

BETFAIR PROFITS

...

USING THE WORLD'S NUMBER ONE
BETTING EXCHANGE FOR MAXIMUM
PROFIT

...

Taun 30th Dec - 15:20 2m3f Nov Hrd							Refresh
<input checked="" type="checkbox"/> View P&L	Settings	?	102.2%	100.1%			
Total selections:(11)	GBP	Back	Lay				
Private Be £24.00	1.42 £606	1.43 £745	1.44 £2025	1.45 £7	1.46 £2043	1.47 £883	
Pearly Bay £0.00	5.3 £30	5.5 £253	5.6 £193	5.8 £59	5.9 £28	6 £77	
Earth Moving £0.00	10 £217	10.5 £105	11 £81	11.5 £382	12 £418	13 £43	
Nelson Du Ronceray £0.00	40 £20	42 £52	44 £9	46 £18	48 £76	55 £2	
Dodger McCartney £0.00	55 £23	60 £3	65 £2	70 £13	75 £59	80 £51	
Castletown Lad £0.00	110 £10	130 £45	170 £16	220 £3	240 £3	290 £2	

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Dear reader,

Congratulations on your purchase of this guidebook for using Betfair. Launched in June, 2000, Betfair has completely revolutionized the betting industry, and allowed literally tens of thousands of people to make a primary or secondary income from the comfort of their own homes.

The purpose of this guidebook is to give you a general overview of what Betfair is, and how it can further your own goals, be they financial or recreational. I personally derive the bulk of my income from the site, and you can to. Later I will direct you to some of my methods, but for now know that it is possible and that you too could work from home and make a good living from Betfair.

With millions changing hands each week on Betfair, there has never been a better time to join the fray and carve out your own profitable niche. With the information you have here, you will be a step closer.

Wishing you a profitable future,

The EasyTrader team.

<http://www.easytraderpro.com/>

P.S. Remember to enter the code **EQN37YANG** into the *Refer and Earn* box when you sign up to claim your free £20 bet!

1. What is Betfair?

Betfair is the world biggest betting exchange, a site that allows you to place bets against millions of other punters around the world, and on different sporting events from horse racing to basketball, from cricket to soccer.

The way that Betfair and the other betting exchanges work is different to the traditional bookmakers that have gone before.

If you place a bet in a traditional bookmaker, you are basically betting against the bookmaker. If you are correct, you win money from the bookmaker, but if you are wrong then you lose. The transaction is between you and the bookie, and no one else.

The first difference between Betfair and the traditional bookies is that the site doesn't actually take any bets itself.

Rather, Betfair simply acts as an intermediary, a marketplace where punters from around the world can come and bet with **one-another**. All Betfair does is supply the interface and keep track of who owes who what. This makes for a very fluid market, with odds (also known as `prices`) changing literally by the second as different punters come and place new bets.

The second difference between Betfair and the traditional bookmakers is that Betfair allows you to

bet **against** a particular event occurring. This process is called `laying`, and is unique to the betting exchanges.

For example, say we think that Chelsea will *not* win the league this year. We can back *against* them, or `lay` them. If Chelsea fail to win, we will win money from the bet equal to the amount we bet, which is called our **stake**.

Of course we can also back an event to happen. For example, if we think Chelsea *will* win the league this year then we can choose to **back** them, and if they *do* go on to win, then we will collect a profit (how much profit depends on the odds that we took when we placed the bet). The difference between backing and laying is central to understanding Betfair, so you should try and grasp the concept before we move on.

Remember then:

Backing is betting an event **will** occur

Laying is betting an event **will not** occur

2. The Betfair interface

Now that we have covered a few basic pointers about Betfair, let's have a glance at the interface of the site. We will use this interface to place our bets, so we do need to understand it.

Plump 16th Jan - 16:00 2m5f Hcap Hrd							Refresh
<input checked="" type="checkbox"/> View P&L	[Settings]	?	101.3%	99.5%			
Total selections:(7)	GBP			Back	Lay		
Brankley Boy	2.14 £3216	2.16 £9837	2.18 £2275	2.2 £8452	2.22 £6736	2.24 £242	
Midnight Gold	3.55 £1629	3.6 £1982	3.65 £798	3.7 £439	3.75 £1128	3.8 £1541	
Jaloux DEstruval	7 £688	7.2 £449	7.4 £184	7.6 £378	7.8 £228	8 £2409	
Come Bye	12.5 £397	13 £93	13.5 £72	14 £28	14.5 £125	15 £98	
At The Double	21 £248	22 £459	23 £323	24 £50	25 £16	26 £56	
Eljutan	50 £31	55 £36	60 £17	65 £18	70 £72	75 £37	
Geography	85 £8	90 £10	95 £9	100 £7	110 £5	120 £49	

Here's a screenshot of a typical afternoon's horse race, the 4 o'clock at Plumpton. Horse racing is the most popular sport on Betfair, with football a close second. You can see the names of each of the horses along with the odds that you can back and lay them at, listed vertically. You can see that the favourite, Brankley Boy, is available at odds of 2.18 to back, and odds of 2.20 to lay (odds are also referred to as **prices**):

Total selections:(7)	GBP			Back	Lay		
Brankley Boy	2.14 £3216	2.16 £9837	2.18 £2275	2.2 £8452	2.22 £6736	2.24 £242	

In other words, if we think he will win the race then we can back him at a price of 2.18, and if we think he will lose the race, then we can lay him at odds of 2.20. These prices are always changing, but for the time being those are the odds available.

We could request a better price than is currently available, but the further the price we ask for is from the current market price, the less likely we are to get our bets **matched**.

For example, if we wanted to back Chelsea to win the league at odds of 10.00, then it is very unlikely that another punter would accept our bet (at the time of writing Chelsea are trading at odds of around 1.12).

The variance in prices does often allow you to steal a few extra ticks from the market, but you shouldn't be too greedy or you won't get matched.

How do the odds on Betfair work?

I imagine at this point, your head might be spinning somewhat, and you're probably thinking: what on earth do `2.18` and `2.20` mean?!

Well, odds are often listed in fractional form – 2/1, 3/1, 5/2 etc, which you are probably familiar with. With Betfair, however, the odds are listed in decimal form – i.e. as 3.0, 4.0, 2.5 etc.

Total selections:(7)	GBP		Back	Lay		
Brankley Boy	2.14 £3216	2.16 £9837	2.18 £2275	2.2 £8452	2.22 £6736	2.24 £242

In the above case, we can see that the best decimal odds available are 2.18 to back, or 2.20 to lay. At odds of 2.18 we are basically going to get a slightly better than even return on our money if we decide to back the horse.

For example, say we want to back Brankley Boy at 2.18 for £10. If he wins, we will make $2.18 \times £10$, which is £21.80. However, £10 of this is the £10 that we supplied ourselves (our stake) and so we will actually only make a profit of £11.80. If the horse was to lose, then we will lose our stake of £10 and get nothing.

If we wanted to lay the horse, then the calculations would be slightly different. At the moment, the best price to lay the horse at is 2.20. Remember, laying means we do *not* believe a horse will win. If we are wrong and the horse does win, we will lose money, but if he doesn't win the race, then we of course profit.

Assuming we laid Brankley Boy at odds of 2.20 for £10, we would make £10 if the horse was to lose the race (lay bets always pay out at evens if you are right). If, however, we were wrong and he did in fact win, we would have to pay out £12 ($2.20 - 1.00 \times £10$). As you can see, lay bets generally produce smaller profits than back bets, but when you are wrong you will have to pay out more money (that is

unless you lay an odds-on selection with odds under 2.0 in which case you will be risking less capital than you could potentially win).

If you are still having trouble understanding how odds work on Betfair, I suggest you check out the Betfair help section at some point. I could spend all day talking about odds, but I want to focus on other issues which are just as important. Anyway, here is the link for Betfair help:

<http://help.betfair.com/index.en.html>

3. Basic Concepts

Now that we understand backing and laying it's time to move onto some other fundamentals you will need to understand about Betfair.

Let's have another look at the favourite in the 16.00 at Plumpton, Brankley Boy:

Total selections:(7)	GBP		Back	Lay		
Brankley Boy	2.14 £3216	2.16 £9837	2.18 £2275	2.2 £8452	2.22 £6736	2.24 £242

Have a quick glance at the amounts you see below the odds – this is the total money that is currently available to back and lay the horse at. There is currently £2275 available to back the horse at 2.18, and £9837 to back the horse at 2.16 – this money is known as **unmatched money**, as it is currently sitting there waiting to be **matched** by another punter.

In other words, if we wanted to back Brankley Boy at 2.18, the most we could back him for would be £2275. Obviously, we don't want to bet that much (at least not yet I would suggest), but now you know what those figures refer to. If we did take the £2275 at 2.18, we would be matching a request that someone else put into the market.

As you can see from the screenshot, there are some very large figures in each of the columns. We call the amount of money coming in and out of a particular market **the liquidity**. Here we can see that there is

a lot of money available, and so the liquidity in this instance is very good. However, imagine that we wanted to back Brankley Boy at odds of 2.18, but for £3000. What would happen? Well, let's take one more look at that screenshot:

Total selections:(7)	GBP		Back	Lay		
Brankley Boy	2.14 £3216	2.16 £9837	2.18 £2275	2.2 £8452	2.22 £6736	2.24 £242

As you can see, there is currently only £2275 available to back him at odds of 2.18, so we could either lower the price we want to 2.16 and take some of the money in the second back column, or we could leave the remainder of our bet waiting in the market to be matched.

The remaining £725 would appear in the lay column, waiting to be matched by another punter (the reason that our back bet appears in the lay column is that we want another punter to match our back bet by laying the horse).

In truth, the whole process would happen so fast that you might get matched for all of it straight away (prices change very quickly when liquidity is this good), but if not, our remaining back of bet of £725 would sit waiting in the lay column for someone to come along and match it.

Note Obviously, you should not even think of starting with the kind of figures I am talking about here, but they will suffice for demonstration purposes.

4. Loading up Betfair

So, now that we understand how Betfair works, it's time for us to check the site out for the first time. Open your web browser, and type in:

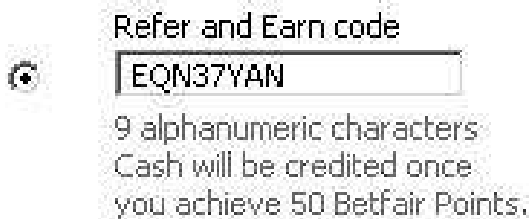
<http://www.betfair.com/>

You should be greeted with a screen that looks like this:

The screenshot shows the Betfair website homepage. At the top left is the Betfair logo. Below it is a navigation menu with links for Home, Join Now, About Us, Help, Forum, and Poker. The main content area features a large banner for 'Sharp minds betfair' with a 'Join Now' button. Below the banner are sections for 'Exclusive Football Preview', 'Next Horse Race', 'Tennis', and 'Football'. On the right side, there are sections for 'Betfair Poker Room', 'First bet on Betfair?', 'Closing Soon', and 'In-play Today'. A sidebar on the left lists various sports markets under 'All Markets' and 'My Markets'.

The first thing that we want to do is to sign up to the Betfair site. Click Join Now, at the top of the screen, and enter in your details.

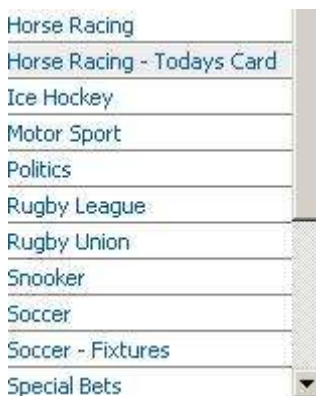
If you would like a **free £20 bet** when you start using your account, then enter the code **EQN37YANG** into the Refer and Earn box, like this:



Once you start using your account, you will get an extra **free £20** to bet with, *just by entering this code*.

Now that you have signed up to Betfair, you are ready to place a bet!

First things first, though. Have a scroll through the menu on the left hand side of the screen, and run through different sports. Make a note of all the different sports that Betfair covers:



Now, click on `Horse Racing – Today’s card` and have a look at the horse races coming up in the next 24 hours:

All Markets	
Horse Racing - Todays Card	
02:10 Gawl (AUS)	0
02:10 Gawl (AUS) (Place)	0
02:20 Cant (AUS)	0
02:20 Cant (AUS) (Place)	0
02:28 Ipsw (AUS)	0
02:28 Ipsw (AUS) (Place)	0
02:45 Gawl (AUS)	0
02:45 Gawl (AUS) (Place)	0
02:55 Cant (AUS)	0
02:55 Cant (AUS) (Place)	0
03:03 Ipsw (AUS)	0
03:03 Ipsw (AUS) (Place)	0

The above screenshot was taken late at night, and you can see the next horse race is in Australia, starting at 02.10am.

Generally, British horse racing runs from about 12pm to 4pm, followed by American horse racing from 5pm to 12am, and then Australian horse racing from 1am to 11am.

Of course, there are other events at different times, but most of the activity on Betfair happens on the horse racing. Don't let that stop you from sneaking a look at your chosen sport's menu, though. The interface is the same for every sport, and there is almost always some event about to start on Betfair.

Spend a few minutes familiarizing yourself with the site, and then come back when you're ready... done? OK, good. Now it's time for us to move onto the advanced themes section.

5. Advanced Themes

Since we understand the basics of the site, we can delve a little deeper, and bring our knowledge up to an intermediate level. To do this requires an understanding of some additional issues, so let's go back to the site and have a scout around.

Firstly, I want to introduce you to a superb way to make money from Betfair – it's the way that I make most of my own money in fact...

When Betfair first opened thousands of people flocked to back and lay horses, but with time the more astute punters realized that they could guarantee a profit - *no matter who won the race*.

The way they do this is by **trading** on Betfair, just like a stock trader will trade the stock market; in other words they back and lay the same horse but at different odds.

Trading on Betfair

Let's take a look at a screenshot that I took from a race that I traded on:

Here 5th Jan - 12:30 2m3f Nov Hrd							Refresh
<input checked="" type="checkbox"/> View P&L	[Settings]	[?]	104%	98.8%			
Total selections:(16)	GBP			Back	Lay		
Tokala £54.00	2.36 £121	2.38 £159	2.4 £39	2.42 £17	2.44 £265	2.46 £150	
Commander Key £0.00	6 £30	6.2 £19	6.4 £9	6.6 £200	6.8 £188	7 £11	
Oyster Pearl £0.00	5.8 £590	5.9 £120	6 £290	6.2 £21	6.4 £76	6.6 £73	
Highland Chief £0.00	9.8 £15	10 £75	10.5 £127	11 £44	11.5 £28	12 £38	
Hardybuck £0.00	16 £5	18 £8	19 £6	21 £7	23 £4	24 £11	
Happy Shopper £0.00	23 £21	25 £11	26 £8	30 £11	32 £6	34 £10	
Campaign Charlie £0.00	36 £5	38 £6	42 £2	46 £5	48 £97	60 £15	

Have a look at the figures in green below the names of the horses. On Betfair, figures in green refer to the amount you win if a certain horse wins, and figures in red refer to potential losses. Here you see *all* the horses names are in green. You will see that I will make £54.00 if the favourite Tokala wins, but will lose nothing if any of the other horses win!

In other words, I have a free £54 bet on Tokala. If you can do this several times throughout the day, then you can easily make a good living from Betfair.

How do we get an `all-green screen`?

The way we guarantee a profit no matter who wins is by backing and laying the same horse, but at different odds. We need to back the horse at higher odds than we lay it at, and if we are able to do this we can take a guaranteed profit with no downside,

just like in the above screenshot. This is known as the fabled `green screen` and there's nothing like getting one.

For example, imagine we think the odds for a horse, Mr Ed, are going to fall. We first back him at odds of 3.0 for £100. If the horse wins, we make £200, but if it loses we lose our £100 stake. All we have done at this point is put a back bet on Mr Ed.

However, if we are then able to lay Mr Ed at odds of, say, 2.0, again for £100, then we will make £100 if Mr Ed wins, but lose nothing if he doesn't.

(Calculations: if he wins we get £200 from our back bet but only pay out £100 for our lay bet giving us a £100 profit; if he doesn't win, then we lose our £100 back bet but win our £100 lay bet so we break even).

As you can imagine, doing this several times throughout the course of an afternoon or evening's racing can be very profitable indeed.

The trick is to know when a horse's price is about to move. This is something that I have studied for months now (I make my living from predicting it), and it would be hard for me to explain it to you in a few paragraphs, but I do cover it in a book that I have written, which I mention later on.

If taking a guaranteed profit no matter who wins a race is something that interests you, then I suggest you check out the book.

The Information Box

In the meantime, let's move onto another advanced theme – the information box. Go to any race an hour or so before it starts, and click on the horse's name. This will bring up the information box for that particular horse.

The information box contains important facts and figures about the horse in question, and you should always check it out before betting. Let's look at the information box for a horse `College Ace` :



On the left hand side of the screen you can see the price for the horse over time. You can see that the price started off at a high of about 3.70, stabilised, and then gradually fell into a price of about 2.70 just before the off.

This could have obviously been a superb opportunity for us to trade, by backing first at a higher price, and then laying later at the lower price. You can often see trends like this unfolding and if you can jump on them in time, you can profit from them quite nicely.

Above the graph, there is some more information. We can see that a total of £61,212 has been bet on all the horses in this race, and £23,515 has been bet on this one horse, College Ace.

If we look to the right of the screenshot we can see all the money available to back and lay the horse at. You can see that we could back the horse at odds of 2.66, and lay the horse at odds of 2.72. Those are currently the best prices available to be taken, but as you know we could request better odds in the hope of getting matched.

Tip: *if you want to know which way a price is going, then look at the amount of money sitting in the back side column versus the lay side. If there is more money in the back side, the price will often rise. If there is more money in the lay side, the price will often fall. Use this to your trading advantage!*

Betting In Running

Up until a race begins, you can place bets to back or lay a particular selection – this much you already know. On most events, once the race begins, though, the betting ends, and you can no longer punt on the race. Some events, though, can be bet on after they've started, and this is called `betting in running` or `betting in play`.

Let's have a quick look at an in-running horse race. Note the green in-play sign in the top right. Also, note that Bob's Buster is available to back at odds of 1.51, which is obviously odds-on and very low, suggesting it is a near cert to win...or is it? In fact, the horse came third, and this point is something I will come onto in a minute.

Newc 18th Jan - 15:20 2m4f Hcap Chs ✔ In-play Refresh

View P&L [\[Settings\]](#) [?](#) 125.8%

Total selections:(5)	GBP			Lay		
	Back			Lay		
Albertino Lad	2.6 £20	3 £60	3.5 £59	5 £60	5.4 £75	6 £7
Tagar	5 £2	7 £20	16 £25	20 £10	23 £2	25 £20
Mikasa	3.1 £24	3.3 £500	4.1 £12	4.5 £5	10 £2	14 £68
Bobs Buster	1.47 £50	1.5 £320	1.51 £248	1.88 £2	2 £196	2.16 £5
Scotmail Lad	110 £11	180 £40	300 £30			

All British horse races can be bet on in running, as can many Premier League football games. In fact there are literally dozens of events to be bet on in running, on any given day.

As you can imagine, betting in running can cause some dramatic swings in price, as punters react to events at the soccer match or horse race. In running betting is not for the faint hearted.

However, there are some punters who make a living by laying selections (betting against them) in running. There are multiple in-running laying strategies that are used and I will cover a couple.

The first strategy is called **laying the field**.

Given that there are big swings in the prices of all of the horses in any race, some punters look to lay the field at very low odds. In other words, they lay every selection just as the race starts, at odds of say 1.05. What they are hoping for is a horse that looks like it is about to win, and whose price drops heavily in running, to say 1.03. However, if it gets tired and another horse wins, then they will have laid a loser at very low odds.

If we lay the field for £100, at odds of 1.05, then the most we can lose is £5 ($0.05 \times £100$). However, if we lay a horse that actually ends up losing, then we will win the backer's stake of £100!

The strategy is obviously not as simple as just laying every horse in running at 1.05, but watch a few British horse races in running and see if you can spot some general trends that you can profit from. As I say, some punters also make a living from laying the field, so it's certainly worth a look.

The second strategy employed by some is simply to lay single selections in running when they reach very low odds, but when you think that the odds are nonetheless lower than they should be.

For example, a few weeks ago, Man United were playing Bolton at Old Trafford in a weeknight football match. United were up 3-1 with 3 minutes left plus 3 minutes of injury time, and were still on the offensive.

The game was in-running on Betfair, and so I decided check out one of the markets, the *next goal scored* market, where you can back or lay each time to score next.

You can also bet that *neither* team will score next, i.e. that there will be no more goals. The *no more goals* option was available to lay at odds of 1.04, so I laid £20. I thought that United still seemed aggressive, but most of the punters on Betfair thought they could get easy money and backed the no more goals option, forcing the price down.

The most I could lose was £0.80 ($0.04 \times £20$), but I could win a full £20 so it seemed a great bet. Sure enough, Ronaldo scored in the 90th minute and I claimed my £20 profit. Not bad for only risking 80p!

That's a perfect example of how laying at very low odds in running can be a great way to profit for very little risk. You should come up with your own

strategy by watching the in-play markets for a while; the more unique your idea, the more profitable it will be.

Tip: *If you want to learn more about laying the field and other profitable in-running strategies, the EasyTrader Pro system includes a free in-running guide called **Profits In Play**. The normal RRP of the guide is £29.95, so you should head over and get it while the offer is still there:*

www.easytraderpro.com/profits

Bots

When we place a bet on Betfair, very often we will need to do so quickly and with maximum precision. The Betfair interface is sometimes a little slow, and clumsy, and so we will look to use betting software or `bots` to get our bets off as quickly as possible, and in just the way we intended.

This is especially important if we are looking to make a quick trade on an event, but we can also simply use bots to make our life easier, for `one click betting` features which improve vastly on the Betfair interface.

Let's take a look at a screenshot from a free bot called Bet Angel Basic:

Bet Angel - Basic

File View Settings Help

Guardian 24
Lone Worker Security Solution. Cost effective peace of mind.
www.bluechiptechnologies.com

Save on Toys in UK
Online Toy Super Store Cracking Savings (aff)
www.Amazon.co.uk

Live Psychic Readings
Know your future Today! Accurate Readings.
Psychic.kasamba.com

Ads by Goooooogle Advertise on this site

Refresh Auto Refresh every 1 second Last refreshed at 15:31:53 Confirm bets Maximum liability £ 600

Auto bet Rules Message of the day

Ling 18th Jan - 15:40 2m Sell Stks

								Stakes	
	Back	Lay			Back	Lay		Back	Lay
Mister Completely	4.1 £ 826	4.2 £ 1197	4.3 £ 50	86%	4.4 £ 3	4.5 £ 227	4.6 £ 119	200	200
Chocolate Boy	3.25 £ 421	3.3 £ 368	3.35 £ 374	36%	3.45 £ 760	3.5 £ 629	3.55 £ 698	200	200
Lawaahab	7.0 £ 115	7.2 £ 358	7.4 £ 215	45%	7.6 £ 9	7.8 £ 606	8.0 £ 236	200	200
Mujazaf	7.4 £ 50	7.6 £ 63	7.8 £ 122	42%	8.0 £ 171	8.2 £ 55	8.4 £ 92	200	200
Another Con	18.0 £ 71	18.5 £ 28	19.0 £ 15	65%	19.5 £ 43	20.0 £ 5	21.0 £ 13	200	200
Sungio	9.2 £ 19	9.8 £ 69	10.0 £ 403	74%	10.5 £ 20	11.0 £ 8	11.5 £ 145	200	200
Buz Kiri	23.0 £ 17	24.0 £ 39	26.0 £ 44	64%	27.0 £ 23	28.0 £ 6	29.0 £ 27	200	200
The Plainsman	34.0	36.0	38.0		42.0	44.0	46.0		

Unmatched Bets Last refreshed at 15:31:53

You can see that even the free version of Bet Angel offers some very useful functions. For a start, you can place a bet simply by clicking once on any of the buttons in blue to back a horse, and the buttons in pink to lay it. Secondly, you can auto refresh up to once every second, so you are always up-to-date with your prices.

Finally, you can enter maximum liability and default stakes so you don't make mistakes. All this for free! It's a drastic improvement on the Betfair interface, and I suggest you check it out if you're serious about profiting from Betfair.

You can also get the Professional version, which I heavily recommend, from the same link:

www.easytraderpro.com/betangel

Another bot that you might want to check out is Fairbot, which is available as shareware, so you try before you buy. This software offers similar features, but also has a stop loss and offset facility which BetAngel Basic doesn't have (although the pro version does). You can get a free 15 day trial of Fairbot at:

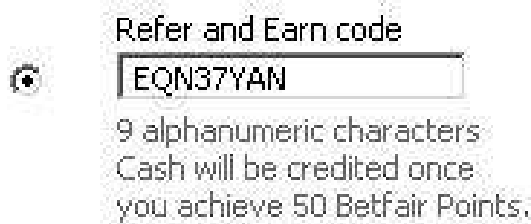
www.easytraderpro.com/fairbot

6. Where from here?

Now, we have covered some basic and advanced themes, you are well on your way to making Betfair work for you. There are only a few more steps left, and then we can go out there and start profiting!

Step 1. Sign up using code

If you not yet a member and would like a **free £20 bet** when you start using your account, then enter the code **EQN37YANG** into the Refer and Earn box, like this (the refer and earn box is on the first page you see when you click Join Now):



The image shows a screenshot of the 'Refer and Earn code' input field on the Betfair website. The code 'EQN37YAN' is entered into the field. Below the field, there is a note: '9 alphanumeric characters' and 'Cash will be credited once you achieve 50 Betfair Points.' There is also a small circular icon to the left of the input field.

Once you start using your account, you will get an extra **free £20** to bet with, *just by entering this code*.

Step 2. Try out software, watch markets

Secondly, you should grab a copy of one of the bots listed so far, and watch a few markets. The initial goal is to try and familiarise yourself with the process so you can slowly build up your knowledge

and try and spin off your own ideas as to what works and what doesn't.

Step 3. Look at some systems

It took me about six months to come up with my own profitable system on Betfair, and since then I have developed several more. I am going to keep some of them under lock and key, but I have released a few of my secrets in the EasyTrader guides. You can get more info about the EasyTrader Pro guide at:

<http://www.easytraderpro.com/profits>

Remember, the goal of Easy Trader is to get you financially independent in as little time as possible, and with as small a starting bank as possible. Our aim is to allow you to get screens like this, day in, day out:

Taun 30th Dec - 15:20 2m3f Nov Hrd							Refresh
<input checked="" type="checkbox"/> View P&L	Settings	?	102.2%	100.1%			
Total selections:(11)		GBP	Back	Lay			
Private Be £24.00	1.42 £606	1.43 £745	1.44 £2025	1.45 £7	1.46 £2043	1.47 £883	
Pearly Bay £0.00	5.3 £30	5.5 £253	5.6 £193	5.8 £59	5.9 £28	6 £77	
Earth Moving £0.00	10 £217	10.5 £105	11 £81	11.5 £382	12 £418	13 £43	
Nelson Du Ronceray £0.00	40 £20	42 £52	44 £9	46 £18	48 £76	55 £2	
Dodger McCartney £0.00	55 £23	60 £3	65 £2	70 £13	75 £59	80 £51	
Castletown Lad £0.00	110 £10	130 £45	170 £16	220 £3	240 £3	290 £2	

More information:

<http://www.easytraderpro.com/profits>

Step 4. Decide on a strategy

Whether you use one of the already existing systems, or come up with your own, you should always be looking for a niche, a new way of doing things – in other words, an advantage over punters. When I started, I filled up on all the guides and systems out there so I could build as much depth of knowledge as possible. This then allowed me to create my own systems, some of which I sell, and some of which I keep under lock and key. You should be willing to pay the price, and approach it in the same way. Depth of understanding is what will lead to those moments where you suddenly realise how to carve out your own niche.

Other Guides

As much as I would only like to recommend just my own products, the truth is that there are a few other superb guides and systems I recommend you check out if you are serious about Betfair:

Firstly, *Betting Exchange Secrets* is a great overview of the Betfair markets, and if you feel you are a little swamped by all this information, I suggest you check it out to get a better overview of the whole Betfair thing:

<http://www.easytraderpro.com/secrets>

Secondly, there are numerous laying systems floating about (predicting which horse loses must be easier than picking which horse wins, right?), and I recommend the Bet Science manual. It's proven to be consistently profitable, as you can see by heading over to:

<http://www.easytraderpro.com/betscience>

Interesting in trading?

If you want to learn more about trading, but feel slightly intimidated by the whole thing, then you can get a free newsletter that I have produced on our site.

You won't find much info on trading outside the £500+ guidebooks, so this is really gold. Inside I show you **real life proof** of the system's profitability, and details on how **you** can trade for maximum profit and minimum effort:

<http://www.easytraderpro.com/newsletter>

It will turn you from Beginner to Intermediate in a matter of days!

8. Conclusion

I expect you now feel much more confident about Betfair, and are starting to come up with your own ideas of profiting from the site.

Remember, there are literally thousands of people making a full-time, tax-free living from the site, and there's no reason why you can't join them.

I remember when I first started out I felt intimidated by the whole process, but with time it clicks - and as you gain confidence your profits will surely rise.

Check out all the resources in this guide, and devote some time to learning more. It's an investment I made, and with time it pays some real dividends.

I promise you it's worth it, and once you start earning, you will never look back.

Regards,

The Easy Trader team

<http://www.easytraderpro.com/profits>