

## TIPSOLOGY 101

THE INSIDE ADVANTAGE -  
DEVELOPING A WINNING STRATEGY  
FOR SPORTS WAGERING

The Inside Advantage:  
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 sportsbook GoSportsBet.com

#### This Issue-Part 4-

#### Part 3: Strategies for Success

Now that we've looked at what kinds of bets should be avoided, here are some general strategies that apply to all sports wagering. While each sport has certain nuances that make it unique for the bettor, the following pointers are part of a winning *mentality*. There are a few all-encompassing ideas that will improve the quality of your wagers and increase your rate of successes, regardless of what sport you're betting on. There is a certain excitement that comes from betting impulsively, but every successful sports bettor will tell you that following these rules will pay off in the long run.

#### Rule 3: Bet selectively

Not every game in every sport is a "bettable game;" that is, just because Vegas and the local bookies put out lines for it doesn't mean you have to put money on it. Many novices to the world of sports wagering crave action, and because of this, get tempted into making poor wagering decisions. In the following pages I will delve deeper into what makes a game a "bettable" game, but for now suffice to say that for each sport, a good policy is to pick no more than two or three games to bet on at a time. For the NFL, this means two or three games a week. For the NBA, similar restraint can be exercised by waiting for a match-up you like, such as an

underdog with momentum behind them takes on a slumping favorite, for instance. When wagering on baseball, wait until a team has a favorable pitching match-up. Wagering on anything but the most bettable games does not win money in the long term—it loses money. To sum up, not every game should be wagered on. In fact, the large majority of them should *not*.

Think back to the First Rule of sports wagering: treating your wagers as an investment. When you wager on a team, you are essentially "buying" that team's performance during the game in question. The line at which you bet on a team is essen-

try to end a losing season on a high note by putting huge amounts of money on a single game such as the Super Bowl, or a championship series in other sports. As we will continue to emphasize, such breaks from one's overall betting patterns do not pay off in the long run, and can compound already increasing losses if done out of reckless desperation.

#### Rule 4: Shop around

We mentioned earlier that the lines out of Las Vegas are by no means the only lines available to bet a game. Over the course of a week a line may shift several points, and a team that was not bettable at a certain price earlier in the week may become bettable

### Bet Selectively and Shop Around...

tially the price you pay to buy that team. Just as you wouldn't buy an overpriced stock, don't pay more than you feel a team is worth. However, like stocks, lines change, and a previously unbettable game may become bettable later in the week, or vice versa. We'll explore this in the next section.

A second issue to address is the "double or nothing" mentality that many bettors fall into after losses. In an attempt to break even, many reckless bettors will double the units of their bets on the next batch of games hoping that they will balance out or even make money overall. Still worse, some bettors will

close to the game, or vice versa, particularly when betting the NFL, where there is almost a week between when the first numbers are sent out and when the game is played.

As a savvy bettor, it is essential to have a variety of options available to you when deciding to place your bets. A good analogy is shopping for gas. Nearly everyone has experienced seeing one price posted at a certain station and thinking "I'm sure I could get a better deal than that at (x) gas station down the road." Just as variations of a few fractions of a cent in price can make a considerable difference when multiplied by

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a full tank of gas, in the sports betting business where the margin of victory is often very slim, an extra point one way or another can make be crucial. By exploiting the many different lines on a game, you can get the best value for your money, turn what would be losses with one bookie into wins against another, and get a sense of how a number of experts (the oddsmakers) see the game playing out. Let's look at what happens to the send out numbers during a typical week in the NFL.

The number that the Las Vegas Sports Consultants send out is not necessarily the number "normal" bettors will see. As these lines are picked up by the Las Vegas sports books, the sports books will make their own minor adjustments to the lines as they see fit. By Monday morning nearly all sports books will have lines posted. Because some sports books make their own lines, and do not rely on the Las Vegas numbers, on Monday mornings there can often be a wide variety of lines available. Some professional bettors will pounce on these early numbers if they feel a certain line is inaccurate. As more bets are placed, the numbers will drift towards a "truer" line.

Illegal bookies will often not

release lines until Thursday or even later. Many bettors who count on local bookies are unable to get their bets in until the day of the game. Because the bookies have had the chance to monitor betting patterns and adjust their line accordingly, it is much more difficult for bettors in this situation to find an edge. Serious bettors must have access to betting lines on Sunday night or Monday morning at the latest. *Any* responsible bettor should have access to a number of lines and "shop around" for the best price.

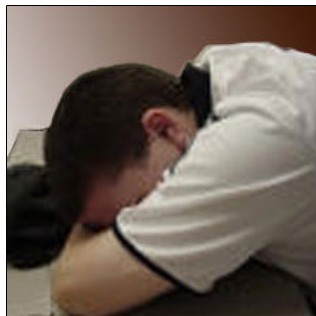
**TIP:** If your local bookmaker

## Rule 5: Always try to find middles and sides—bank on a profit!

does not have football line available to you early in the week, consider finding another bookmaker or looking online. In the world of sports betting, the earlier you can get a line on a game, the better.

Let's take a look at how the send out numbers changed in a real life NFL example from the 1996 season:

**Bengals at Jaguars** – For this game, the send out numbers favored the Jaguars by one and a half points. The sports books that posted Sun-



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day night tended to disagree, and many had the Jaguars as three point favorites. By Monday morning, the line was split between 2.5 and three points. As Monday progressed, the

three disappeared, the majority of lines favored the Jaguars by 2.5, and the occasional two was sprinkled in. This was a result of many Cincinnati bettors predicting the line would not go higher than three, and choosing to bet on that early number.

The 2.5s stayed for the rest of the week. Thus, the average bettor only had one price available to him for this game. However, bettors with good access could either take three points on the Bengals or

two points on the Jaguars. The final score was Jaguars 30, Bengals 27, and it was a mini-disaster for some of the Vegas sports books. All Jaguar bettors won, and a number of Bengal bettors escaped with a tie by getting three points early in the week.

The term for this situation (winning one side of a game and pushing the other) is called a "side." Had the line ever reached 3.5, it would have opened up the possibility of a "middle," a situation that bookies try to avoid at all costs. Thus, we arrive at the Fifth Rules of sports wagering:

### Rule 5: Always try to find middles and sides

A "middle" is the term for when fluctuations in the line result in the possibility for a bettor to win both sides of a game. Bookmakers count on roughly half of their bettors to pick bet on each team—this is how they make money. Imagine their fear, then, when roughly half of their bettors pick each team... *and both halves win!* In the situation above, imagine if the early sports books in Las Vegas had listed the Jaguars as 3.5 point favorites, and lines later in the week had them down to two point favorites. Because the Jaguars won by three points, anyone who picked the Bengals at +3.5 early in the week would have won... and anyone who picked the Jaguars late in the week would have *also* won!

**TIP:** Keep an eye out for the possibility of catching a side or a middle. While the Las Vegas Sports Consultants generally do a good job of making lines that won't move around enough to make the possibility of middles terribly likely, on occasion you will find the chance to exploit these opportunities.

Next Issue:  
Giving Yourself the  
**Inside Advantage**

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Last Issue we introduced a special deal we've negotiated with leading sportsbook **GoSportsBet.com** 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 read-

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