

Matched Betting Made Easy

Converting Free Bets into Real Money
for the Complete Beginner



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A Little Background

What is Matched Betting?

Matched betting is an exciting method for betting that has become popular in the 21st century. It's a term that refers to placing bets with different bookmakers on the same event in such a way as to actually **guarantee** a profit. Following this technique, you'll be able to know the return on your investment **before** the event even takes place. Sounds impossible right?

It's understandable to be sceptical at this stage. But stick with me. By the end of this short book you will not only understand how the concept works; you may even decide to join the fun! Become one of the people that make a substantial second income thanks to this mathematical loophole, and all **tax free**.

Let's take an imaginary example of a simple coin flip. You can pick heads or tails. A straight 50/50 chance of the coin landing on either of the two sides.

If you pick heads then there's a 50% chance you will win.

If you pick tails then there's a 50% chance you will win.

But what if you pick both heads AND tails on the same coin flip?

Then there is a 100% chance you will win!

This is what matched betting is. We pick different events to bet on and cover every possible outcome to guarantee that we make a profit. We usually start with football matches and horse racing, but the concept applies to anything you can bet on.

The reason that we can make a profit is thanks to the extreme competition in the betting industry.

Betting companies throw themselves at new clients, offering special incentives to sign up, one-off deals that get you in the door. It's an investment that they hope will lead to you becoming a loyal customer, placing more bets and in the long term, of course, spending lots of money.

The sad truth is that about 99% of the people who take up these offers get sucked in. Most people have never thought of just taking these bookmaker offers and not leaving anything to chance.

Matched bettors aren't like most people. We do things slightly differently. We are one step ahead of the bookmakers and gladly take advantage of these offers that they regularly give out on a daily basis, to make a risk free, guaranteed profit from them.

The definition from Wikipedia on matched betting is: 'a betting technique used by individuals to profit from the free bets and incentives offered by bookmakers.'

So how much money can you actually make from this legal tax-free loophole?

How Much Money Can I Make?

You can start with as little as £10 and earn over £10,000+ tax free per year. It really depends on how far you want to take it.

If you just do the bookmaker sign up offers, then you will make around £500 to £1,000. For example, Jason Shearer from the Guardian newspaper made £770 from doing all of the sign up offers.

Whereas if you take advantage of the bookmaker sign up offers, reload offers, boosts, casino offers, bingo offers and anything else that has a positive expected value to it, then with experience you could do as well as Andrew Napier, who makes over £1,000 per month and gives it to charity. You can see his article in the Lad Bible.

There is also Emma Drew who made enough money to pay for her £30,000 wedding with things like blogging and matched betting. She appeared in the Daily Mail article online.

These are just three examples of people who are doing very well from matched betting and there is no reason why you can't earn as much as them!

Once you place your first set of bets then you will be saying the same thing that every matched bettor says... Why didn't I do this ages ago?

Why Isn't Everyone Doing This?

Excellent question. Maybe the best way to answer this is to ask yourself why **you** haven't tried it yet?

We believe that some of the people that find this book might read it and feel that it just isn't for them. It's not for everyone after all, others will "get around to it one day".

It's normal to be sceptical at the beginning, but just remember that every day you delay is another day that you miss out on the daily offers given out by the online bookmakers.

I Have Never Bet Before, Does this Matter?

Of course not! You don't even need to like football, betting or horse racing and if you have never bet online before, you are actually in the best possible position!

Why? Because you still have every single new account offer to convert into money. You literally have an allocated amount of money waiting for you to take and put into your bank account.

Does it Matter Where I Live in the World?

Yes.

The best place in the world to live for this is in the UK. Why?

Because gambling in the UK is tax-free. Also, people in the UK love betting as a whole, which means there is more competition between the bookmakers, which means more money for us!

** If you are not in the UK, it is still possible to make some money from this, but not as much. This is because the offers are best for people based in the UK compared to anywhere else in the world.*

What's the Catch?

Well... there isn't one.

Bookmakers are like any other business; they have to compete against each other to get customers. There are two main ways they do this:

1. By offering better odds
2. By giving better offers

The vast majority of people who sign up to bookmakers do not know about matched betting, will use the free bet offers without a thought and then continue to bet and lose their money to the bookmakers (this is sometimes referred to in the industry as "Mug" betting).

The bookmakers' promotional activity is a similar concept to supermarkets offering "Loss leaders", where they make a loss on special offers, knowing that most people will buy more than just the special offers.

You may have also heard of these:

- * Getting money off your first order in an online store
- * Banks offering you money to switch to them
- * Supermarkets offering free samples

These are all essentially the same idea. A company takes a loss to advertise, to attain a client, or to get you on the hook. The list is endless.

The bookmakers know that we exist and just accept us as a “Cost of doing business”.

I've Already Done all of the Sign-Up Offers, is it Still Worth it?

Absolutely!

The sign-up offers are just the tip of the iceberg. They are just training. With each passing day you are missing out on free bets handed out by the bookmakers that you could be turning into risk free money.

People don't make over £100,000 by doing the sign-up offers. The real money is in learning how to do this properly and there is hardly anyone teaching this.

Hence why I created The Matched Betting Masterclass. To solve this problem and teach people how to do matched betting the correct way and make over £10,000 tax-free each year alongside a full-time job.

Introduction

Motivation

Now that you have read through all of the FAQs, you should be getting motivated to start taking action!

Let's get started by looking at how you place a bet online in the section below:

Learn How to Place Your First Bet (Odds and Betting Explained)

Some things are explained much better in a video, so I'm not going to try to explain this section in words.

I have created a five-minute video from my home office, that will show you exactly how to place a bet. If you click the link and watch the video now, then you will know more about placing a bet than 90% of the population:

<https://www.onlinebettingschool.com/yourfirstbet>

Great.

Now you have watched the video, you now know how to place your first bet and you understand how odds work.

Let's move on to the next step and learn how we can bet in a way to guarantee that you always win, but first, why not take a second to share the love!

Share the Love

It's not often that you get the chance to genuinely make a positive difference in someone's life.

If you know of someone who could use some extra money from matched betting, then please tell them about it. It might also make it easier and more fun for you to do if you start your matched betting journey with a friend.

In a recent survey on what makes people happy, one of the top things happened to be "Random acts of Kindness". Why not make you and your friend happier by telling them about us today!

Share this link below so they too can get a free copy of this book, see testimonials of previous attendees and get access to the online introduction to the masterclass package:

<https://www.onlinebettingschool.com/share>

How to Place a Matched Bet

When you place a matched bet, you must think of every single bet like a coin flip. As in, there are only ever two possible outcomes, and we want to cover both of these.

The two possible outcomes are that your bet will win or it will not win. We look at backing and laying to help explain this:

Backing is the same as betting, where you bet on something you think will happen and you win if it does. This is what you have been doing up until now if you have ever bet on anything.

Laying is the complete opposite to backing, where you bet on something that you think will not happen. By backing AND laying any outcome of any event, it allows us to place just two bets to release and convert free bets.

Using this technique, you can bet on any event and always win one of your two bets. Let's take horse racing for example, where you can bet on (Back) a horse winning at the bookmaker AND bet on it losing (Lay) at a bet exchange.

A bet exchange is fully explained at my matched betting masterclass event, but to give you the basics now, they basically allow you to become the bookmaker and take bets as well as place bets.

Bet exchanges allow you to place a "Lay" bet, meaning that you can bet on something that you think will not happen.

Let's take a football match where you would bet on two outcomes:

1. Team 1 Winning (with the bookmaker)
2. Team 1 Not Winning aka laying (with the bet exchange). This covers the Draw and Team 2 winning in one bet.

Similarly, if you chose a horse race, you would bet on:

1. Horse 1 winning (with the bookmaker)
2. Horse 1 not winning or laying (with the bet exchange)

There are only ever two possible outcomes. The horse will win or it won't. It saves you betting on horse 2, 3, 4 and 5 etc winning and calculating how much you would have to bet on each horse to return the same amount.

This is how you place a matched bet so that you win 100% of the time and know your profits before the football match, horse race or whatever you are betting on even takes place!

Backing: When you place a bet on something that you want to happen and you win if it does. Bookmakers offer back bets on lots of events. Betting exchanges also offer back bets.

** For example, you could bet £10 on correctly guessing a coin flip 3 times in a row. This should statistically happen 1 in 8 times, so you would ideally get odds of 8.0 (7/1 in fractional odds).*

If you bet £10 and win, I would have to pay you £70 of my own money plus give you your £10 stake back.

If you lose, I win your £10.

So, you bet (back) £10 in the hope of winning £70.

When you placed your £10 bet with me, I played the bookmaker and layed the bet for £10 meaning that I would either win £10 or lose £70.

Laying: Laying is the complete opposite to backing. Laying is betting on something that you think will not happen (like I did with your coin flip). You are effectively playing the bookmaker and

taking the bet from someone else. Betting exchanges offer lay bets but bookmakers do not.

If you place a lay bet of £10 and your lay bet wins, then you win £10 (minus the commission from the bet exchange). If your lay bet loses then you lose the liability of that bet.

Liability: The amount of money that you risk when making a lay bet. If you place a lay bet of £10 at odds of 8.00 (7/1 in fractional odds) then your liability is £70. This means that you must have £70 or more in your bet exchange account to be able to place the lay bet in case your bet loses.

Join the £10,000+ Club!

I hope you have enjoyed reading this short introductory book on matched betting. Please tell your friends and family about it so that we can help as many people as possible make some extra money from the bookmakers.

I would love to see you at one of my future events and/or in my member's area, so I can personally train you on making a genuine consistent monthly tax-free income from this amazing loophole.

I will tell you what NOT to do when matched betting, just as much as what you should do.

There are so many places online teaching how to do this the wrong way and the problem is that when too many people do the same thing, the bookmakers catch on to this and will "Gub" your accounts. This is a false economy. Remember that you get what you pay for!

I highly encourage you to learn from someone like myself who has over ten years' experience in the industry so you too can start beating the bookmakers from anywhere in the world, any time that you like from your laptop, tablet or smartphone.

Click on the link below if you haven't already and I look forward to seeing you soon:

<https://www.onlinebettingschool.com/share>

Glossary

Arb: Arb is short for arbitrage. Matched betting is a type of arbitrage betting. Arbitrage means that you will make a guaranteed profit, regardless of the outcome.

Bookmaker or Bookie: These are the shops you see on your local high street which allow you to place a bet. You might recognise William Hill, Ladbrokes, Coral and Betfred. These are known as 'offline' bookmakers because they are on the high street as opposed to being online.

Online bookmakers are exactly the same, but give you the convenience of placing your bet from a mobile phone, tablet or laptop computer. There are many online bookmakers, which is one of the reasons why matched betting is a lucrative second tax free income for us.

Odds: These are numbers associated with a specific outcome of a match, horse race or event that you can bet on. They tell you how much money

you will get back for however much you bet on a specific outcome. Odds are mainly displayed in fractions or decimals.

Betting Exchange: These are online betting portals that allow punters to bet against each other. They are unique because they allow punters to bet on things that they think will happen (Backing) while also betting on things that they think won't happen (Laying).

Betfair is probably the biggest bet exchange in the UK, with Smarkets, Matchbook and Betdaq not far behind.

Bet exchanges make a profit by taking a % commission on bets placed by the punters. Unlike bookmakers they do not care if bets win or lose. Betfair charges 5% commission and Smarkets charge 2% commission. If they are both offering the same odds, then it is beneficial for the punter to bet with Smarkets.

Evens: is the same as 1/1 in fractional odds or 2.0 in decimal odds. If you bet £1 and you win, then you win £1 plus you get your original £1 stake back, giving you a total of £2.

Backing: When you place a bet on something that you want to happen and you win if it does. Bookmakers offer back bets on lots of events. Betting exchanges also offer back bets.

** For example you could bet £10 on correctly guessing a coin flip 3 times in a row. This should statistically happen 1 in 8 times, so you would ideally get odds of 8.0 (7/1 in fractional odds).*

If you bet £10 and win, I would have to pay you £70 of my own money plus give you your £10 stake back.

If you lose, I win your £10.

So you bet (back) £10 in the hope of winning £70.

When you placed your £10 bet with me, I played the bookmaker and layed the bet for £10. Meaning that I would either win £10 or lose £70.

Laying: Laying is the complete opposite to backing. Laying is betting on something that you think will not happen. You are effectively playing the bookmaker and taking the bet from someone else. Betting exchanges offer lay bets but bookmakers do not.

If you place a lay bet of £10 and your lay bet wins, then you win £10 (minus the commission from the bet exchange). If your lay bet loses then you lose the liability of that bet.

Liability: The amount of money that you risk when making a lay bet. If you place a lay bet of £10 at odds of 8.00 (7/1 in fractional odds) then your liability is £70. This means that you must have £70 or more in your bet exchange account to be able to place the lay bet.

Qualifying Bet: This is a term used in matched betting to refer to a bet which will usually make a small % loss when you place it, but will allow you access to a free bet or special offer. You will then make a profit from this free bet or special offer outweighing the acceptable loss that you had to take in order to access the offer.

Acceptable Loss: This is a term used in matched betting to describe a small loss that is required to gain access to a special offer or to overcome wagering requirements of a special offer.

Free Bet: A bet that is given to you and allows you to place a bet without risking your own money. There are two main types.

Stake Not Returned (SNR) Free Bet: A free bet that does not include its stake in the potential winnings. For example, if you place a £10 free bet at decimal odds of 3.0 (2/1 fractional odds) then you will get £20 back instead of £30 because you do not get your initial £10 stake returned.

Stake Returned (SR) Free Bet: (or a bonus or cash bonus) is a free bet that includes its stake in the potential winnings. These free bets often come with wagering requirements attached to them before withdrawals can be made. With that said, they are also very profitable and sometimes more profitable than SNR free bets.