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Guide to Spread Betting

Part One:

How to get a 9/2 payout from a 5/6 shot...

Are you interested in boosting your profits?

Of course you are. Who isn't?

There is more to making money from football betting than simply picking winners. And if we can increase our profits without putting in any more effort... without placing more bets... and without having to massively increase our stakes, then why not? In fact, it would be silly not to.

Simply by being aware of a few different techniques - betting 'smarter' rather than bigger - we can all squeeze a bit more out of the bookies. And that's got to be good news.

Spread Betting is one such technique which can radically increase your profit margin. It is not without risks (and we'll come on to that in due course), but used properly it is a valuable weapon to have in your betting armoury.

Spread Betting: How it works...

There's nothing scary about Spread Betting. I'll say it again... there is nothing scary about Spread Betting. But it still frightens a lot of bettors.

Yes, there are risks. Though no more than in Fixed Odds betting – after all, there are no guarantees with any type of bet, whether it's Fixed Odds, Spreads, Laying, Casino or the National Lottery. But if you understand what you're doing, the benefits of Spread Betting can be huge.

The basic principal of all Spread Betting is the same as Fixed Odds. You have:

- An event
- A bookmaker's prediction
- And you, the bettor

In Fixed Odds betting the bookmaker will choose the event and make a prediction of what he thinks will happen.

Based on this prediction, the bookmaker will set his odds for you to bet on, such as...

10/11 - Home Win
3/1 - Away Win
9/4 - Draw

...or set a 'marker' for you to bet 'Under' or 'Over' at fixed odds. Such as...

5/6 - Under 2.5 Goals
5/6 - Over 2.5 Goals

Or,

10/11 – Under 10.5 Corners
10/11 – Over 10.5 Corners

With Spread Betting the bookies set their marker in exactly the same way – although they call it a 'Spread'. Then invite you to bet Under or Over.

But instead of setting Fixed Odds so you know how much you stand to win (or lose) at the time you place your bet - your payout will vary depending on two things:

- How accurate the prediction - or 'Spread'
- And whether your selection of Under or Over is correct.

Three and a half times the profits for the same bet

For example, take the Arsenal v Blackburn match earlier this season (Oct 4th).

The match ended 6-2 to Arsenal.

If you'd placed a Fixed Odds bet on Over 2.5 Goals you were celebrating a winner in just 30 minutes – when Blackburn scored the 3rd goal of the match, to go 2-1 up.

£10 staked @ 5/6 returned £18.30 (£8.30 profit plus your stake back).

If you'd bet on Under 2.5 Goals you would've lost your £10.

A straightforward win/ lose scenario.

But this is NOT the case with Spread Betting...

Fixed odds v Spread: A question of payouts

When the 3rd goal was scored, the Fixed Odds bet paid out @ 5/6 regardless of anything else that happened in the match. The fact that there went on to be 8 goals in total - Arsenal winning 6-2 – didn't change the outcome, or payout.

But if you'd placed exactly the same £10 bet with a Spread Betting company, you'd have collected £65. Over three and a half times the profit for the same bet!

That's a 9/2 payout from a 5/6 shot!

How...?

Well, we'll get into the calculations in a minute. But basically – your winnings are based on the difference between the bookies' prediction and the final outcome. All you have to do is make sure you guess correctly – Under or Over the Spread.

Betting on Over 2.5 Goals – the 3rd goal guarantees your bet is a winner. But the size of your payout depends on the final score – and the more goals there are, the more you win.

In this way Spread Betting rewards the accuracy of your bet.

So if you've done your homework, studied the stats and fancy a high scoring match. Instead of settling for a Fixed Odds payout @ 5/6, Spread Betting allows you to cash-in on every goal scored.

And the more right you are, the more you win.

But things can go wrong...

The flip-side of course, is you can also get it WRONG. And while you are rewarded for the accuracy of your wager, Spread Bettors are also punished for getting things wrong.

If you bet Under 2.5 Goals – the 3rd goal guarantees your bet is a loser. But the amount you lose depends on the final score – and the more goals there are, the more you lose.

But before you run away screaming – consider this... Spread Betting is only as risky as you want it to be. Like all sports betting, success comes down to choosing your wagers carefully and taking control of your stakes.

The intention of this report is to demonstrate how Spread Betting works – market by market, bet by bet. And along the way I'll be guiding you to the football markets best suited to Spread Betting... exactly what the risks are... and how YOU can cash-in.

I'm not suggesting you replace Fixed Odds with Spreads, far from it. I simply want to highlight some of the benefits and point out how Spread Betting – if used properly – can radically improve your betting.

Fixed Odds v Spread Betting

Many of the markets you can bet on with a Fixed Odds bookmaker are available with Spread Betting firms. 'Totals' markets, for example, work in exactly the

same way - and others have an equivalent version. They can look a little bit different, or use slightly different terminology - but they are essentially the same.

But before we get onto specific markets, let's have a look at the main things to know...

Fixed Odds: Odds are set at time of bet (5/6, 2/1, 11/4, etc). So you know exactly how much you stand to win and lose at the time you place your bet. It is a simple win/ lose scenario.

Spread Betting: Your winnings or losses vary depending on the difference between the bookies' prediction (or 'Spread') and the actual outcome.

Fixed Odds: In 'Totals' markets, the bookmakers' prediction will set the marker for you to bet higher or lower than. For example, '2.5' Goals, '11' Corners, '40' Booking Points are all markers.

Spread Betting: In 'Totals' markets, you are betting higher or lower than a 'Spread'. For example, '2.3 - 2.5' Goals, '10 - 11' Corners, '37 - 40' Booking Points are all 'spreads'.

Fixed Odds: In 'Totals' markets, you are invited to bet 'Under' and 'Over' the bookies' marker.

Spread Betting: In 'Totals' markets, you choose to 'Sell' to bet under and to 'Buy' to bet over.

Benefits unique to Spread Betting...

As I've touched on, Spread Betting rewards the accuracy of the bettor. Rather than the straight win/ lose scenario of Fixed Odds betting, it's possible to cash-in on every Goal scored, Corner won or Booking given.

Your winnings (and losses) are calculated on the difference between the bookies' prediction and the final outcome, multiplied by your stake.

Result / Spread x Stake = Winnings or Losses

Whether you are betting on Goals, Corners, Booking Points, Minutes, or anything else, the choice is the same. You can bet Under - or 'Sell' at - the lowest point of the Spread. Or bet Over - or 'Buy' at - the highest point.

Popular markets and typical Spreads:

| Market | Sample Spread | |
|----------------------|------------------|-------|
| Total Goals | [SELL] 2.3 - 2.5 | [BUY] |
| Total Corners | [SELL] 10 - 11 | [BUY] |
| Total Booking Points | [SELL] 35 - 40 | [BUY] |
| Total Goal Minutes | [SELL] 130 - 140 | [BUY] |

If you think the actual result will be LOWER than the Spread, you SELL.

If you think the actual result will be HIGHER than the Spread, you BUY.

Get this right and you WIN the difference between the Spread and the end result. Get it wrong and you LOSE the difference between the Spread and the end result.

Calculating your winnings or losses...

Taking the Arsenal v Blackburn match we mentioned earlier, let's take a look at the results scoreboard and see how the winnings are calculated.

(Results Scoreboard from www.FootballBettingResults.co.uk – the only site you can track all your Premier League bets live and absolutely free.)

| Arsenal v Blackburn Rovers | | | |
|---|----------|-------------------------|------------------|
| Arsenal | | 6 v 2 | Blackburn Rovers |
| Vermaelen (17) | | FINAL SCORE | N'Zonzi (4) |
| van Persie (33) | | | Dunn (30) |
| Arshavin (37) | | | |
| Fabregas (57) | | | |
| Walcott (75) | | | |
| Bendtner (89) | | | |
| <input type="checkbox"/> Settle Your Bets Here [Best odds for this match ↗] | | | |
| GOALS | | | |
| Half time: | 3 - 2 | Full-time: | 6 - 2 |
| First scorer: | N'Zonzi | Last scorer: | Bendtner |
| Time of first goal: | 4 min | Shirt numbers: | 132 |
| CORNERS | | | |
| Total corners: | 9 | Home/away split: | 8:1 |
| First half: | 5 | Second half: | 4 |
| CARDS | | | |
| Booking points: | 20 | Home/away split: | 10 : 10 |
| First booking: | Di Santo | Yellow cards: | 2 |
| (Blackburn Rovers) | | Red cards: | 0 |

Total Goals market

Total number of Goals in the match.

Spread: 2.3 – 2.5

Result: 8 Goals

Winnings: Bettors who chose to bet higher than 2.5 won 5.5 times their stake...

- Difference between 8 (Result) and 2.5 (Spread Buy price) = 5.5 x stake.

Losses: Bettors who chose to bet lower than 2.3 lost 5.7 times their stake...

- Difference between 8 (Result) and 2.3 (Spread Sell price) = 5.7 x stake.

Total Corners market

Total number of Corners in the match.

Spread: 10 – 11

Result: 9 Corners

Winnings: Bettors choosing Under 10 won 1 times their stake...

- Difference between 10 (Spread Sell price) and 9 (Result) = 1 x stake.

Losses: Bettors choosing Over 11 lost 2 times their stake...

- Difference between 11 (Spread Buy price) and 9 (Result) = 2 x stake.

Total Booking Points market

Total number of Booking Points.

Spread: 35 – 40

Result: 20 Booking Points

Winnings: Bettors choosing Under 35 won 15 times their stake...

- Difference between 35 (Spread Sell price) and 20 (Result) = 15 x stake.

Losses: Bettors choosing Over 40 lost 20 times their stake...

- Difference between 40 (Spread Buy price) and 20 (Results) = 20 x stake.

Total Goal Minutes market

Accumulative total of added up Goal Times. So if there are Goals in the 9th, 25th and 70th minutes – the Total Goal Minutes will be $9 + 25 + 70 = 104$.

Spread: 130 - 140

Result: 342 minutes ($4 + 17 + 30 + 33 + 37 + 57 + 75 + 89 = 342$)

Winnings: Bettors choosing Over 140 won 202 times their stake (!)...

- Difference between 140 (Spread Buy price) and 342 (Result) = 202 x stake.

Losses: Bettors choosing Under 130 lost 212 times their stake (!!)

- Difference between 130 (Spread Sell price) and 342 (Result) = 212 x stake.

As you can see, there are some spectacular profits to be had from getting it right. And some stinging losses to be contended with if you get it wrong.

So when it comes to Spread Betting, taking control of your stakes is all important.

Choosing your stakes...

As you've no doubt noticed, the unit value your betting in changes radically depending on the market. Goals markets are divided up into decimal points, while Goal Minutes are usually in the 100s.

This has a massive impact on the amount of money you decide to stake – or certainly should do! Just looking at the win/ loss figures from the Arsenal v Blackburn match, for example - you might happily stake £10 on a Corners bet (for a £10 win, or £20 loss)...

But for a Goal Minutes bet – where you could be risking over 200 times your stake, you are better off staking 10 pence rather than £10!

So before you choose your bet and start thinking about your stakes - you need to be fully aware of how much you are looking to win. And, of course, risk losing.

To help you stake your bets effectively, below is guide to the four markets we've covered so far. All are based on actual results from this season, showing the winnings/ losses across three different stakes - £1, £10 and £50...

Total Goals

| | |
|---------------------------------|------------------------------|
| Sunderland v Liverpool - Oct 17 | Arsenal v Blackburn - Sep 27 |
| Spread: 2.4 – 2.6 | Spread: 2.5 – 2.7 |
| Result: 1 Goal (1-0) | Result: 8 Goals (6-2) |

| | | | | |
|-------|--------------|------------|------------|--------------|
| Stake | Sell @ 2.4 | Buy @ 2.6 | Sell @ 2.5 | Buy @ 2.7 |
| £1 | £1.40 Profit | £1.70 Loss | £5.50 Loss | £5.30 Profit |
| £10 | £14 Profit | £17 Loss | £55 Loss | £53 Profit |
| £50 | £70 Profit | £85 Loss | £275 Loss | £265 Profit |

(Calculation: Your stake x the difference between the Sell/ Buy price and the Result.)

Total Corners

| | |
|-----------------------------|------------------------------|
| Portsmouth v Spurs - Oct 17 | Blackburn v Burnley - Sep 27 |
| Spread: 10.5 – 11.5 | Spread: 10 – 11 |
| Result: 19 Corners | Result: 5 Corners |

| | | | | |
|-------|-------------|---------------|-------------|-----------|
| Stake | Sell @ 10.5 | Buy @ 11.5 | Sell @ 10 | Buy @ 11 |
| £1 | £8.50 Loss | £7.50 Profit | £5 Profit | £6 Loss |
| £10 | £42.5 Loss | £37.50 Profit | £25 Profit | £30 Loss |
| £50 | £170 Loss | £150 Profit | £100 Profit | £120 Loss |

Total Bookings

| | |
|------------------------------|---------------------------------|
| Man United v Bolton - Oct 17 | Portsmouth v Spurs - Oct 17 |
| Spread: 38 – 42 | Spread: 44 – 48 |
| Result: 10 (1 Yellow Card) | Result: 110 (6 Yellows, 2 Reds) |

| | | | | |
|-------|-------------|-----------|-------------|---------------|
| Stake | Sell @ 38 | Buy @ 42 | Sell @ 44 | Buy @ 48 |
| £1 | £28 Profit | £32 Loss | £66 Loss | £62 Profit |
| £10 | £140 Profit | £160 Loss | £330 Loss | £310 Profit |
| £50 | £560 Profit | £640 Loss | £1,320 Loss | £1,240 Profit |

Goal Minutes

| | |
|------------------------------|---------------------------------|
| Blackburn v Burnley - Oct 18 | Sunderland v Liverpool - Oct 17 |
| Spread: 120 – 130 | Spread: 122 – 132 |
| Result: 170 | Result: 5 |

| | | | | |
|-------|------------|------------|---------------|-------------|
| Stake | Sell @ 120 | Buy @ 130 | Sell @ 122 | Buy @ 132 |
| £1 | £5 Loss | £4 Profit | £11.70 Profit | £12.70 Loss |
| £10 | £25 Loss | £20 Profit | £58.50 Profit | £63.50 Loss |
| £50 | £100 Loss | £80 Profit | £234 Profit | £254 Loss |

These examples of potential winnings v losses demonstrate how you can win or lose from each market – and provide a useful guide to how much you should be staking.

Building in a 'safety net'

My advice would be to calculate a 'worst case scenario' before choosing your stake. For example, let's again look at Arsenal v Blackburn...

Imagine they were playing again tomorrow. Same teams, same ground, same conditions. You're looking to bet on the Total Goals market – and the spread is: 2.5 – 2.7.

If you fancy that another goal-feast is on the cards and BUY (bet high) @ 2.7. The worst case scenario is a 0-0 draw – as this would cost you 2.7 times your stake...

(Calculation: The difference between the BUY price and the Result x your stake).

So if you chose to BUY @ 2.7 for stakes of £1 - you would have LOST £2.70. That's $2.7 / 0 = 2.7 \times £1$ stakes.

A £10 stake = £27 Loss
A £50 stake = £135 Loss

If, on the other hand, you thought the match would pan out differently and produce less than 2.5 Goals – and opted to SELL @ 2.3. Your worst case scenario is another goal-bonanza – a repeat of the 8 goals would cost you 5.7 times your stake...

(Calculation: The difference between the SELL price and the Result x your stake).

So a SELL @ 2.3 for stakes of £1 and you would LOSE £5.70. That's $2.3 / 8 = 5.7 \times £1$ stakes.

A £10 stake = £57 Loss
A £50 stake = £285 Loss

By calculating the worst realistic outcome before you place your bet, you know exactly how much you are risking just in case it does go horribly wrong.

- Hint: Always calculate the 'worst case scenario' before choosing your stakes. That way you control your risk and protect you against 'freak' results.

Limiting your losses

Some Spread Betting companies – such as Sporting Index – often include a Stop Loss on bets. This is simply a safety net that kicks in to stop you losing money in the event of a freak result.

So in a Total Goals market, the Stop Loss might be set at 5. Again, this lets you know exactly how much you are risking so you can stake you bet accordingly.

Another factor that will limit your losses – and your potential winnings – is your betting 'bank'.

The amount of money you hold in your account will have an impact on how much you are allowed to stake. Because there is a chance of losing every bet, you need to have enough in your account to cover the maximum liability – that is, the worst case scenario – of every bet you place.

For example, let's say you're betting on Total Corners with a spread of 10 – 11. If you think the match will produce more than 11 Corners and BUY @ 11 staking £1 – you need to have at least £11 in your account to cover the maximum possible loss.

And that's all you need to know about Spread Betting.

Hopefully, this guide has demonstrated that Spread Betting is not that complicated and certainly nothing to be scared of.

Start with a free £200 bet at Sporting Index

By far the best Spread Betting company to use is Sporting Index.

They provide up to 100 football markets per Premier League match, the website is easy to use and you can brush up on anything you are unsure of at their online Training Centre. It includes a very useful step-by-step guide, a glossary of terms and excellent demo.

They are also a very responsible company – and keen that you fully understand the risks involved with sports Spread Betting. Plus, their customer service team are always happy to answer questions and queries via phone or email.

And you can even claim a £200 free bet if you open an account today. Simply 'cut and paste' the link below and put it in your web-browser and follow the 3 simple steps.

<http://ad.uk.doubleclick.net/clk;216727553;39468118;r>

When you have placed 5 bets – risking £20 each – you will qualify for a free £200 bet (full details of the process are explained on the application).

Coming up in Part Two...

In the second part of this guide, I will be taking a closer look at the individual football markets on offer to Spread Bettors. Plus, guiding you on how to use the unique stats available in your Football Betting Results and Football Betting Data services to cash-in – on EVERY Premier League match.

Until then,

Matt Nesbitt

Football Betting Data

www.FootballBettingData.co.uk
