

The 7 Most Successful Sports Betting Strategies



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Introduction

Welcome to The 7 Most Successful Betting Strategies.

If you are new to sports betting then at first you might find the number of systems available to you a little overwhelming. You'll also come across terms like fixed odds betting, arbitrage, betting exchanges, dutching, hedging, match betting and spread betting. In time, you'll learn exactly what each method is and how you can profit.

However, if you've been around the online bookmakers and exchanges for a while then you will have come to realize that there is much more to sports betting than simply placing back and lay bets. There are numerous systems and strategies that can be incorporated into your betting, each designed to give you an edge... but which ones work best?

You probably have your favorites already simply because those are the ones that have been proven to work for you.

Well, in this guide we look at some of the most popular sports betting strategies, from which everyone, regardless of previous experience, can profit from. These are not "systems" as such, but tried and tested strategies based on stats, predictions and results to help you make bigger and more consistent profits.

The first thing to consider when starting out with any betting strategy is your bank and how you will manage your money. Always consider the risks, because no system or strategy is ever 100% risk free. The best you can do, in the event a bet goes against you, is try to reduce your losses to an absolute minimum.

Many seasoned "professional" bettors will only ever stake a maximum of 10% of their betting bank on any one bet, and this advice is highly recommended, whether you are an experienced punter or a complete novice.

The upside of this money management strategy is that as your bank grows so do your stakes and your potential winnings. However, to succeed over the long-term, at sports betting, not only do you need to manage your money, you also need to use all the tools available to you, such as Bet Devil: <http://betdevil.com>

Some software tools are free and some are subscription based. Basically, they are all programs, which can help you find value bets, provide you with up-to-the-minute stats, help you find the best odds, highlight trends and even allow you to watch the scores in several matches all over the world simultaneously.

And that's fine if you just want to place a few bets and slightly increase your chances of winning but if you are serious about making regular profits then you need to consider a different approach to betting.

Sports **trading** is a different way to look at the whole aspect of sports betting. In fact it requires a different mind-set, a different approach, and to a degree, more dependence on premium software such as Bet Angel, which can provide you with all the stats and trading tools you will need to become a professional sports trader.

Sports Betting Strategy #1 - Arbitrage

Assuming you are familiar with all the betting terminology and options, here is a strategy that can be adopted by bettors of any experience level.

Arbitrage is the practise of betting on the same event but for different outcomes. The concept is very simple and involves the placing of a bet with a bookmaker and then placing an opposing bet with a betting exchange. The only way this will work however, is if the back odds on the football team with the bookmaker are higher than the lay odds for the same game on the Exchange.

For example, if the back odds with the bookmaker for Chelsea to win against Tottenham was 2.5 (3.2) and the lay odds on the betting exchange for Chelsea to lose against Tottenham was 2.3 (13/10) then the bet would make a guaranteed profit because of the difference in odds. Finding these bets however, is not always easy.

The lay odds at the exchange must always be lower than the back bet at the bookmakers. The difference is your guaranteed profit. How much profit you make depends on the value of the back and lay bets. For a \$10 back bet, this would yield a small profit of \$0.56 or \$5.60 for a \$100 bet.

Matched Betting Calculator

Bet Amount :	<input type="text" value="100"/>	<input type="radio"/> Stake Returned	<input type="radio"/> Stake Not Returned	<input checked="" type="radio"/> Qualifier
Back Odds:	<input type="text" value="2.5"/>	<input checked="" type="radio"/> Decimal	<input type="radio"/> Fractional	<input type="radio"/> American
Lay Odds :	<input type="text" value="2.3"/>	<input checked="" type="radio"/> Decimal	<input type="radio"/> Fractional	<input type="radio"/> American
Back2 Odds:	<input type="text"/>	<input checked="" type="radio"/> Decimal	<input type="radio"/> Fractional	<input type="radio"/> American
Back Commission: (%)	<input type="text" value="0"/>			
Lay Commission : (%)	<input type="text" value="5"/>			
Lay Stake:	<input type="text" value="111.11"/>			
Lay Liability	<input type="text" value="144.44"/>			
2nd Bet Type:	<input checked="" type="radio"/> Lay <input type="radio"/> Back <input type="radio"/> None			

Results

Ave. Profit :	<input type="text" value="5.56"/>	Retention :	<input type="text" value="5.6%"/>
If Back Bet Wins:		If Lay Bet Wins:	
Net Profit :	<input type="text" value="5.56"/>	Net Profit :	<input type="text" value="5.55"/>
Chance of :	<input type="text" value="42%"/>	Chance of :	<input type="text" value="58%"/>

In the above image you can see a Matched Betting Calculator, which is a free tool for working out arbitrage bets. Here the bet amount is \$100. The back odds are shown as 2.5 and the lay odds are 2.3. The Lay stake is the amount you need to place on the lay bet on top of your \$100 on the back bet. You must have enough in your betting exchange bank to cover the lay liability. The profit is shown as \$5.56. This is **guaranteed** whatever the outcome of the game, but you do need to have a large bank to be able to participate in this arbitrage method.

Sports Betting Strategy #2 – Betting on Corners

Most bets are focused on either winning or losing or perhaps the number of goals scored during the game or the actual final scores. However, one bet which can prove quite profitable is betting on the number of corners in a game.

The best strategy for this method is to follow a game where two of the top teams are playing each other. Both teams will want to win and bring back the 3 points so it will be a tough game with the likelihood of quite a few shots on goal. The more shots on goal, the more chances there will be of corners occurring.

To give yourself a higher chance of selecting a match that will produce more corners, select 2 games from each of the top 3 leagues. The odds for each team to win should be quite close, indicating that the teams are evenly matched. Then go to Flash Score (<http://flashscore.com>) and register for a free account, if you don't already have one.

Next, select your chosen games and add them to "My Games", where you will be able to set an alert to notify you each time a team scores. You don't have to follow the games as they progress but it might help you decide earlier, on which games to focus on before placing your bets.

Now, wait until half time and then check the stats for the game. What you will be looking for are games where one team has taken the lead by one or two goals and where there has been several shots on goal. If the half-time score is goalless then discard these matches from your selections.

So, if a team is behind by one goal at half time then there is a higher than usual chance they will push harder to score an equalizing goal in the second half. Also, the team which is ahead will try hard to consolidate their lead by adding a further goal. The result is likely to mean more shots on goal and therefore a higher percentage of corners. This is the time to place your bets.

Go to your online bookmaker's website and find the matches that meet the criteria. Then check the odds for 4 corners or more in the second half. The odds must be above 1.25 (1/4) in order to be worth the effort and to make a small profit. Very often there will be at least 4 corners because each team will be much more focused on attacking, and not defending.

It is crucial that each team are attacking and that one team is at least one goal down at half time. Double check the half-time stats before committing to this type of bet and don't bet more than 10% of your betting bank.

A \$10 bet on the 4 corners or more market will yield a \$2.50 profit, which can be repeated many times over. Not all bets will win but this strategy generally has a 70% strike rate, which should keep the profits coming in steadily.

Remember to select top performing teams when looking to place this type of bet.

Sports Betting Strategy #3 – Over/Under 2.5

The over/under market is very popular with many sports betting punters but many will simply look at the odds and place a bet without doing any research whatsoever. This is very high risk. At least give yourself a chance by checking the past scoring form of each team. Ideally, you want to select matches where the teams are fairly equal in terms of back odds. Remember, in many cases the home team will have shorter odds because of the home advantage, so take this into account too.

The next thing you need to do is check each team's past performances. In order to clearly see the bigger picture emerging, you will need access to results for at least the past 4 months. Over this period you will see a trend, and if this is evident then the match should be considered for a bet on the Over/Under 2.5 goal market.

To find out how a team has been performing visit:

<https://www.flashscores.co.uk/football/england/premier-league/standings/>

In the screen shot below, for the English Premier League, you can see that the Over/Under tab is selected and the 2.5 results are also selected. The number of matches that have been played is 12, so this is when trends start to become clearer.

Summary Results Fixtures Standings Teams Archive															
Standings		Form		Over/Under		HT/FT		Top Scorers							
Overall		Home		Away											
		0.5		1.5		2.5		3.5		4.5		5.5		6.5	
#	▲ Team	MP	Over	Under	G	G/M	Last 5								
1.	Man Utd	12	10	2	20:21	3.4	?	+	+	+	+	+	+		
2.	Bournemouth	12	9	3	21:16	3.1	?	+	+	+	+	-	+		
3.	Fulham	12	8	4	11:31	3.5	?	-	-	+	+	+	+		
4.	Chelsea	12	8	4	27:8	2.9	?	-	+	+	+	+	+		
5.	Everton	12	8	4	19:15	2.8	?	-	+	+	+	-	+		
6.	Arsenal	12	7	5	26:15	3.4	?	-	-	+	+	+	+		
7.	Man City	12	7	5	36:5	3.4	?	+	+	-	+	-	-		
8.	Burnley	12	7	5	12:25	3.1	?	-	+	+	+	+	-		
9.	Cardiff	12	7	5	11:25	3	?	+	+	+	+	+	-		
10.	Leicester	12	7	5	17:16	2.8	?	-	-	-	+	+	+		
11.	Tottenham	12	7	5	20:10	2.5	?	-	+	+	-	-	-		
12.	West Ham	12	6	6	14:18	2.7	?	-	+	+	-	-	-		
13.	Watford	12	6	6	17:14	2.6	?	-	-	+	-	-	+		
14.	Brighton	12	6	6	13:18	2.6	?	+	+	+	-	-	-		
15.	Southampton	12	6	6	8:21	2.4	?	-	+	+	-	-	+		
16.	Newcastle	12	6	6	9:15	2	?	+	+	-	-	-	+		
17.	Liverpool	12	5	7	23:5	2.3	?	-	-	+	-	-	-		
18.	Huddersfield	12	4	8	6:22	2.3	?	-	-	+	-	-	-		
19.	Crystal Palace	12	4	8	8:17	2.1	?	-	+	+	-	-	-		
20.	Wolves	12	2	10	12:13	2.1	?	-	+	-	-	-	-		

The figures shown under the G/M column indicate the number of average goals per match. From this information you can decide whether to select the over 2.5 option or the under 2.5 option bet, and increase your chances considerably.

Sports Betting Strategy #4 – Both Teams to Score

Sports betting, and football in particular, doesn't have to be confined to the Premier Leagues. There are consistent profits to be made from matches right across all leagues and in all matches played in all countries. This next example strategy applies to a game in the English League 2 between Exeter and Northampton Town.

England > League Two > Exeter City vs Northampton Town

The odds are, Exeter to win 2.39 (139/100) against Northampton to win 3.05 (41/20).

The criteria here is that both teams should be within 1.0 points of each other with a good record of scoring goals in the majority of matches. Also, the home team must have lost at least 2 of their last games. In contrast, the away team must have won their last 2 games.

The psychology is that the home team will be desperate to win in front of their home crowd, whereas the away team will be high on confidence after their winning streak. In the image below from Flash Scores, we see that Exeter, although higher in the league than their rivals are on a downturn after losing their last 2 games, one of those was at home. Northampton on the other hand are riding high after winning their last 3 games, and one of those was away.

So, one team is desperate to score and other is confident to score, making this game ideal for a Both Teams to Score bet. However, before the game starts, ensure each team's top goal scorers are playing. To find out who these are, select Top Scorers.

Standings													
Overall													
Home													
Away													
#	Team	MP	W	D	L	G	Pts	Form					
1.	Lincoln	17	11	3	3	32:15	36	?	W	L	D	D	W
3.	Colchester	17	9	4	4	31:16	31	?	W	W	L	W	W
2.	MK Dons	17	9	7	1	24:10	34	?	W	D	W	W	W
7.	Mansfield	17	6	10	1	25:13	28	?	W	D	W	D	W
10.	Bury	17	7	5	5	28:18	26	?	W	L	D	W	D
4.	Tranmere	17	8	6	3	25:16	30	?	W	W	L	D	W
5.	Exeter	17	8	5	4	26:17	29	?	L	L	D	D	W
9.	Forest Green	17	6	9	2	26:17	27	?	L	W	W	D	L
8.	Stevenage	17	8	4	5	21:16	28	?	W	W	D	L	L
14.	Yeovil	16	5	6	5	23:18	21	?	L	W	D	D	D
15.	Oldham	17	5	6	6	21:18	21	?	D	L	L	W	L
16.	Northampton	17	5	6	6	20:21	21	?	W	W	W	L	W
11.	Carlisle	17	7	2	8	19:22	23	?	W	L	D	L	L

The odds on this BTTS market were 1.76 (19/25). So, as long as all the criteria are met, this bet has a high possibility of yielding a good profit.

Sports Betting Strategy #5 – A Winning Draw

Most bets are focused on teams winning or losing and the draw is very often ignored because it is not, for some strange reason, considered a result. That said, draws occur in the game each and every week and in every league worldwide. In the English Premiership last season, more than a quarter of all games ended in a draw. So how do you determine whether to back a draw?

With average prices on a draw being 3.4 (12/5), a bet on this outcome is definitely worth considering but you must first determine whether the 2 teams are evenly matched. The best way to do this is to check the positions of each team in the league table. If they are both in the top 4 or bottom 4 or middle 4 then they would be considered an even match.

Next, check the odds for each team. If they are both under 3 (2/1) then they are a good match for a draw bet. Also, if both teams are low scoring teams then there is more chance of a 0-0 draw. Check Flash Scores to see how each team has been performing over their last 8-10 games. The market price will also throw up some indications of a possible low goal scoring match. If the price for under 2.5 goals is 1.65 (13.20) or less then a low score match can be expected.

Other considerations to take into account is whether both teams would be happy to settle for a draw. This might be the case if the two teams are middle of the table, or if one is near the top and the other is near the bottom, with the bottom one fighting relegation. Also, if both teams are evenly matched and both are desperate for a win, they will tend to give everything and so with both teams fighting hard, the result is quite often a draw.

It is sometimes better not to place a bet at the start of a game, instead wait until half time or later. Sometimes a game has “draw” written all over it and by half time this can be quite obvious. You would of course need to watch the game to determine this and then decide when to place the bet.

However, assuming you are looking for possible draw result games, start by looking at the draw odds of each game. Remember, you are looking for a draw price of 3.4 (12/5) or less. Below are 3 examples of possible draw result games from the EPL.

15:00 01-12	Huddersfield Town Brighton and Hove Albion	2.43	3.20	3.10
15:00 01-12	Leicester City Watford	2.01	3.65	3.60
15:00 01-12	Manchester City AFC Bournemouth	1.17	6.90	18.75
15:00 01-12	Newcastle United West Ham United	2.68	3.30	2.68
17:30 01-12	Southampton Manchester United	4.15	3.55	1.90
12:00 02-12	Chelsea Fulham	1.15	8.50	15.5
14:05 02-12	Arsenal Tottenham Hotspur	2.57	3.35	2.76

For a more detailed explanation and all the psychology watch this video:

https://www.youtube.com/watch?v=r_i2HXzenY0

Sports Betting Strategy #6 – Football Accumulator Bets

If you place a straight bet on any football team to win a match, and they do win, then you make a small profit. But if you select 3 or more teams to win and they all do then you can collect a substantial win every time. That's because a multiple, combi or acca as they are known, offer great value but the more games there are in the acca, the less chance you have of winning. That said, accas are worth serious consideration because you can use smaller bets for potentially much higher rewards.

As an example, if you were to select 4 teams from matches, all to win, the price is multiplied like this: 1.43 (win) x 1.44 (win) x 1.5 (win) x 1.33 (win) = 4.10

Time	Event	1	X	2
15:00 24-11	Everton Cardiff City	1.43	4.85	6.80
15:00 24-11	Fulham Southampton	2.67	3.55	2.54
15:00 24-11	Manchester United Crystal Palace	1.44	4.75	6.80
15:00 24-11	Watford Liverpool	5.80	4.75	1.50
15:00 24-11	West Ham United Manchester City	8.30	5.70	1.33
15:00 24-11	Brighton and Hove Albion Leicester City	2.86	3.40	2.46

Individually, these prices are not worth bothering with but together they definitely are.

Deciding on an accumulator, with the best chance of all selections winning, requires some serious research. Check the leagues tables for positions. Check each team's past performances over the last 10 games. Check the number of goals each team usually score in each match. Make sure the top goal scorer is selected for the game and is not out injured.

Use Flash Scores and Bet Devil to find all the information you need to be certain that your selections will win. Don't be swayed by the difference in odds between your selection and the opposing team. The lowest odds team is not a guarantee of a win but if the odds are below 1.5 (1/2) then the likelihood of a win, especially if the team is at home, is quite high. Only place your bet when all the evidence is favourable.

With odds above 1.5, you are looking at higher value at the expense of higher risk, so decide on whether to play it safe and increase your chance of a small profit, against a higher risk and higher profit. You can of course select 3 or more teams to draw, which will increase the overall price significantly. However, ensure all the criteria required for a draw score are followed precisely.

Don't be tempted to select every team with a price of 1.5 or less in the same accumulator as this only increases the risk factor, and even low price teams can sometimes lose. Tranmere were hot favourites but the match ended in a draw.

Sports Betting Strategy #7 – The 10 Minute Strategy

This strategy has the highest possibility for returning winning bets but the profits will be consistently small. If you're happy to win small amounts over the long term then this is the strategy you need to focus on. For this method you need to have an account with a betting exchange. You will be betting that there are no goals scored within the first 10 minutes of the game.

Team selections can be from any league and from any country but the criteria for each game must be met so that each game qualifies for this strategy. What you will need to find first, are two teams that have a difference in back odds of no more than 1.20 (1.5). For example the home team have odds of 2.8 (9/5) and the away team's back odds are 2.9 (19/10). Actually, the tighter the odds between the two teams the better the chances of a result.

You need to select the game on the exchange and look for the **Time of First Goal** market. Choose the 1-10 minute option and then place a **lay** bet on this game. You can repeat this as many times as you want but as you will not be able to watch all the games at the same time, you can use your Flash Scores account and select the games under the scheduled games tab, so you can watch the timing of each match as it progresses. The object of this strategy is that there will be no goals scored within the first 10 minutes of the game to get an automatic win on the bet.

League	Time	Minute	Home Team	Score	Away Team	Goal	Market
ENGLAND: Premier League	15:00	12'	Sunderland	0 - 0	Bournemouth		LIVE CENTRE
ENGLAND: Premier League	15:00	13	West Brom	0 - 0	Leicester		LIVE CENTRE
ENGLAND: Championship	15:00	12	QPR	0 - 0	Nottingham		LIVE CENTRE
GERMANY: Bundesliga	14:30	43	Dortmund	0 - 0	FC Koln		LIVE CENTRE
SCOTLAND: Premiership - Relegation Group	15:00	11	Hamilton	0 - 1	Kilmarnock	GOAL	LIVE CENTRE
ENGLAND: League Two	15:00	9	Mansfield	0 - 0	Portsmouth	(0 - 0)	LIVE

Five of the above games have hit or exceeded the 10 minutes mark with no score and therefore they have all won. There was a goal at 11 minutes in the Hamilton v Kilmarnock game so that was close. The Mansfield v Portsmouth game also exceeded 10 minutes without a goal being scored making it 6 out of 6 wins.

ENGLAND: League Two	15:00	11	Mansfield	0 - 0	Portsmouth	(0 - 0)	LIVE
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The amount you place on the lay bet is entirely up to you but if you are familiar with lay betting then you'll know that whatever the amount of money you lay, is the amount you will win less the exchange's commission. You will of course also receive back the full amount of liability of the bet. This strategy can bring consistent wins, yielding small profits over the long term, and has a very high strike rate.