

TIPSOLOGY 101

Plan Your Attack:
A Seven-Part Exclusive Series

Part 1—Getting a Leg Up

Part 2—What You'll Encounter

Part 3—What to Avoid

Part 4—Strategies for Success

Part 5—Giving Yourself the
Inside Advantage

Part 6—Numbers that Matter

Part 7—Keeping Perspective



What's In It For You?

By signing up for The Insider's Guide to Betting, you have access to:

- **Exclusive** promotions
- Limited-time giveaways
- The most **comprehensive education** in sports wagering on the internet.
- Hot tips from some of the **savviest pros** in the game
- **Free trials** through our exclusive partnerships with leading sportsbooks

PLAN YOUR ATTACK - DEVELOPING A WINNING STRATEGY FOR SPORTS WAGERING

This Issue—Parts 1 and 2—

Part 1: Getting a Leg Up

The sports business is everywhere. It touches almost every person every day, in a variety of forms ranging from the scores scrolling across the bottom of your TV screen, to a separate section in the newspaper, to morning talk shows on the radio, to the games themselves. Professional Sports is an enormous business, the stakes are high, and the difference between winning and losing can be no more than a hair's breadth.

As a prospective sports bettor, you're probably already aware that the sports industry doesn't end as soon as one steps outside the lines. Wagering on professional sports is one of the biggest businesses in the entire world. Wagering on the NFL alone generates well into eleven figures over a five month period; one estimate listed the total amount wagered on pro football at upwards of \$36 billion.

Pro sports touch everyone in some way, and everyone has access to the same information. Theoretically, everyone should be equally good at wagering on sports, right? Wrong. Just like the athletes on the field, in the business of sports wagering, winning and losing are often separated by the narrowest of margins. The stars on the field prepare well in advance in order to achieve the best result, and if you

want to get the best results from your wagering, you should do the same. This leads us to the First Rule of sports wagering:

Rule 1: View your wagers as an investment.

No one puts significant money into a stock because "they feel like it." Only after careful research and analysis of the company in question should you invest in the stock market, and for the investor who treats the stock market as a science and invests methodically, handsome rewards can be earned. In the same way, your wagering should be as impartial and rational as possible. If you know the odds then you know when the odds

every dollar you hoped to earn), today bets are generally made against point spreads, with one of the noticeable exceptions to this standard being horseracing.

The point spread is a handicap given to the favorite in terms of points. The favorite is followed by (-)points, and the underdog is followed by (+)points. For instance, if a betting line reads New England Patriots -9.5 vs. San Diego Chargers +9.5, this means that the oddsmakers felt that *in the eyes of the betting public*, the Patriots are 9.5 points better than the Chargers. If in this situation you bet on the Patriots, they must win the game by more

Rule 1: View your wagers as an investment

are on your side, and with a scientific approach behind you, you should feel confident that you have made as objective and calculating a decision as possible. So read on, learn how to break down the numbers, beat the odds, and get the inside advantage. If learning how to successfully bet pro sports is a foreign language, this is your phrase book.

Part Two –

What You'll Encounter

In today's betting world, it is rare to encounter any bets against odds. While years ago, if you liked a favorite in a game, you could give 2-to-1 odds (risking two dollars for

than 9.5 points (ie, at least 10) in order for you to collect. If the Patriots either win by less than 9.5 points or lose outright, this means a loss for a Patriots point spread bettor.

On the other hand, if you bet the underdog Chargers, you essentially spot the Chargers 9.5 points. If the Chargers end up winning the game or losing by less than 9.5 points (nine points or less), you win your bet. Lines of half-points are given in part so the game cannot land exactly on the point spread, resulting in a "push" or tie, where neither the bettor nor the bookmaker would win.

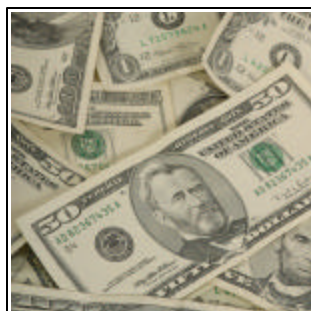
It is important to note that

TIPSOLOGY 101— ONE CLASS YOU **DON'T** WANT TO SKIP!

the line is not designed to show which team is favored and how much they should win by. The line is meant to make each team equally attractive to the betting public. No matter how great the mismatch, the point spread at least in theory makes both teams equally "bettable"; that is, when factoring in the handicap, equal numbers of people will want to put their money on each team. It should be emphasized that the first line released by the Las Vegas Sports Consultants is by no means the only line or the final line on a game. Lines fluctuate depending on how much betting takes place on either team. If, in the example above, the Patriots opened at -9.5 over the Chargers, and a large majority of bets came in on the Chargers, the line might drop to Patriots -9.0 or even Patriots -8.5. If the betting was still lopsided, it could drop further, or if people decided that the Patriots were a good deal at -8.5 and the majority shifted to the Patriots side, the line might creep back up to -9.0, for instance. If individual

bookmakers disagree with the Vegas line, they may offer their own lines. These discrepancies can be exploited by the smart bettor. This will be examined in a subsequent section. For now, suffice to say that the ultimate goal is to have even betting for both teams. Why? If exactly 50% of bettors wager on each team, the bookmakers win. How? It's important to remember that with almost every wager you place against a line, you give 11-to-10 odds to the bookmaker, meaning that if you want to win \$100 on a game, you must risk \$110. The bettor faces odds of 4.55% against him.

Perhaps an example will make this clearer. Imagine in the situation above that one person picked the Chargers and one person picked the Patriots. If each one wants to win \$100 on the game, he must risk \$110, the extra \$10 being a fee or commission for the sports book, called the "vigorish" or "vig". Thus, the total amount risked in this situation is \$220. After the game, one bettor will lose the



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Tipsology 101 worth studying for!**

\$110 he risked while the other will get it back plus his \$100 win. So, of the total \$220 risked, \$10 goes to the bookie. Ten dollars of \$220 is 1/22, or 4.55%.

While this system gives an edge to bookies, it also allows for the possibility for good bets and bad bets. The chance at a huge payoff doesn't do you any good if your team loses, but even if your team is an underdog and loses there is a chance that they will have covered the spread. Your goal is to find the good bets and exploit them.

Our goal is to help you.

EVEN WHEN ONLINE, USE PROTECTION!

If you're even slightly worried about your online security, you're certainly not alone. Everyone these days should be aware of and concerned about identity theft or other circumstances of online fraud. Signing up for PayPal on Ebay or any other time you give your credit card online is always a worrisome experience. You almost feel sure that there will be people posing as you in no time.

Luckily, the instances in which this happens are few and far between. However, as a sports bettor, you owe it to yourself to be aware of what security measures a sportsbook has in place to protect you from such situations. Every sportsbook you even consider using should have a section devoted to Privacy or Security, explaining what they do to keep you and your information safe. The current industry encryption standard is the SSL Protocol, a 128-bit encryption that ensures both you and the sportsbook are authenticated during every transaction through encrypted algorithms.

Here's why you shouldn't lose sleep over your credit card number being online: sportsbooks have a **lot** more to lose than you do. If someone has the technology to hack the SSL protocol (doubtful) and access your information, then they can access the same information *for the sportsbook!* Why drain your account when an entire sportsbook's account is there for the taking? The sportsbooks trust their security, and so should you.

In general though, it is a good policy to question these things and create contingency plans...

This article will conclude in the next issue of Tipsology 101.

EXTRA! EXTRA! EXCLUSIVE OFFER FOR TIPSOLOGY 101 READERS!

Just hours before this newsletter went to print, Tipsology 101 negotiated a breakthrough deal with leading sportsbook **GoSportsBet**

that allows you to put what you've learned into action by trying it out online **AT NO COST TO YOU!** We want to make sure you understand every facet of the bet before you put your money on the line, even if it means **paying for your first one ourselves!**

This issue, the first five readers to register for **FREE** at **GoSportsBet.com** and use the promotion code

5INSIDERS

will get a \$5 Free Play. Please take a look at the following site: www.gosportsbet.com/insiders_guide/ for more details.

We are committed to our readers being the among the most educated bettors on the planet. How committed? We'll pay for your first wager. Good luck!



Tipsology 101 will see to it that your sports wagering experience is something you'll want to celebrate.