Z-Code

Betting Mastery

Football / Soccer
Advanced Winning Strategies

By Jake Zywiol

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About the Author

Jake Zywiol is a professional sports investor with over six years of experience. After winning multiple betting competitions at the age of 18, having over 20 consecutive winners in NBA with odds over 1.90 on each bet, he began developing a name for himself in the zCode community. He's been a member of zCode VIP community since 2014 and has developed many successful, profitable systems since then. A huge fan of many sports at heart has shown his true passion and day-to-day dedication while engaging in many discussion on a variety of competitions. He has written his first zCode Bible about eSports and showcased the rapid growth of video gaming markets which are currently booming. He is back with his second book, this time about another exciting sport which is football. You can find Jake's selections and range of material developed by him across the zCode VIP forums.

What is Zcodesystem.com ?

Zcode is a leading sports analysis website responsible for one of the world's biggest sports databases with over 20 years of data across all major sports. ZCode developed many automated tools and profitable systems which can be used throughout the season. Community consists of hundreds of professional investors who make a living out of sports investing but also those looking to begin their betting career and are seeking their first steps of advice.

Net Profit graph
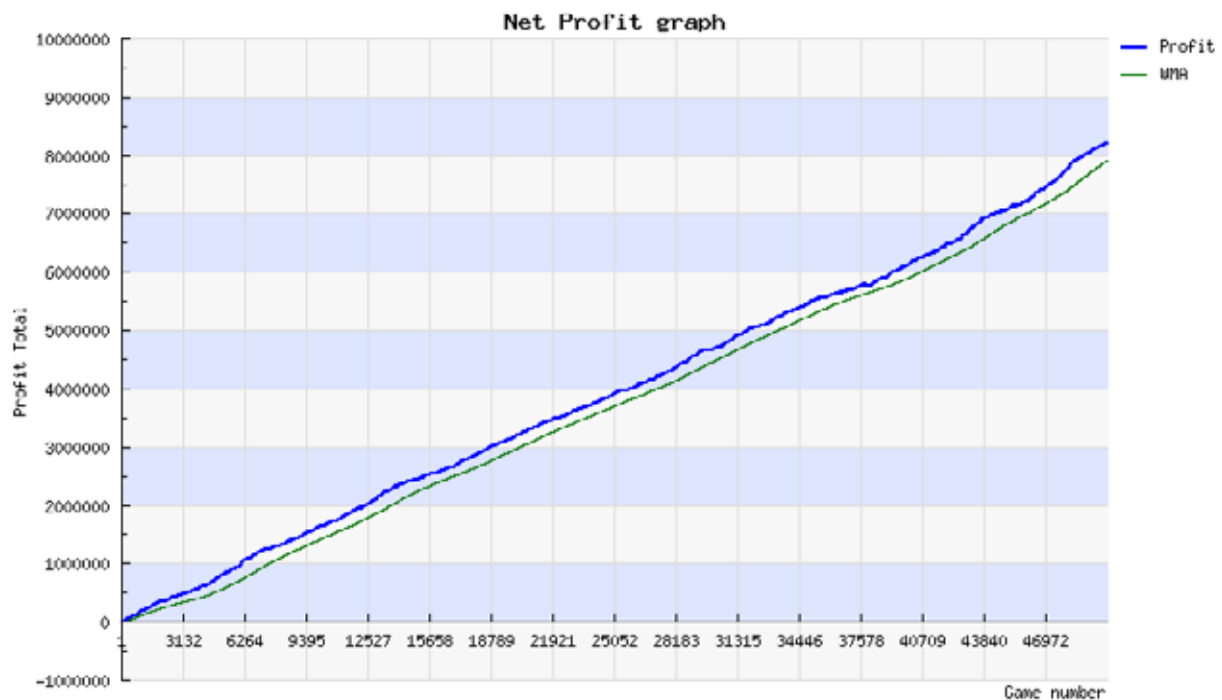
Introduction

Football betting is the main, biggest sport across the betting industry and beats any other sport with the amount of fixtures and leagues any other sport by a mile. It can also be the easiest sport to bet on, once you have the knowledge and tools which can help you with such accomplishment. I'd like to compare sports investors to innovators; the two words are very similar and frankly have a lot more in common than you may think. Popular perception follows the idea that only certain people are true innovators, it's gone to the extent that experimental approach to new innovations has been depreciated. Not often you come across people like Bill Gates, someone who had the ability to see into the future when he founded Microsoft as the computer industry was at its infancy stages, he had a vision which in the long term turned into a multi billion leading organization. Such accomplishment can only be successful when the individual has a clear vision into future. Right amount of determination and financial backing can produce remarkable results. This is very similar to sports investing, having the right type of tools and knowledge can flower impeccable results.

On contrary if you evaluate Bill Gates' life further outside of Microsoft, his Gates Foundation struggles to find the most effective solution for variety of issues across the different parts of the world. His foundation depends on hundreds of experiments that are carried out in order to find the most sufficient way of prioritizing specific issue. For example you may look at his recent ideas in eradicating deaths from malaria from which roughly 2 million people die from the vicious mosquitos, Gates Foundation created bed nets in which people need to wrap themselves around with when going to bed. Such idea has proven to be successful, although there were multiple ones that failed in the process of finding it.

Now you need to carry over the same mindset into becoming a successful investor, whether it comes to becoming an entrepreneur or having your stakes on sports such as football. Most successful investors must have the courage to experiment with ideas and

are open to raw concepts. In this zCode Football bible you will go through the cycle of raw concepts being thrown at you, from zCode tools such as line reversals to professional money management, you will experience all of it in order to become a successful investor, much like Bill Gates. Essentially you have the edge over entrepreneurs who require to experiment in order to make money as their idea can only be tested in practice. In sports investing you have tools, results can be back tested and you can develop database of information, much like the one from zCode Lab which carries years of results, data and comparisons giving you a powerful tool, similar to what bookmakers have developed themselves. You become an entrepreneur as such, without having to control a company and instead it's just you, your emotions and other experts on top of which you have countless amount of excitement from money making and also watching football matches.

The correct understanding of how entrepreneurs become successful millionaires can be taken from Sarah Saravathy's study titled "What makes entrepreneurs entrepreneurial", professor at the Darden Graduate School of Business at the University of Virginia goes into great detail of how Silicon Valley masterminds make decisions to become rich. Sarah went through thirty renown entrepreneurs whose companies net worth ranged between $200 million and $6 billion. Those so-called business magnets came from industries such as biotech, steel and semiconductors. Eventually professor Saravathy arrives at a very clear conclusion, her observation shows two groups of entrepreneurs. She contrasted it with the comparison to the two ways a chef can cook a mean, given he knows how to cook the meal in the first place. First one begins with a predetermined goal as the chef goes from point A to point B by beginning with a specific menu, choosing the right ingredients and then ending up with the final produce. It can be referred to as procedural planning as the chef wants to accomplish his objective by choosing the fastest, most efficient and cheapest way to prepare the meal.

Second philosophy for the cooking of the meal is based on the chef who improvises his way through the whole process. As

he enters the kitchen without knowing the actual menu or the ingredients waiting for him. Essentially the chef has to improvise his way through the process in order to come up with a meal, the predictability percentage of this outcome is certainly lower than the first method's procedure. Although the second option may seem chaotic, both of the selected ideas have their benefits. When the research field is wide, organised and with plenty of statistical data investor can then make a logical decision. Essentially when it comes to the sports world, one should avoid improvisation. Often the lack of research into a given bet is compensated by the gut feeling, moment of excitement that is responsible for irrational predictions. We are going to evaluate different type of irrationalities that people need to overcome in order to succeed.

Various methods and ideologies that I introduce in this book are to give you a completely different perception on how to approach betting on football, and although this book revolves around it, its psychological aspect can be applied to any other competitive sport where money is at stake. Main field of topic is to discuss the scientific forces that shape our decision making. In the current stance absolutely anyone is capable of becoming a successful investor, all required is right approach and the mindset of a winner. This is where you need to implement a winning mindset and the routine of day-to-day analysis for the sake of keeping up to date with latest news, you can also decide to use a database which can formulate upcoming results for you, take for example zCode's Automated Systems. Above all, analytical knowledge is also required at times, as you are aware missing a key player in a team's setup can be a potential update and your lack of knowledge on such occasions may cause a financial loss. Anyone serious about betting knows that it takes time and dedication to become a pro. Building expert knowledge or a mighty system and then gathering enough funds to invest in betting full-time is merely the start to the start of your career. In this book you will be presented with a personal experience of becoming a professional bettor, you will also be presented with valuable information from experts of the community who are doing it full time. Remember, this may be the beginning to your personal career. However,

there is always a catch. When you bet for a living, it isn't just about making money, you have to learn the control of losses and manage your stakes accordingly to suppress the damage of losses, as you may imagine everyone loses and the 100% bets you usually hear about are just from vultures trying to take a bit of your own money. Those with 100% staged bets don't go screaming around with their findings. Realistically speaking though, you could create the best model with promising results, much better than anyone however if you don't find the right staking method, you will get buried in the ground rather quickly when the loses kick in, initially the edge will be eliminated. As you may have noticed within the zCode community or even on any website providing bets, it's a matter of trial and error in order to find the right one, and I'm talking about backtesting it before you proceed with real money. Of course, question of efficiency in any large scale gambling market is paramount (and even financial markets have it too). Given a scenario where a betting strategy is consistent in generating profit, then the market is normally described as inefficient. The possibility of making profit based up of flaws is both important and exciting in this scenario. As the interest in football betting rose, increasingly researchers went ahead and put more effort to evaluate the efficiency of particular betting market. This book will not only go through winning strategies but also expose you to a wide knowledge on the topic by professional experts, people who have been making money off betting for many years. You will also get to understand the discipline behind it, this book has been written based on my own experience, the entire learning curve will be evaluated. It was my objective to write something interesting and useful mainly with the zCode community in mind but also hoping for a wider reach.

Jake Zywiol

Institutional details: the Football Betting Market

Football is the most popular team sport in the world by a large margin, and when I say football I'm talking about the round ball, something Americans refer to as soccer for whatever reason. Professional football is played in domestic leagues such as the Premier League as well as international competitions, the most prominent is the World Cup. Essentially each domestic league takes the form of a round-robin tournament where every team plays each other at home and then away with three points awarded to a winner or one point awarded to both teams if the score ends in a draw. Winner of the league is the team with the most amount of cumulative points at the end of the season. In total, there are roughly 108 fully professional soccer leagues across 71 countries.

Naturally, the enormous popularity of football has an increasing interest in betting (hereafter referred to as sports investing), particularly after bookmakers have made it more accessible through the use of world wide web and rather recent innovation from the German bookmaker, Bwin began offering live betting. This changed the way bookmakers could offer bets and revolutionised the betting industry. Betting aspect that will get further evaluated in the following chapter.

With multiple new means of betting emerging for mainly for football, the sport has greatly benefited from already established industry that is horse racing. Popularity of the sport has dropped significantly with the introduction of online bookmakers. Just to give you a significant example, the turnover for British football betting was close to £3bn in 2008. It represented a 31.4% in-crease in relation to the previous year. The football betting market offers many serious advantages over for example traditional asset markets. As all bets reach a terminal value in a shorter time span than those of asset markets. Bets are set prior to the game whether it's 1 week, 1 day or 1 hour, the investment pays off as soon as the match is over. The football point-spread market has many features shared with stock market. It is dominated by individual traders, such as us, many of whom are doing it professionally, devoting themselves to the sheer exploration of mispricing. Information of markets is widely available online, countless numbers of outlets offer their knowledge, and often lack of it, for a small fee in return. This so-called 'wisdow' is in demand and its widely publicized, picks are available through online services, newsletters, sports shows, newspaper columns, information is everywhere. All of these are sources of sentiment for participants who bet on sports.

Understanding the value of information

"INFORMATION CHANGES THE ODDS AND CREATES PROFITABLE OPPORTUNITIES IN BETTING MARKETS"

As you may well know, bookmakers are out there to make money (what an irony). Those vultures will take every advantage to make money off you and funny enough they actually buy information off every person who places a bet. How do they do that? Well bookmakers offer odds and each time a bet gets places, it's registered in a centralised database, these get broken down based on the amount of money one bets but also their accuracy, often times both of them combined will cause a shift in odds on a given market.

Introduce Smart Money, if you ever decided to join zCode Community you will be well familiar with the information provided by smart money. Take for example the game between Real Madrid and Chelsea, both extremely successful teams.

Real Madrid Win	Draw	Chelsea Win
Fractional: 1/1	Fractional: 3/2	Fractional: 9/4
Decimal: 2.0	Decimal: 2.5	Decimal: 3.25
Moneyline: +100	Moneyline: +150	Moneyline: +225

Above would be an example of how opening odds are presented by the bookmakers. When bets are placed the odds will shift and perhaps 24 hours before the match you will see a complete different picture. Line reversals show a clearer picture on how bookmakers read people's bets, now we can assume two scenarios. For both we will use the following pie chart to understand the amount of bets on each market.

Chelsea Win: 18.07%
Draw: 9.64%
Real Madrid Win: 72.29%

● Real Madrid Win   600   ● Draw   80   ● Chelsea Win   150
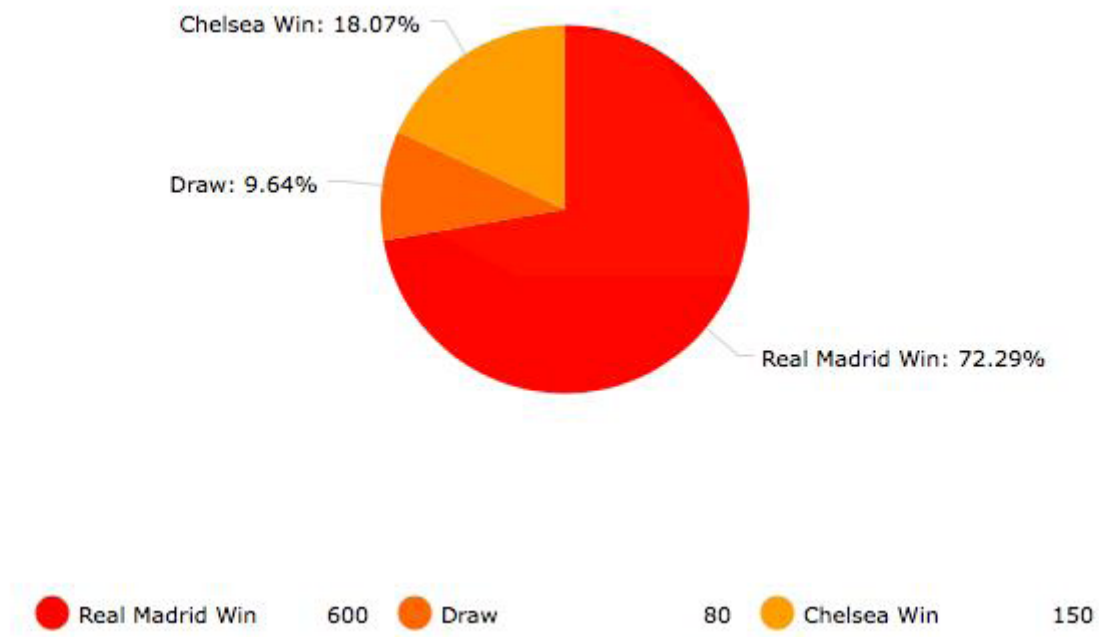
As you can see majority of bets are on Real Madrid to win the match with 600 bets placed on Real Madrid, 80 on Draw and 150 on Chelsea. Of course if we were to look at real amount of bets at a bookmaker, most of them would have at least few hundred thousand of bets on each market, we're just using lower values to make it easier, you get the jist. During the process of people placing bets, bookmakers are accumulating information, at the same time there's a flow of information about any possible injuries, suspensions, weather conditions and anything else

that may affect the outcome of the match – even locker room argument causing conflict on the team can shift the odds.

Introducing zCode's LineReversals.com tool

Using zCode's line reversal, or any other tool which can show you the amount of bets being placed on a given market will give you a general idea of how the market was reacting to those bets. Dropping odds would generally be a positive indication that your money is on the right market and your have the public to back it up.

Take a look at the following odds from the Line Reversal:

Green arrow indicates that there was a shift from 2.020 down to 1.926. In this case the opening line is higher than the closing line, but dropping odds don't always tell you the sheer truth. It's always vital to compare both the opening line and the closing line.
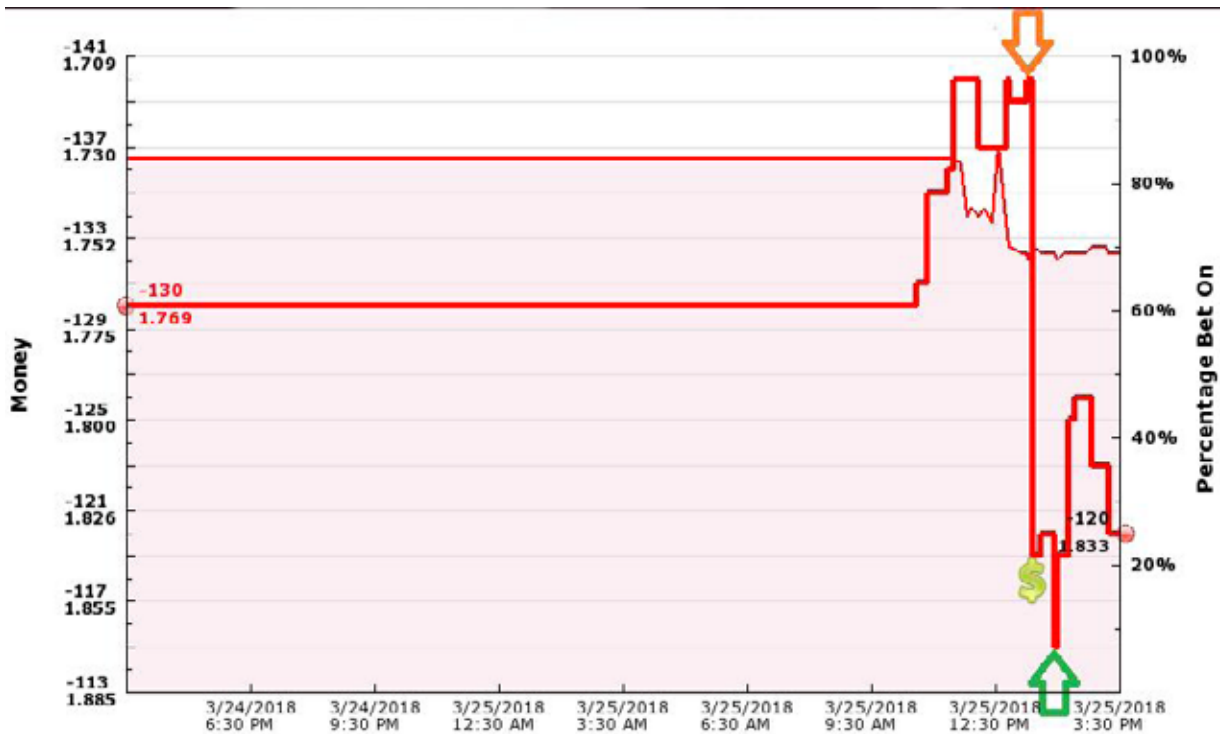
In this case you can see all sorts of movements with the link which initially opened up at 1.769, dropped to around 1.709 and then shifted up to 1.885 followed by the final move to 1.833. It was the decisive move of smart money (see the dollar sign) which has moved the odds up. This piece of information indicates that people see the opposite team to win, or draw to happen. Although it's a valuable indicator and odds moving are a great way to see if experienced bettors have your back or are betting against you.

Remember that in football you have three possible outcomes when using the traditional betting market – the outcomes are split to the 33.33%/33.33%/33.33% rather then 50% as of majority of sports. You don't have to wait until the last minutes to place your wagers and if you've done your thorough research and run a profitable system, then your best call would be to bet as early as possible. Remember, sharpest bettors take the first line, they can get their hands on.

First Steps towards your Personal System

Sports betting is a ridiculously tough area to start in, you are challenged with victories, losses, fixed matches, wide range of bets available on every match, huge amount of players, huge list of teams and whatnot. You're being challenged create your ultimate system and become part of the 10% of people who are capable to make profit year in year out. More people have moved out of having 'a light flutter', or betting purely for the entertainment; people are capable to make serious money and create a career for themselves. Such mindset requires discipline, mind training, and creation of a sports-betting psychology, an area which causes biggest of challenges out there.

There are two main keys to successful sports betting:

1. You need to be capable to create a betting strategy that has an edge and it brings you enough winners to profit consistently.

2. Holding enough discipline to consistently execute the strategy and not to overbet when bad streak happens.

If you manage your money but lose every day. Your business fails, period.

If you win every day, but are poop at money management, your still winning and your business may survive. It's not ideal, but you have a chance.

Cliff from zCode puts his knowledge into few simple points:

- Don't Bet what you cant afford to lose

- I treat this is a business not a hobby. It's a fund business, but a business.

- Even if you are doing it as a hobby, I still believe you want to win, therefore your in business.

- If you don't care whether you win or lose, then send your money to the Philippines because there are people that need it.

Discipline is by far the toughest aspect of sports investing, and I like to use the term sports investing as that's what we're doing – investing both time and money for financial returns. Betting places you in a boxing ring with area of risk, uncertainty and decision making. The combination of these factors puts you in a spot of great challenges. In order to place yourself in a spot where you are a disciplined thinker, you have to go against human instincts – it's uncomfortable to say the least. You need to begin differently and train your brain to do so. Discipline lets you make money, keep what you have made and not lose too much when you are on a losing streak. This is also where money management comes in, topic that I will elaborate further later on.

Most common mistakes made by people who lose at sports investing include:

1. Betting high sums for fun and without an intention to make profits, this can be dangerous as it would be easy to get absorbed and begin chasing losses

2. Continuing to bet to recover losses without a recovery plan or break

3. Overconfident betting, remember there is no such thing as 100% bet.

4. Over betting – ie. betting way more than 20% of your total bankroll

5. Rationalising bad decision making

6. Going for hot tips

7. Poor understanding of probabilities

8. Short-term review of results

9. Betting in wrong states of mind that includes anger, frustration, greed, fear and sadly depression as well

10. Betting when you have insufficient funds

11. Using credit for betting

12. Not keeping written records of your bets.

Whether you're a part timer or you're willing to dedicate your full attention and on the course they may differ slightly there are major characteristics between the two and both of them should share the above points. Your main thinking process needs to change from short-term to long-term profits. Try to maximise overall gains and eliminate the psychology of short term victories. You are in it to trade profits in football or any other sport, and you're not in it for the excitement – although winning money is a satisfying feeling.

Maxim, one of zCode's members has written some perfect words on why people lose money.

Mistakes (Fallacies)

1. Gambler's fallacy.

The gambler's fallacy, also known as the Monte Carlo fallacy or the fallacy of the maturity of chances, is the mistaken belief that, if something happens more frequently than normal during some period, it will happen less frequently in the future, or that, if something happens less frequently than normal during some period, it will happen more frequently in the future.

What does it mean?

Lots of systems use different kinds of progressions: AB, ABC, soft progressions etc. If the algorithm of choosing picks is the same for every step of progression, then in long term win percentage will be pretty similar for every step of progression. Everybody should know that there is no higher chance to win C bet. Probability of winning C bet is the same as probability to win A bet. That means that if you created a system and it shows awesome results, but for example C bet win percentage is way higher then average win percentage, you should understand that system will be less profitable in future.

2. Lack of data.

Here we comes to law of large numbers. According to the law, the average of the results obtained from a large number of trials should be close to the expected value, and will tend to become closer as more trials are performed.

What does it mean?

We all want to develop systems that will be stably profitable and trustful. But to be sure that your system is good you should obtain good results on a big set of data. If your system is good with a

hundred matches it absolutely doesn't mean it will be good after 1000. Probability theory tells us that we can judge a system only after 500 matches. Also it means that if you have win percentage at 75 after 500 matches, then you should expect it to be pretty much the same after 1000 or 2000 matches.

3. Cherry picking fallacy.

Cherry picking, suppressing evidence, or the fallacy of incomplete evidence is the act of pointing to individual cases or data that seem to confirm a particular position, while ignoring a significant portion of related cases or data that may contradict that position.

What does it mean?

If your system shows awesome results only with excluding of some teams or weekdays, then it is clear cherry picking fallacy. If you want your system to be stable season by season then the only reason to exclude a team or a weekday will be an abnormal results of this team or weekday after large number of games.

The understanding of this mistakes is important for developing a good system.

Money Management by Cliff – zCode's Expert

Let's say my short term target is that I want to earn a gross $2000 a month. With a net profit of $1500 (so this is after my costs of Zcode, my time , my broadband, lighting, my heating everything to do with my business). To get to $2000, in simplistic form, I can either make my own picks, or find other systems to follow. We are all in this together so do as you please. But you need to understand the system in detail.

Let me show you why.

We all love a Parlays Right? (I'll use a Parlay as an example because it seems to be hot to trot (at the moment) I use a Parlay

in my business, quite often my pick crosses over with other experts in here and are very similar picks. As some or most of the cappers if not all are much more experienced than me at sports investing I also like to use the "team" as confirmation that I'm making good picks (but on NBA I stick to my double spread + 1 instead of ML… ha ha.. I'll come onto that in the future), so I love Parlays.

But did you know if you joined Zcode in the last month and only started to play a very popular Parlay system in say the last two weeks or so, even if you had a decent bank roll flat betting… $100 a day, you would have earned a grand total of …….. $47… WHAT??? Yep… $1700 risk but only $47… and that even takes the assumption of an average -170 per parlay. Holy Moley batman. That is Poop!!!!

To give a truer reflection of the parlay, lets extend out the figures to the 43 days – it's the only data I had. Betting $100 a day, you have earned a whopping total of just over…. $900. So not ground breaking.Now this is not to point out that Parlays are pants. It's not, that's ALL I USE (as my main bet).

On the contrary, it's much better than you may think. If we assume the statistics I shared are the average, then over the longer period we can calculate the system has a gross Yield (not ROI … there is a difference) it's a gross yield of around 22%. (it's actually slightly higher due to daily compounds, but lets go with it for simplicity). So why do I bring this to your attention? Well I want to show you how, you must

a) know your business. If you don't know sports betting then learn the intricacies of your system. Allowing you to understand good times and bad. Allowing you to have sufficient cash-flow to go through bad times.

and

b) Importantly we also know this system is giving us an average of 22% per month, we can work out how much we need to invest to give us the return we want. We can see by following the system and invest the same amount each month for ever, we

can forecast our returns, assuming the results continue to be as they are.

We can do this on everyone's system, as long as we have the data. Don't be mistaken this is not to dissect each capper to say aghhhhh, your system does not give me the returns I want. I say F-off and pick your own then. Absolutely the opposite, when we understand things clearer, we can make calculated (not emotional) decisions. We are blessed to have such cappers that give us their picks ensuring we can join in on their success. But by understanding that maybe your on a bad run or they have losses, doesn't mean you don't follow, it means you are aware and can manage your expectations and money.

We can also calculate a direct daily spend to achieve a specific goal. We need to make some assumptions (loss rate), but if we have history, then just like evaluating a sports team we can evaluate a system.

This is how we do it. I can also see immediately that placing a $100 Flat bet on a particular Parlay (or mine for that matter) at -170 is not going to get my $2000 target. I actually need to FLAT BET $251 a night at odds of -170 and assume there will be only 5 losses in the month. If you lose more, then the $251 is simply not enough. Woah… hold on, If we use the betting "1-5% of your bank roll" method, I need between £5020 and a staggering $25,100 to place those bets, depending on whether you bet 1% or 5% or your bank roll. I personally think you need to unpick the numbers more to determine what you invest and stop listening to this 1 % – 5 % bollox.

Peter, Peter, your so irresponsible. Actually I'm actually being the opposite. I'm not pulling my finger out my ass waving it in the air and saying bet 1% to 5% of my bank roll. I'm actually saying have a business plan with cash-flow forecasts of your business . .. Oh BTW for those that disagree, what is the % you choose? 1% or 5% I can never work it out.. or 2% or how about 2.5% or 1.5%, maybe 3%.. 4% ? sorry.. you get the message.

I just plan it out and weigh up the numbers and apply an element of risk. Ok so now your brain may start to hurt. Let's look at it another way, I know that I need to win $100 (gross margin) a day, a minimum of 20 days a month, to get to $2000. But so I don't go into a negative, the other 10 days must be either a push, or a no bet. If I lose, then guess what, my remaining days of the months, need to have a greater gross margin to make up for the loss. The number of wins and pushes are dependent on the systems you follow and average profit they give. So whether its, Professor J's Pure ELO, Harouts Parlays, SUP/SOP, Pimps Fix of the Day or Cyrils NHL cherry, you just need to do the math and extrapolate the target from their averages.

So now we need to manage our business further. Let's assume I stick with the previous mentioned Parlay, because I'm happy with the Risk, Win Ratio and Yield and the time I need to put into the play. At -170 I now know I need to place $170 bet per day to get my $100. I'm accounting for 10 losses per month (this is giving me some leeway as its probably running at 6 -8 losses PCM). I can see if I went down the flat betting route and the Parlay Pick were to lose at these odds, it will take me subsequent 2 wins just to recover from every single loss. So if you lose 2 days in a row (which happens), you need to go on a streak of 4 wins in a row, just to get back to where you were. That therefore would wipe out 6 days from my month. (2 losses, and 4 to recover). That to me is a high risk strategy.

So if I followed this method of Flat betting I am being counter productive. I place low Risk Low Return bets with a high risk of not achieving my monthly goal. So we need to fix it. And here are some options:

- Increase my Bet size

- Increase my Win Rate

- Increase my odds (by either increasing risk, choosing another system, or splitting my daily budget across a number of systems)

- Adding a Soft Progression

- Adding an Aggressive Progression

I may have missed some options, but you can see the basics. It's pretty simple. I can see I need to somehow recover the -$170 in my business every time I lose. So as mentioned, I can increase bet size to $251. Or I could double up… (aggressive Pro Bet). But maybe I'm a conservative bettor and don't like huge risks. Furthermore I'm also relying on the systems manager being available and on the ball. And he has just been invited to Pimps big thanksgiving party, everyone is going ... Pimps got a truck load of Honeyz going so I'm a little skeptical that My Capper can resist. So doubling up makes me nervous the night after the big party ends. Especially as I actually need to more than double up because of the odds.

So what I personally do, and you don't have to do this, but what I personally do is follow my "traditional business" method. Just like I would in my coffee shop business. When my coffee shop under sells one day, I don't need to recover those losses in the very next day. That would be hard work and an Aggressive approach. No, I would calculate how many extra coffees do I need to sell by the end of the month (or set period) to get back to my target.

So the following day I increase my steak to account for the days remaining in the month. Eg. If I lost -$170 with 17 days to go, I only need to increase my steak to $187 for the remaining 17 days of the month (this would give me winnings of $110 not $100). That extra $10 gives me winnings of $170 over 17 days. I've recovered my stake… which to me is one of the most important aspects of money management. Both from a Psychological and Financial point.

Using this method does mean Your stake needs to be recalculated following every loss.The closer you are to the end of the month following a loss, would obviously mean you getting closer to a pro bet. And that's why sometimes I don't hit target, as I don't want to "double up" on one bet. Its horses for courses as they say and this isn't the only way it can be done.

OK, Ok I hear you say, but how much bank roll do I need to place $170 bets. That depends on how many days you want to sustain your business before you go bankrupt in the event of a losing streak. The idea of course is not go bust at all but in business there is always a risk. So I think how many days will I go without winning. Luckily, skillfully or however you look at it, I've never lost more than 3 in a row. That's me personally, but I have no doubt the longer I play in this industry that this will increase to 4 or maybe 5 losses in a row. Maybe more. So I can make assumptions and calculations on this and find my capital.

Ask anyone who started and succeeded in business. What do you do to succeed? How much did you start with? What risks did you take? How much money did you have in the bank before you hired your first employee. I'm telling you now, they didn't think about 1% to 5% of their savings. They calculated it out with forecasts and cash-flows. I made my first $1m in property. My first purchase was a $200,000 flat. I was 19. I borrowed 95% from the bank so I need raise $10,000 for the flat and about $5000 costs. If I used the 1-5% rule, Id have needed a bank roll of $200,000. If I had $200,000 at 19, I would have bought 10 properties. So I worked my ass off to raise the money. Evening jobs, Day Jobs, Selling every gadget I had, every bit of "tut" I had.. Anything where the value depreciated, I got rid of. I borrowed from friends and begged family. But I had my plan, I had my goal, and nothing was going to stop me. But I recognize sometimes you can't get the capital, so If I couldn't raise the money, then Id have simply scaled back my project until I could raise it. (ie buy $100,000 house).

So I calculated that I go bust at X plays. With some variables and assumptions, using my method I calculated that from a financial point of view I only need a starting Bank Roll of $2300 to earn approximately $2000 per month. This assumes you lose no more 10 days, and no more than 6 days in a row. Note this is Playing very low risk Parlays but being very aggressive on % rate of Bank Roll.

This doesn't mean you should risk everything. Remember the party invite? Well Pimp's parties go on for days and even weeks so you if you are relying on someone else to make the plays, remember they can get them wrong or "go missing" for days. You need to manage your cash-flow and understand how many days can your business sustain:

a) without a win (push or no bet)

b) losing streaks.

c) Or if you flat bet, then losses.

From a Psychological point of view you may feel you need increase the figures. To give you confidence. It's amazing how easy it is to place a $200 bet when you have $3000, sat in front of you. But when you have $700 in front of you that bet feels so much different. Yet it is the same $200. I know this may sound complex or long winded, but actually it's not. If you think how analytically you are then just apply this element of analysis on the business as well as the product, and you will be fine.

FYI, I personally also have what I call my fun bank roll, and this funds systems I like to follow. Eg, SOP and SUP, pimps fix, Marina's hockey cocaine, Mudrac'ss KHL and Cyril's NHL cherry, Harouts Parlay JFen'ss NHL amongst a few others (**zCode experts**). I haven't the time to follow them religiously, so I assign a micro plan to each. I can therefore see what plan is working for me and what isn't. I take into account that I'm not placing all their plays so the results may be significantly worse than the over all system. When I lose on their pick, I apply the same principle to increase the stake so I recover the loss from that very same person Unless the system has an ABC bet (Jfen and SUP / SOP), then I just follow it.

Common
Newbie Mistakes

Besides the previously mentioned points in regards to money management ie. lack of financial control there are other, more obvious mistakes people make when placing wagers. One of the most common mistake is not understanding their bet. People who place their first wagers often forget to study the different types of bets and what they all represent. Remember than bookmakers are out there to trick you. As long as you keep that mentality with you along the way, you will know your ways to avoid their trickery. Remember to study the sport thoroughly, also try to go through the different markets your chosen bookmakers offer – they tend to use other wordings for their markets. A lot of times I see bookmakers push gambling markets to the top of the page, while DNB, to win etc. which are the common markets tend to end up somewhere down the page – harder to find. I often found

myself making that mistake many times, especially at the spur of the moment where you are live betting and the markets change their initial positions, especially in Bet365 and Netbet where Over 1.5 goals in half can go in the position of another market, yet similar – another words stay sharp, don't let your emotions dictate your play before you hit the place the wager button.

Another common mistake amongst bettors is the inability to establish complete trust either between the person and an automated system or an expert – people often question the logic of the other party while lack the sufficient information to make their own judgement, often making irrational decision to skip a bet which later turns out to be a winner. This common practice exposes you to financial losses and also creates a margin between your own winnings and the expert's/system's winnings, ultimately the spreadsheets will differ. It's simple, you have to trust the system and believe in the system, you follow it exactly as it is – when bets come out you stake exactly as recommended.

People also expose themselves from other reasons, one of the biggest ones is the ideology of putting all eggs into one basket where bettor opens up one betting account and sticks to it without seeking alternative lines and more possibilities elsewhere. This lack of multiple betting accounts links back with the purposeful throwing away of profits – by placing bets at lower odds than the ones recommended by the expert or the system. Let's create a table to present alternative wins and the difference between two bookmakers, assuming all bets were winners with $100 stakes.

Bet365	Pinnacle	Total bet365	Total Pinnacle
1.91	2.20	$91	$120
1.87	1.95	$87	$95
1.77	1.80	$77	$80
1.60	1.77	$60	$77
1.80	1.90	$80	$90
1.65	1.80	$65	$80
1.80	2.0	$80	$100
	TOTAL:	$540	$642

As you can see Pinnacle has provided additional $122 of profit with the same bets as your other bookmaker of choice. By shopping around you have just expanded your wallet. My advice would be to open at least 3 different bookmakers – use the for arbitrage if required, use them for shopping around and expanding your personal bankroll. At the end of the day $122 doesn't walk on the street and it would be better off being in your personal wallet. I highly recommend oddsportal.com for any odd related comparisons – they can give you a list of bookmakers that offer your chosen bet but also odds that come with it at each bookmaker. Use the tools to your advantage.

Next up is yet another very common mistake amongst all bettors that I've trained and seen at the beginning of their investing career, we're talking about not splitting up your bankroll. While I mention money management techniques throughout this book and help you manage your own finances literally by holding your hand through the process, one thing I cannot put enough emphasis on is when one decides to follow multiple systems with one bankroll, exposing themselves to many difficult situation such as overbetting, going above the recommended % of your bankroll in play. This is something zCode teaches you from day one, split your bankroll up whether it's by doing it physically across multiple bookmakers or virtually, keeping score of your money as you stake – from one pile, which is segmented. ZCode teaches rookies to prevent such mistakes from the get go, with their seminars and, the betting bible and also countless number

of articles and experts who advise you on the correct way of dealing with your staking process.

Lastly I'd like to mention a rather funny issue, which is getting stuck with bonuses. It's exciting to see a bonus of €200 once you deposit your first funds, 'free money' you'll think. This is such a pleasing offer until you notice the small print, which will inform you that this bet need to be wagered to the total of €5000 with minimum odds of 2.0, and that's when the stairs begin. You deposit your funds and you need to wager the €200 at least 25 times with odds of 2.0 and above. Chances are that you may be stuck trying to get out of this bonus hell for weeks, in which time you will be forced against the wall not being able to withdraw any funds to your personal bank account – well practically you can but you will lose the bonus along with any winners that came from it. Bookmakers want you to get hooked, the funds virtual funds they give you are only there to force you to over bet, be careful with any bonus you decide to take, you may regret it later. ZCode has developed its own list of recommended bookmakers, check it out, they are the most reputable in the game.

All Sorts of Handicaps

When we talk about betting on final outcome of a match, we often look at three possible options – home team wins, draw or away team wins. An issue with such markets is that you will often struggle to find any sort of edge.

Take a look at the following match where you will see extremely low odds on Team A.

PSG are winning 2-0 after 30 odd minutes, there's plenty left to the match and possibly some betting opportunities there.

You will see markets such as these:

Unless you are very confident with your selection, and at 15.00 or 41.00 odds you may as well be gambling at this stage – those are the only markets where you can make a decent return.

Your only chance would be to use bookmaker's lower/raising odds on market. Let me elaborate further what we mean by this.

There's a number of different types of handicaps available for football. Handicap betting is a common practice in points-based sports like football, rugby, tennis and basketball, they can even be used in racing events, such as horse racing. So what exactly is handicap betting? It is a process whereby a bookmaker enables to even out the contest between two teams or players, by giving them advantage or disadvantage.

An example of a standard handicap would be the following.
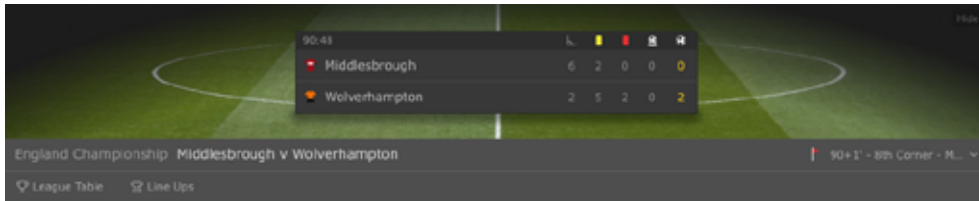
In this case Middlesbrough are playing Wolverhampton. Wolves are up 0:2 and the match is edging towards the end. Bet365 in this case offers a 3-way handicap for the match with the following markets.

In this case if you were to place a wager on Middlesbrough +2 goals, they'd have to score a goal before the end of the match. The odds are very high as there's only 6 minutes left until the end of the match.
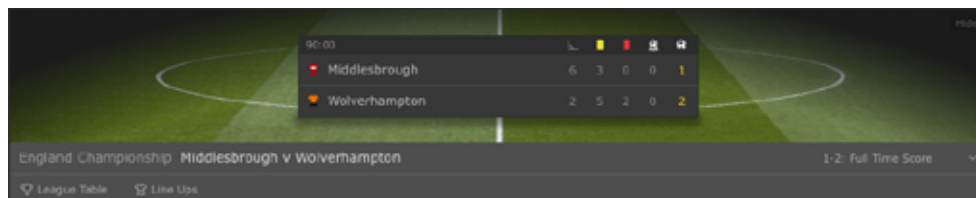
Right before the end Middlesbrough scored a goal therefore +2 goals would have been a winner as with the handicap the final score would be 3:2. Of course if the score remained the same, then you'd lose the bet. If the competitors in the event you are placing a bet on are deemed by the bookmaker to be evenly matches, you may encounter something that's called 'scratch' – rather than a handicap. It simply means that there are no handicaps applied to the game – winner will be viewed as the market winners by the bookmaker.

Another common handicap that you will encounter is 'no draw'. In this market you are betting with +/- 0.5 handicap (value goes

up by 1 accordingly), with this handicap the chances of winning or losing a bet are 50% (without account for probabilities). So while previous example was a full, standard handicap – this one accounts of halves.

Nowadays this market will mostly be seen under the Asian Handicap, something that I will elaborate further down the line.

Take a look at the following match:

There's a number of in-play options for this match on BetOlimp, one of them is a wide range of handicap bets.
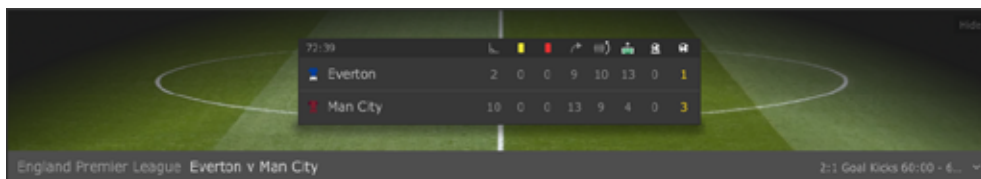

HANDICAP			
Audax Italiano (-2.5)	9.50	Universidad de Chile (2.5)	1.07
Audax Italiano (-2)	7.00	Universidad de Chile (2)	1.08
Audax Italiano (-1.5)	3.40	Universidad de Chile (1.5)	1.30
Audax Italiano (0)	1.25	Universidad de Chile (0)	3.70

Audax Italiano are winning 1:0 right now, you can bet on Audax with -2.5 handicap or Universidad +1.5. These markets are not accounting the draw due to the 0.5. Let's just pretend that Audax win the match 2:0 in full time, your bet was on Audax Italiano -1.5 goals, this means the final score in your handicap bet is 0.5:0 therefore your bet is a winner.

In the eyes of the bookmaker, it would be impossible for your bet to have ended in a draw, half goals don't exist in football.

At last I will go through the Asian handicaps, currently the industry standard amongst all bookmakers and the most common way of leveling the markets – both in play and pre-game. The key aspect to Asian handicapping is the possibility of split handicaps, you are given the chance for your selection to have both, a whole number handicap and one as a half number.

Just to give you an example of that:

Manchester City are winning 1-3 right now against Everton. There's roughly 18 minutes left in the match + possible additional time.

The handicap markets for this given match will look like this:

Asian Handicap (1-3)			
Everton		Man City	
+0.5,+1.0	1.275	-0.5,-1.0	3.550
+0.5	1.475	-0.5	2.600
0.0,+0.5	1.910	0.0,-0.5	1.990
0.0	4.150	0.0	1.220
0.0,-0.5	6.400	0.0,+0.5	1.115

We'll break this down into three different parts.

Let's begin with asian handicap 0.0 – ie. draw no bet. This handicap allows you to bet on the winner of any match, without losing the money when a draw occurs. You will get all of your money back if match ends with a draw. This market is exactly the same as draw no bet (DNB) which is often situated outside of the Asian markets on any bookmaker – however it will have

the same odds as the Asian Handicap with 0.0. Both teams will initially start with 0-0 in terms of your bet and no advance lead is given to any of the teams – rule is simple, if draw happens you get your FULL stake back.

Say for example you decide to place a $100 wager on Manchester United DNB (1.85 odds) vs Manchester City (2.35 odds). Due to your bet, draw in this match cannot occur as you will get full refund back – if your selected team wins the match, you profit by +$85 or $135 whichever way you go. Such handicap often reduces the true odds as it narrows down from three possible outcomes down to two, however, it's a great security bet.

After the 0.0 handicap you will have advantage handicaps. Starting with asian Handicap 0.25 which can also be 0.5 as both are the same. In this case half of your stake is on the draw and other half is on the selected market – this means that if you bet $100 on the market at 1.5 odds and the score doesn't change, you will get back $50.

The possible options: You win, win half, lose or lose half stake of your bet. In 0.25 Asian Handicap the draw is eliminated, you're left with either team winning by 0.25 or more, with 1x2 betting, punters would have three outcomes to bet. The games become more exciting when you reduce the amount of possible outcomes in a match. Essentially the +0.25 handicap is given to the weaker team, and -0.25 to the better team.

0.25 handicap is added to the final score, at the start of the match. Let's just create a scenario where Manchester United are playing Liverpool, presumably Manchester United can be considered the better team, you would give them -0.25 handicap. If they scored one goal in the match, their total would be 0.75.

If you bet on Manchester United to win, the handicap would have to be covered with at least one goal advantage to them. Liverpool are given an advantage of 0.25 of a goal since the beginning of the match. Assuming you bet £200 on Manchester United with odds of 2.00, if they win your stake would be doubled and you'd get a return of £400, with £200 of profit. If there's a draw in

the match, the bet would be "half lose". This simply means that you're not losing all of your money, but only half of your initial stake therefore you'd get £100 back. By reducing the amount of possible outcomes in the match, you're giving yourself a big advantage and you cut down on losses and you also have the chance of getting half of your stake back. Bear in mind 0.25, 0.5 and 0.75 are all the same and some websites just use different digits but they all serve the same purpose – a marginal advantage/ disadvantage to your chosen team.

As you may have guessed it, after 0.25, 0.5 and 0.75 handicap you will have +/- 1 handicap. This one requires rather elaborate explanation as it may be quite complicated to understand at first. Looking to make consistent profit, you will most likely find Asian Handicap 1 to be a perfect addition to your range of used strategies. You will always get better value odds when you are backing a team to beat their handicap. When using this handicap, you are once again reducing the betting outcomes from three down to two. This is simply due to the fact that you will get a refund if a draw happens.

Asian Handicap 1 simply allows you to bet on a particular team to win, you will be giving them either 1 goal advantage or disadvantage. Your chosen team will have to win the match by at least 2 goals difference in the scoreline in order for your bet to be a winner. Take for example Manchester City winning 3-1 against Chelsea, having -1 handicap on Man City would give you winner in this situation however if the scoreline was only 2-1, you'd have your stake refunded. When using Asian Handicap 1, the match will either start at minus one goal to nil, or plus one goal to nil. Bear in mind Asian Handicap 1 is a phenomenal way of hedging your bets – and you should never be ashamed of hedging. Previously we've mentioned that greed is one of the main things that pull us back from being victorious in sports investing, being able to hedge your bets proves that you can sacrifice some of your money that you're about to win, in order to give yourself 100% profit. I will talk more about hedging further down in this book.

Few pointers to take as well, above examples were based on pre-game scenarios – where match hasn't started yet and you place your wager. Bear in mind when placing bets in-play, when match is taking place, your Asian handicap will be at default 0:0 scoreline anytime during the match when placing the wager – even when displayed scoreline is 1:1 or 2:5, Asian Handicap always resets the score to 0:0 and you are betting your money on any goals or lack of them, that will occur thereafter.

Understanding the In-Play Markets

Now that you're getting more familiar with football, it's good time to introduce you to in-play betting. As a bettor you're lucky to have the opportunity to watch the match on your bookmaker's website, have all of the statistical analysis presented by them and also place your wagers as the game progresses. As you observe the match you may spot many variants that can put you in a position where you'll see value on a specific market available live. Bookmakers present to you a huge variety of bets, often the list goes beyond 100 different markets. You may see one team pushing for a goal in the last minutes and you will see this as an opportunity to bet on them to win in the last minutes, or perhaps score a goal in that half. You may see many corners being given to one team which unfolds an opportunity to bet on over/under in corners. You can bet on over/under of goals in
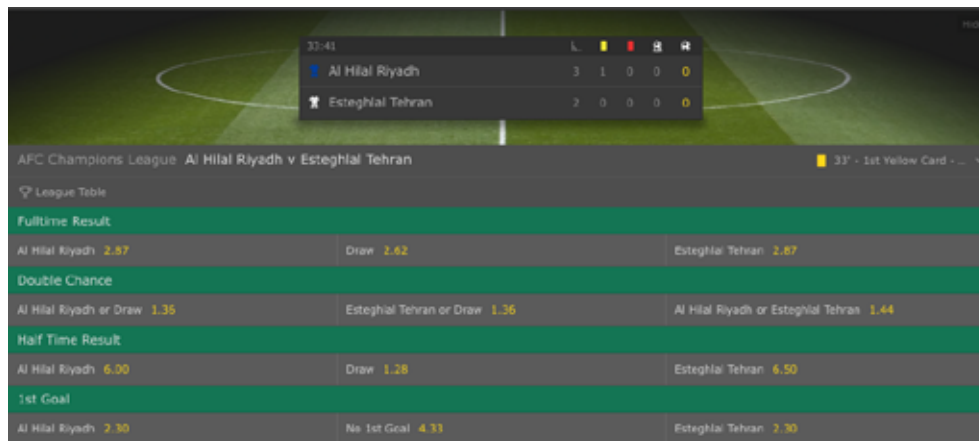
the match or specific team to score X amount of goals. In live betting, the greatest advantage is the punters have exactly the same information as the bookmakers as the matches are being played. Most people would agree to disagree that this makes live betting less prone to manipulation.

Now believe it or not, live betting is rather fresh to bookmakers, it has only emerged few years ago and has significantly expanded since then.

As game begins, variety of different scenarios in the match change the odds – markets are constantly updated and you will see a fluctuation as the match is edging closer until the end and so on – market reacts to red cards, goals, time left etc. Just so you know, most of the time you don't have the privilege of taking it slow as games can quickly change in terms of scoreline or events – such as red cards and so on.

Unlike pre-game bets, in live betting it's a rapid-fire form of sports betting, you simple put away all the head to head stats, pre-game statistics of this match and focus on what's really happening on the pitch – your personal observation is key here. The sportsbook uses a computer which calculates lines as the game is played, algorithms form probabilities based on tons of data it has collected from other matches. Your huge advantage are the previously mentioned observations, some aspects captured by the human eye will notice lot will escape the comprehension abilities of a non-human. For example landscape of the game changing, weather conditions, fatigue of certain players – or even a power substitution that has the ability to turn the match around.

Let's go through most of the in-play markets and evaluate major ones, some general ideas for a system will also be drawn here.

Take this match for an example, above you have Al Hilal Riyadh vs Esteghlal Tehran – as you can see live betting has evolved a lot, who would have thought you'd have bookmakers allowing in-play markets for Asian Champions League, or any matches outside of the main professional circuit.

In this case Bet365 offer over 100 markets on this match, beginning with the most obvious ones – from the top you have full time result which is basically which 33.33/33.333/33.33 prediction of the outcome. Double chance allows for you to choose two possible outcomes (take a look at the odds – lowered value), then you have the famous DNB market which is identical to previously mentioned Asian handicap 0 which eliminates the possibility of a draw, in this case you also get a refund if draw happens.

Number of events and average markets per event - By sport
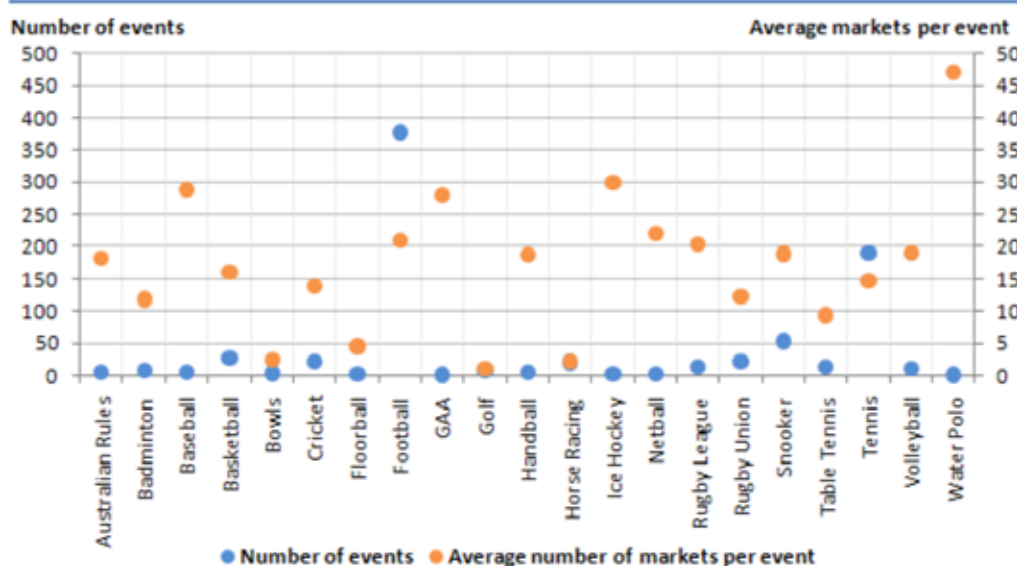
Please take a look at the above diagram of the amount of events and average markets per event. Football is in the range of 400 events with over 20 markets making it one of the most popular sports on the planet for live betting.

There are number of markets for each half, minute, 10 minute part of the match being offered – further down the list you have a half time result possibility which is the same as full time but counted only until the end of the first half. You can also bet on whoever scores first, or doesn't score at all.

Match Goals					
	Over			Under	
2.5	2.00			1.72	

Alternative Match Goals			First Half Goals		
	Over	Under		Over	Under
1.5	1.22	4.00	1.5	7.00	1.10
3.5	4.00	1.22			
4.5	8.00	1.062			
5.5	13.00	1.012			

Match Corners Current Corners: 5			
	Over	Exactly	Under
8	1.20	7.00	9.00
9	1.44	5.50	4.33
10	1.90	5.50	2.62
11	2.75	5.50	1.80
12	4.33	7.00	1.40

Goal markets allow you for many ABC progression opportunities and bet365 offers a huge range of varied goal totals, take a look at the 0.5 – this means that the final result must be 1 digit above the first one. Take over 1.5 for example, match must end at least 2:0 or 1:1 (with 2 goals) in order for your market to be a winner. Every piece of analysis can that you make is valuable, imagine both of the teams like to attack but have poor defence, or for example the home team has many injuries and are likely to lose the match – or at least concede many goals, knowledge like this will allow you to lean towards certain bets more as you do your analysis well.

Imagine a set up leaning more towards the use of wingers, this would normally mean a higher count of corners. Bookmakers allow you to bet on such markets as you watch the game and draw conclusions from your own perception. In bet365 you have

the general spread and then altered spreads, this is why Bet365 tends to be the main bookmakers chosen by people as you are allowed to buy points accordingly.

Next up there is a series of handicaps, they can be quite tricky to understand in play as they all have different rules. Get familiar with Asian Handicaps as they are the most commonly used.

Please take a closer look at the Asian Handicap markets, the headline is "Asian Handicap (0-1)", you are betting on the market with the currently score line in mind. As the away team has scored a goal, the handicap lines take into consideration current stance in match but reset the score, in play Asian Handicaps stand from the moment you place your wager. Say you place a 0.0 wager on the home team during the score line 0:1 for the away team – Asian Handicap resets the score to 0:0 and your team can draw the match for this bet to be a winner.

Same goes for the goal line market, the market gets reset to 0:0 and if you're betting on over 1.5 at a 0:1 scoreline, you are anticipating 2 more goals to be scored in the match.

Remember that every bookmaker will give you a range of "gambling" bets in between markets which can be predicted with statistics and knowledge. Take for example first goal scorer, or which team will be awarded a throw or a free kick, these markets cannot be predicted with statistics as they are there to poison

your greed and push you to make irrational decision. Bookmakers aren't good guys wanting you to win, they want your money, each time you deposit they'll give you a welcoming message saying "Good Luck" but you know well what they really mean by that.

Last Team to Score		
Real Cartagena 2.37		
No Goals 3.00		
Cucuta Deportivo 2.87		
Goals Odd/Even		
Odd 2.10	Even 1.66	
Result / Both Teams To Score		
	Yes	No
Real Cartagena	17.00	3.10
Cucuta Deportivo	21.00	4.00
Draw	8.00	3.00

Last team to score is an example of such "gambling" market, same for odd/even in goals – they are sheer roulette markets.

Further down you have BTS + result (both teams to score) market which gives you high odds usually but asks of you to predict two outcomes – which team will win or if draw occurs, and both teams score goals.

Both Teams to Score			
Yes 5.00		No 1.14	
Both Teams to Score in 2nd Half			
Yes 5.00		No 1.14	
Team Clean Sheet			
Real Cartagena		Cucuta Deportivo	
Yes 1.50	No 2.50	Yes 1.72	No 2.00
Real Cartagena Exact Goals		**Cucuta Deportivo Exact Goals**	
0 Goals 1.72	1 Goal 2.75	0 Goals 1.50	1 Goal 3.00
2 Goals 8.00	3+ Goals 12.00	2 Goals 10.00	3+ Goals 15.00
Real Cartagena Goals		**Cucuta Deportivo Goals**	
	Over	Under	

	Over	Under		Over	Under
1.5	6.00	1.11	1.5	7.50	1.071
2.5	12.00	1.015	2.5	15.00	1.010

Team to Score in 2nd Half			
Real Cartagena		Cucuta Deportivo	
Yes 2.00	No 1.72	Yes 2.50	No 1.50

Then you will have a simple BTS without any addons – in this case the odds on Yes are high, home team is highly dominant but they haven't scored many goals this season, they are playing a weaker opponent that also hasn't scored many goals this season and their main striker is out of the game.

Team Clean Sheet market is a market which gives you the opportunity to choose whether team A or Team B will keep a

clean sheet until the last whistle. In football a team, defence or goalkeeper may be said to "KEEP A CLEAN SHEET" if they prevent their opponents scoring any goals during an entire match. Because football is a relatively low-scoring game, it is common for one team, or even both teams, to score no goals.

Finally you have the more popular markets amongst professional investors Team A to score x amount of goals. I'm going to avoid the Exact goals market as once again it can be marked as "gambling" but looking down below you have Real Cartagena to score – over/under 1.5 or over/under 2.5 goals – these markets are great for progressions and move to bet B or C with different matches if A or B bets lose.

For your information, it is often a tough decision when choosing the right bookmaker for your personal need. Initially think of it as choosing your first car, all of them have their positives and negatives. Frankly the likes of bet365 or unibet are top of the range within the industry and although I won't go into much detail as to where you should bet, I will list some of the bookmakers so that you can check their GUI, offers, markets and so on yourself.

	BET365.COM
	BETWAY.COM
	UNIBET.COM
	LADBROKES.COM
	888SPORT.COM
	10BET.NET
	BETVICTOR.COM
	CORAL.COM
	WILLIAMHILL.COM
	BETFAIR.COM

Bankroll Management

Money Management is an interesting subject, and applies to all walks of life and not just betting. A quick health check is to see how good you are in the real world? If you're doing well and have spare funds, then maybe you just need a little guidance, but if your always running out of money before the end of the month in your day to day life, then the chances are poor at money management, so read on. Minority of bettors have the ability to recognise value in betting markets, I say minority because as previously mentioned in this book – only a fraction of people are capable of keeping a cool head and win consistently. Bankroll management is key to your success as once value has been identified, how much do you bet to make the most of that value while protecting your bankroll?

Essentially your bankroll is the amount you're investing into your betting ventures. Your main objective is to start with a bankroll that will allow you to bet in a manner so as to see consistent growth with realistic aims. Normally it is recommended to start with 100 unit bankroll, the way units work is – whatever amount you put in to your bookmaker, you divide it by 100. Say for example you have $1000, this would mean that each unit is $10. Of course if your bankroll is around $1000 it would mean that each bet you place will be relatively low but as previously mentioned, start slow and build upwards, steadily.

Now onto the important part, how much should you bet on each bet? The answer to this question is actually pretty simple and it doesn't require any sophisticated calculations – however your backtesting should be taken into consideration.

Over the years I've ran multiple systems on many sports, my win % varied but over the past year I was able to consistently hit above 65% winners, this has given me the confidence of betting as much as 20% of my bankroll at times – spreading it across multiple bets. Constant percentage of bankroll is kept at all times, this method will keep you away from over betting or placing huge wagers and losing them. It's a little like Zeno's paradox. The arrow will never reach its target as it halves the distance at each interval. However, while unlikely, even betting 5% of a £1000 bankroll will leave you with a bankroll of less than £200 after 33 consecutive losses.

I'd like to show you a concept of a money management strategy developed solely for this book – it's been backtested over the past year by me and has developed some flourishing results.

Jake's Double Up Football Money Management

I've been developing many successful systems over the past years for managing money, many of which were shared with the zCode community. Double up system is the latest of its kind and

the rules are rather simplistic and can also be implemented into any other sport. Here is how it works: You place wagers until two of the bets are won in a row. When such event occurs, you start all over again with your initial stake. Remember that you will never end up placing more than 10% of your bankroll in this case, also this tactic is perfect for fast paced betting, like live betting for example. Please take a look at the following chart to understand how your bets should look (change stake accordingly to your budget of course).

NUMBER	STAKE	TOTAL	MULTIPLIED	PROFIT
1	£100	£100	£400	£300
2	£140	£240	£560	£320
3	£180	£420	£720	£300
4	£240	£660	£960	£300
5	£320	£980	£1280	£300
6	£440	£1420	£1760	£340
7	£580	£2000	£2320	£320
8	£780	£2780	£3120	£340
9	£1040	£3820	£4160	£340
10	£1380	£5200	£5520	£320
11	£1840	£7040	£7360	£320
12	£2460	£9500	£9840	£340

Initially you make a minimum bet as according to the table which would be £100. You have a possibility of the following outcomes:

- Loss: advance to the next wager ie. £140

- Win then lose: once again you advance to the next wager

- Win twice in a row: you start all over again

Remember, just like any other system you need to make sure that you give it time – learn and back test to fully understand it. Also, the presented example can obviously be adjusted to your unit size. In this case unit size is £100 and the bankroll is £40,000. Let's go through the possible outcomes again and elaborate it

further.

Outcome 1: You win the first bet (A).

You begin with £100, your wager is won so you continue with your original £100 as well as your winnings + possibly additional funds depending on how much you won. The second bet would be £200. Once that bet is won, you have a total of £300, so you've tripled the initial investment. Once you've succeeded to win 2 bets in a row, you start all over again and begin with £100 again.

Outcome 2: You lose your first bet (A)

Presumably your first bet is £100 and this was a loser. Take a look at the chart and see the stake of your second bet which would be £140. Let's assume that you won this bet therefore you have a total of £280 – this is where you need to get your second win in a row to restart the series. Your second bet would have been £280 and let's just assume that you lost it. Next in line is £180 – that's your 3rd A bet. Given that this was a winner, you will have £360 in your bank (assuming you won the bet with 2.0 odds and doubled the stake). Once more you will be going for your second win in a row, your next stake on B bet is £360. You win the bet and therefore end up with a bet that has returned £720 back to your account of which £300 is pure profit. Series gets reset back to £100 again.

System is simplistic but will require your personal adjustment, of course it's your decision how big your unit size is and how much you are willing to risk in total however most people don't go above 20% and most stay at around 10% most.

Your next task should be to develop your own table according to the unit size. Study the table provided and let's take a look at some examples. Bear in mind we assume that each bet you stake your money on is at 2.0 odds, however be aware that this isn't always the case and from my experience don't raise the stake according to the bet – just make sure the actual market is above 1.49 odds.

Example 1: You stake £100, your bet is a winner therefore you

let it ride and you win the next bet as well – you have just made £300 profit, then you start all over again with £100.

Example 2: You lose either first or the second bet, then you end up having to go to the next level and stake £140, if you lose at any time you move up a level.

Example 3: If you are on a losing streak and happen to lose the first 7 levels, your next stake will be £580, as mentioned before you need to win twice to get the profit and go back to £100.

Example 4: Worse comes to worst and however unlikely it is to happen, it can happen – you lose level 12. You need to take a break at this stage, betting didn't go your way and bear in mind that you risked only a certain % of your bankroll. You still have money left over as you managed a wise 10 or 15% of your bankroll in total on those bets. It's extremely uncommon in this system to get to that stage.

Remember: You shouldn't give up and go back at any time. It is however important to note that if your day isn't going well and you're after losing few levels, I think it's awfully important to give it a rest – go back to it the following day or following week. Taking a break is a key point as previously mentioned in this book. Also, make sure you to always track your bets – major key to success.

Let's play with some coin-flip examples assuming that each of them produces 2.0 odds.

Starting bankroll: £10,000

Unit size: £50

Stake: bet £50 on tails and lost

Balance: £9,950 total

Stake: bet £70 on tails and won

Balance: £10,020 total

Stake: bet £140 on tails and won

Balance: £10,160 total

———————————————————-

Stake: £50 on heads and lost (level 1)

Balance: £10,110 total

Stake: £70 on heads and lost (level 2)

Balance: £10,040 total

Stake: £90 on heads and lost (level 3)

Balance: £9,950 total

Stake: £120 on heads and lost (level 4)

Balance: £9,830 total

Stake: £160 on tails and lost (level 5)

Balance: £9,670 total

Stake: £220 on tails and lost (level 6)

Balance: £9,450 total

Stake: £290 on tails and lost (level 7)

Balance: £9,160 total

Stake: £390 on heads and lost (level 8)

Balance: £8,800 total

Stake: £520 on heads and lost (level 9)

Balance: £8,280 total

Stake: £690 on heads and lost (level 10)

Balance: £7,590 total

Stake: £920 on heads and lost (level 11)

Balance: £6,670 total

Stake: £1230 on tails and won (level 12)

Balance: £7900 total

Stake: £2,460 on tails and won (level 12)

Balance: £10,360 total

As you can see the bettor has won on the last level and recovered all of his money. If at any other point money was won, he would have recovered his stake and made profit of 300% on top of his stakes. Bear in mind the above example of a bettor wasn't betting wisely as his bankroll dropped from down to £6,670 at one stage – he was betting over 10% at one stage and lost over 30% in total of the bankroll.

Recovery System

Once you've figured out how's your system will perform during the best of times, it'd be a good idea to think of plan b in case things aren't working the way you've planned. Let's introduce you to recovery strategy, everyone should have one. As you know well doing nothing when bets are going your way isn't going to fix the issue, results can eventually turn around and you can begin winning but what about having a plan to recover the units before the season changes in your favour?

I've always thought of ways to recover, having placed hundreds of wagers over the years I've experienced months that we're better than others, having dropped number of units, it was time to act. Bettors may use many techniques to recover units, some reduce their stakes, others reduce the amount of bets until the system stabilises itself. It's a good prevention program which

doesn't hurt to have, I have developed a recovery system for zCode some time ago and used it successfully once before. The name of this system is "progress with confidence", and it's basis are simple, you grow confidence with winners and progress on to different staking stages.

Before WE BEGIN, I just want to inform you that this "Recovery System" is what personally works best for me – whichever recovery system you choose to follow is completely up to you and on zCode there's no worst or best recovery system – you just choose one based on preference.

Making profits consistently is a tough job, we all know that there are bumps on the road that you may eventually have to come across – it is a tough thing to get out of. It's almost like a spiral which just keeps on turning on and on – until the end where you will most likely lose all your money. Let's be honest, we've all been there at some stage of our investing journey, went on a winning streak, kept on winning for a couple of days and managed to make a satisfactory sum – however humans are greedy, and we kept on going until we hit this losing streak – there was one losing bet then 2 and more and eventually the bankroll has crippled completely. That's why I have invented this system for myself and others to use – so that when cloudy days come, you will be able to overcome them and get out of the spiral.

Let's get into detail now. Based on the only sport that I do, confidence progression in tennis is very vital as you go through many stages of the year which may be more profitable than others, and some may be just a massive disappointment and you may end up having a bad week or month even. It's a good time to start the following week or month fresh, you don't want to be chasing your losses with 10 or 20 unit bets – as Pedro once said "Going all in is a good bet, good bet to go BROKE". I cannot agree more here, increasing your stakes during a bad period of time is a very naive thing to do.

Instead what we want to do is start small, you build your confidence based on your results. You need to record the amount of units that have been lost and then aim to gain them back using the

recovery system. Let's just assume 20 units went for a walk and we need it back.

Here's an example of your profit targets;
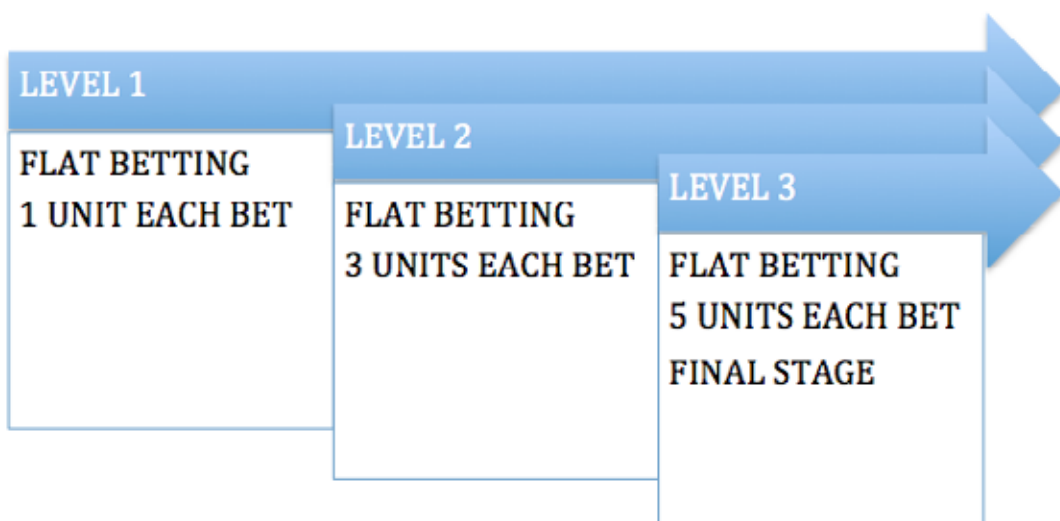
LEVEL 1

TARGETED PROFIT: 3 UNITS

LEVEL 2

TARGETED PROFIT: 7 UNITS

LEVEL 3

TARGETED PROFIT: 10 UNITS

Followed by the confidence structure that you need to follow;

LEVEL 1	LEVEL 2	LEVEL 3
FLAT BETTING 1 UNIT EACH BET	FLAT BETTING 3 UNITS EACH BET	FLAT BETTING 5 UNITS EACH BET FINAL STAGE

I would also like to give you a good example of how such confidence level system works in real life;

LEVEL 1

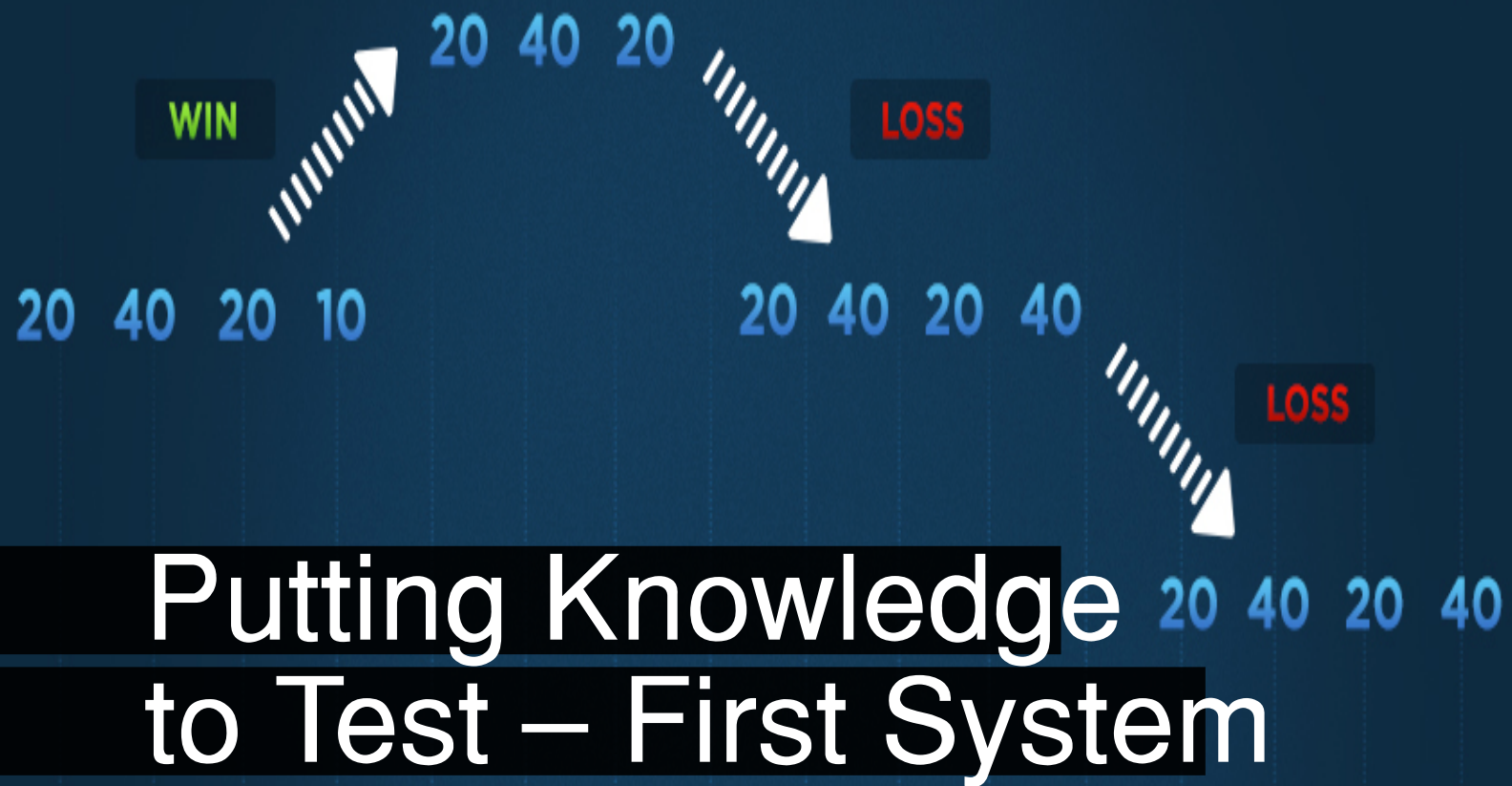| RECOVERY MODE PLAN									
Date	Selection	Odds	Stake	Return	Profit	W/L	W/L $	Total Net Profit $	TOTAL UNITS WON
1/1/2014	Dolonc V. - Peer S.	1.55	100	$155.00	$55.00	WIN	$55.00	$55.00	0.55
1/1/2014	Ramos A. - Robredo T.	2	100	$200.00	$100.00	LOSS	($100.00)	($45.00)	-0.45
1/1/2014	Troicki V. - Golubev A.	4	100	$400.00	$300.00	WIN	$300.00	$255.00	2.55
1/1/2014	Cuevas P. - Seppi A.	1.86	100	$186.00	$86.00	WIN	$86.00	$86.00	3.41
1/1/2014	Youzhny M. - Haase R.	2.54	100	$254.00	$154.00	WIN	$154.00	$240.00	4.95
1/1/2014	Marcora R. - Gojowczyk P.	1.89	100	$189.00	$89.00	WIN	$89.00	$329.00	5.84
1/1/2014	Krstin P. - Ramirez-H.R.	2.05	100	$205.00	$105.00	LOSS	($100.00)	($100.00)	4.84
1/1/2014	Gabashvili T. - Cuevas P	1.69	100	$169.00	$69.00	LOSS	($100.00)	($200.00)	3.84
1/1/2014	Jack Sock - Lukas Lacko	2.3	100	$230.00	$130.00	WIN	$130.00	($70.00)	5.14
1/1/2014	Verdasco - Troicki	1.65	100	$165.00	$65.00	LOSS	($100.00)	($100.00)	4.14
1/1/2014	Haase R. - Monaco J.	1.76	100	$176.00	$76.00	WIN	$76.00	($24.00)	4.9
1/1/2014	Gerasimov E. - Ilhan M.	1.88	100	$188.00	$88.00	WIN	$88.00	$64.00	5.78

LEVEL 2

RECOVERY MODE PLAN									
Date	Selection	Odds	Stake	Return	Profit	W/L	W/L $	Total Net Profit $	TOTAL UNITS WON
2/1/2014	Kokkinakis T. - Duckworth J.	2.54	300	$762.00	$462.00	WIN	$462.00	$526.00	13.4
2/1/2014	Verdasco - Andujar	1.76	300	$528.00	$228.00	WIN	$228.00	$754.00	12.68

LEVEL 3

RECOVERY MODE PLAN									
Date	Selection	Odds	Stake	Return	Profit	W/L	W/L $	Total Net Profit $	TOTAL UNITS WON
3/1/2014	Ram R. - Donaldson J.	1.87	500	$935.00	$435.00	LOSS	($500.00)	$254.00	7.68
3/1/2014	Sugita Y. - Young D.	1.97	500	$985.00	$485.00	WIN	$485.00	$739.00	13.53
3/1/2014	Ginepri R. - Fella A.	1.55	500	$775.00	$275.00	WIN	$275.00	$1,014.00	15.28
3/1/2014	Dancevic F. - Paire B.	1.76	500	$880.00	$380.00	WIN	$380.00	$1,394.00	19.08
	Przysiezny M. - Safwat M.	1.66	500	$830.00	$330.00	WIN	$330.00	$1,724.00	22.38

Putting Knowledge to Test – First System

Now that you've been shown plenty of useful information on sports investing it is time to place your first wagers. I've gone through some of the most popular systems across zCode to show you ideas on how to shape your first system. We will begin with the progression systems as they seem to be the most common amongst football bettors.

1. Totals Progression system

Can be broken down into half time total or full time total. You've already read about the Double Up bank management, for this specific system idea you can use that bankroll management for your progressions. Let's make up a scenario where Manchester United are playing vs Chelsea. You are presented with the

markets at your chosen bookmaker and the match is going live now.

Manchester United   0 – vs – 0   Chelsea

Standard total for the match is under/over 2.5 goals. The odds for over 2.5 in the match are set to 1.91 odds. You will place a wager on this market either pre-game or just about to start.

Let's just presume that after 30 mins the score line is 2:1 and your over 2.5 goals bet is a winner. Odds for over 3.5 goals pop up with promising odds, assuming they are the same as for over 2.5 you can go ahead and progress with a larger stake.

Progression systems are extremely easy to execute, they do however require a strong mind. You will be riding through losses, ones you may not have expected to happen after 20 odd streak win, you will be faced with huge decision to make, whether to proceed onto C bet (3rd progression bet) or swallow the losses and restart your series, while I won't develop the whole system for you and make decisions whether you should proceed with large bets in order to recoup losses, I will however give you the basics of how to start such a system.

Progression betting is simple, you have A bet which can be at 2.0 odds, you lose that bet, you proceed to B bet, at this stage you bet roughly twice the amount of money in order to recoup losses and make profit on top – similar to the double up money management system.

Bet	Odds	Stake
A	1.86	£100
B	1.91	£209.42
C	1.87	£427.8

If A bet wins you take £86 profit, let's presume A loses and then you have to proceed. B bet comes in at 1.91 odds, in this case I want to make back £100 and get a return of £100 profit on top of my stakes, I bet £209.42 to do so. If I win, I'll have £100 profit once again, if the bet loses you have a decision to make whether you walk away with £309.42 or losses or proceed to the C bet.

Assuming that we go ahead with it, the concept is the same, we want to recoup losses and make profit so in order to make £100 profit with 1.87 odds we bet £427.80. You can obviously manipulate the £100 profit to whatever you intent on making out of this system, it can be aimed at making 1% return or 0.25% return of your total bankroll, progressions are fully flexible. Even if you encounter a situation where C or higher bet is required and you just want to walk away with your lost stakes – you can calculate the stake to break even.

Progression systems can be used across hundreds of other markets, you can bet on X number of corners in a match, X amount of goals in a half or X amount of goals to be scored up until X time. You've no limits as long as there are progression opportunities.

2. Arbitrage betting

You may have heard in many different places, with the amount of new bookmakers popping up all the time, arbitrage betting is becoming huge. What does it mean exactly though? Arbitrage betting means having a bet on all possible outcomes of the match ie. team A to win, team B to win and a draw, or over 2.5 goals and under 2.5 goals. You win regardless of the outcome as you've managed to calculate the odds in your advantage and outsmarted the bookmakers.

Arbitrage is banned at most bookmakers, however nobody has the right to check if you have multiple accounts across other bookmakers – just make sure you aren't betting with the same company. For example Ladbrokes owes Coral, there's a chance they will share information between each other and limit you if they find out that you've been highly successful with your bets.

Arbitrage betting is the only way to make consistent profit on sports investing. It doesn't require any interest in sports as everything revolves around numbers. Arbitrage is a trading technique which focuses solely on the differences of two opposite markets that belong to the same family for example: over/under goals, 1x / 2x, Team A win, Team B win (50/50) and so on. Your job is to place

two wagers on all possible outcomes in a match, with odds that guarantee profit. These bets can also be referred to as: surebets, miraclebets, surewins or arbs.

If you were to place your wagers at one bookmaker, it is almost certain that their markets would be balanced in such a way that you'd be guaranteed to make a loss. However your job would be to create multiple accounts across many bookmaker websites. Most sports have two possible outcomes (think tennis, basketball, hockey, American Football etc.) as we focus solely on football, let's take a look at the following example:

🇳🇴 Norway – Division 5 / Byasen vs Tynset					
HC -2	TOTAL	1	X	2	PROFIT
		3.76	5.25	2.00	4.6%

Above bet is for an Asian Handicap of -2 on a rather less popular team deep into 3rd division of the Norwegian Football. As football has 3 possible outcomes, you will have to place three multiple bets at different bookmakers. The match will be staked at the recommended bookmakers where edge was found. Total stake across the three markets will be €100. Byasen -2 Asian Handicap produces 3.76 odds, draw 5.25 odds and +2 Tynset gives you 2.0. At this stage use an arbitrage calculator, don't bother doing the calculations yourself as you may make a mistake and lose money, having a reliable Arbitrage calculator will prevent you from making any human mistakes, machines are your best friends when betting on sports.

Guaranteed profit on this market is 4.6%, regardless of the outcome. You stake your money and come back for your profit – it's this simple.

Why such opportunities occur? Well there are many various reasons but the most common one is created by the frequent discrepancies between online bookmakers and bookie's necessity to keep a balanced book. Discrepancy between bookmakers begins when major bookmakers open up their markets on less

popular matches, at that stage you have a very scarce amount of bookmakers with the odds and they may differ drastically based on information and wary bets that occurred at a given bookmaker. A major stake on a given market at a given bookmaker will alert other bookmakers only few hours after it was staked – opening possibly loopholes for value hunters. Other, less technologically advanced bookmakers usually follow the lead once odds come out at major bookmakers, using those as a base for their personal markets. Leading bookmakers often disagree on the chances of an outcome of a particular event.

Second reason why arbitrage is possible is bookie's requirements to keep a balanced book (ie. accepted bets). By keeping a balanced book, bookmakers protect themselves from any potential losses however it's very unlikely that bettors will evenly split their money across the markets at the same time bookmakers are out there to make major profits therefore they will accept larger bets at times created a big gap in their markets and exposing themselves to potential losses. In order to balance this book the bookmaker will have to lower odds on the market that has received more bets and of course raising the odds on the match that received higher odds (think smart money and line reversals). This way the bookmaker just created an opportunity for arbitrage betting.

Arbitrage betting can only become more popular, and although it is not 'prohibited' you can expect your account to be either banned or restricted very quickly. As the number of bookmakers increases, and over the past 2 years especially the number has gone up drastically, you can expect more and more arbitrage betting opportunities. If you are to use such a system to your advantage be sure to check out oddsportal.com where "sure bets" are displayed on day to day basis with bookmakers and a simple calculator.

Top tip: abuse bookmakers' welcome bonuses for arbitrage, many of them offer as much as £200 welcome bonus once you make your £200 deposit – what's better than betting with bookmaker's money?

Automated Systems

Over the past 6 years zCode Lab have developed countless number of tools for bettors to help them shape their predictions. These include: Oscillator, totals predictor, head-to-head tool, KISS trust table, line reversals, runline calculator, volatility oscillator, scores predictor and on top of it all, they've put together over 10 years of data on every single match across many competitions such as football, tennis, mlb, nfl, nhl, nba and many more. Such data was only given away to members in 2017. It created a massive boom with all major experts across the globe creating their own personalised systems with only few clicks.

Let's take a look at each tool closely, at the end of the day it'll be your decision what you can implement, I just want to show you how smartly they've been developed to help you win.

• Soccer Team Strength Oscillator

Very simply yet extremely powerful tool which creates head to head statistics based on a specific interval. It takes into consideration their past results and odds at which they won to create a NUMBER, graph is then created to compare how the two teams match up.

Select system:
- ● Traditional Betting
- ○ Bet On Opponent (antisystem)

Select place:
- ● Any Place
- ○ Only Home
- ○ Only Away

Select the upcoming games or individual teams separately to compare them:

None ▾

Dortmund ▾	Hoffenheim ▾

Date interval:

1 Jan 2018	31 Dec 2018

Current season	Previous season	Last 30 days	Last 3 months

Take a look at the example above between Dortmund and Hoffenheim, you're able to choose the interval and then a graph gets developed which looks like this.
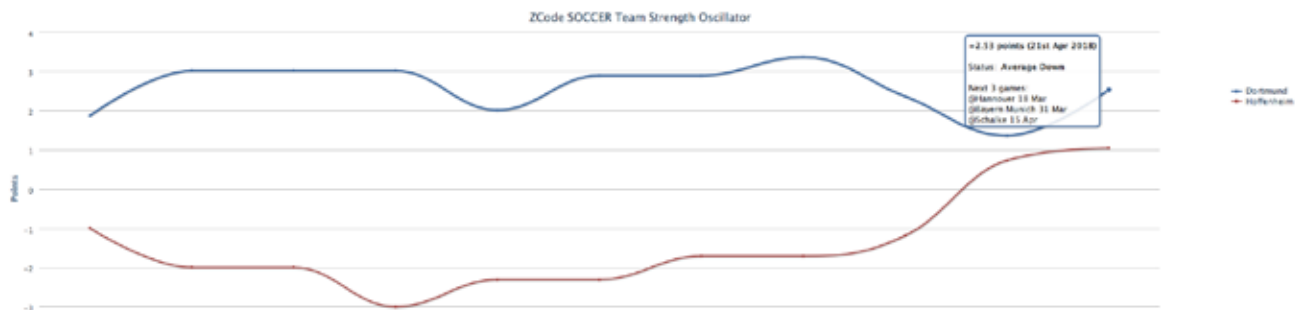
Blue line represents Dortmund and Red line represents Hoffenheim. Based on the graph you can see that Hoffenheim have won many matches in a row and went up high in the oscillator, giving them a 'burning hot' status which can be an indicator that this will be a tough opponent to beat due to their momentum.

• TotalS predictor

The Totals Predictor is a unique tool developed based on Jonathan Ma ideas. Here is how it works. For every team we are building 2 lines.

The blue line is the Over/Under line. We assigned a value of 1 for the Overs and a value of -1 for the Unders. For the purpose of this prediction tool, over/unders are based on 2.5. Any game with a push on 5 is considered an under for 2.5.

ZCode Totals Predictor for Marseille

+2 points (2018-05-03 15:05:00)

ZCode Totals Predictor for Guingamp

+6 points (2018-05-06 11:00:00)
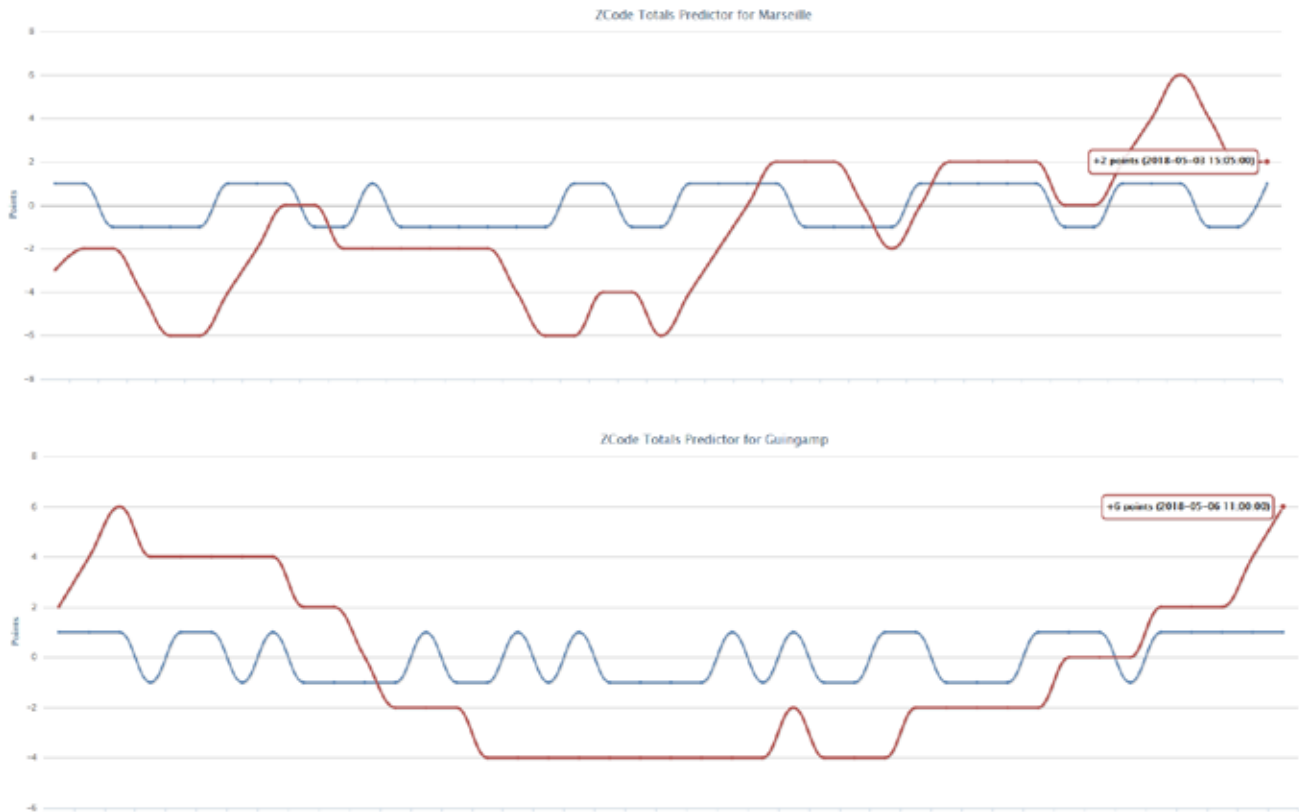
The red line is the differential between the over/under based on the last 10 games. Examples: A 6-4 in favor of over would be +2. A 3-7 in favor of under would be -4.

Based on the above example between Marseille and Guingamp

Next step is to compare the lines and see the repeated patterns. For example if you see both teams are trending up on the red line this means they score much more goals than usual and the game will probably go Over 5.5!

• Head to head tool

Head to head compiled data of selected teams' going against one another in the past. H-2-H information gives you information on the performance, often an important signal in decision making.
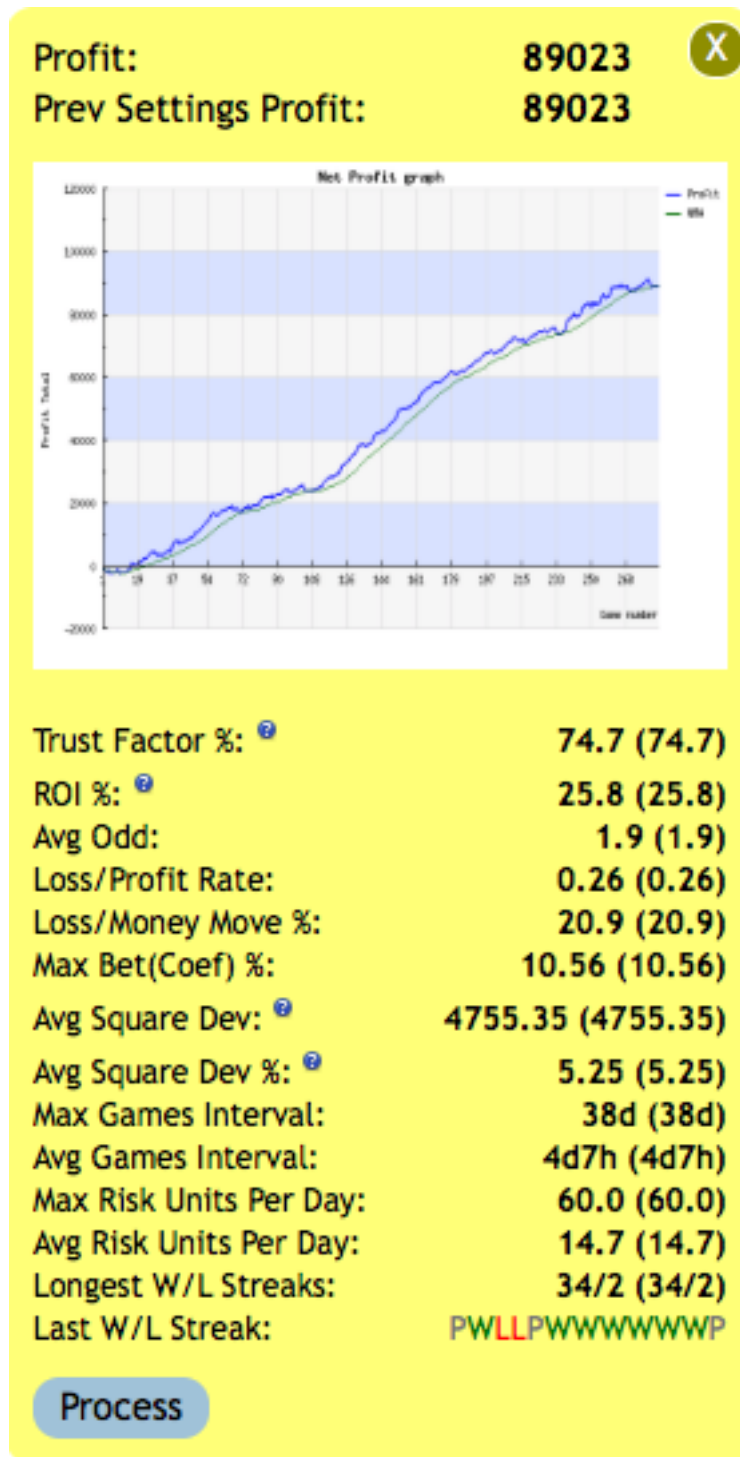
Let's assume that your chosen team, Chelsea lost their last 3 matches against Manchester City in the past 12 months, you've just been given a valuable piece of information as Manchester City dominates Chelsea, is it a deal breaker? Not exactly, many other factors may have affected the previous result or will affect future result, whether they had players that were injured or maybe Chelsea signed a new coach, that's the next step to your analysis, keeping h2h information at the back of your head.

Developing an Automated System

Automation cuts down your required input time as the data does all the talking for you, you don't have to dwell over the right and the wrong as your bets are pre-selected by the developed system. And this is exactly what zCode have done, by accumulating data from many, many years they released their system developing mechanism to the public, zCode members are able to develop their own systems for football or any other sport offered, even esports. You are given a powerful tool capable of developing graphs based the selections you've made. The automated system then releases bets based on the selections you've made.

Let's try developing a profitable, automated system which auto picks bets and sends them to you. Let's use one of the pre-made systems and try to understand how easily it was developed.

The so-called chosen system is called "Thedane Soccer System: -1". It has made $89,023 since the beginning of the system. Its return on investment has whopping 25.8%.

Profit: 89023
Prev Settings Profit: 89023

Trust Factor %:	74.7 (74.7)
ROI %:	25.8 (25.8)
Avg Odd:	1.9 (1.9)
Loss/Profit Rate:	0.26 (0.26)
Loss/Money Move %:	20.9 (20.9)
Max Bet(Coef) %:	10.56 (10.56)
Avg Square Dev:	4755.35 (4755.35)
Avg Square Dev %:	5.25 (5.25)
Max Games Interval:	38d (38d)
Avg Games Interval:	4d7h (4d7h)
Max Risk Units Per Day:	60.0 (60.0)
Avg Risk Units Per Day:	14.7 (14.7)
Longest W/L Streaks:	34/2 (34/2)
Last W/L Streak:	PWLLPWWWWWWP

Process

The layout of our performance and trend builder is simplistic, you get to choose options according to your preferences and based on your choices a system is generated. You don't require to have any mathematical knowledge as everything runs in the background, powerful machinery calculates previous results and creates signals that match your criteria. At the beginning

you need to choose how many games and days you want your system to be based on, bear in mind you have something called the weekend league, for example you can choose bets only for Saturday and Sunday – excluding any matches that can take place outside of those two days.

Now that we've picked 500 games since 2014-09-01 our system will go all the way back 4 years (it's 16-05-2018 right now) and gather all the information. Now we can specify any other requirements for our system.

We aren't going to exclude any teams or leagues, the system runs 7 days a week and has no limits in terms of any banned teams or leagues. Everything goes pretty much. We only care about the signals.

EXCLUDE LEAGUES:	Show excluded leagues	
INCLUDE LEAGUES:	Show included leagues	
Pick type:	Game Winner Picks	
Bet Spread Instead of ML	☑ On.	
Bet Tie Instead of ML	☐ On.	
Bet Tie Instead of Handicap	☐ On.	
Take real spread odds	☑ On. Try to get real standard spread odd instead of simulate	
Odd for Negative Handicap	☐ On. Odd is 2.6 This is synthetic odd, use only for games without negative handicap odd	
Ignore games with simulated spread odds	☐ On. Take only games with real spread odds. Games with simulated spread odds will be skipped	

At this point we decide to bet on spread instead of moneyline, this means that we will begin using handicaps for our bets – the system will avoid any outright match winners and instead focus on whatever default handicap there is for the match, whether it's +1 or +2 goals. We also pick to get real standard spread odds instead of stimulate.

Use Favorite Handicap Value:	-1	(Only for MLB, NHL, SOCCER, KHL, HOCKEY)
Use Underdog Handicap Value:	Standard	(Only for MLB, NHL, SOCCER, KHL, HOCKEY)
Stars count	From 2 to 5	
Money management:	1X-3X For: Team * Recommendation	

Money management For:
- Team Only - progression runs separatelly by each Team
- Recommendation Only - progression runs separatelly by each recommendation
- Team * Recommendation - progression runs separatelly by each combination of team and recommendation
- One Progression For ALL - run one progression by each combination of team and recommendation

Count same day games as same progression step:	☑ On
Assume games with a difference between their beginnings less than HOURS as same progression step:	☐ On. Hours: 2
Global Progression:	☐ On Start global progression if main progression loss. Progression type: 1X-2X-3X

Now onto our handicap, as previously mentioned we don't bet on outright winners in a match, we're going for handicap wins, our standardised favourite handicap is -1 while underdog handicap value is set to standard, this depends on what the actual handicap is for each game – can be +1,5 or +2. We also set the stars counts from 2 to 5. Zcode has a star system where it gives a rating to each match based on its data – their systems goes through the information creating a rating for each match out of 5 stars – with 5 stars being the most likely to occur for example: Manchester

United with 5 stars favourite should be able to cover -1 spread.

Use only top X PR teams for high level progression bets	☐ On. Use teams with Power Ranking in Top 5 for Global Progression
Location:	Home Only
Favorite status from:	☐ Dead ☐ Dead Up ☐ Ice Cold Down ☐ Ice Cold ☐ Ice Cold Up ☑ Average Down ☑ Average ☑ Average Up ☑ Burning Hot Down ☑ Burning Hot Select All Deselect All
Underdog status from:	☑ Dead ☑ Dead Up ☑ Ice Cold Down ☑ Ice Cold ☑ Ice Cold Up ☑ Average Down ☑ Average ☑ Average Up ☑ Burning Hot Down ☑ Burning Hot Select All Deselect All
Favorite Odd status from:	None to: None
Underdog Odd status from:	None to: None
Favorite Odd filter:	☑ On. If set use only odds in range from 1.2 to 1.45
Underdog Odd filter:	☐ On. If set use only odds in range from 1 to 10

Next up we decided that the system will only be selecting home teams. Zcode has a way of identifying team's performance and ranking them accordingly. These statuses include: Dead, dead up, ice cold down, ice cold, ice cold up, average down, average up, burning hot down and burning hot. For example a team that has lost their last 5 games would be classified as cold, where as a team that won 5 matches then lost one would be burning hot down. You get the image as it's rather self explanatory. Now that you're aware of it, take a look at our selections. We are going to completely ignore teams that aren't doing so well ie. cold ones and we're going purely with momentum in this case. The system picks out teams with odds from 1.2 up to 1.45 – pretty much big favourites to win the match.

Favorite Handicap Odd filter:	☐ On. If set use only handicap odds in range from 1 to 10
Underdog Handicap Odd filter:	☐ On. If set use only handicap odds in range from 1 to 10
Favorite Handicap Value filter:	☐ On. If set use only handicap values in range from 1 to 10
Underdog Handicap Value filter:	☐ On. If set use only handicap values in range from 1 to 10
Tie Odd filter:	☐ On. If set use only games with Tie Odd in range from 1 to 100
Over Value filter:	☐ On. If set use only games with Over Value in range from 0 to 200
Under Value filter:	☐ On. If set use only games with Under Value in range from 0 to 200
Favorite Kelly Criterion filter:	☑ On. If set use only games with Kelly Criterion in range from -50 % to 34 %
Underdog Kelly Criterion filter:	☐ On. If set use only games with Kelly Criterion in range from -100 % to 100 %
Ajust bet by Kelly Criterion	☐ On.

Guys at zCode also implemented whole Kelly Criterion into code and you can use it for your system building process. In this case, from a list of many filters we've picked out the "Favourite Kelly Criterion Filter", you can set it to a range percentage wise.

Head to head Delta:	>=-4
Bet on opponent only:	☐ On.
Bet on opponent only for Main Bet	☐ On.
Prediction precentage value (Favorite)	☑ On. On. Use games with favorite prediction percent value more than 74
Prediction precentage value (Underdog)	☐ On. Use games with underdog prediction percent value more than: 57
Prediction precentage value (Favorite Spread)	☐ On. Use games with favorite spread prediction percent value more than: 57
Prediction precentage value (Underdog Spread)	☐ On. Use games with underdog spread prediction percent value more than: 57
Prediction precentage value more than (Over)	☐ On. Use games with over prediction percent value more than: 57
Prediction precentage value more than (Under)	☐ On. Use games with under prediction percent value more than: 57
Prediction precentage value less than (Over)	☐ On. Use games with over prediction percent value less than: 57
Prediction precentage value less than (Under)	☐ On. Use games with under prediction percent value less than: 57

Further down we continue to build our favourites system. Zcode system calculates % value based on the odds offered against the probability for the bet to win. In this case if percentage value is roughly 74% based on calculations made by zCode in the background, then the bet gets a go-ahead approval.

Prediction precentage value for Tie	☐ On. Use games with Tie prediction percent value from 0 to 100
Prediction precentage value for Team Total Favorite Over	☐ On. Use games with Team Total Favorite Over prediction percent value from 0 to 100 (MLB, NHL, NFL, NBA, SOCCER Only)
Prediction precentage value for Team Total Favorite Under	☐ On. Use games with Team Total Favorite Under prediction percent value from 0 to 100 (MLB, NHL, NFL, NBA, SOCCER Only)
Prediction precentage value for Team Total Underdog Over	☐ On. Use games with Team Total Underdog Over prediction percent value from 0 to 100 (MLB, NHL, NFL, NBA, SOCCER Only)
Prediction precentage value for Team Total Underdog Under	☐ On. Use games with Team Total Underdog Under prediction percent value from 0 to 100 (MLB, NHL, NFL, NBA, SOCCER Only)
ML Odd Multiplier	1
Odd for -1 bet on NHL:	☐ On. Bet is on 30 % higher than moneyline
Odd for Team Total Over 2.5 on NHL (obsolete):	☐ On. Odd is Obsolete, use this option
Odd for Team Total Under 2.5 on NHL (obsolete):	☐ On. Odd is Obsolete, use this option

Although not used, it's a good idea for you to fiddle with the above settings when creating a system.

Odd for Team Total Over	☐ On. Odd is 1.9
Odd for Team Total Under	☐ On. Odd is 1.9
Try to take real odds for Team Totals	☐ On.
Odd for Tie	☐ On. Odd is 1.95 This is synthetic odd, use only for games without tie odd
Odd for -1 bet on MLB:	☐ On. Bet is on (if real odd not exists) 30 % higher than moneyline
Odd for +1.5 bet on MLB:	☐ On. Odd is 1.37
Load Odd for +1.5 bet on MLB from LR:	☐ Load Odd for +1.5 bet on MLB from Line Reversals (Override "Odd for +1.5 bet on MLB")
Status Weight Delta:	☐ On. Avoid games where Team Status Delta less than: 29
	Weights for statuses: Burning Hot: 200, Burning hot down 175, AVG UP: 150, AVG:125, AVG Down: 100, Cold UP:75, Cold:50, Cold Down:25, Dead Up and Dead:0
Power Ranking Delta:	☑ On. Use games with power rankings delta more than: 35

Focusing on the selected filters, we're going with Power Ranking Delta to be enabled for our system. Delta is responsible for the calculation of the coefficient. For this system we will use power ranking delta < 35.

Power Ranking Underdog-Favorite Signed Delta:	☐ On. Use games with power rankings Underdog-Favorite signed delta more than: 10
Power Ranking Favorite-Underdog Signed Delta:	☐ On. Use games with power rankings Favorite-Underdog signed delta more than: 10
Standings Delta:	☐ On. Use games with standings delta more than: 1
Alternative streaks:	☐ On. Use separate streaks for home/away games
Bet To Win $100	☐ On. If set settings of "Money management" are ignored
Dont put duplicate bets	☐ On. If set Dont put duplicate bets by recommendations
Unit multiplier for main bet	☑ On. On. If set multiply main bet value on 10
Unit multiplier for main bet for Favorite Market Trend	☐ On. If set and game is in the Favorite Market Trend multiply main bet value on 1 (Override "Unit multiplier for main bet")
Unit multiplier for main bet for Underdog Market Trend	☐ On. If set and game is in the Underdog Market Trend multiply main bet value on 1 (Override "Unit multiplier for main bet")

We also set a multiplier for our main bets. Next up there's a number of filters that we are going to skip however it's good for you to check and see what's available. You can also learn a whole lot from the zCode System Building Video which talks about the filters individually.

Ignore bets where we buy more than 7 points	☐ On.
Skip bets after Loss	☐ On. After 3 Losses in a row, skip next 2 bets.
Skip bets after Wins	☐ On. After 4 wins in a row, skip next 3 bets.
Skip bets after Wins/Loss prev games delay	6 Assume than the previous games results are known after HOURS after the game start while calculating Skip bets after Wins/Loss
MLB 2nd game in series if 1st game loss multiplier	☐ On. If 1st game of MLB 3-4 games series is loss multiply bet of 2nd game on this value 3 and ignore day of week filter in this case. This is "M" coefficient
Market Trend:	ANY Trend ⬍
Market Trend By Leagues	☐ On. Use Market Trend Value calculated by each League separately. (SOCCER, HOCKEY, AUSSIE, BASKETBALL only)
Team stability	☐ On. Use only teams with stability in top 10 stable teams (MLB, NHL, NFL, NBA only)
Dont bet first 2 weeks of each Regular Season	☐ On.
Dont bet Preseason	☐ On.

We're going to ignore most of the filters are they are mainly for American sports.

|	
Unit multiplier for additional bet	☐ On. On. If set multiply additional bet value on 1
Unit multiplier for additional bet for Favorite Market Trend	☐ On. If set and game is in the Favorite Market Trend multiply main bet value on 1 (Override "Unit multiplier for additional bet")
Unit multiplier for additional bet for Underdog Market Trend	☐ On. If set and game is in the Underdog Market Trend multiply main bet value on 1 (Override "Unit multiplier for additional bet")
Take only Sweep games (MLB only)	☐ On. If set take only games with teams that is going to be swept.
Avoid Sweep games (MLB only)	☐ On. If set ignore games with teams that is going to be swept.
Avoid Sweep-situation bets if our team sweep resistance less than (MLB only)	☐ On. If set ignore games with teams that is going to be swept if our team sweep resistance less than: 80
Partial Spreads (NBA, NCAAB, BASKETBALL, WNBA Only)	☐ On. Use partial spread instead of full spread (NBA, NCAAB, BASKETBALL, WNBA Only): Spread 505 ⬍
Compensate low odd (NBA Only):	☐ If set compensate low odd with multiplier: Handicap < 8: 1*Y; Handicap = 8-10: 1.2*Y; Handicap = 11-12: 1.3*Y; Handicap >= 13: 1.5*Y
Accurate odd for 50S (NBA, NCAAB, BASKETBALL, WNBA Only):	☐ If set use following odds: Handicap < 8: 1.46; Handicap = 8-10: 1.4; Handicap = 11-12: 1.35; Handicap >= 13: 1.3

Let's take a look at the type of bets the system has produced for us. It's giving us Celta Vigo vs Real Madrid with a score predictor of 0:6 for Real.

Date	Sport	Away Team	Home Team	Score [Predictor Score]	Line	Over	Under	Handicap	Over time	Stars Win/Und/OU	Stand ings	Power ranking	Away Status	Home Status	Profit	Net Profit
				Series (Real Madrid * By selected pick type GameWinner) end due to series Win												
2018-05-12 14:45:00	SOCCER	Celta Vigo 9.93% h2h: 0	Real Madrid 78.38% h2h: 5	0 : 6 [0 : 3]	11.40 - 1.26	4.25 (2.06) 47.08%	4.25 (1.84) 52.92%	2 / -1	N	Orig: 4/0/0 Home: 2.5/0/0 Away: 5/0/0	12 - 3	1060 - 850	Average	Burning Hot Down	467	89023

Bet #	Index in series	Coef	Recommendation	Bet on	Moneyline	Bet	Bet W/L	Profit
283	1	1*X	By selected pick type GameWinner	PointSpread: Real Madrid -1	1.467	1000	W	467

Date	Sport	Away Team	Home Team	Score [Predictor Score]	Line	Over	Under	Handicap	Over time	Stars Win/Und/OU	Stand ings	Power ranking	Away Status	Home Status	Profit	Net Profit
				Series (Tottenham * By selected pick type GameWinner) end due to series Win												
2018-05-13 10:00:00	SOCCER	Leicester 10.27% h2h: 2	Tottenham 80.76% h2h: 2	4 : 5 [0 : 3]	8.15 - 1.38	3.50 (1.83) 46.92%	3.50 (2.10) 53.08%	1.5 / -1	N	Orig: 3.5/0/0 Home: 2.5/1.5/0 Away: 4.5/0/0	9 - 3	1017 - 1182	Average	Average	0	89023

Bet #	Index in series	Coef	Recommendation	Bet on	Moneyline	Bet	Bet W/L	Profit
284	1	1*X	By selected pick type GameWinner	PointSpread: Tottenham -1	1.404	1000	Push	0

Date	Sport	Away Team	Home Team	Score [Predictor Score]	Line	Over	Under	Handicap	Over time	Stars Win/Und/OU	Stand ings	Power ranking	Away Status	Home Status	Profit	Net Profit
				Series (Rosenborg * By selected pick type GameWinner) end due to series Win												
2018-05-16 12:00:00	SOCCER	Lillestrom 14.21% h2h: 0	Rosenborg 77.56% h2h: 5	: [0 : 3]	7.19 - 1.45	2.75 (1.82) %	2.75 (2.04) %	1.25 / -1	N	Orig: 2.5/0/0 Home: 4/0/0 Away: 4.5/0/0	11 - 2	316 - 225	Burning Hot	Burning Hot	0	89023

Bet #	Index in series	Coef	Recommendation	Bet on	Moneyline	Bet	Bet W/L	Profit
285	1	1*X	By selected pick type GameWinner	PointSpread: Rosenborg -1	1.781	1000	No data	0

| Total | | | | | | | | | | | | | | | | 89023 |

It has also picked out Leicester – Tottenham with a handicap bet on Tottenham.

Let's take a look at the graphs generated from the previous seasons based on how the system performed.

Prev Season Graph
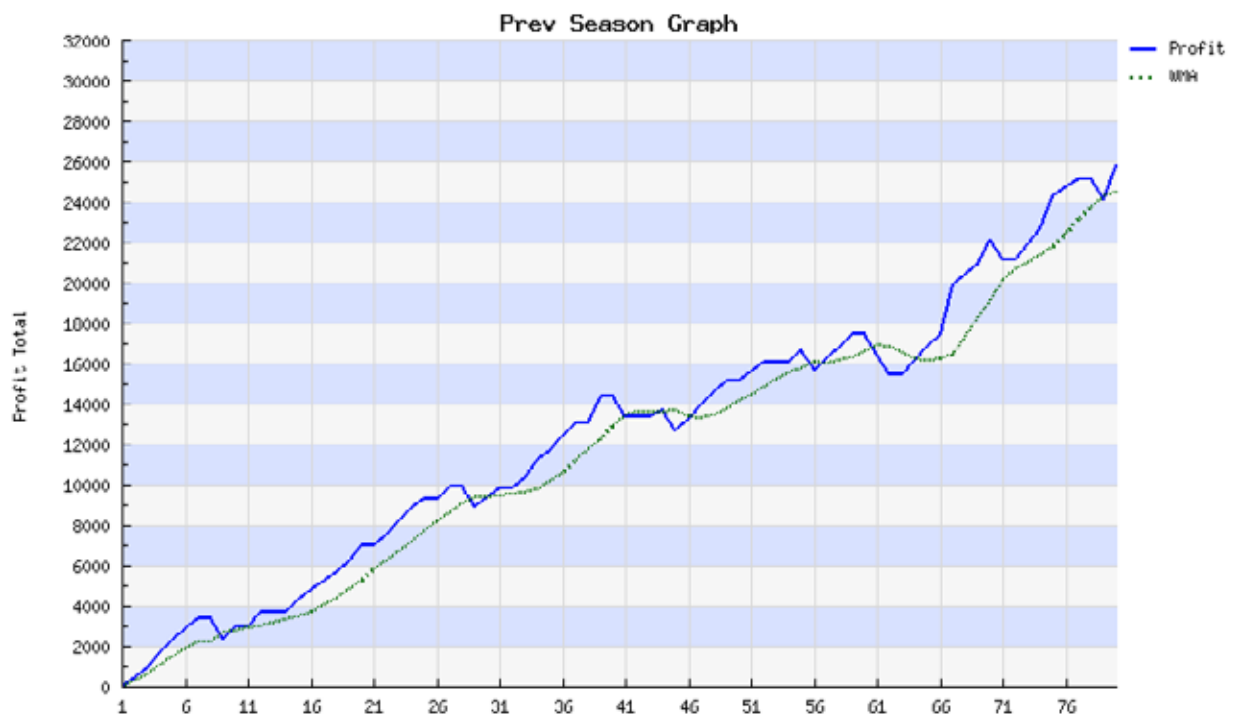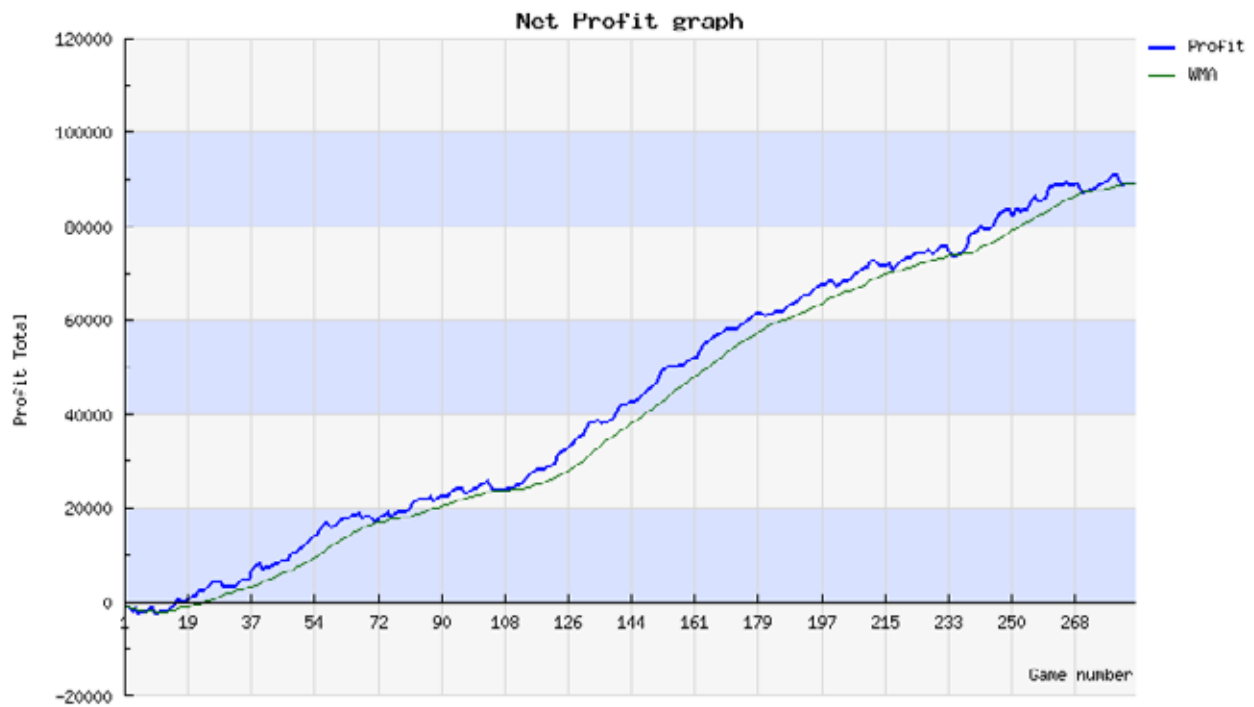
Net Profit graph

Above graphs show you the amount of money made in the previous season (2017), you can see a very steady graph generating profits month in month out. Net profit graphs shows you all of the money made since 2014.

Current Season Graph
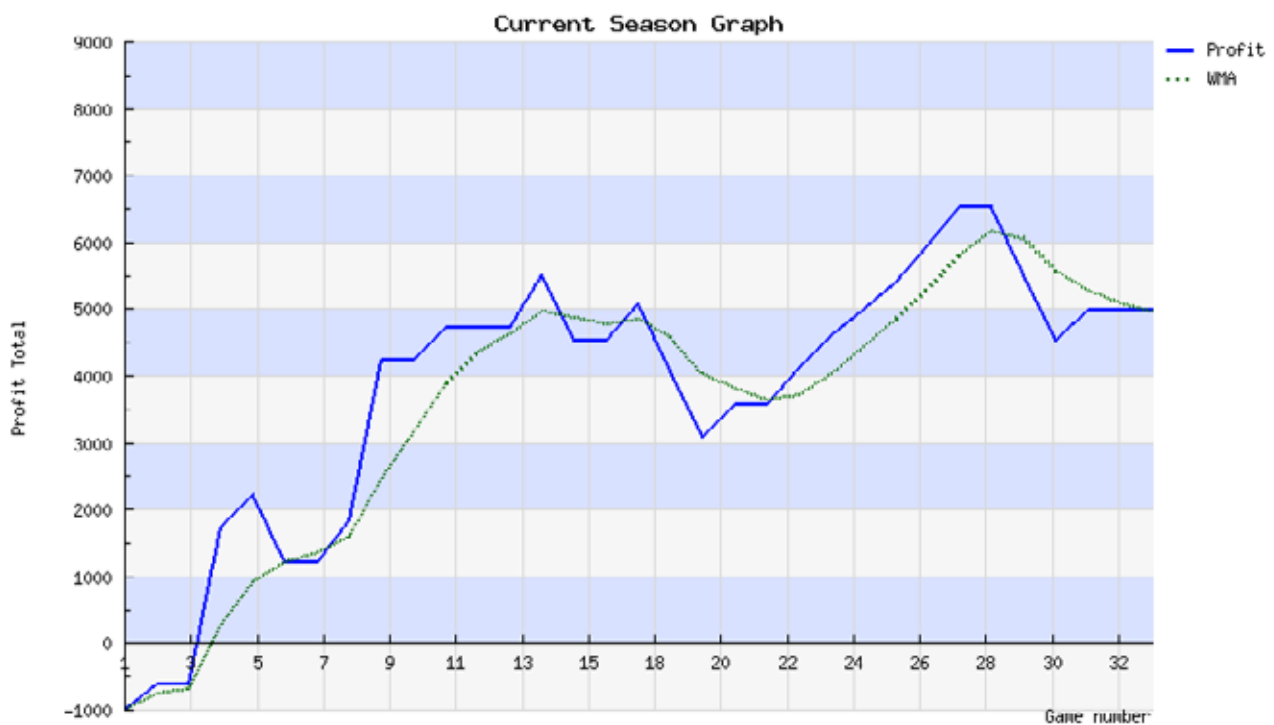
Current season graph shows all of the profit made this year so far.

Recommendation Streaks

#	Recommendation	Last Bet Streak
1	By selected pick type GameWinner	P ← W ← L ← L ← P ← W ← W ← W ← W ← W ← W ← P

You can see the current streak for the system above.

By Month

#	Month	Bet Win Count	Bet Win %	Bet Loss Count	Bet Loss %	Bet Push Count	Bet Push %	Bet Total Count	ROI, %	Profit
1	Jan	10	58.82	2	11.76	5	29.41	17	27.8	5273
2	Feb	17	50	3	8.82	14	41.18	34	28.4	11372
3	Mar	16	48.48	5	15.15	12	36.36	33	12.3	4552
4	Apr	27	77.14	3	8.57	5	14.29	35	33.9	13224
5	May	12	63.16	2	10.53	5	26.32	19	24.5	5143
6	Jun	3	50	0	0	3	50	6	28.6	2289
7	Jul	11	64.71	3	17.65	3	17.65	17	24	5045
8	Aug	12	63.16	3	15.79	4	21.05	19	20.1	5026
9	Sep	16	61.54	2	7.69	8	30.77	26	28	8407
10	Oct	15	75	2	10	3	15	20	38.3	9183
11	Nov	15	50	5	16.67	10	33.33	30	15.1	6026
12	Dec	19	67.86	2	7.14	7	25	28	33.7	13483
	Total	173	60.92	32	11.27	79	27.82	284	25.9	89023

By Bet Value

#	Bet Value	Bet Win Count	Bet Win %	Bet Loss Count	Bet Loss %	Bet Push Count	Bet Push %	Bet Total Count	ROI, %	Profit
1	1000	152	59.84	32	12.6	70	27.56	254	21.3	54064
2	3000	21	70	0	0	9	30	30	38.8	34959
	Total	173	60.92	32	11.27	79	27.82	284	25.9	89023

By Game Winner Pick Stars Count

#	Stars Count	Bet Win Count	Bet Win %	Bet Loss Count	Bet Loss %	Bet Push Count	Bet Push %	Bet Total Count	ROI, %	Profit
1	2.5 Stars	29	59.18	4	8.16	16	32.65	49	26.6	15714
2	3.5 Stars	28	62.22	6	13.33	11	24.44	45	25.9	14233
3	4 Stars	106	59.55	21	11.8	51	28.65	178	24.5	52829
4	5 Stars	10	83.33	1	8.33	1	8.33	12	44.6	6247
	Total	173	60.92	32	11.27	79	27.82	284	25.9	89023

Information above shows you the unit size ($1000 and $3000) per unit, the bets are high but as you are well aware unit size is what you decide it to be. Automated system gives you all the information in regards to wins and losses per month, it also shows game winner pick stars count.

Creating an automated system requires for you to have a vision before you begin fiddling with it. Perhaps come up with something like underdog system with high spread like +2 or above – then test the idea with multiple filters, adding more if required until you make the system profitable. Say your system is on a negative side, you can flip the results upside down by going against your designed system. Your possibilities are endless, and they are waiting for you within the zCode community.

Going Professional: Betting Football

Now that you've got all the required skills, you are capable of riding through losses and you also maximise your profits during more profitable periods, it may be time for you to consider going pro. Only a small percentage of people are able to put aside their emotions when betting, they can do sports investing for a living, however is it really that hard to reach such a level if it's on your agenda?

What does going pro mean?

Over the past years, if you are a member of the zCode community you may have seen people either at Pro level or about to progress in to pro level. Basically those people are making enough money out of sports investing that they decide to make it their full time job,

they breathe sports investing on day to day basis. Such a career change puts you in a vulnerable position as you will have to ride through losing days, much like stock investors coming out of it with losses. It's a nature of this business, strong minded bettors will be able to separator those days and move on quickly being thoroughly aware that losing days are part of being a pro and that your system is bulletproof enough to prevent the bleeding any further. Professional bettors think one step ahead, their bankrolls are deep enough so that they can have a few weeks of losses and it doesn't affect their lifestyle, they manage their finances like 'pros' should. On top of it all, they have a system that can be trusted, it's been successful over the years and ride with it.

What are the main characteristics of a professional investor:

- Thinks differently

- Bets purely for profits not excitement

- Developed a betting plan

- Keeps score

- Makes rational decisions

- Doesn't chase losses

- Controls the frequency and size of bets

- Always seeks improvement

If you consider the option of going pro, take a look at the following questions which are worth answering:

- Is your system profitable?

- Can you make enough in a year to satisfy your day to day needs, for example previous results have made similar are more amount of money than your previous job?

- Have you tested your mentality under pressure?

- How did you handle losing days?

- Do you have a long term mindset?

- Do you have the possibility of expanding to other bookmakers if required?

Once you can tick all the boxes, you may begin planning your new career path, many I know have reached it and all it takes is correct approach.

Word from the Expert

Dragon, the football guru of zCode VIP.

I'd like you go to through:

- Introduction of myself

- What it takes to become a professional bettor (live off betting)

- Explanation of your system and how it works for Football

- Advice for people beginning to bet for the first time

1) I'm from Karachaevsk, Northern Caucasus, Russia and have been a member of ZCode for about 4 years now. I am 36 years old and soccer is my main passion amongst all sports, I watch it from the 90s. As most of all I began wagered for fun with friends without any system and of course mostly lost our bets, it was in early 2000s. We made 5-6 or even 10-12 accumulator on 1 ticket (express) and, as you can expect, we won hardly any. After 2-3 years of this I retired and return to business several years later when I read about Zcode in November 2013. I learnt very much from greatest experts such as Josh, Omega, Mudrac and many others.

2) May be you will be very aware that people make it their profession, for example Jake, but I am not a professional bettor, I am not making a living from it. Honestly I will be very surprised when I became one of soccer experts on Zcode, even now I have very much to learn. May be If I have full time work on it I will become pro, but my religion don't let live on such kind of money so I am betting just for fun and glad If I can share good picks with others and help them to win.

3) I work mostly with pregame bets but later I discovered that live picks are much better. They pretty suit me better, and the win rate is much more higher. I love to work with Bet365, they have the best lines for Soccer and their live stats are very helpful.

My main tools are: Zcode tools (recommendations and trends on the wall, Scorespredictor, sometimes linereversals – when I bet on ML or handicap), statistic sites (soccerway, flashscore, etc), Bet365 live stats, basic soccer knowledges and of course gut feeling.

Mostly I bet on goals, common total goals, goals in the first half or goal before xx minute. Of course sometimes I bet on ML or handicap as well, but much rare then on goals. I like odds about 1.90-2.50, they give profit even with 50% winrate.

Some tips from me:

1) Scorespredictor is very helpful, don't forget to use it. If it predict 2-3 goals in 1st half – this game must be on your radar. I look at the common stats (flashscore, soccerway, etc) and livestats on Bet365 – If they both are good I pull the trigger about 20-25 minutes in 1st half. If stats are extremely good I play on "goal before 30-40 or even 20 minutes".

2) If favorite conceded goal 1st – don't bet on ML, bet on common goals total. But you can choose Draw No Bet Pick, in this case we can catch good odds and this choice is much safer. That is right in most but not in all cases. Of course when favourite is such a great team as Barcelona, Real, Bayern Munich, Juventus, PSG and plays with weak teams – we can choose even ML, no doubt.

3) Don't forget about team's motivation. For example If a team has already won enough matches to guarantee a title in their league – there's no need for them to die on the pitch, so we can expect an upset.

4) If team plays after cup game or Europe/Champions League in the midweek – we can expect upset, because they will be tired and may be in strongest squad (cards, injuries). Jump on underdog there.

5) Play more with low and young leagues. They usually have bad defense and much more goals expected here. I hardly recommend Finland Kolmonen and Switzerland leaguies, extremely high amount of goals.

6) Skip cup games, they are usually hard to predict and are often very low scoring games.

7) Look at the trends between 2 teams, head-to-head results. If team is very uncomfortable for favorite, don't bet against them (on favorite), especially when dog play at home. Even if dog is in a bad form they can cause an upset.

8) Use your gut. When you watch game in lave feel goal in the air – bet on it! Stats may be don't be good enough but you must trust yourself.

9) Try to skip Romanian or other cursed leagues, which have many fixed games. In this case games became unbelievably hard to predict.

10) Don't play C bets. If you make A and B bets and they both lose – don't be mad, don't make C bet. If stats are still good – you can make bet but just 1 unit. If stats not really improved – simply skip it. Yeah, sometimes I break this rule but try to be more disciplined lately.

I have to recommend very good site: corners-stats.com, they have extremely good set of stats. I create my own system with corner picks and want to fully automated it. Hope I will finally do it this year)

4) Patience is the key. Don't expect one-day-miracle, you must grow slow and steady. Choose 2-3 good experts with pregame picks (Mudrac, Bear, Brendan, Jake, etc.) and follow them consistently. Use small sized picks, don't be greedy and you will have profit!

Hard work always paid off. If you really want to be pro – that must be on the 1st place in your life. It is fondly to expect high win rate from picks if you spend less than several hours, day by day.

Always learn from good experts, they often post their conclusions on the wall. Copy them in 1 file and read it on regular basic.

5) Creating Zcode is brilliant idea! I am very appreciate to all staff and all guys in our Zfamily, together we are strong!! I proud to make my small contribution to community and hope that we will grow in the years. I try to do my best, improve my skills and make really good picks :)

Conclusion

Finally we come to the end of the book, I hope it was a journey for you filled with lessons based purely on real life scenarios and experience of being a professional expert within ZCode VIP. Pretty much majority of the mistakes and problems mentioned happened to me personally and that's why I was able to come out and write about them in such an open way – nothing is more honest than speaking from experience. You learn from mistakes and YOU as a bettor will be faced with them along the way, as you face the bumps, you will be able to ride through them, remembering the information you took from this book.

This football bible goes through the basics of sports investing introducing you to the concept of money management, presenting you with multiple useful techniques to manage not only your investment but also winnings, skimming away from over-betting and irrationality. Common mistakes should be no more and you will have at least a couple of bookmakers to spread your bets and maximise profits, it's all about making money at the end of the day. We are true investors and shine away from any 'gambling', as zCode has proven many times and again, you don't gamble, you make educated investments based on knowledge that's you've accommodated over the time.

Having gone through the way football investing works and how it is presented at your bookmaker of choice, you should have gathered enough information on different markets, the way they differ from one another and how bookmakers May choose to fool you into making a mistake. Often betting too quickly can lean to a disappointment of placing the wrong wager which cannot be reversed. On top of it all, handicaps, as mentioned can all differ between being three and two way – it's your job to study them closely and determine the correct market.

High emphasis was out towards zCode's automation and the tools, while knowledge in regards to players, coaches, form etc. can be personal, tools provided will give you a deeper insight

to how the team is performing, how other bettors think (line reversals), score predictions and match up history. You have the tools which can give you a bigger scope of information, don't obey it, rather use it to your own advantage, as the more tools you use will never be too much. In this case knowledge is money and zCode gives you all the powerful tools to succeed.

All in all you should be capable of creating your own system, with the use of tools provided by zCode and information in this book you are capable of combining the two into a profitable system with high win percentage, you can also decide to join the zCode community if you aren't a member yet and explore how experts operate, what their systems look like, and how information is shared within the VIP zone. Sometimes profit can be guaranteed, even when bets are never 100%, long term profit with a trustful system can be 100%, all it takes is the right mindset and willingful but also dedicated approach. Go become a winner today.

Betting Glossary
(Courtesy of Pinnacle)

- **Accumulator**: Where more than one bet is combined, and success is dependent on all selections winning.

- **Added game**: A game not part of the Las Vegas regular rotation. A bookmaker may offer odds after a request from a bettor.

- **AET**: Soccer abbreviation for 'After Extra Time', the additional time played if the game ends in a tie.

- **Alternate lines**: Derivatives of standard betting markets. Examples include Alternate Handicaps or Alternate Totals which offer higher or lower spread or totals with odds changing accordingly.

- **American odds**: Odds expression indicating return relative to 100 unit base figure. With money odds, whenever there is a minus (-) you lay that amount to win a hundred dollars, where there is a plus (+) you win that amount for every hundred dollars you bet.

- **Ante-post**: Early market offered in advance of the definitive list of participants.

- **Arb**: Abbreviation for arbitrage betting, where you place you wager on both teams or players to win (also referred to as hedging)

- **Asian Handicap**: Two-way market that uses a point/goal Handicap to alter perceived bias between two competing teams and also eliminates the possibility of a draw.

- **ATS**: Acronym meaning against the Spread. ATS is betting on a selection that is giving away points/goals and opposing the perceived logic of the spread.

- **Banker**: Strongly favoured selection around which multiple bets are often built.

- **Beard**: Third-party bettor used to conceal the true identity of the real bettor.

- **Best-price percentage**: The inherent advantage a bookmaker holds within a given market.

- **Bet**: Risk money on the outcome of an event with the return proportionate to the perceived likelihood as measured by odds.

- **Betting exchange**: A betting site that doesn't accept bets, but instead matches backers (those betting on odds) with layers (those offering the odds) taking a commission on the winning bets.

- **Betting strategy**: A systemic approach to placing bets designed to generate an edge for the bettor over the bookmaker or house.

- **Binary betting**: A combination of spread and fixed-odds betting with only two outcomes 0 or 100, with the bet struck against a bid or offer somewhere between the two, for an agreed unit stake.

- **Board price**: The price available to bettors from bookmakers who operate trackside at horse or greyhound racing.

- **Bonus**: A conditional incentive given by bookmakers to entice new or existing account holders to betting activity.

- **Bonus-chasing**: Opening new accounts for the sole purpose of exploiting the bonus offers.

- **Book/Bookie**: Abbreviation for Bookmaker. An establishment/individual offering odds on the outcome of events, usually but not exclusively sports, for the purpose of accepting bets.

- **Buy points**: Accepting inferior odds in exchange for an increased point spread advantage.

- **Canadian line**: A combination of Points Spread and Money Line in hockey.

- **Chalk**: The option in any given betting market considered most likely to win as measured by the implied probability of the odds.

- **Circled game**: A game in which the bet limits are capped at modest levels. Usually occurs when markets are first displayed; in added games; Specials; in reaction to bad weather, injuries or suspect betting patterns; halves of games.

- **Closing line**: The last available odds offered before a market closes. Bettors who "beat the closing line" have placed a bet offering a superior return to the final odds offered; consistently beating the closing line is a sign of a successful bettor.

- **Co-favourite**: Where three or more selections are priced as favourite.

- **Commission**: The cost of placing a bet calculated by summing the implied probability and subtracting from 100, the measure of a fair market. In relation to Exchange betting, commission is the charge applied to winning bets, applied as a %.

- **Correct score**: Soccer bet where the bettor predicts both the winning team and the correct final score of the game.

- **Cover**: When a favourite wins by more than the required number of points in a Handicap/Spread bet.

- **Dime**: Slang term for a $1000 sports bet.

- **Dog**: Abbreviation of underdog; the selection perceived by the market as least likely to win.

- **Double action**: A bet which is conditional on the success of a preceding bet.

- **Double bet**: Where a bettor plays twice the amount of a usual bet, normally in reaction to a perceived 'good thing'. Also known as "double pop" or "doubling up".

- **Double result**: A conditional bet that combines the result at half-time with the result at full-time.

- **Double-header**: Two high-profile games played close to each other on the same day.

- **Draw**: When the contest ends with no winner or loser.

- **Drift**: When odds lengthen, implying a decreased likelihood of the event occurring; odds are said to have drifted or are "on the drift".

- **Each-way**: A bet that comprises two independent bets, one for the selection winning and one for the selection placing e.g 2nd or 3rd. Place conditions vary in relation to the number of participants. Mostly commonly, but not exclusively, used in horse and greyhound racing.

- **Edge**: Betting advantage either gained by consistently exploiting a bookmaker's margins or derived from proprietary knowledge.

- **Elo ratings**: Invented by Hungarian-born American master level chess player and physics professor Arpad Elo. A way of comparing the skill levels of players in competitor-versus-competitor games.

- **Even money**: A bet which returns exactly what is staked, represented as odds of 1/1, 2.0 or +100.

- **Exotic**: Any bet other than a straight bet or a Multiple.

- **Expected goals**: The number of goals a team (or teams) would expect to score in a match. This is determined by assigning a value to shots on goal, the number of shots, shot location, the in-game situation and the proximity of opposition defenders.

- **Expected value**: The amount a player can expect to win or lose if they were to place a bet on the same odds many times over, calculated through a simple equation multiplying your probability of winning with the amount you could win per bet, and subtracting the probability of losing multiplied by the amount lost per bet.

- **Exposure**: Potential losses to which a sportsbook or bettor is exposed to in a given market or bet.

- **First half bet**: A bet on the outcome of the first half of a game only.

- **First/last goal scorer**: A bet on the specific scorer of the first or the last goal/try in a given game.

- **Fixed-odds betting**: The type of betting offered by traditional bookmakers with odds fixed at the time the bet is struck, as opposed to other formats where odds/return is fluid.

- **Future**: Odds for the winner of a specific future event often posted far in advance of it occurring. Examples include the EPL winner, Super Bowl, the World Series, the Stanley Cup, or the NBA Championship this is called a Future bet.

- **Grand Salami**: Betting on the grand total of goals scored in all the listed games of the day within a specific league e.g. EPL as an Over/Under.

- **Half time bet**: A bet on the result of the first half of a game only.

- **Half-ball handicap**: A Handicap which is 0.5 of a goal or point.

- **Handicap**: A numerical figure set by the bookmaker to counter the perceived bias in abilities of opponents – this provides more balanced odds.

- **Handicapper**: Someone who uses maths based rating systems to forecast outcomes on sporting events and place bets accordingly.

- **Handicapping**: Forecasting the outcome of sporting events using maths based rating systems and placing bets accordingly.

- **Handle**: The total volume of bets on an event taken by a bookmaker.

- **Holding your own**: Neither winning nor losing, just breaking even.

- **Home field advantage**: Often abbreviated to HFA, refers to the perceived advantages enjoyed by the home team.

- **If bet:** Multiple bets which are conditional on a sequence of outcomes.

- **In-play betting**: Betting on an event that is in progress. Regular betting markets close once the event starts, in-betting odds reflect the progress of the event in real time.

- **Joint favourite**: One of two selections priced as favourite.

- **Jolly**: UK slang for favourite.

- **Juice**: The implied cost of placing a bet set by the bookmaker. Bookmakers inflate the perceived likelihood of an event – as represented in their odds – suggesting it is more likely than underlying probability.

- **Kelly Criterion**: Popular staking method which suggests that stake should be proportional to the perceived edge.

- **Landing on three/seven**: Phrase used to describe the most statistically common final-score differential in NFL.

- **Laying the points**: Backing the favourite on the Points Spread and therefore accepting the points Handicap.

- **Layoff**: Where a bookmaker reduces liability by covering a bet at another bookmaker; or where an individual bettor reduces risk, limits losses or locks in a profit by backing both sides of a market, or several selections within a market.

- **Limit**: Maximum bet amount allowed.

- **Line**: Another word for odds (most common in North America).

- **Linemaker**: Person responsible for setting the lines/odds at a bookmaker.

- **Listed pitchers**: A baseball bet conditional on the named pitchers starting the game, otherwise void.

- **Live-betting**: Betting on an event that is in progress. Regular betting markets close once the event starts, live-betting odds reflect the progress of the event in real time.

- **Lock**: Selection which is considered especially likely to occur; often the cornerstone of a Multiple bet.

- **Longshot**: A selection with long odds (very low probability) suggesting it an unlikely to winner, but offering a proportionately high return.

- **Margin**: The implied cost of placing a bet set by the bookmaker. Bookmakers inflate the perceived likelihood of an event – as represented in their odds – suggesting it is more likely than underlying probability.

- **Match bet**: A bet that focuses on the performance of two variables against each other within an event (e.g. which of two horses will finish first).

- **Middle**: A situation where you win on both sides of the same bet by exploiting odds/points movements/discrepancies over time.

- **Money Line**: A bet on the outcome of a match/game. One of three basic bet types.

- **No action**: A bet which for whatever reason is voided, resulting in no win/loss.

- **Non-runner**: Selection that will not participate in any given event.

- **Novelty bet**: A bet on an event which cannot be easily assessed in common handicapping terms, and is offered for its novelty value (e.g. Winner of a reality TV show).

- **Odds format**: Different international conventions that have been developed to represent odds.

Where a coin-toss has 50% probability for heads there are three common ways to represent the odds of the event:

Europe (Decimal) – 2.0

UK (Fractions) – Evens (or 1/1, or even money)

US (American) – +100; a (+) indicates the amount that would be won for every 100 bet placed. (-) indicates how much must be bet to win 100.

- **Odds on favourite**: A horse, team, or individual where the odds imply a chance of greater than 50%.

- **Oddsmaker**: Person responsible for setting the lines/odds at a bookmaker.

- **Off the board**: A game on which the bookmaker will not accept bets.

- **Outright betting**: Placing a bet on the winner of an entire competition, instead of a single match (e.g. the World Cup or the EPL).

- **Over**: Bet on whether the total of any given variable will be over the mark set by a bookmaker.

- **Overbroke**: Term to describe when the betting percentage of a market is less than 100% and therefore providing an advantage to the bettor and the opposite to the bookmaker.

- **Overround**: Term to describe when the betting percentage of a market is above 100% and therefore providing an advantage to the bookmaker and the opposite to the bettor.

- **Parlay**: Where more than one bet is combined, the odds accumulated and success is dependent on all selections winning.

- **Payout**: The return on a winning bet.

- **Pick 'em**: When there is a zero Handicap and neither team is favoured. Also called a "pick" in sports betting terms.

- **Points Spread**: The measure of perceived difference in the abilities of participants in a given event as illustrated in the Handicap/Spread market. For betting purposes, the outcome of the game is determined by taking the actual game score

and finding the difference between the scores of the two teams playing (called the points spread or just the "spread").

- **Post time**: Scheduled start time.

- **Price**: Another term for odds, line or points spread.

- **Proposition bet**: A derivative bet on events within a match or game (e.g. first goal scorer, or time of first yellow card).

- **Public money**: The influence of bets from recreational punters normally on the favourite, and struck close to post time.

- **Push**: When the contest ends with no winner or loser for betting purposes and stakes are refunded.

- **Quarter bet**: A bet on the outcome of one specific quarter of a game only.

- **Rag**: UK slang for longshot or outsider.

- **Reload bonus**: A bonus that re-applies when account holders deposit fresh funds.

- **Rotation number**: A numbering system used by Las Vegas to order bets, often used by bookmakers to assign unique IDs to markets.

- **Round Robin**: A specific type of Multiple bet combining three selections in a 10 combination bet.

- **Run line**: The Spread/Handicap applied specifically to baseball and relating to the number of runs in the game.

- **Scalping**: Exploiting price/bonus discrepancies between various bookmakers for profit.

- **Second half bet**: A bet on the outcome of the second half of a game only.

- **Sharp**: A sophisticated or professional bettor.

- **SP**: Abbreviation for "starting price", which is the official odds returned in UK horse racing/greyhound racing.

- **Special**: Any bet outside of the three basic types or their derivatives (Money Line/1x2, Handicap/Spread, Total).

- **Split-ball handicap**: Where a Handicap bet is split into two separate bets one at each handicap level provided by the bookmaker, whether it is on Asian Handicaps or Totals etc.

- **Spread**: The predicted scoring differential between two opponents as quoted by a sportsbook.

- **Spread betting**: An alternative to fixed odds betting where a Spread is offered on the outcome of an event and a bettor decides whether the outcome will be higher or lower. The loss or return is the multiple of their unit stake X the difference between the result and the Spread taken.

- **Steam**: When odds move rapidly due to a large volume of bets over a short period of time. Most "steam games" do not necessarily reflect objective circumstances, but can often reflect herd instinct or inherent biases toward favoured teams.

- **Totals bet**: Where the bettor speculates that the total score by both teams/players in a game will be more or less than the level posted by the bookmaker.

- **Tout**: Someone who sells betting tips.

- **True odds**: The true reflection of the underlying probability of an event to which a bookmaker will add their margin.

- **Under**: Bet on whether the total of any given variable will be under the mark set by the bookmaker.

- **Underdog**: Team perceived to be least likely to win.

- **Value**: Betting at odds that represent a lower chance than the underlying probability and therefore offer 'value' to the bettor in terms of increased potential profit.