the bookmaker makes his profit.

Although there is always a degree of talent influence which affects the final outcome of a match, anyone who had ever watched a football game could reach one conclusion that the game was either all skill or all chance and definitely the **bookmakers' odds do not play the match.**

The bottom-line is simple, odds shouldn't scare you, rather you should embrace the knowledge that odds are sometimes set to provoke partiality in your reasoning and prevent you from objective consideration of an event.

Fear holds you back, in fact as you read these words, you are probably thinking of a fear that held you back some time ago, or that moment when accumulating, that greed overtook caution. So instead of your betting life being an exciting adventure, it becomes merely a boring repetition of what happened yesterday – you lost.

But that losing streak of yours would cease for good if you will be willing to unlearn those betting habits that are evidently costing you money and pick up words of experience as they drop down in this book. You really made a smart decision buying this book, what is left is you making it count.

Okay, break over.....let's go in hot.

A common approach you could adopt to evaluate if your considerations on a particular event is biased or influenced by the odds index or emotions of either greed or fear is the simple swap test.

THE SWAP TEST

As the name implies, you just need to mentally exchange the given odds for a particular outcome with the next rated possibility or you reverse the given fixtures mentally by switching home and away teams.

FOR EXAMPLE:

League Two	Home	Draw	Away
Accrington – Newport County	1.83	3.70	4.58

From past encounters between both teams, Newport has never lost to Accrington. Obviously the odds are biased since one would have expected an odd far less than 4.58 for Newport, to reflect her apparent dominance.

Although you are quite certain of Newport not at least losing the game, the odds kind of put you off balance and you are at sea on this conflicting situation. At this

junction, it is prudent to be careful and sensible to apply the simple swap test in order to arrive at a sound judgment.

THIS IS HOW YOU DO IT!!

1. Keeping the teams in position and reversing the given odds.

League Two	Home	Draw	Away
Accrington – Newport County	4.58	3.70	1.83

How does this little change affect your judgment on the match? If you would go for an away win more readily now, then your initial problem was due to fear for the previous odds. If you now harbor the notion of a home team win/draw then maybe your conclusions are influenced by a little greed.

2. Keeping the odds in position and switching the teams.

League Two	Home	Draw	Away
Newport County – Accrington	1.83	3.70	4.58

This is a more technical approach since home/away analysis should be considered. Do you still think Accrington stands a chance? Has Newport been formidable at home in the current season? Good tips could come from answering those questions. It is important to note that the current form of both teams need be taken into cognizance as well.

After these permutations you should be convinced on what outcome to really pick and more importantly you could tell if you are picking that outcome either out of emotion or conviction.

Before using the swap test, there is one betting principle you need to apply –**learn to make your predictions first before viewing the odds**. Only when the odds rattles you that you apply the swap test. Sounds simple, but it helps.

However, if you are still uncertain or not convinced beyond doubt, abandon the event for a more favorable one.

Do you see the power in this? If you don't, I suggest you increase the font size of your screen and read this over again.

I trust you now see the usefulness in that. But I forgot to tell you something –that there would be no effective swap testing if your initial predictions were faulty.

Just as you cannot build a house on just sand, you cannot maximize the potentials of this simple swap test without getting your predictions correct from the start.

And that is exactly what I'll teach you in the next chapter.

In this next chapter, you would learn exactly what you were not doing right when you predict an outcome and how to make more correct predictions that would leave you amazed.

If you're ready, just scroll down.....

PREDICTING AN OUTCOME

Predicting a football match outcome is the tricky part of football betting. Whether your source is a computer prediction model or a regular human expert or yourself, you need to know that a football game is a random process where all the outcomes are possible.

This random process where all the outcomes are possible is a factor why odds suddenly rise/fall shortly before a match kicks off? And that the varying odds sometimes point to the final result of the event, though not always.

HOW DOES THIS HAPPEN?

Mainly, this odds vary because of an extra information that could have an impact in the match outcome. This added info could be by way of:

- The number of injured players as well as the importance and performance of the injured player who may influence the match result. Sometimes the player may not be injured but benched or booked.
- The weather and climatic conditions could also determine the results of a match since a technique advantage may be lost/gained in a game played in unfavorable condition.
- Psychological factors although subject to a special kind of analysis has proven to have an impact on the outcome of football events.

These are only but a few factors. However, information about such factors become available just before a match and are the reasons why odds fluctuate shortly before a match.

So the closer to the kick-off of a game, the more fluid the odds become as very useful information such as team news becomes public knowledge and this then has an effect on bettors opinions being confirmed or changed on the outcome of the match in question. Which implies that in view of the current available information, the bookmaker has to adjust the odds over again.

The most common parameters taken into account in predicting an outcome are:

- Past history
- Overall performance
- Team rank
- Pattern recognition
- Deep mathematical and statistical calculations

Although this parameters are okay on the average, they have some inherent limitations and weakness.

HOW?KEEP READING!

In predicting an outcome, the majority of computer algorithms and human experts anchor their analysis on past history by estimating a team's strength based only on prior results. This is not only faulty but not reliable because the past does not completely determine the future.

Maybe am sounding too logical, but this is fact.

That is, no number of cases of team A beating team B could really establish that team A would always win B. Hence, if one particular team A beats team B

regularly, it's not a definite conclusion that team A would always win. It is merely a psychological fact and not a sound logical one as past experience do not imply that the same would continue to happen in future.

Put simply, no football event is **100%** certain, it's only a prediction of likelihood. Trends of events to the buildup of a game and current form could help you in weighing your options. But know that no bet is 100% ensured judging from past history alone.

Always note that best prediction results using past history are from high-score win and loss while the worst prediction results are from low-score win and loss.

This implies that if team A wins team B with 3/more goal margin, it's more likely for team A to beat team B subsequently than if the initial winnings were of a slimmer goal margin of say one goal.

➤ **OVERALL PERFORMANCE**

By overall performance, we mean the cumulative performance of a team in previous and most recent games. In summarizing a team's current form by recent results, account should be taken of the ability and quality of the teams they have played against. Very important!

Overall performance in recent games could be like – LLWDD or WWDWW or DLDLW or anything, where W, L, and D indicates a win, lose or draw. The problem with this parameter is that it hides specific details such as home-ground and away performances.

FOR EXAMPLE,

If a team has a 90% success rate at their home ground and a 10% success rate on the road, then an overall success rate of 50% hides some important info when trying to predict a winner.

Therefore, to improve your prediction you need to carefully consider the home and away performances independently as well as the quality of opposition encountered by the respective teams in previous games must be taken into account.

➤ TEAM RANKING

Team ranking is the position of a team on a league table as determined by their overall performance. You probably are of the opinion that a high ranking team is expected to defeat a team with a low rank.

Hmm! someone may be in for a blow.

This is not always the case and am sure you are familiar with scenarios where a lowly ranked team shocks another team well placed above it. So many factors like motivation, a new coach, importance of the match to both teams and other factors could account for this.

If you pay close attention to different leagues, you would notice that correct predictions of an outcome using team ranking is more likely in some leagues than in others.

Why Is It So?

This pattern has something to do with the **revenue pooling policy** of the league in focus. By revenue pooling, we mean how the entire amount of income generated in a league is managed. Are funds shared equally or not in the league?

Thus, leagues in Finland, Turkey, Scotland, English premier league and even lower division English leagues where funds are shared equally have competitively balanced teams with more uncertainty in outcomes leading to less correct predictions using the team ranking.

However, leagues such as the German Bundesliga, Seria A, Ligue 1, Spanish La Liga (arranged in ascending order of inequality) where funds are not shared equally have more likely correct predictions using the team ranking. In fact it is in Spain where the greatest inequality is found – it's so bad that a team like stoke city who finished 10th last season (2014/2015 season), made the same money as the bottom five La Liga teams combined.

If you think this wouldn't count in predicting a match then you are in for a really long ride.

It even gets more interesting

Because of its importance and apparent reflection in the performance of teams, the revenue pooling system is taken into account when predicting international club friendlies as well. This is partly why I earlier told you to stay away from friendlies because more or an entirely new parameter set has to be used to predict them.

Don't miss my point either

The point is the higher the inequality in distribution of funds in any league, the less likely your prediction would be correct using the team rank and the lower the inequality, the more correct your predictions using the team rank and the more profitable that league becomes.

It's important you do a little check yourself to know the revenue pooling system of your preferred leagues before investing your time and money.

What about the unique case of a fresh season with no team ranking? You get forced to predict as a matter of instincts. What I advise is you ignore that league for the moment and let teams play out fixtures for a minimum of four weeks before you start investing. Because you make less accurate assessment of the probabilities for any individual match at the start of the season when results from previous seasons provide the only guide.

➤ **Pattern Recognition**

Recognizing patterns is one key of football prediction that is not so easy to explain on paper. It reminds me of football pools.

A match appears on a particular number on the coupon on a particular week and it has to play a draw –it unbelievably does.

It could be that a team has never won a league match on a Monday against their opposition, could be that a team has never lost both home and away matches to a particular opposition, it could be that after a champions league loss, arsenal always wins there next premier league match, it could be anything. No matter what patterns you discover, **it has to be consistent to qualify for use.**

For me, the striking limitation about pattern recognition is that it ignores empirical evidence and blocks reason since current form is barely taken into account.

For example, the **system booklet** whether English or Australian compiled provides punters and pool analyst with clear keys for picking out draws every weekend. It sounds crazy but the predicted draws usually comes through. How do the compilers of this system booklet get to forecast these draws and discover keys is

up for discussion some other day. What is clear is that they look out for patterns and past history from other seasons.

Like I told you earlier, it's difficult to explain the use of pattern recognition on paper. Let's introduce a screenshot with an idea of what I've been trying to say all along.

Below is the entire past history of two Swedish teams –Atvidabergs and Assyriska FF. Take a minute to study the screenshot of their past history and see if you find any patterns.

Zoom the image for clearer view if you like.

Head-to-head: Atvidabergs - Assyriska FF						all
Superettan 2016						
Atvidabergs	Assyriska FF	2:1	2.64	3.19	2.56	d
Club Friendly 2014						
Atvidabergs	Assyriska FF	5:1	1.57	3.84	5.00	d
Superettan 2011						
Assyriska FF	Atvidabergs	2:0	3.59	3.49	1.92	d
Atvidabergs	Assyriska FF	2:1	1.73	3.68	4.24	d
Superettan 2009						
Atvidabergs	Assyriska FF	1:0	2.49	3.30	2.59	d
Assyriska FF	Atvidabergs	2:1	1.82	3.43	3.94	d
Superettan 2008						
Atvidabergs	Assyriska FF	2:0	2.24	3.30	2.88	d
Assyriska FF	Atvidabergs	3:2	1.83	3.43	3.81	d
Superettan 2006						
Atvidabergs	Assyriska FF	2:0	2.23	3.28	2.86	d
Assyriska FF	Atvidabergs	2:1	1.64	3.56	4.74	d
Superettan 2004						
Assyriska FF	Atvidabergs	5:0	2.02	3.23	3.33	d
Atvidabergs	Assyriska FF	3:1	2.31	3.27	2.66	d
Superettan 2003						
Atvidabergs	Assyriska FF	2:0	2.27	3.23	2.79	d
Assyriska FF	Atvidabergs	2:1	2.02	3.35	3.18	d
Superettan 2002						
Atvidabergs	Assyriska FF	1:1	3.03	3.27	2.20	d
Assyriska FF	Atvidabergs	1:0	1.73	3.47	4.03	d
Superettan 2000						
Assyriska FF	Atvidabergs	3:1	2.04	2.90	3.60	d
Atvidabergs	Assyriska FF	1:1				d

Take your time, take your time, what do you observe?

Did you notice any patterns?

I guess you did. But if you didn't, out of a couple of patterns I found, there is only one clear pattern I recognized was consistent.

Look again and you'd find out that any of the teams who plays at home **never** loses. Do you see the same thing now?

Team rank may not be helpful in predicting an outcome for this game. But the other parameters would definitely play an active role.

In the most recent game between both teams, in the course of predicting an outcome, the past history and patterns I studied came through for a home win. But that wasn't enough, I had to check for current performance of both teams, specifically how they performed at home and away respectively.

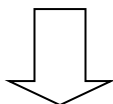
At the end of the day Atvidabergs the home team proved the winner.

Status	Winning
Amount played	5,500.00 N
Bonus:	0.00 N
Winning	14,520.00 N
Payment date:	24/04/2016 17:04:00
Events List	
Superettan - Atvidabergs - Assyriska Ff	
date: 24/04/2016 15:00	
odd type: 1 odd: 2.64 result: 2 - 1	

As simple and easy as that.

This is just those kind of games you mark on your calendar waiting patiently for the reverse fixture to come because you have an idea of exactly what may play out. You don't need to be a prophet or visit any spiritual temple to succeed in betting. You only need to start doing things differently. And that's all you are in.

The Message Is!!



Work with all the parameters as much as you can. It is not practical to estimate these prediction parameters separately. Instead you need to find a way to incorporate and put the features discussed above in your predicting tools and parameter set. Work with all of them when you make a forecast.

Try it out and you would make more successful predictions.

RULE #5: The Higher The Number And Quality Of Parameters Used In Predicting, The Better Your Prediction.

This is a general rule of statistics, the more data in a cluster, the more correct the estimations.

Put simply, the more inputs, the more likely the prediction would be correct. Although there is always an unpredictable factor in every game, as a result certain matches are inaccurately predicted.

This should not panic you because they occur not due to statistics but some intangible factors that are hard to pin down but can influence a match. Factor like the decisions of a referee –referees are too powerful and can single handedly decide the fate of a match. Imagine where a referee gives a wrong decision which affects your predicted outcome of a game. It's painful, but just do your part, focus and make decent predictions.

Note: if you notice, we didn't talk about the mathematical and statistical approach to prediction. This particular one is a bit complex. And trust me when I say you don't want to see the kind of physics and mathematical equations used to come up with predictions here (its beyond the scope of this material).

The good thing about using the pure mathematical approach is that it's to an extent unbiased and emotions don't find their way into your calculations easily. Although

on the other end you can ask –so then, how do you quantify important parameters like psychology, injuries, et cetera into a mathematical formula.

It's difficult to answer and that forms an inherent flaw in predicting using a formula.

Do not overestimate your skills in predicting an outcome of an event. Always take the time to bend down and research. No hurries. Take your time.

One last word!

Have you bothered to ask how bookmakers come up with the odds for betting? Or imagine how you can make profits just the way bet9ja/nairabet make money too?

If you'd love to learn how to predict a football match just the exact way bet9ja and Nairabet do, you can check out this betting course ["How to Become A Long Term Successful Bettor"](#)

PLAYING LIKE THE PROFESSIONAL

There is a big difference between playing to win and playing not to lose. When you play to win, you play with a sort of enthusiasm borne out of inspiration. Whereas when you play not to lose, you are playing from a position of weakness because you are desperate. So desperate to make money that you end up losing the little you have.

Desperation makes you go to the bet shop every day to place a bet, and in time you run out of money slowly but steadily.

If you are betting because you are desperate to make money then you are in game for the wrong reasons and believe me you are already too emotionally attached to get the best out of the process. But things would be a whole lot better and you might have a really good chance of succeeding if you adopt a strict business-like approach.

Good punters are selective, they bet only when odds are in their favor.

Think Deeply About This.

Does visiting the bet shop daily really increase your chances of a win? For a fact I know that events on weekdays are mainly from less popular leagues. Moreover, there are fewer match events on weekdays than on weekends.

The benefits of concentrating your energy on weekends **especially** if you are an accumulator bet punter is overwhelming. See for yourself:

- Gives you time to analyze and prepare for the next weekend.
- Since you don't bet every day, you stay more in control than someone who does.
- You spend less and reduce your chances of going broke.
- On a Saturday there are over 3000 football events and on a weekday you have less than 250 events or even 50 events at times.
- More fixtures on weekends increases the chances of your bookmaker making mistakes for you to take advantage on. Very important!

Smart punters know that no matter the amount of money they have, it can get exhausted but there would always be football events to bet on.

Imagine you having a game you are so convinced of the possible outcome, but you have no money to place your bet. Painful right?

While you chew over that, let's talk a bit about money management.

How do you even treat the money you win from bets?

Most bettors make one big mistake by treating the money they won as though it's not theirs. They seem to be careless with won money because they erroneously think the money they just won is the bookmaker's and so they become more risk-positive and impulsive to try out new ideas and possibly increase stakes on the next wager.

Chances are if you start betting with this sort of wrong mentality you are very likely to fail.

Let me tell you something.

Just like the money you lost to bookies is not yours anymore, and you won't get it back. Every money you win from betting is yours and yours to use wisely. **You**

cannot be working so hard on how to make money only for you to let this money down the drain just like that.

This is why you need to start playing and thinking like a professional. And one difference between a casual punter and a professional is in **money and risk management**.

Since your aim as a punter is to make profits by maximizing winnings and minimizing losses, you must develop a correct money management procedure to achieve this level of profitable betting.

See it as a game of monopoly if you like. Where you buy, aim to make profits and recover invested capital in the long run. The game continues as long as every player has money to trade with. Once your cash runs out, you are out.

This is exactly how the relationship between bookmakers and punters work.

All you should be thinking is how to make more money and lose as few amounts of your own money as possible when trying.

I'll show you an effective way you can use to double the money you are making right now from online football betting.

Now come with me.

I call that effective way the EMDS – the exponential money doubling system.

Stay with me. Don't let that term faze you. You will get this one straight.

You see, The EMDS is one important piece in your path to betting success. Just like every business require a set of money managerial skills to grow, football betting being the business it is, is not left out. If you master this skill, you will not only save money and improve your gaming, you will most likely master any business that includes money in it.

So take out a pen and a piece of paper and get this down.

Everybody place bets in order to make money and so if you are to make some money, wouldn't it be prudent of you to learn how to manage this money?

Unfortunately many punters are not aware of this and the few who are, takes it as a very easy task to do, and it's often overlooked.

And that's exactly how your losses start building. Check it out yourself and you'd realize why many people are placing bets and trying to make profit but they neither win nor make money.

Why?

Simply because money managerial skills failed to reflect in their bet strategy. If you have poor money management it leaves you at the edge struggling to break even.

The problem is very few people do really understand what money management in football betting is all about.

Most bettors think betting with a small stake of say N100 or N200 is money management. But you'll be shocked to know that in football betting, placing bets with a poor stake does not necessarily mean money management.

The central problem with this pattern is that you gamble a lot and get stuck on gambling. Whereas the class of punters that are money managers are more like investors. You must be willing to pump out a sizeable amount for your betting to break even more easily.

Money managers understands the time value of money. This is what I mean. Attempting to win N10000 with N100 is less likely than trying to make same

N10000 with N2000 or making same N10000 with a 20k stake. For them it's better to play big and win small than playing with little and attempting to hammer.

But that's not the angle I want to discuss today.

To get to the part of money management I want to talk about you need to be familiar with this term: **Drawdown**. To make it easier for you to understand, I will give you an example:

Say you have N100,000 in your betting account and you just lost 50k! What percentage of your bank have you lost? If you said half of the money you are right.

But here's the tricky part –what percentage of that 50k do you have to make to get back your original 100k? You wouldn't get this one right if you said 50%. You have to now make up 100% to get back your precious 100k. This is what a drawdown is or specifically to this case -50% drawdown.

The above example shows you how easy it is to lose money from your bet account and how hard it is to gain it back. But that can't happen to you right? Of course it can, and it will if you don't pay serious attention to what I've been talking about until this point. Even with a superb strategy that yields profit, there is always a time where things might head south.

Putting you in a messy situation where the more you lose, the more you need to break even. So you aren't chasing profits now, you are busy chasing your lost money, which you may never get back whole and may even end up losing some more.

But all this mumbo-jumbo could have been avoided if you had considered something earlier.

Something known in the world of business as “**risk-reward ratio.**” It’s a principle that your risk-reward ratio should always be at least 3:1. This means that for every naira you stake, your profit should at least be 3 times considering the risk and amount of money you placed.

Let’s make things clearer here.

Say your strategy is to bet on odds product of 5.00. And you bet on this type of accumulated combined odds 10 times with N1000 for each bet. Assuming you lost 7 and won only 3 bet slips. Can you calculate what you have lost? You lost nothing. You lost 7 times N1000 and you won 3 times 5000 so you made an extra N5000 profit. Do the math.

Now do you see that you don’t have to be correct 100% of the time? Good money management takes the pressure off you. Just like the 30% success rate above that settled the scores in your favor.

And that’s all I’ve been trying to say that.....

The most successful punters are money managers who understands the time value of money and they simply look for matches with odds that qualify for investing with only high percentage of return. This class of punters are more like investors than gamblers. They think **profit**. And better than that they have a bet plan (on page 65-68 you will see a simple bet plan that could help you grasp this concept of money managing better).

However, everyone’s income and networth is not same, so no special formula for football betting money management is universally applicable since you would need to tailor yours to suit your financial constitution.

In tailoring your finances you must bear in mind that football betting is a game for the big spenders (bettors with large staking power) since they stand a higher chance of breaking even with the bookmaker than a small investor because the betting system runs on a wheel that further enriches punters who are willing to invest and invest wisely.

Don't mistake me

Having huge amounts of money to spend do not make you a professional. True professionals are not just investors in football betting, they make informed decisions and take calculated risks with an apt for recognizing what is indeed a good betting opportunity and what isn't.

However, the central problem for punters regardless of how much available funds is always how to find a positive expectation bet (a bet that clicks) and knowing how much to invest for each betting opportunity. In the stock market the problem is similar but complex.

Reading the next two chapters carefully would put you on your way to becoming a moderately informed, successful and advanced punter who knows not just when or how much to stake on a bet, but how to win and change your betting story.

But I ask for one thing in return – an open mind.

THE WINNING EDGE

You are likely to hear and sometimes read about the success stories of punters who have struck a fortune through football betting. But people who have lost huge sums of money on betting are far numerous, though understandably less motivated to talk about it. The truth is that bet winners don't do different things from what you do, they only do things a bit differently.

How different?? You'll get to know in a bit!!

There is no way you can achieve much in betting if you are an impulsive player who bets without caution or **a practical plan**. Determining the proper stake for a bet, how you select odds and predicting an outcome forms the nucleus of your strategy as a bettor.

In accessing your strategy, you need to first have a deep knowledge and understanding of the betting world, adapting and not clinging to fixed methods but changing appropriately according to events.

This book cannot teach you all you need to know about strategy in football betting but would expose you to info that will help you form your own strategy as suitable to you.

HOW DO YOU PLAY.....ACCUMULATOR OR SINGLE BETS?

At the end of the day, it all balls down to 'how do you play'? And this is the hallmark of it all.

This section will help you choose a playing field where you can be more successful and have a sustainable advantage by way of making money more effortlessly.

So, how do you play?

Single bets affords the punter an opportunity for profitable betting by reducing his risk considerably. This style of betting is favored by high stake punters because of the high possibility of winning.

The most popular approach to single bets prediction is to place money on the traditional outcome of a match whether the match would end in a home win, draw or an away win {1, x, 2}.

Very few bookmakers do not accept bets on a single match. But fortunately, increasing competition in the betting market forces bookmakers to offer better odds and ability to bet on a single event or they go out of business.

But punters shy away from single bets partly because of the relatively high stakes required and the fear that this big money might just salt away. Even so, it's more likely to play single bets online than in a bet shop.

This is because going online means you trade with the bookmaker directly while visiting a shop implies that a shop agent mediates in the transaction between you and the bookmaker for a fee.

The way shop agents make their money is on commission basis which could go in two ways. But no matter the commission structure, single bets is always bad business for him.

I'll tell you why.....

TYPE 1 – Commission on sales

With this commission type, the shop agent gets commission on every ticket registered.

Example: if he registers a ticket with 10 events and stake with N5000, he gets N600 (about 12%) as commission on that ticket.

Therefore, the commission he gets depends on number of events per ticket.

So the higher the number of events on your coupon, the greater the agent's commission.

But for single events, his commission rate is just about 1%.

Trust me, a 1% commission is bad for business, so the agent is forced to avoid registering single bet tickets or he increases the minimum stake high enough such that he could make something tangible since his commission depends on sales.

Crunchy??.....

TYPE 2 – Commission on profits

With this commission type, the agent gets commission on profit (amount of money left after paying winnings) for the week or month depending.

Example: SALES = N300000

WINNINGS = N50000

PROFIT = N250000

COMMISSION = N87500 (35% of profit)

The percentage commission varies with bookmakers but the point is even an agent earning through this means does not want a single event punter around.

This is because he knows single bets stands a likely chance to secure a win.

Since his commission type depends on amount of money left after payouts, he is left with little or nothing to profit from if he registers more winnings on his account. (commission rates vary with bookies)

Most punters do not really know much about this. But if you have had this little knowledge would it have affected your game plan a little?

Never mind, just keep reading.....

In accumulator bets, a bettor have to successfully guess the results of 3 games and more on same coupon depending on the bookmaker. Accumulator bets are mainly preferred by low stake punters because by accumulating events, a small stake appreciates in value into higher returns. Although attractive, punters with poor understanding of the system tend to accumulate far more events than practical with the prospect of an incredible gain.

Accumulator bets always plays to bookmakers advantage by putting less financial pressure on them to generate good odds which reduces any risks of them running into loss, since the higher the accumulation, the higher the bookmaker's in built percentage profit and the punter more likely loses his bet.

You should understand that in football betting, no predicted outcome is 100% certain to occur. Thus, the more the accumulation, the greater the risk of losing a bet.

If that be so, a smart question to ask should be.....

IS WINNING AN ACCUMULATOR BET POSSIBLE?

That's a really smart question to ask and I'm sure you'd pick up something useful at the end of this section. But hope you are ready for some little math (just a little okay?).

The truth is bookmakers are profit-oriented companies that build a winning margin for themselves in the odds they set (recall odds intelligence, juice and overround) that makes it nearly impossible for an accumulator punter to break even.

Have you bordered to ask the reason why bookmakers seek the services of odds compilers and statisticians and pay them mouth watery sums (average of 10million naira annually). That's a pretty expensive amount to pay someone and bookies wouldn't do it if they had any other way of generating betting odds with profits.

How do you think they get money to pay staffs, run ads, and run the cost of business if not from the in-built profits they set in odds which ensures in the long-run that they collect more money (stakes) than they will have to payout to punters.

In an accumulator bet, the juice increases exponentially which increases the profit of the bookmaker by large percentages.

Exactly how does this work? Should be your next question.

To evaluate this properly and prove to you that in accumulator bets the odds are against you winning even before you play. Let's take a look at the odds intelligence of a Sweden Suprettan game.

The odds intelligence for the match Degersfor against Ljungskile SK with odds 2.70/3.10/2.30 is

$$OI = \frac{1}{2.70} + \frac{1}{3.10} + \frac{1}{2.30} = 1.1277$$

This means the bookmaker's in-built percentage is 12.77% ($1 - 1.1277 \times 100$). In as much as bets are placed evenly amongst the possible outcomes he makes his profits regardless the result of the match.

Now this is just for a single game. Assuming an accumulator bet with five games contains odds with profit margin like this (12.77%). Then in that five-fold accumulator, the compound interest for the bookmaker is.....

$$1.1277^5 - 1 = 1.1277 \times 1.1277 \times 1.1277 \times 1.1277 \times 1.1277 - 1 = 1.8237 - 1 = 82.37\%$$

The above calculation means that a five-fold bet consisting individual bets each with a juice of 12.77% generates a massive profit margin of 82.37% for the bookmaker. This is 82.37% for only one ticket with just five number of games on it. The kind of profits they make enables them to still give out **large bonuses** as a way of a little compensation which is just a pinch of the profits they made out of your bets (which increases with the number of selections in your ticket). Simply imagine what his profits would be if you accumulated up to 10 or 15 events!

What this really means is that the odds given to you to play on were not fair and you've been cheated out of your true payout. If you win (Big if!), the bookie has got 82.37% already out of your winnings. This you wouldn't notice because no one told you about **true odds calculation**. What this implies is that the house always wins whether you win or lose your bets. They win more when you lose and still win when you win.

Now that's for if you win that accumulator bet at the end of the day.

Things could even get more interesting if you know what **your real chances** of winning this five-fold accumulators are in the first place. There are a couple of strong reasons why you will most likely lose an accumulator. I'll share two of those reasons here (visit www.wikendbet.com for more).

1. Traditional Football betting is a one out of three play: Betting would be a whole lot easier and we would all be rich if there was only one outcome for a match. It's because there are up to three possible outcomes in a match is why bookies are in business in the first place because out of three possible outcomes only one plays out.

Say the given odds are fair enough, and you pick one of the outcomes –your probability of winning is $1/3$ which means you have a 33.33% chance of winning while the bookie has a 66.67%.

Now you might want to double chance. What a double chance does is to increase your chances of winning at the cost of increasing the bookmakers profit margin too.

So even for single bets the odds are against the punter and for accumulator bets the chances of winning grows more unlikely.

Still using an accumulator of 5 games to explain how this happens, you'll get to know why your chances of winning is slimmer than you had earlier thought.

Let's assume for all five events you pick just one outcome out of the possible three outcomes. Now this exercise is not as straightforward as a single bet in which you have just three outcomes. Accumulators changes the playing field entirely.

If you recall, our single bet had a $1/3$ probability of winning. For this five-fold accumulator, calculating our probability of winning is not as easy as $(1/3 + 1/3 + 1/3 + 1/3 + 1/3)$. That would be way too easy and your bookmaker is smarter than that. Those guys have a sound knowledge of statistics and mathematical probability.

For our chosen accumulator of five games there are 243 possible ways in which all possible outcomes can be combined to give a winner ($3 \times 3 \times 3 \times 3 \times 3 = 243$). Out of the 243 possible ways all 5 events can be combined, **only one** permutation out of the 243 combinations will become a winner.

This is because your accumulators are not independent events so for a bet to win one game depends on another which depends on yet another.

If that be so what then are the chances of winning now?

Most bettors do not understand the real chances as regards accumulators and the effect that choosing too many selections has.

For this five-fold accumulator, the real chances of winning is $(1/243)$ which leaves you at a 0.411% likelihood of winning your game.

So back to you now. Is winning an accumulator bet possible?

I think it's possible to win an accumulator bet. Mathematically speaking since 0.411% does not mean zero, you have a chance of winning. But what's the degree of possibility?

If there is one thing I cleared here, is that no one uses voodoo on you when you lose. The bookmakers don't either. The advantage they have is their sound knowledge of statistics, mathematical probability and odds calculation. With all that knowledge you don't stand a chance. So you simply lose and keep losing because of your lack of knowledge on how the betting system really works.

So far as the bookies is concerned the more people doing accumulators, the better. It's sure profit for the bookmaker and only long-term misery for punters who play this way.

I understand that sometimes odds are too small and it sounds like a good idea to add more games. Truth is no matter how sure a game is, it can lose.

Even a game with 90% probability (1.11 odd) still has a 10% chance of losing. Only one bet needs to go wrong and that's it.

2. Betting on favorites might not help either: a lot of people tend to fill their coupon with the obvious chances (small odds assumed to be sure games). Maybe Barcelona to win at home, Chelsea, Celtic, Arsenal and so on. But when you examine the risk involved in predicting say just those four games for a combined odds of about 2.50 is really not worth the risk since 2.50 is a terrible price on the outcome of four matches.

This is why.....

Here is a table for five cup finals in May 2012.

TABLE 1

Date	Designation	Competition	Favourite	Underdog	Favourite	Underdog	Draw	Result
16.5.2012	Switzerland	Swizz Cup	Basel	Luzern	1.67	5.00	3.80	1-1
19.5.2012	Scotland	Scottish Cup	Hearts	Hibernian	2.05	3.30	3.70	5-1
19.5.2012	UEFA	Champ League	Bayern	Chelsea	1.80	5.00	3.50	1-1
20.5.2012	Portugal	Portug. Cup	Sporting	Academica	1.55	6.50	3.80	0-1
20.5.2012	Italy	Coppa Italia	Juventus	Napoli	1.95	4.00	3.50	0-2

This odds given by the bookmaker are biased and unfair (you'll get to know how). But for now, pay more attention to the odds given to the favorites by the bookmaker.

If you convert the odds given by the bookmaker to probability you'll see their average profit for each game.

Date	Designation	Competition	Favourite	Underdog	Favourite	Underdog	Draw	Overround
16.5.2012	Switzerland	Swizz Cup	Basel	Luzern	59.88%	20.00%	26.32%	106.20%
19.5.2012	Scotland	Scottish Cup	Hearts	Hibernian	48.78%	30.30%	27.03%	106.11%
19.5.2012	UEFA	Champ League	Bayern	Chelsea	55.56%	20.00%	28.57%	104.13%
20.5.2012	Portugal	Portug. Cup	Sporting	Academica	64.52%	15.38%	26.32%	106.22%
20.5.2012	Italy	Coppa Italia	Juventus	Napoli	51.28%	25.00%	28.57%	104.85%

The value of the overround above 100% shows the in-built profit margin of the bookmaker.

After converting the bookmakers odds to probability (1/odds).

To compute the total probability of a given combination of results. Simply multiply the individual probabilities together.

Thus, the combined probability that all five-fold favorites won was

$$59.88\% \times 48.78\% \times 55.56\% \times 64.52\% \times 51.28\% = 5.38\%$$

What that figure simply means is that –the combined chance of all five favorite winning will happen once in every 18 seasons (100/5.38).

That’s not even all. If it takes one in every 18 times to win, how much winning are we talking about here?

The accumulated odds for all five favorites to win would have been

$$1.67 \times 2.05 \times 1.80 \times 1.55 \times 1.95(\text{all home win favorites}) = 18.63$$

What this means is that a winning accumulator would have paid the bettor 18.63 times his stake as a return.

However based on the probability that all five favorites wins only once in 18 rounds (5.38%) this means that the bettor will lose his stake 17 times, winning 18.63 times his stake just once in 18 attempts is just not a prudent investment.

As you can check for yourself on the table 1, the only match which finished as expected with a win for the favorite was the Scottish cup final where hearts defeated Hibernian 5-1. In the other four matches, either the underdog won or the games ended in a draw.

So isn’t it hilarious when a bookie like *megawinbet* writes boldly in their banner “experience the winning streak in you.” What an irony!

On wrapping this up, I’m convinced of the following.....

- In one blow, you’ve seen a little reason why favorites and small odds are not sure thing –odds should not scare you.

- Also you've come to the knowledge why you will lose every accumulator if you don't have a plan.
- Combining the odds of multiple events looks attractive on paper but by increasing your possible win, you are at the same time lowering your statistical chances of ever seeing that win.
- When combining your bets, you usually have to pick only one bookmaker which limits you to accepting their fixed prices. You can be sure that somewhere in your accumulator bet package you have bought are bets priced well below their true value (No bookmaker offers best prices on every event –if they did they would be out of Business). Which implies you are consistently buying negative value and in the long-run you always lose. It doesn't even take the long-run for you to lose sometimes, you start losing immediately.
- True betting is about cutting down the chances of losing and not increasing them. Any profit is good profit. Greed is not good.
- Bookmakers are always willing to do business with an accumulator punter because they bring good business with them. In fact, accumulators is their bread and butter and every bookie loves and encourages you to keep playing it.

So it all balls down to how you play. Single or accumulators?

Sure it is very much likely to win accumulators as in single bets. But you must try not to be influenced by greed when accumulating. Never forget this betting principle “false in one- false in all”. In other words, if you are less sure of the possible outcome of a match you have picked, do not add it to your coupon. A bet not placed cannot lose and you are better off without the potential liability.

Think of this okra analogy when accumulating.

Placing an accumulator bet is like buying okra from the market. Each ball of okra looks inviting and edible. But amongst these fresh looking okra are some bad ones that cannot be sliced. The problem is, you only know it is bad when you get home and put a knife to it.

It's same for accumulator bets. All bet tickets are promising and looks like a winner. It's only after 90 minutes that you know for sure the quality of bet placed. The only measure for this quality is winning. And accumulator bets do not guarantee you that, because with accumulator bets you could pick up a bad okra more easily than in single bets where the chances of picking up a bad okra reduces significantly.

Worse is – with a bad okra your soup still cooks. But a bad okra in your accumulator bet ruins the party because of the accumulator bet principle “false in one, false in all. If one of your accumulation fails, your effort is smashed. Remember the story of Olayinka. Remember your own story too. What do you think?

This is what I think –there is no profit in having a coupon that almost played. A coupon which is almost won is invariably lost. One problem with an accumulator bet strategy is that it tolerates incompetence with its ‘keep trying mentality’ which easily result in betting far more money than available without much certainty of winning.

Accumulator bet strategy is heavily watered with the simple assumption that things can only get better with time and someday your eggs would hatch. For how long can you keep losing? Don't follow the crowd. The crowd aren't doing it right,

that's why the crowd never win. It's one thing if you won't admit it, but it's something else if you don't even know it.

You see, in gaming, the many must lose in order that the few may win.

Accumulator punters make up the greater number of this many. Most times they not necessarily gamble to win, they gamble so they can gamble again the next day.

I don't know about you but I'd rather take a knife into a gun fight than play accumulators. This was exactly how I began thinking a few years back, and now I'm a self-made millionaire from football bets. Yeah, you heard me pretty well – 'a millionaire.' And you can too if only you would let me take you by hand into my secrets of how I made so much money doing the very things you do, but doing them differently.

Be smart and think about that.

One good tip of winning accumulator bets is applying the multiple strategy in predicting outcomes. By multiple strategy, we mean betting only the best likely outcome per game. Such that instead of placing bets on traditional outcomes like the home win, draw, away win, you would rather boost your chances by picking the best possible outcome from the spectrum of options made available by the bookmaker.

Let Me Share an Example of how it Can be Done

Code	Different Leagues
1	Manchester City –Liverpool
2	Peterborough- Barnsley
3	Burton Albion- Crewe

4	Accrington-Newport County
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As stated earlier, the multiple strategy picks the best likely outcome per game. Options from the bookmaker may include double chance, draw no bet, under and over 2.5, handicap, first half draw, home win, most scoring half etc.

After carefully studying the fixtures, our first predictions might look this way

1	Over 2.5
2	Both sides to score
3	Under 2.5
4	X2

The first prediction is done by picking the likely out of two possible outcomes. Such that either Over2.5/Under2.5, BTS/ No BTS, Under 2.5/Over2.5 and x2/1x. The more likely was picked.

To make our prediction iron-clad we then apply the multiple strategy to step down the risk by a level. Then our final prediction may look like this:

1	Over 1.5
2	Over 1.5
3	Under 3.5
4	0:2 (away)

Compare this with the previous prediction, what did you learn? We just increased our chance of winning by reducing the risk of losing by a step. Though the total odds have been reduced drastically to approximately 3.00, but I bet you, this is a perfect bet. You can now place a heavy stake that returns your money in three-fold.

The predictions above, try to pick the most probable outcome for each match, thereby maximizing any chance of winning. This implies that to know the most likely outcome of a match, a little research is required. Doing this research does not need to make your betting life boring. In fact, when the result goes your way, it makes it even more satisfying.

This little research keeps you update by providing you with a bit of knowledge and the needed confidence to back your final prediction. Without this research you walk in blind, and in the land of the blind, the one-eyed man is king.

The research process is fun, it's not as time consuming or boring as you may think. It takes you one step closer to winning.

I don't guarantee you win every time, what I guarantee with the multiple strategy is that you would have more winnings than you currently do (In a few chapters ahead

I'd share with a unique technique of using my magic system with the multiple strategy to get sure proof accumulators).

Always remember winning a bet is a combination of knowledge + preparation + luck. Depending on luck or mere instincts alone would make you not just a loser, but a loser addict. The moment you start realizing that luck likely happens when preparation meets opportunity the better your gaming.

Everyone likes good luck. Everyone prays for it. It's a good thing but what you probably don't know is that luck has a sense of balance –such that it has a way of favoring the intelligent and prepared, and showing its back to the less prudent.

On the other hand, the result that defies logic and goes against your reasoning may be annoying, but it may also teach you where you are doing something wrong and **help sharpen your technique.**

Accumulator punters generally have one reoccurring issue that annoys them and that is – **cut one**. You accumulate a number of events and one game, just one game always cut the slip. Worry no more, I'll give you the URL to an online betting company that affords you a cash out option if only one game cuts your bet ticket.

There are only a few bet companies that offers this. Try **Ebonybet.com** – it is a new online betting company that stays strictly online. Let's say you accumulate 7 games and one cut, you can cash out on the 6 correct bets.

I think they are new and hungry. If you buy the idea they sell, take a look at their terms and conditions, if it suits you, ride on. Even though the package makes you feel safe, don't get careless!

Some other bet companies like **Betfair.com** and **Betfred.com** offers you back your stake if one game cuts your coupon.

RULE #6: Single Events Are Best, Accumulators Of As Few Events As Possible Is Next Rated.

Being a single-bet punter is a key reason for being able to live the kind of life I currently enjoy. And you can too, if you start making better decisions from now. Again I ask accumulators or single bets?

THINK OF THIS!

Have you ever wondered why the predicted outcome of an event commonly chosen by a large number of bettors fails? It remains an intellectual puzzle. There is no clear reason for this pattern but 65% of the most played outcome of an event most likely fails.

Could this be responsible for the large number of lost bets recorded daily? Maybe not, but assuming a 100 bets was wagered and 90 out of 100 placed bets was lost, could it not be possible that an event might have been common in the coupon of these punters that contributed to the high number of lost bets?

Or maybe it might have been the banker. That game the punter is so convinced would play that he repeats it on several coupons.

As you know, no football event is 100% sure fire.

My advice is.....

Try not to repeat your bankers. There are so many matches to select from on a weekend. No matter how sure or tempting the event is, don't repeat it except its

part of your winning strategy (Maybe you use combine games and perm them in a way that ensure a win).

RULE #7: Avoid The Common Pick, You Can Get A Better Game For A Decent Odd. Just Look Harder.

I know it sounds crazy, but it's true. Besides no one cares what matches you bet on, what matters is did you win? And that was the sole reason you walked into the bet shop in the first place –to win.

And to win, you need a bet plan.....

GET A BET PLAN

You don't just walk into an offline shop or online site to bet without a plan – you'll fail. Blind betting is not based on reason and as such fails. Something must and should guide you. Something by way of a strategy. If you don't have one, and a good one at that, hold your money tight –don't bet with it.

The most fundamental thing about your strategy should be that it is “**profit oriented**”. How you stake, when to bet, what kind of odds do you go for? Do you just play anything or you make a little research before placing a bet? All this are important tools but would count for nothing if you make no winnings.

Let's assume you place an average of four bets in a month. If in a month, you cannot boast of a win – then your concept on betting is definitely poor. Even if you get just a win or even two – trust me, your strategy is just not sound enough.

You may have initially purchased this book because you needed to make good money on football bets. This book can show you the way. But, months down the road, you may find that this book has helped you smoothly transform your betting into something totally different. Totally different in a good way.

As mentioned earlier, this book will not necessarily teach you your strategy, but would provide you with the essential ingredients needed to spice your own strategy with.

Good! Which is your thing - naïve or value bet strategy?

Let's examine strategy by having an x-ray on two betting strategies. The naïve betting strategy favored mainly by casual punters and the value betting strategy commonly used by professionals.

NAÏVE BETTING STRATEGY

Consciously or not, the majority of punters uses this strategy. Playing not to lose, but playing not to win either. The vantage here is that punters lacking in relevant experience could easily play since the strategy has a simple approach.

The quality about most naïve bets is that it is accumulator bet-oriented. Naïve betting could come in several forms, but we'll focus on the 'one out of ten' and the 'assured big boys' kind of naïve betting.

THE ASSURED BIG BOYS

Hmm! the big boys?

I can't wait to talk about the big boys.

A common habit among punters is to play the superior teams. Most punters believe if a team is popular, has won or contended for titles, or has well established players then they must be invincible and a sure bet to win again and again.

This pattern of betting is mostly common with teams with large fan bases such as Man united, Barcelona, Chelsea and the other popular teams you know very well.

Now that you know what we're talking about. Can I ask a question?

Are these clubs really sure bets?

THINK HARD BEFORE YOU ANSWER!

Good! They are not necessarily sure bets and I'll prove that to you in a moment.

Below are the performances of ten most played teams in ten successive fixtures starting from 12th of September 2015 for the 2015/2016 Season.

ARSENAL	W	L	W	W	W	W	W	D	L	D
MAN CITY	W	L	L	W	W	D	W	W	L	W
MAN UNITED	W	W	W	L	W	D	D	W	W	D
PSG	D	D	W	W	W	W	W	W	W	W
BAYERN MUNICH	W	W	W	W	W	W	W	D	W	W
B. DORTMUND	W	W	D	D	L	W	W	W	W	L
BARCELONA	W	W	L	W	L	W	W	W	W	W
REAL MADRID	W	W	W	D	D	W	W	W	L	L
ATLETICO MADRID	L	W	W	L	D	W	W	D	W	W
JUVENTUS	D	W	D	L	D	W	D	L	W	W

WHAT DO YOU OBSERVE?

Notice that the results are not as flawless as we would have expected. Inspect the rows or the columns and tell me where safety lies.

You see, it's difficult to find safety.

Do not mistake. These teams win many games, but they also lose and draw in a pattern that makes it difficult for you to win. Even if you win, you get peanuts and worse is you win not many times.

But we have a bigger problem.

In spite of the lack of an ironclad reliability and consistency from these teams, the odds given to these teams are far from attractive.

Are these odds any greater than 1.30? In fact, you could find odds as low as 1.15 to even 1.04 (jeez!!....for real?). I enjoy to watch Barcelona play. Those boys are good, they play this sort of fun to watch football that keeps you glued to your sofa. But I have never placed bets on them. And you know why.

Even in the face of poor odds and unreliable teams, punters are not yet intelligent enough to negotiate for better prices. You negotiate for better prices by avoiding those events for more favorable ones with a better odd which gives your stake some value. If the majority of punters keep away from these low value events, bookmakers would be forced to offer more attractive odds.

This is only wistful thinking in a way because the majority of punters don't really care, they just place bets on anything. But am speaking directly to you reading this words – what would you do differently?

The basic principle in profitable betting is that you can only win in the long run by consistently trading when odds are on your side. No one cares what team you bet on. The question is always, did you win? How much?

In point of fact, am simply saying that playing big teams is not an essential hammer for safety and small odds do not imply that your bet is secured.

If in doubt, TRY this TEST out!!

In a given match day, pick just five lowest possible odds randomly across the published odds for that day. Place your bet and go home.

HINT!!

Just don't border monitoring your events on **livescore.com**

Tear your coupon – why?

It would fail – why?

I'll give a dusty answer here - it is because odds do not play the game.

In a nutshell!

Playing smart and cautious makes the kill not playing safe.

RULE #8: Be Selective, Bet Only When Odds Are On Your Side.

"You Should Never Bet On Small Odds"...ever!

Small odds are never a good strategy for football bets. You can think and try to discover a good bet plan using small odds, it won't work and sooner or later you will go bankrupt because from my experience relying on small odds is the one perfect way to get broke soon.

When I say small odds, I mean odds way lower than 1.20. Odds like 1.10, 1.15 and even 1.01.

Did I hear you say "ah! 1.01?".....yeah, punters play on that too. And worse is – even though the mathematical calculation for odd of 1.10 and 1.01 means 90.9%

and 99.0% chances to win respectively, these odds are not iron clad reliable at all. Poor odds are never sure thing in football betting –it’s only an illusion to make you feel safe.

Imagine a 1.10 odd ruining your bet slip and say a 2.00 odd cutting the slip. Which of these losses do you think would be more painful? It’s definitely the latter and the psychological burden that comes from losing bets of this nature is quite heavy.

Read carefully now....

Success in football betting is measured in long runs and you cannot make profits in the long run when you use low odds for your gaming.

And I’ll tell you why low odds just don’t add up.

Sticking with low odds leaves you with only two major options. And any of these options is a death trap. Certified!

Option one:

Large stake: Backing small odds like 1.10 or 1.20 will require you to cough up larger bets just to make a decent profit. For example, a big N10000 stake on 1.10 odd will give you a profit of just N1100. The return is simply too small considering the heavy stake placed.

Such that to break even with N10000 stake on an odd of 1.10, you would need to place 10 successive bets, and everybody knows that picking 10 successful winners in a row is highly unlikely. Worse is – if one of the bet cuts, you are in deep shit. Real deep shit!

So this leaves you with the second option.

Python slip accumulators: You accumulate many odds in the likes of 1.10 on your coupon and reduce your stake. Forgetting this is sports, where too many things are uncertain. What about potential injury, unfair penalty or even ill luck. Such things could happen and you realize it wasn't worth the risk trusting these poor odds.

Wake up and start doing the right thing before you lose some serious amount. Banking on small odds is not a good tactic at all....one flop and boom, your bank is gone.

Do the right thing. Take the superior option!

The superior option is to back a game with higher odds. For example, sports betting sites often provide an approximate 3.00 odds for a draw.

And you would only need to stake N500 if you wanted to match the N1100 profit from betting a N10000 winner at 1.10 odd.

That's just an example. And a good one at that.

But what if I show you a secret bet plan that could instantly make you mad money starting from tomorrow.

That secret plan is exactly what I sometimes do and I call this simple bet plan “**the one out of ten**”.

And every step of how I use this simple but not so obvious bet plan to make incredible amounts of money every single weekend can be found on the next page.

THE ONE OUT OF TEN

The name sounds amusing though, but could give you a head start on what we are talking about here. It's a strategy that allows you to lose for about nine times out of ten in order to win at least one that compensates with even extra bucks for the losses. You may not even lose up to nine times.

Punters who enjoy symmetry in predicting would like this plan. Symmetry here simply implies that the punter favors playing an exact thing like either straight home/away wins, over 1.5/2.5, under 2.5/3.5, first half draws, most scoring halves and so on, for fixtures in a particular league that favors his chosen prediction. His strategy could entertain playing this symmetry for all or a few selected matches in a particular professional league or more leagues.

While nine out of ten matches does not make it, notice that one or more out of the ten matches does make it. The idea is if nine out of ten does not make it, then be prepared to lose up to nine times. That's the most important lesson to understand here that –failing is part of winning.

One good question to ask yourself is 'was the winning worth it? It sounds too risky for many people. It is especially risky if you have limited funds such that you are not willing to fail or even keep trying after each failure.

But come to think of it, this set-up does not have to be risky if you choose the most probable outcome for your preferred league.

And SOMETHING COULD HELP YOU HERE!!

Known in the world of business as the risk-reward ratio or the investment-return ratio. What if the reward for making it only one out of ten times far outweighed the risk of losing nine out of ten times?

If the rewards are great enough, intelligent punters will come up with a plan that will increase their chances of success regardless of how many times they will lose before they win or how much they would need to spend in other to win.

So I came up with a simple risk-reward strategy for weekly trading in the betting market that generates me big wins.

THIS IS HOW I DO IT AND HOW YOU CAN TOO!!

Pick the odds allocated for halftime/fulltime outcome. Both the home win 1st half/away win 2nd half (1/2) and away win 1st half/home win 2nd half (2/1). Do this for about ten matches in a particular league.

If you have N20000 to play with, which is a proportion of the total cash you should have in your betting bank, only risk N2000 per event, placing N1000 on 1/2 of that event and the other N1000 on 2/1 of same event. Then repeat this for the **entire ten** fixtures for that weekend in a **particular league**.

You only mix up events from other leagues depending on certain factors. Those factors you will get to know in time as you progress using this plan. But for now stick with only all fixtures from a particular football league.

Since the average lowest odd for halftime/fulltime is 25.0 and the highest possible odd is 100.0. You will theoretically make the least single profit of

N5000 and most single profit of N80000 (Considering you invested a total sum of N20000) per match. But this amount could step up significantly if you win in more than one fixture out of ten. And you'd often win more than one.

In other words, the strategy is to always have enough money to lose nineteen times. It's possible you could lose all N20000 on a weekend and of a sudden make more than N150000 on the next betting move.

But chances are –you may never record a loss if you follow this my advice strictly:

- Study and stick to a particular league you know this sort of outcome is more likely.
- Don't spare any fixture, play all of them. You never can tell which would cough out the pay.
- Never place all your bets on only one bookmaker. Such that if you're playing the (1/2) at merrybet for instance, be sure to place the other (2/1) on another bookie (In the last chapter "online betting", I'll explain why). If possible you should have four bet accounts for this purpose so as to play only a quarter of the games with each bookie.

If you do as I say, am sure of two things – you will never lose on two consecutive weekends and most times you'll record more than one win each weekend.

Simply because of your bet plan that has a winning strategy which took in the probability of losing nineteen out of twenty times.

No doubt you'll win many times in a row. But whenever you win, immediately go back to the same pattern, which are one out of twenty.

But this is the magic question you should ask yourself.

Since the reward for winning outweighs the risks and cost of losing nineteen times. Are you willing to lose nineteen out of twenty times without losing your enthusiasm? Do you have enough cash to play the plan out with?

If yes is your answer, then I recommend the system for you because it is a form of spread betting that doesn't demand much stress, neither is it accumulator oriented. The system is multiple single bet tailored and easy to try, anyone can use the system including you because it is simple to understand and most importantly, it pays good money.

You can even start up with a stake as low as N2000 to as high as you deem fit. Just that whatever you put in as stake, would be proportional to what to expect in returns.

Nowgoal.com gives result of both halves of matches. Visit the site and see for yourself that for a fact the strategy plays out repeatedly. Check it out, it indeed works, but you are not in control of the how and when you win. But **It works!**

But if you are in need of something more sophisticated, a kind of system that guarantees you win at least nine times out of ten, then relax, we'd get to the magic system soon.

Hot Hints

English Championship, English League One and English League Two works well enough for me.

VALUE BETTING STRATEGY

Note : This is only a beginners-guide to value betting, for a more professional take and smarter ways of coming up with value bets that guarantees you non-stop profit then the course [“How to Become A Long-Term Successful Bettor”](#) is your best bet. Click the link to find out more.

Value bets is single bet-oriented that’s why sophisticated punters enjoy it. The primary interest for the punter here, is **profits**.

Let me mention something right here.

Very few punters are aware of value betting and the huge potentials that comes with it. This is because everybody wants to win but no one wants to really learn how to win.

Good news is you won’t be kept in the dark anymore, simply because you have this book. I’ll tell you exactly how I’ve beat this fascinating game and made good money just by taking advantage of errors in odds bookies make and how you can too.

Read more carefully now.....

Have you ever looked at a given odds for a match event and the odds you see do not tally with the supposed odds you had initially expected for that particular fixture. Maybe the odds are bit higher now or lower than what you had had in mind earlier.

Do you remember now? Guess you do. Now keep that memory sound because that's our first clue in suspecting if the given odds are biased or not.

But it's not enough.

Because you haven't been paying vital attention to some important things.

One of those things you need to know when betting is that the bookmakers have a kind of mathematical advantage over their customers which they ensure by adjusting the odds in order to make profit (remember the odds intelligence right?).

However, there is a way for you to beat the bookie and ultimately gain even bigger profit. That way is **“value bet”**.

I'll tell you how it really works, and how it came handy on my road to riches.

But first know this.

The betting companies' predictions as it relates to odds are not entirely accurate and this is largely because they do not know the final outcome of every match neither can they control these outcomes thereby leaving them vulnerable with published odds that are not 100% perfect.

And this is exactly where we come in –to determine the value of bets for those given odds.

It's a general principle that a person who wants to make money in football betting needs to constantly look for odds that contradict with his/her own probability estimates for a sporting event.

A value bet punter simply identifies football games in which there has been a perceived incorrect setting of odds. This is what he looks out for 'mistakes' - the bookie may have incorrectly overestimated the home advantage effect of a team or used info available for that match inefficiently such that value bet punters capitalize on it.

This is strictly mathematical approach to betting. As long as the odds presented are better than the purely mathematical chance of winning the match, it is a value bet.

If you think that the team has got a 50% or more chance of winning the match, odds above 2.0 represents the value. If you think the team has only 40% or less chance, it is no longer a value bet.

Objects with good value will unquestionably give you a positive payoff over time. But for the purpose of creating our profitable betting strategy, we restrict our focus solely on **odds above 2.0**.

Recognizing this value bets is not that easy since a mix of experience and research will definitely need to come in handy. But am sure you'd get a better idea of this concept if I show you an image of a game my software detected as good value.

Here's the image below –simply pay deep attention to it and you might just grab it all right now.

Stevenage ▼		AFC Wimbledon ▼		all ▼		show	
Head-to-head: Stevenage - AFC Wimbledon							
League Two 2015/2016							
Stevenage	AFC Wimbledon	0:0	3.38	3.28	2.11		
AFC Wimbledon	Stevenage	1:2	1.75	3.69	4.28		
League Two 2014/2015							
Stevenage	AFC Wimbledon	2:1	2.17	3.24	3.22		
AFC Wimbledon	Stevenage	2:3	2.36	3.17	2.93		
Capital One Cup 2012/2013							
Stevenage	AFC Wimbledon	3:1	1.71	3.57	4.62		
Johnstone's Paint Trophy 2011/2012							
AFC Wimbledon	Stevenage	3:2 PEN.	3.18	3.38	2.10		
FA Cup 2010/2011							
AFC Wimbledon	Stevenage	0:2	2.83	3.29	2.34		
Blue Square Premier 2009/2010							
AFC Wimbledon	Stevenage	0:3	3.06	3.26	2.15		
Stevenage	AFC Wimbledon	0:0	1.81	3.38	4.07		
Head-to-head balance							
Team	Matches	Wins	Draws	Losses	Score	Goals scored/ match	
Stevenage	9	6	3	0	17:8	1.89	
AFC Wimbledon	9	0	3	6	8:17	0.89	

If you really watched closely enough, you'd find out that back to back for 5 good seasons Stevenage has always edged out AFC Wimbledon both at home and away. But that's not our focus. Our focus is strictly on the odds. Now this is what I want you to do.....

Scroll up to where the image is and take note of the odds between 2009/2010 season to 2014/2015 season. Fairly okay right?

Great!

Now compare those odds with that of the current 2014/2015 season. Are you done? what do you notice? Well, what I see is that the odds are now swollen up for Stevenage. An odd of 4.28 and 3.38? This odds no doubt represents great value.

But not so fast.....

We need to ask a couple of questions now. Questions like –what changed now? Is AFC Wimbledon’s current form so superb and Stevenage so bad that they now have an odd of 4.28 and 3.38? So what happened.

At the end of the analysis and checking in with several prediction parameters, Stevenage was still on point. And the results was fantastic even for the reverse fixture where the home side Stevenage were given an odd of over 3.00.

Transaction Details							<<Back	
30.04.16 10:45		Single		Stake:	50,000.00	Won	NGN172,500.00	
		Bonus:		NGN0.00	Possible win:	NGN0.00		
Balance After Transaction:								NGN289,640.30
No.	Matchdate	Bet	Your type	Result	Score	Odds		
League Two - Stevenage FC - AFC Wimbledon								
1	30.04.16 15:00	1X2	X	X	0:0 (0:0)	3.45		
Combinations								
No.	Combination	Odds	Total stake	Bonus	Possible win	Won		
1	1	3.45	NGN50,000.00	NGN0.00	NGN0.00	NGN172,500.00		
	Won	Lost	Cancelled	Not played yet		Banker		

There are different ways you can use this value betting to make yourself some good money like the under/over market (recall the 3.00 odd for the Bayern munchen game –that’s value). But I’ll teach you two systems that I have perfected over the years. The proportional value bet system and the magic system. .

HOW DOES THIS REALLY WORK??...

The idea of earning significant profits based on this strategy is very interesting. Since a football match is a random event where only three outcomes are possible: a home win, a draw and an away win with each having their own probability, it is much easier to find value bets as you only need home, draw, away estimations.

FOR EXAMPLE

League One	Home	Draw	Away
Colchester united – Crewe	1.50	3.90	4.85

The away team has not just a 50% chance of winning, but an incredible 85% chance such that irrespective of the odds, Crewe would beat the home team in say 6 out of 7 encounters at away (check the past history). This is a super value betting opportunity (odds far greater than 2.0) which does not regularly occur but the choice of this particular example is to further educate the punter whose decision making is influenced by fear.

Now, for the proportional value bet, you pick the most likely outcome. In other words, to make profits you must be capable of estimating the probability of each outcome in a single event accurately enough.

For the example above, let's assume Crewe picking a victory away is the most likely outcome.

In this case, if the punter places a bet on an away win with say N10000 and the result goes his way, he makes about N48500 gross profit and a net profit of N38500. But if on the other hand, the results does not go his way, he loses the bet.

The point here is you need to be really convinced about an outcome before investing. Most importantly, you look for odds greater than **2.0**. These value bet matches are there, you just need to look carefully and do a little research or better still you seek expert advice from prediction websites that offers value bet services.

WHY ODDS GREATER THAN 2.00??.....

You need to bear in mind that odds above 2.00 provides the value bettor with a degree of security for the future. In the sense that results would not always go your

way but you would certainly secure more wins than losses such that your wins can pay for those few losses still leaving you with a fair balance.

Odds above 2.00 protects your initial capital. Assuming you made a stake of N10000 on a 2.40 odds. You make a net profit of N14000 and a gross profit of N24000 which implies you now have two N10000 and an extra N4000. The idea here is you could place another bet with one of the N10000 and keep the other N10000 aside (the initial capital) leaving you with a N4000 main profit regardless of the result of your next wager.

This is simply why this plan is called proportional value bet because you discipline yourself to set aside a fixed proportion for investment in ways that ensure its steady growth or at the very least, protect it against loss.

Odds below 2.0 cannot be as effective. Therefore not all match events you are convinced about is a value bet.

FOR EXAMPLE

Premier League	Home	Draw	Away
Norwich – Arsenal	7.00	3.50	1.40

Most likely Arsenal would run away with a victory, although this is not 100% certain. Regardless of Arsenal's superiority, this is not a great value betting opportunity since one who consistently trade with such poor odds will not break even in the long run.

Moreover, you will certainly struggle to make money backing favorites or low priced events where the margins of profit are so small for the bookmaker's sake. Where you always find value is in the underdog market.

The most painful losses to take in are from these poor odds. Think about how many times small odds have failed you. The question now is are these poor odds worth your money and risk?

Be smart and look at the bigger picture. What you need the most is to have the confidence to back your Judgment ahead of everyone else including the bookmaker. Just be sure your decision is not misguided by emotions or irrationality.

Proportional value betting opportunities always exist. So far you are sure of a possible outcome, the odds should not be a hindrance. In fact, the greater the incentive (odds), the stronger the motivation and the sweeter your victory.

What if there exist an idea far more interesting than the proportional value bet? That ensures you a continuous flow of cash like crazy.

That's where my killer winning secret comes in.

But get this straight

Some of what you will find in the next chapter you may have heard of or given a thought about it. In some cases, you may even say to yourself, "that's simple" or "isn't that just common sense?"

But do me a favor. When you recognize what seems familiar and easy, ask yourself this: "how come I never did that in my gaming?"

Because knowing what to do and actually doing what you know are two different things. I'll provide you with the knowledge of knowing what to do, that's my job. It's up to you to take action and make things work.

If you want to be successful, if you want to win, there is a way. That way I'd be more willing to share with you, if you'd open up your mind and allow this book to change your reality **just like it has for so many others.**

Just forget about your past experience. Forget about the so much money you have lost on betting. That's in the past. What's important now is seeing things differently and changing your strategy for a more superior one.

'THE MAGIC SYSTEM'

Many years ago, before the introduction of football bets, business men would think and come up with a plan on how to invest a sum of money and make significant profits. Regardless of how this profit comes – small or big. They imported goods for N1 and made N2, they bought for N3 and traded for a kobo gain, they were satisfied and contented.

Then came a group of ambitious but smart businessmen. They offered something unbelievable. No need to work hard, with as little as N200 or less you can make millions. Just accumulate as much odds that meets your target and get rich without a sweat. This was their unique selling promise – get rich quick and easy.

Were these men out of their minds? No they weren't. They had a business model – selling you an illusion of making free and quick money out of nothing. Tapping on our greed was the genius of their invention.

In three paragraphs, I've explained the science of **why we lose**. This is why – we forgot about the satisfaction and contentment of capital gain (profits).

Gambling is for mugs, you are not a mug – be an investor.

RULE#9: Think Profit

The words 'profit' and 'profitable' were mentioned over 50 times in this book. This repetition is no coincidence and in fact, it simply tells it all. Such that if it's true as they say that "a word is enough for the wise," then a word told over 50 times should be most understood. When it comes to football betting, this is the most important language you should understand.

No bet company is in business for fun. They all are in for profit –and they take advantage of you to get it. To even the scale, you should start thinking like your rival (bookmakers). Think in terms of profit.

Forget about the overnight betting success you hear on the streets. Those are the exception not the rule. Treating football bets as the business it is, you should start thinking of **progressive mini-steps** not overnight success. By progressive success I mean multiple small winnings. And an aggregate of this multiple small wins makes a big kill.

Imagine what the fate of betting companies and shop agents would be if every punter decides to let his N200 fetch him N500 or his N1000 fetch him N1500. Am sure total won bets would increase by over 80% and bookmakers would run out of business slowly but surely.

This very idea was the build-up to the magic system. The idea answered the question of 'how do I make steady passive income from online football bet?'

To achieve this, I developed a model for a betting system to even the odds with the bookmaker. By its design, this system uses the bookmaker's own scheme of making money against him. From how the bookmakers set their odds to the structure and psychology of the game, this system takes advantage of all of it.

Remember I earlier told you how the bookies offers you a blank cheque to make as much as you want with as little as you can afford. This is a gambit and accepting gives bookmakers an unfair advantage.

So what do you do?

You decline. You refuse to accept their offer and you do the unthinkable instead by offering them a counter-gambit –an illusion of your own construct.

How?

You offer the bookie a proportion of the target return you want to get. Crazy, but in reality, he most times cannot take it. You need to be willing to give up something else you've already lost.

I know this is a clear departure of how you've been doing things and primarily how you think as regards football betting.

Just think of it this way.....

Just like any other business, you need a capital. There is no good paying business you can start with N200 or N500. Even if you want to sell sachet water, N1000 may not be enough for you to start.

Moreover, what are the profit margin?

For an enterprise as lucrative as football betting, how much will you be willing to invest with if you are guaranteed a winning strategy that ensures you win far more than lose!

That was why I said earlier that you should offer the bookie a proportion of the target return you want to get. Crazy, but in reality, he cannot take it. He barely does because his chances of getting it is slimmer..

See yourself as a money lender. You lend your money to a client that would always pay you after 90 minutes with a minimum 25% interest.

Bro, look at those keywords again –**after 90 minutes** and with a minimum **interest of 25%**! Most often you get higher than that. Since I started out on this myself, I've only hit the minimum 25% only twice. The other times have been incredible.

For me, a business which brings back as much as 25% profit back is worth giving a try. I tried it and made out fantastic results and by reason of those results is why you are reading this book now.

The direction I've been trying to point you to is.....

Say you want a million naira, you come up with N100000 to invest with using the magic system and you earn a minimum of N25000 per successful game (depending on the kind of odds you go for) and over N100000 weand in time your initial N100000 is safely turned into a million naira. This is what the system is all about, using the bookmaker's weapon against him and getting rich not quick but in a slow, safe and reliable way.

This was exactly what I did and the results was so unbelievable that I felt a necessity to tell punters about it. Punters that are determined like myself to get rich on football bets.

In principle, this system is same with the proportional type. Just that here, you need to consider odds with value higher or equal to **2.50**. But unlike the proportional value bet that seeks only the most likely outcome, the magic system still picks the most likely winner of an event, without eliminating the possibility of the next rated outcome which is most times usually a draw (remember odds for a draw are approximately 3.00) or a win for the opposition.

And that is simply the secret why the magic system always succeeds –because of its simple idea of divide your stake and conquer.

How many of your straight win matches ends in a draw? I guess many. The system simply includes the possibility of a draw or the next rated outcome in its estimations.

The idea here is that in a traditional home win, draw, and away win setting, the magic system bettor selects the two most likely outcome for that event. This could mean a home win and draw or an away win and draw or a home win and away win depending on the nature of the match event in focus and the given odds.

LET’S TAKE AN EXAMPLE:

League One	Home	Draw	Away
Colchester united – Crewe	1.50	3.90	4.85

Let’s assume the most probable outcome for this fixture is a Crewe win. Unlike the proportional value bettor who places his entire stake on Crewe to win, the magic system bettor after further analysis and considerations includes the possibility of a draw result.

Assuming he has N20000, he places N10000 on Crewe to win, and another N10000 on draw. Resulting in possible returns of N48500 and N39000 respectively, which represents a N28500 and N19000 profit depending on which outcome plays.

Clearly the strategy here is simply to pick the two most likely outcome of a match such that it accommodates the prospect of losing one coupon in order to win the other. But bigger than win or lose, we are deeply concerned about profit. The returns using this strategy is greater than an outright double chance (I'll tell you why soon).

The above fixture was only an example. There are many forms our system could play, but always remember we take nothing lower than 2.50. Other examples of how our matches for gaming should look are below:

(The dark teams represent the ones to pick while the dark numbers represents the outcomes to pick).

1. Exeter vs Northampton	2.38 3.29 2.85
2. Portsmouth vs Plymouth	1.82 3.39 4.32
3. Blackburn vs huddersfield	2.39 3.18 4.32
4. Cardiff vs QPR	1.80 3.45 4.19
5. Oldham vs walsall	2.85 3.10 2.00
6. Swindon vs bury	2.63 3.26 2.58
7. Doncaster vs wigan	5.20 3.80 1.62
8. Shrewsbury vs Bradford	3.70 3.29 2.00

That's only but a few patterns on how the odds for gaming should look like. If you observe clearly you'd find out that there were no 2.50 odd. Most times what is available is far higher and as you know—the higher, the merrier.

Bookies know punters are not comfortable with the draw option and they give an approximate of 3.00 odd for a draw outcome. They know you won't take it, but our system does. And if any match ends in a draw we are certain of our **3:1 ratio** in profit.

You'd do something for me.....

Pick up a calculator. Assuming you had a bank of 100k, splitting this 100k into two gives us 50k each right? Now punch 50k into each of the highlighted odds given for **No 1**.

For No 1, Northampton was more likely to win that game, but were given a 2.85 odd. We liked it! We took it!and 50k times 2.85 gives us N142500. Which meant we were expecting a profit of N42500.

But we never got that because the game played out a draw and our returns increased to N64500 because we covered our stake with the other 50k that was placed for a draw outcome.

This technique is far more profitable and superior to an outright double chance. Double chance undervalues your bet. For instance, same game of Northampton, the odd for an away win/draw double chance was 1.40. Multiply this odd of 1.40 by your 100k. What do you get?

You'd make N140000 and a profit of 40k. Trust me that wasn't good enough. Same stake of 100k, same game of Northampton, same outcome, same risk taken but very poor returns for an outright double chance.

Using our simple technique makes you a profit of N42500 which is N2500 better than the winning for an outright double chance. It even gets better if the game ends in a draw, since you'd make far more higher profit. In this case we made N164500 which was N24500 more profitable than an outright double chance.

Are you aware there is no option for double chancing a draw? No bookie offers that because if they do, they'd be shooting themselves on the foot. So what the system does is to create this bet option skillfully by way of dividing the stakes rather than playing all on the double chance for home/away.

So if a home is something like 2.50, the double chance should be around 1.40 because you are double chancing on the home to win. But same game might have an average draw odd of 3.30 and the double chance value is suppose to be around 1.65 to 1.70. But it is not given as an option. What the magic system simply does is use the available gaming rules set by the bookmaker himself to create a more profitable investment opportunity which gives our bet portfolio more options.

Hope you got that one straight.

That's exactly how the system works.

So in the real sense what happened was I gave someone (bookmaker) 100k to keep for me, and after 90 minutes when I would need it back, he added N64500 to my original 100k. As easy as that.

Tell me this isn't fun. The bookie acts as our bank, and we simply place a time deposit. Or better still, a 90 minutes time deposit.

The more exciting thing is that this sort of games are always there. Always there (In subsequent pages I'll give you a clear blueprint on how best to use the system).

It's even far much easier to find value betting opportunities since you need two most probable outcome out of home, draw and away estimations.

All your tools as a punter comes to play – from your money managerial skills, when you bet, how you select odds to even which bookmakers to patronize.

This strategy does not expose you to unnecessary financial risk, by further reducing the risk of a loss considerably such that a disciplined punter would not just break even, but make up to 650% in profits in the long run since he would win most of those games than lose.

Although the proportional value bettor makes more money quickly with his get rich quick and not so safe kind of plan, the magic system bettor understands that near enough is not good enough so he reduces the chances of losing considerably with his get rich slow and safe strategy that does not allow room for error.

The magic system user is smart, cautious and understands that the betting system is somehow infinite. Such that there always would be football events to bet on. His thinking is why risk a fortune on just an outcome when there is a better play that affords him winning steadily and with almost infinite continuity.

The both types of value betting requires a high staking power. Although our system requires even a higher stake. But like we mentioned earlier, there is no universal fixed stake, it entirely depends on how you tailor your finance. You can start with what you can spare. But the more funds you can spare, the more money you make.

The beauty of this strategy is it out performs in the long run any other essentially different strategy almost surely. In fact, with this sort of advanced value betting you just cannot stop winning, you win again and again and yet again.

It's that good.

Step-By-step Guide on How to Select Bets

For this explanations, we would use a life-example from English League One match – Gillingham vs Milton keydons.

LEAGUE ONE 2016/2017									
Gillingham FC	Milton Keynes Dons	1:0	2.80	3.33				Most Recent encounter	16
LEAGUE ONE 2015/2016									
Gillingham FC	Milton Keynes Dons	4:2	4.36	3.58	1.75	details			14.02.2015
Milton Keynes Dons	Gillingham FC	4:2	1.67	3.62	4.85	details			09.08.2014
LEAGUE ONE 2013/2014									
Milton Keynes Dons	Gillingham FC	0:1	1.66	3.64					03.12.2014
Gillingham FC	Milton Keynes Dons	3:2	3.65	3.44	1.95	details			05.10.2013
LEAGUE ONE 2009/2010									
Gillingham FC	Milton Keynes Dons	2:2	2.55	3.24	2.60	details			27.03.2010
Milton Keynes Dons	Gillingham FC	2:0	1.60	3.55	5.55	details			17.10.2009
JOHNSTONE'S PAINT TROPHY 2007/2008									
Gillingham FC	Milton Keynes Dons	1:2 PEN.	2.10					90 minutes draw before penalty	08.01.2008
LEAGUE ONE 2005/2006									
Milton Keynes Dons	Gillingham FC	1:2	2.27	3.21	2.78	details			01.04.2006
Gillingham FC	Milton Keynes Dons	3:0	1.95	3.27	3.42	details			31.12.2005

Figure 1 following the steps below, Gillingham to win should be the most likely outcome, while a draw is next rated. Gillingham won 3 out of 5 at home, drew 2 out of 5. Perfect example. Note that: it mustn't be this perfect. The opposition could win but the team you back must command a better winning rate.

How to do-it-yourself-step-by-step

- Go to www.betexplorer.com – click on the preferred league of interest to select a game from.
- A full listing of matches to be played for that weekend as well as the respective odds will appear. Click on each match to study their respective head-to head history. Take note of the odds on offer (minimum 2.50).
- When studying. If the team you are interested in betting on is at home, study only all the past home games with that opposition, if the team is that away in this current fixture, study ONLY past games with same team at away. Avoid the reverse fixture.
- Which result is common? Home win, draw, or away win? – Count each of them.
- To pick a winning game – it must have won minimum 6 times in say 10 times or minimum 3 times in 5 previous matches (better still it should have a winning rate of minimum 60% with minimum odd in the current fixture to be 2.50). Note that - by winning game I mean the most likely outcome which could be any of home win, draw or away win.
- From your estimation, check out the next rated outcome – the outcome that could happen next if the one in the previous step fails. Then pick it too.
- Go back to the last 10 recent performance of the team you finally picked and check if their performance is consistent.
- If you're confident, you bet else you move over to the next fixture and repeat the process again until you find a game that meets your wagering requirement.

Hot hints

- Specialize in only a few leagues. Start with one league, master it very well before moving to another. Personally I play on English lower divisions – (Championship, League One, League Two).

The idea is that. If one league is picked, then it is possible to know everything about the teams in that league within a short period of time.

However, it may be better to concentrate on leagues and clubs where there is no emotional attachment in order to keep a clear head for betting and minimize the risk of false assumption.

- Preferable to play on weekends since there are more games to analyze from.
- How frequent you would win depends on the kind of odds you go for. For example if you go for odd of 4.00 you can't expect to win more numerically than if you play on odd of 2.50.

WHICH WOULD YOU PREFER?

If you were given an option of taking home a paycheck of N1000000 now without knowledge of when the next N1000000 comes. That's if it ever comes again. Or you are given a near guaranteed payout minimum of N50000 every weekend. Which would you prefer?

It seems difficult to make a pick.

You are probably thinking you would choose the N50000 every weekend because it appears the more logical option. Lol...But it's not as easy as you'd think it was. Imagine the feeling of holding a million naira on your palms. Imagine what you could accomplish with such huge sums. It's simply irresistible not to take home.

This is a simple test of your financial intelligence. And whatever your choice would be reflects a bit of your understanding of the betting system.

The short term goal is to help you avoid the mistakes that others have made and are still making. While the long term goal of this book is to help you take a realistic approach at ways you might transform your betting history.

The idea of a near guaranteed weekly payout is that realistic approach and I recommend it to any punter who wants to win far more than lose betting and equally have fun making some side income. This system works like magic. It is the magic system!

Every word, every principle, and every rule that you have read so far in this book was geared towards a goal - training you to understand and appreciate this system. And so far, so good.

You probably skipped through the pages heading right down for my killer system. Do something for me. Go back.

Go back to the introduction pages and read down. An uphill task? Yes it is, but you need to do it and understand deeply the motives behind each rule in this book. You'll need it – those rules are the fundamental betting tool you'll need on your way, and I know you are not comfortable with some of them but observing those rules “all of them” constitutes the discipline you'll need to make the kind of money on your mind.

Guess you are back from the task....well done!

Now, let's get into serious business – teaching you the A-Z of how the magic system really works!

- You need odds greater or equal to **2.50**.

The emphasis on odds with value is of significant importance to our system. Everyday, every weekend there are a number of value bet match events that fits our system. Odds of 2.00 are fair. But for the system to work effectively, we look for healthier odds of value of 2.50 and above for winnings and take whatever odds allocated for a draw.

You normally blow away this kind of odds when you see them by double chancing or shying away totally. Don't anymore. That's the real deal.

- You need an online betting account with at least two bookies.

Remember how we talked about shopping in the bet market for best odds. This is it. Considering the volume of money you deal with, let your money buy you the best possible odds it can for your predicted outcome. If you fancy offline bet shops, do same thing.

The most important reason is that having multiple online accounts affords you never to leave your bet open. By not leaving bets open, I mean you should always bet on the two most likely outcomes. Betting on one and not supporting with the other leaves your money uncovered and you run the risk of losing your entire stake.

That's one reason. The other is that.....

You don't want your bookmaker finding out about our little winning secret. The only maneuver we can muster for that is to deal with different bookies (I recommend minimum of four). And I'd advice, please don't limit yourself to local bookies. Get as much foreign books as you can too.

But that's not all, do not make withdrawals from a book if it's not necessary. If you don't have to, don't (In the next chapter on online betting I'll tell you why).

For offline punters, if the odds given by your bookmaker is appreciable enough, patronize them, but don't bet in same shop. Place one bet here, and the other at the other end of town. Remember our strategy allows us to lose one bet ticket in order to win the other. So by default, you lose and win randomly at the different shops, but in reality the shop agents is not aware you won the entire period.

- Get a betting bank.

Every serious minded punter operates a betting bank. This betting bank houses the money set aside strictly for investing in the bet market. There is no fixed amount of money for this purpose, you should tailor the amount you put in the bank to reflect a proportion of the kind of possible monthly or weekly returns you desire.

Depending on your bet plan, you can start with either: N50000, N100000, N200000, N500000 , 1 million or more. But the more money funds you can use, the more you'll make. This kind of money is not easy to come by. It wasn't easy for me either. But I guarantee it's a worthwhile venture.

Another thing is you **only withdraw profits** not your capital and keep accurate records of all your transactions. Keeping **adequate financial records** is very essential in monitoring and evaluating your performance.

Simply get a record sheet or an exercise book where you record all your transactions, winnings, profits and loss. This would help you answer important questions like what you've been doing right/wrong?

- If you can afford it, hedge on your bets – insure them.

The higher the money you pump into your bet bank, the greater the need to protect these investment funds from loss. Our strategy affords us a nine out of ten winnings, it may not get better than that, it could even get worse as well especially

if you do not have a professional bet advisor at your service. And because of the volume of money involved, the idea of considering the prospect of a loss is out of the question.

My simple solution is – be a shop agent yourself. By being a bet agent, your bets are insured and your losses aren't grave. Investing on the magic system does not have to be risky. You have enough education already – and I'll give you more.

Most bet companies give an average of 35% as commission rate. But there are others that give better percents. I know of a new bet company called **Saharabet** that offers agents an unbelievable 75% commission rate. Feed off the competition amongst bookies and take it! You can as well do a little research for a better deal (percentage are not enough, fair odds and timely payouts must influence who you do business with). Being an agent doesn't necessarily mean that you rent or stay in a shop. You could play from the comfort of your home depending on what suits you.

- Take the first step.

I hear people say “knowledge is the new money.” Perhaps true, but only when this knowledge is put to use.

Regardless of the quality of information you have been exposed to in this book, you still need to take a step to cash in on your knowledge. The purpose of this book is to arm you with enough info that provides a framework for you to adopt the magic system with all the opportunities it offers – because things would never be the same again.

For a couple of punters the issue is raising the initial start-up capital. This is not easy, but you can if only you start thinking of how you can make it work. Discuss with a friend who shares similar ambition of making money on football bets, tell

him the possibilities and share your copy of this book with him to buttress your argument. He would want to partner with you to invest on the venture.

You could talk to relatives or get a loan. The problem is, people get into bad debt and into more trouble from loans. If you cannot use debt in your favor to make you money, do not ask for it.

The kicker is – try start with something. Even if it's N10000 you can afford, start with it and progress from there.

There are other good systems for making money on football bets out there. You could try them too, try a method and if it fails, try another. But above all try something.

Have a plan, have a strategy and stick to it. However, always remember that whatever strategy you wish to employ you need to study the market first using lots of paper exercises (testing) before committing your money.

But here is something that could equally help you.

No matter how fantastic your bet plan or system is, you would someday run into a losing streak. And so it's very essential not to depend on just one system or league, but to find a way to spread your risk (effective risk management) by betting on several systems too.

Let's take the magic system for example.

Theoretically, one loss using the magic system can automatically take out the profits of two winnings. This is not something a punter would wish for, but it's inevitable that you'd someday lose.

Meaning our plan is not as flawless (No bet system gives 100% winnings) as we had hoped. To support the magic system, I came up with a back up to the magic system I call **THE HALFTIME MAGIC SYSTEM**.

Have you observed that predicting the results of a full 90 minute match seems harder than predicting the outcome of just the first-half.

A pointer to know how sound this assumption is, is to check out the average goal distribution for both halves –you’d find out that compared to full-time (FT) there are naturally fewer goals in the first halves of games in every league you can possibly analyze.

So if there are fewer goals scored at half-time, doesn’t it makes sense that half-time results produces a much higher consistent correct score prediction at half-time? It does. It really does.

In fact, just four score-lines account for about 80% of all half-time scores. It does not matter the football league you look at, this same four scores keep repeating themselves over and over.

Can you guess what these score-lines are?

Yes, well done bro. you are really catching up fast. The most frequent half time scores in any league are always **0-0, 1-0, 0-1, and 1-1**.

Let me show you a screen shot of a league result and you might get to appreciate this knowledge better.

Brazil: Série B			
15	Bahia - Nautico	0:0	(0:0, 0:0)
15	Brasil de Pelotas - Paysandu...	1:0	(0:0, 1:0)
15	Ceara - Goias	2:1	(2:0, 0:1)
15	Criciuma - Avai	1:0	(0:0, 1:0)
15	Londrina - Parana	1:1	(0:1, 1:0)
15	Sampaio Correa - Bragantino	0:0	(0:0, 0:0)
15	Vila Nova FC - CRB	1:2	(1:0, 0:2)
30	Luverdense - Atletico GO	3:2	(1:1, 2:1)
30	Oeste - Vasco	1:1	(1:1, 0:0)
30	Tupi - Joinville	1:2	(0:1, 1:1)

You can clearly see that just four HT scores (0-0, 1-0, 0-1, 1-1) are responsible for 80% of all half-time scores. And also, the 0-0 half-time score is the most common HT result.

The beauty about the magic system and the halftime magic system is that they occur every time in a regular pattern such that they are ideal for planning a betting system with. In fact, systems like this which happens often enough with huge potentials for profit making are fundamental to breaking even more easily.

So now we have a betting strategy in mind. What's the plan?

To have a little idea on what our bet plan should look like, we need to look out for the kind of odds that this half-time correct scores commands.

Check out the table below to see

	Match Event Odds (Home vs Away)	HT 0-0	HT 1-0	HT 0-1	HT 1-1
GAME 1	2.45 vs 2.80	2.40	4.90	4.45	9.75
GAME 2	1.85 vs 3.96	2.30	6.00	3.75	9.50
GAME 3	1.75 vs 3.80	3.10	6.25	3.95	7.75
GAME 4	1.30 vs 7.25	3.00	9.25	3.15	10.00
GAME 5	2.60 vs 2.45	2.55	4.60	4.80	8.25

The table above shows examples of how the odds for the HT magic system looks like on the average. If you look carefully you'd find out that the odds for the home/away win (second column) has a direct effect to what odds are released for the HT correct score.

But that's not our problem. Our main problem is creating a profitable betting system out of this idea.

And guess what again –the odds for these correct score at half-time fits the kind of odds we are interested in.

I'll show you two powerful bet plans you can use to profit from the HT magic system.

PLAN A

Just like the magic system itself, you pick the three most likely outcome for the HT out of the four most common outcomes.

Doing this effectively would require a sound knowledge of the match event in focus with a little statistical analysis. Leaving you with three outcomes to bet on

out of the four most likely outcome. You simply spread your risk on those possible outcomes and watch how money falls on your laps.

Also you can choose to wager your bets on only two possible outcomes. What this implies is that you have an exceptional knowledge of the game or you have done lots of statistical analysis from past head to head of both teams or maybe you possibly spotted a value somewhere and want to take advantage of it. It's a great idea and the profits that comes from eliminating two outcomes is naturally higher than that of eliminating just one outcome.

No matter what you finally choose to do at the end of the day, you need to know that to break even more easily you need to have a sort of mathematical advantage over the bookmaker. That mathematical advantage is reflected on the kind of odds you choose to invest on. Odds with value are always welcome.

If you look at the table again, you'd find out that the odds for the various outcomes are healthy enough. But there sometimes could be less attractive odds for the 0-0 HT correct score because it stands a greater chance of happening.

I recommend minimum odds of 2.50 for the 0-0 HT correct score outcome.

But that's not all. To swell your profit margin you need to look out for the best odds around on each of the outcome you choose. For instance, If bet9ja offers 2.50 for your outcome it's possible that bet365 offers something way higher like 2.90. If you deal with large bet stakes that difference in price is good money. In fact, it's the real profit.

PLAN B

Through the pages of this book, you must have read something like "No football event is 100% sure." No doubt, this is true.

But you see, punters love to win. Not just any punter, but professional punters who think profits have a kind of bet plan that ensures them a 100% profit guaranteed no matter the outcome of a game.

And that ushers us into our plan B –**arbitrage betting**. You can call it sure betting if you like.

What you simply do here is placing one bet for each outcome with different bookmakers. The key is –since each outcome is backed with mathematical advantage, a win is guaranteed. This winning bet will cover for all the lost bets such that you make a profit.

To explain how this plan really works, take a look again at the table. Pay more attention to GAME 3 (we'd use it for examples)

	Match Event Odds (Home vs Away)	HT 0-0	HT 1-0	HT 0-1	HT 1-1
GAME 1	2.45 vs 2.80	2.40	4.90	4.45	9.75
GAME 2	1.85 vs 3.96	2.30	6.00	3.75	9.50
GAME 3	1.75 vs 3.80	3.10	6.25	3.95	7.75
GAME 4	1.30 vs 7.25	3.00	9.25	3.15	10.00
GAME 5	2.60 vs 2.45	2.55	4.60	4.80	8.25

An idea of how sure betting plan can work using the odds for game 3 as example with a stake of 100k.

GAME 3	ODDS	STAKE (naira)	RETURN(naira)	PROFIT (naira)
HT (0-0)	3.10	37390	115909	15909
HT (1-0)	6.25	18490	115562	15562
HT (0-1)	3.95	29320	115814	15814
HT (1-1)	7.75	14800	114700	14700

Whoa! Can you see that? We just made an average profit of 15000 naira on our 100k stake regardless of which of the outcome plays out.

But this profit could even skyrocket if you take out the time to find the best possible odds for every outcome amongst the bookmakers available.

Also profits could be higher depends on how your stake plan is –you can place your stakes in such a way that the possible returns is almost same irrespective of which outcomes plays out, or you can place your stake in such a way that it reflects the probabilities of each outcome happening.

Any way you like to go, the point is you'd make cool money out of every fixture in just 90 minutes. Faster cash flow means greater numbers of betting opportunities and higher bank turnover. Both of which are essential components of any successful football betting system.

Sounds good, doesn't it? But to really get the best and take full advantage of this system take the following points below seriously:

- Open an account with several bookmakers to ensure you get all the best betting odds offered (six accounts is great, four is just about okay).

- Watch out for games with higher chances of playing a full-time under 2.5 goals.
- When placing a bet on all outcomes, you need to ensure this is done as quickly as possible so that you record no open bets (open bets occur when you fail to place a bet on one of the outcomes, leaving your entire stake at risk).
- Remember our plan feeds on the 80% probabilities of HT correct score being 0-0, 1-0, 0-1, and 1-1(which implies the plan is not an outright arbitrage bet). This automatically leaves us with a 20% chance of losing and 80% chance of winning. To shrink that 20% losing chance considerably, you need information by way of a thorough research. Not just information, but the right kind of information and knowledge on how odds are calculated, past history and a few more.
- If you'd need bet advice. Wikendbet.com would be more than happy to help. Advice on this comes along with that of the magic system.

Oops! Guess you are getting to see how exciting football betting could be. It's all good and am sure if you take the time to apply the information in this book you'd be far successful than you imagined.

But hey! This doesn't mean you wouldn't lose. You will. Every professional punter do experience losing too. But you'd win far more and lose little in the long term. And that's exactly what we had hoped for –beating the bookmaker on our slow and reliable march to profit.

Imagine the kind of profit you would muster in a week if you try out the One Out of Ten, The Magic System and The HT Magic System. Just like magic, the profits keep rolling in.

The secret is simple –using a bet plan that works. The bet plan equally had back-ups that were as sound if not better. To make things smoother for you, you need an effective and flexible staking plan to act as the glue which holds all this bet plans together. The bet plan has to be sound in such a way that it prevents total loss of betting bank and allows incremental increase of stake when need be.

The whole point of this book is to force you to think. To think and think creatively.

How about I show you how to use the magic system with the multiple strategy to create sure-proof accumulators!

You'll learn a five-step guide on how to get 5 odds out of the multiple and magic system plan.

Step 1: Get a good valued game of odds above 2.50. This will serve as your header and would be repeated in the course of our combinations. The quality of value bet chosen is of great importance to this plan working out.

Step 2: Use the multiple strategy to get three events –step down the risk by a level (check page 72). Of the three events you should try to know their various probability of playing out. You'll need that knowledge.

Step 3: with an idea of the magic system, pick one of the valued game outcome and combine with only two of your picks at step 2.

Step 4: Repeat the same process. This time use the other valued outcome not picked in step 3 then combine it with two picks at step 2 (replacing one pick with the other that was not used in step 3).

Step 5: Repeat and alternate the process one more time. You'd have four combination.

At the end of the exercise, you'll get four combinations of likely outcome. Automatically two of this games will lose, while the other two wins. Even if you get a win, you are ahead since you'd make profit from the combination that played out.

Here is a representation of the plan:

- Remember that for the chosen valued game we pick the two most likely outcome. With minimum odd of 2.50. This will serve as our header that would be repeated.
- The three other events picked using the multiple strategy serve as support to the header and I call it the footer.

Assuming you have a valued game of say Burton vs wigan with odds 3.00/3.30/1.90. We take the home and draw as usual.

Assuming also you have your three other support event (footers) as Man-city (over 1.5), Bury (under 3.50), and Swindon (1x) all with say odd of 1.30.

Here is how it looks:

	Combo 1	odds	Combo 2	Odds	Combo 3	odds	Combo 4	odds
Header	Burton win	3.00	Burton draw	3.30	Burton win	3.00	Burton draw	3.30
Footer	Man-city (over 1.5)	1.30	Swindon (1x)	1.30	Bury (under 3.5)	1.30	Man-city (over 1.5)	1.30
Footer	Swindon(1x)	1.30	Bury(under3.5)	1.30	Man-city(over1.5)	1.30	Bury (under3.5)	1.30
Total odds		5.07		5.57		5.07		5.57

So we now have a minimum odds of 5.00 split into 4 units which ensures a profit as far as one ticket clicks. If two clicks, your profit margins increases. So all you

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need do is put extra time into your research. **Remember any profit is good profit.** Greed is not a punter's best friend.

Three events including the value game is the highest number I recommend, two events is better and single bets are always best. The more games, the more complications.

Just use your initiative to develop bet plans that are profitable that's the main idea I'm trying to impact. Think and grow rich.

CLOSING THE DEAL

If you have ever won a bet before, try to remember that special feeling again. That moment when you checked your bet slip and it clicked or when you are been paid your winnings. If you just remembered that feeling just as I described then you'd agree with me that a dollar won is twice as sweet as a dollar earned.

And that's a new set of problem on its own.

That you would make good money out of the magic system and other bet plans I've shared is of no doubt. What I'm really scared of is the winner addict you would become and the responsibilities that comes with it. Out of this genuine concern I introduced a controversial rule that I know many punters wouldn't properly understand the intents behind it – but take my word for it.

Listen carefully, No one will ever tell you this, but I will. People will always tell me Rotimi doesn't this stuff you say hurt your business? And I always reply –yes it may, but it doesn't matter. What really matters is my friends making informed decisions.

By trusting me enough to buy his book, you've earned that status –you are a friend and this chapter is specially for you.

So, let's start now. Join with me as we talk more about closing the deal.

You see, It's painful to lose money on gambling and such pain could make you quit. Many have. Conversely, it's sweet to always win. But the mark of the true winner tells in bowing out at such a high. This brings us to something crucial.

RULE #10: Get The Money And Pull Out.

If you must play, decide upon **this three things** before you begin –the rules of the game (your plan), the stakes (capital and size of bet bank) and most importantly the time to quit.

Picture a target return you want in your mind, use the magic system and follow the rules in this book, get the money, pull out and invest this money on your other life. The gambling world is a minefield where you don't want to hang out for long. I've been there, I know what am talking about.

Sounds crazy and seems contradictory that after following the magic systems and observing the rules and principles in this book and affording yourself a real chance to get square with the bookmaker, you are then advised to quit.

From experience I have come to the knowledge that.....

The loser addict has a hope – his losses gives him a good reason to quit. But the winner sees no reason to quit and that is the real danger. Trust me, you don't want to dance with the devil long enough. In simple language, get the money and pull out is the most important of the rules in this book.

Let me break things down a little.....

You see, someone playing a fair game with a limited amount of money will eventually go broke against an opponent with infinite wealth. This holds for sports betting too. An average punter has far less money than a bookmaker. So if you keep playing long enough, you will someday go bankrupt and have to quit the game untimely.

How untimely depends mainly on how much money you start with, the odds you play on and possibly how much you bet with too. Even at that, there will be a time

when you may be unable to continue playing. Maybe it might take a very long time, but it would happen.

This is a fact. Am not just teaching you the art of making money from football betting, you are equally learning how to keep this money too. The most pragmatic way is to quit while you are ahead. All the best gamblers do and the bookie will hate you for it.

It's tempting to imagine how you can double or triple this money you just made from betting. Great line of thoughts! But the script might not play out exactly like that in the real bet world.

I think this would work a lot better with an illustration.

Imagine you flipping a coin with a friend. Let's assume you each have a particular number of stake (N500 for yourself and N500 for your friend).

Now flip one of the coins (both of you). You'd find out that both of you has a 50% probability of winning (head or tail). If it's a tail you win N100, if it's a head you lose N100 to your friend.

If you repeat this process continuously forever, what do you think happens? The chances that one of you will eventually go broke and lose all his stake is 100% certain.

Now this illustration is based on two people starting out with the same amount of money. However, let's assume you started with N1000 and your friend N100,000. Then your chances of finishing with all the money (yours plus your friend's) is 1% while your friend has a 99% chance to win this unequal match.

To put this long story short, there is no question that a bookmaker has far more money than an individual punter and the illustration I just explained above

provides them (bookmakers) with a huge advantage in the long-run. This is the primary reason bookmakers have a ceiling to the maximum amount of stake and maximum amount of payout. Simply because if this individual punters bring their resources together as a group or corporation then there is trouble for the bookmaker, since he now has an equal match and his huge advantage is gone.

The point is.....

You are an individual punter with a finite amount of money. Quit while you are ahead. A touch of greed could make someone not do the needful here. Don't let greed get to you. Picture a realistic target return in mind considering the kind of bet bank you have, get the money and pull out.

If only you'd be smart enough to take an advice from a man who has made a real fortune from football betting, lost it all and made them all over again. This is my simple advice and it's conventional every day wisdom –“the safest way to double or triple that target money you just made from football betting is to wrap it carefully and put it in your pocket.”

Either take this advice.

OR

You start learning how to bet professionally.

Sometime in your life, you may realize that making money from betting is not as plain sailing as you initially thought.

Most people never win at football betting, some few only manage to win petty sums that at best encourages them to keep on playing, only a few get to make out reasonable non-stop profits from their betting business.

The simple reason is the approach.

Beginners often make the mistake to consider betting as yes/no matter – and they barely achieve any substantial success playing with that approach.

You see, every game has its rules and you can't succeed if you don't understand them. So the majority of bettors simply lose because of their lack of knowledge on how sports betting works. So their approach of making money from it is inherently flawed.

They think one winning bet is enough to guarantee success but the sheer truth is you cannot be a millionaire with just one bet. Only in the long-term and with a larger number of bets can you achieve any reasonable success.

So you need to start betting professionally and see betting as an investment and not a prediction game.

Set a higher goal – go for long-term success – strive to beat the bookmaker and not settle for a winning bet.

Only by compiling your own betting odds as bet9ja and nairabet do, can an individual punter ever hope to beat them since his probability of winning even in the long-run is guaranteed.

If you really want to succeed on football betting, don't keep falling for those petty tricks bet9ja and co use in wiping out all your money – learn the same techniques and use it on them to start earning a living from betting.

I've put up a Mega-Betting Course for you and everyone in the world who is willing to take an entirely different approach to betting that ensures non-stop profits.

Visit www.wikendbet.com for more



Figure 2 Mega-Betting-Course

[CLICK HERE TO LEARN MORE....](#)

ONLINE BETTING

Online betting has no doubt gained a lot of popularity. There are a number of betting companies, and the number is still growing. The main companies in Europe such as Ladbrokes, William hill, 188bet, Skybet have websites, as do new entrants to the market in Nigeria like Bet9ja, Saharabet, surebet247, Nairabet etc.

Although this form of betting seems popular, easier and more exciting, a major concern with online betting is the security.

Uh-Huh..... Online Security!!

It's a fact that the average online stake is higher than in shop betting. So then, consider a scenario where a punter has to pay money upfront into an online account or the bookmaker holds a customer's credit card details. At any rate, this arrangement poses a potential risk to you the punter.

You need to make some inquiry in order to find out which bookmakers run the creditable business and who is trustworthy with your money. Otherwise you might face the problem of not getting your money back. The barriers in establishing an internet betting company is low, hence there are a good number of online betting shams ready to pounce on you.

If you think am going a little over the top and think this can't happen to you, just know you can't rely on the legal system to protect you either. Those who

will take advantage of you online also know how to beat it or at least play the legal system to their advantage.

No doubt using my system will enable you to keep winning. But that's exactly the problem –bookies don't like winners. This is a fact you will need to accept. They are like casinos –if you win consistently, they will limit you sooner or later or close your betting account.

The bottom line is you should always seek for advice from experts and other users before securing an online account. A bookmaker may be reliable in street/shop betting but not trustworthy online. Fair odds and timely payout should influence you to do repeat business with a favored betting site.

One of the emerging forms of online betting is virtual. Of recent, virtual betting is getting rampart. Virtual betting basically imitates the behavior of real events by means of replicating something suitably analogous and using a technique to represent real sporting events by a computer program.

The most common available virtual bets is virtual football where a match ends in 60 seconds with a break of about 10 minutes before the next match begins (depending on the bookmaker). You need to understand that the entire simulation process for virtual is carried out by a professional programmer. Style of programming differs with bookmaker, but generally the algorithms are well coded such that they alter continuously until a fresh one is written.

The quick- quick making of money in matter of seconds makes virtual betting fun. The process is somehow random and a deal of luck could play in your favor in predicting an outcome. But the more successful virtual punters do not entirely bank on luck to win.

To be successful, you must develop a superior visual imagery ability of almost photographic accuracy. Simply put, to win you must recognize patterns easily. It's not enough that that team won and won with a score line, a pattern controlled that result. Could be the number the event played at, could be a marker like another team that controlled the outcome of the former, could be the team had a specific odd that commands only a specific outcome. No matter where your interest lies, whether in goals, over or under, winnings or draws, there is a pattern.

I would have loved to share some virtual systems with you, but I won't do that openly because it is currently in use and may be obsolete by the time you get a copy of this book – besides you can't tell who has a copy as well. All the same, virtual betting is not what this book is about.

But if you are really keen to learn some little virtual winning secrets, read up the ebook I gave out for **free** titled "Cracked Codes Of Virtual Football System." I'm sure you'd find it informative enough.

Except you are a cyberpunk or super hacker, you cannot possibly decode the algorithm of the programmer. But you could anticipate if only you recognize some patterns that could serve as your blueprint in predicting.

My professional advice as regards virtual is that you **stay away** if you do not understand how it works. Virtual makes it difficult for you to stay in control. It is the real gamble and there are no real winners. You think you just won only to lose not just the money you won, but the extra you came with as well.

Smart punters can learn something of value from virtual bets that could help boost their normal bet winnings.

- The way you pick as few games as possible from the ten virtual football events, use that same psych for your normal accumulator bets.

And also

- Do you still remember the thrill of winning up to N1000 with a N150 stake on virtual? Good! That's the same satisfaction and content I want you to take into your normal accumulator bets. The difference is that in virtual it takes less than 10 minutes to attempt to play again while in normal bets it could take a day or few hours later. The wait is worth it. Think in terms of profits. Imagine you winning several N1000, it's huge.

Recall what I said earlier about smart punters – that they understand the betting system and know that there always would be football matches to bet on whereas the money you have is always limited and can be milked off.

Take this advice and just try it out –you'd be marveled and happy you did.

If you really read this book, you are one step ahead of your friends who don't have a copy. What you do with this added knowledge is entirely up to you.

For me, the most important way to use this book is as a **call to action**. Start implementing the tactics that you've now learnt and I'm convinced you'll have an improved betting life.

My Final Words

By their very nature, games of chance are unpredictable to the say the least – and it is possible in the short term for you to come out ahead. Some bettors translate this experience of winning into a belief that they “can beat the odds” by the way in which they play or the system they use. Many of these systems appear to be quite reasonable and logical derived from sensible ideas. But if we look deep enough, though, we find out they involve misconceptions about the nature of random events of probability.

That’s why system betting is faulty because it’s not sustainable.

There is no way around it. To find success in betting you need to put in the hardwork. You will have to say goodbye to the idea of suddenly winning the lottery with a huge accumulator but however long it may take you the good news is getting rich through football betting is in fact possible – as long as you know how to find value like a pro and how to manage your money.

Football betting will not make you rich over-night, yes, it can provide an income stream along side your normal job. It can even turn into a business, depending on how much time you are willing to invest of course to learn, it will require some effort to get there, but this is exactly what the Mega betting Course will do for you. To help you learn how to bet like a professional and keep the income coming in non-stop.

You need to start learning how this works right away.

For people who are betting for excitement and fun this book is just enough to provide you with the necessary wins to feed your hobby.

But for people who are betting to make REAL money, betting is a serious business and there is a professional approach of betting that secures you not just small wins, but a living from betting and profits even for a life time.

Winning football bets never, ever ends. But this book on how best to make a million from online football betting has.

I've enjoyed our interaction. Every bit of it!

But it's time to go now.

If you've got a great idea to share I'd like you to take advantage of the free online interaction this book offers you. Please let me know what it was and how it worked for you. You'll be sent a special surprise gift.

Finally...if this information helps you in any way, please take a moment to let me know via email. Describe exactly how. If you would take a minute to share with me how this material has helped you, I would be extremely grateful you did.

The best way to send me your story is via the email below.

wikendbet@gmail.com.

Who knows! You can also be an inspiration to other punters out there.

See you at the other side

But until then –stay moneyed!

Retimi Asabi

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