

The Real Truth About

# Sports Betting

By Jerry Higgins

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Investing in the sports betting marketplace, like any other investment vehicle, carries with it a risk of financial loss. The author is not responsible for any losses associated with the use of the principles found in this report.

## Why Most Sports Bettors Struggle To Win Money

My name is Jerry Higgins. While I'm not a professional sports bettor nor the greatest handicapper in the world, I have been betting on sports since I moved to Reno in 1988... yes, that's 28 years ago.

It would be fair to say that I've been around the 'sports betting block' a few times which makes me (in my own mind anyway) eminently qualified to write on the subject of sports betting.

I'm not here to tell you what you want to hear, which is...

*... that if you just purchase my winning picks all of your money troubles will be gone for good.*

First of all, I don't have any picks to sell you. Secondly, picks aren't the most important part to winning.

98% of sports bettors struggle to consistently win money because they have this never ending penchant for picks. They truly believe that if they had an unlimited supply of winning picks, all their money problems would be over.

Even if they had all of these so-called winning plays available, the majority of sports bettors would figure out a way to under-utilize if not straight-out sabotage them with piss poor money management practices.

Like...

- Betting more on one pick than another
- Putting them in an eight team parlay
- Exotically teasing the shit out of them

Not to say that occasionally, one team might warrant a bigger bet than normal. Or that parlays and teasers are always a dumb bet. They're not!

But you know as well as I do that the world of sports betting is full of decent handicappers who never win any serious amounts of money.

## What You're Really Up Against

I'm not in any way inferring that sports betting isn't a beatable proposition? That's obviously not the case since there remains a certain percentage of bettors that can and do win consistently.

With sports betting, unlike casino table games, there is no set-in-stone mathematical odds that you must overcome in order to win.

Betting on sports is a matter of opinion... if your opinion as to what the true difference is between two teams, is more accurate than the average Jane or Joe (for whom the line is set), you can gain a mathematical advantage.

Of course there is always the 4.55% vigorish that must be overcome (when laying \$11 to win \$10) that the bookmaker receives as a cost of doing business. And NO... it's not 10% 'juice' as commonly believed.

This is what the math looks like from the bookmaker's perspective...

He takes in \$110 on Team A and \$110 on Team B for a total of \$220. He pays out \$210 to the winner which pockets him a profit of \$10.

$\$10/\$220 = .04545$  or a 4.55% edge.

When playing the 11-to-win-10 game, you must win more than 52.38% of your wagers to come out ahead.

That's where much of the problem lies... it takes a considerable amount of sports betting savvy, experience and time to consistently handicap above that 52.38% break-even point.

Never forget that the oddsmaker is constantly working his or her ass off to ensure the posted points spread is a 50-50 proposition... which means, playing the 11-to-win-10 game is a losing one for most.

What makes you think that with the limited time and resources at your disposal, you can make a more accurate line than the oddsmaker?

To overcome that seemingly small disadvantage you, as a sports bettor, better be ready to out-work and out-smart the oddsmaker. In spite of what some sports services (touts) claim to the contrary... the truth is that the oddsmaker is VERY adept at stripping away any value to be had from the pointspread.

*Good luck at beating them at their own game!*

There are many intelligent sports bettors who realize what they're up against. They know they don't have the time, resources or experience to consistently beat the bookmaker.

The logical solution then is to pay a professional handicapper for picks, and a multitude of bettors decide to go this route.

There's nothing inherently wrong with this logic as there are quite a few competent, hard working and honest sports services out there.

One problem is that these legitimate handicappers make up only a small percentage of the entire sports service industry.

The overwhelming majority of the rest are either incompetent or dishonest. Scamdicappers is what they're often referred to as. They only exist to take your money, not offer a legitimate service.

The warning 'buyer beware' is an understatement when it comes to these slick operators.

But even if you do find a 'capper worth his salt, there remains another significant issue that isn't apparent to the average sports bettor. It doesn't have anything to do with the sports service but rather lies in the mind of the unsophisticated sports bettor.

## What Most Sports Bettors Aren't Willing To Accept

Just like most everything else in life... sports betting is streaky.

- The weather is unpredictable
- Women (and men) can be capricious
- The stock market rises and falls
- Some days you're happier than others
- Your car can be running great and then quit tomorrow
- Single people can get laid 3 times in the same week then go 3 weeks without it (okay, that can happen even if you're married)
- You can win 6 bets in a row, then lose 5 straight

Winning 6 in a row doesn't make you a great handicapper, nor does a 5 game losing streak make you a shitty one.

It only means you were a 55% handicapper during that stretch and managed to win some money.

Betting on sports is streaky... for professional handicappers and regular sports bettors alike.

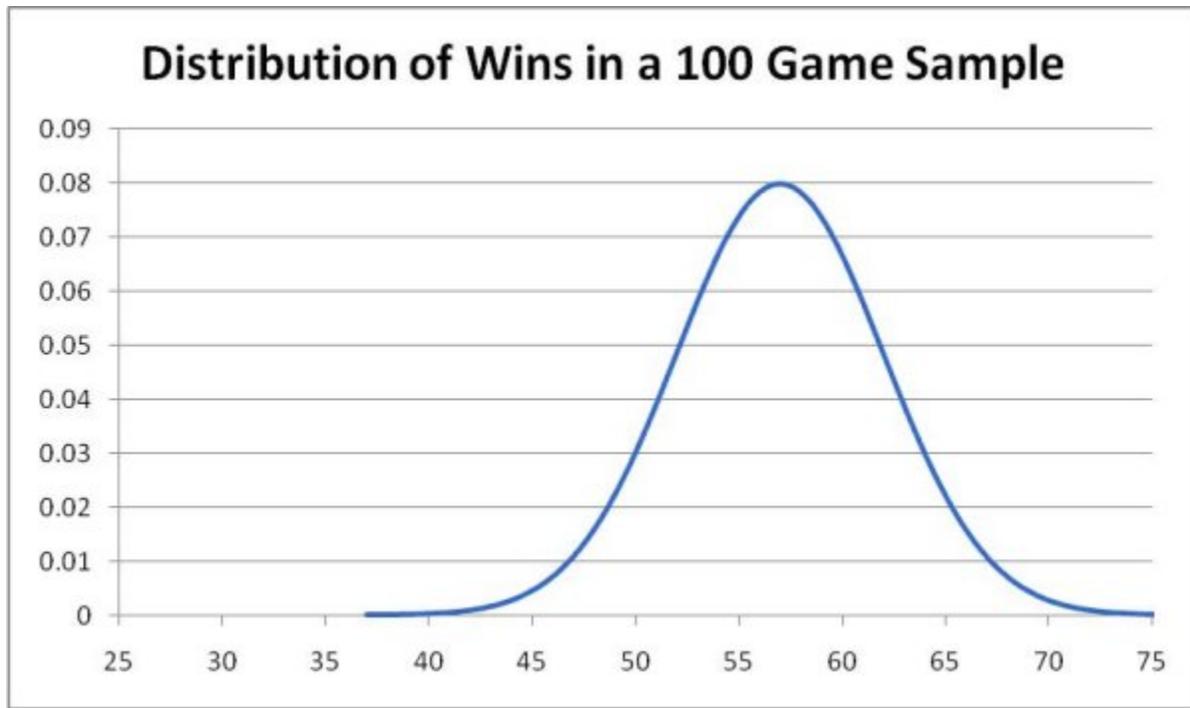


There are just too many uncontrollable factors such as, bad calls, untimely turnovers, in-game injuries and missed extra points for sports betting to be anything other than unpredictable.

That's why a winning handicapper with a proven, long-term track record that is suffering through a soul-sucking losing streak should be expected to turn things around, sooner rather than later.

Instead of avoiding him as if he was a chick with a STD, the smart sports betting client would be wise to ride him out, realizing that he's close to righting the boat. But instead he winds up jumping off that ship because he doesn't have a firm grasp of a math principle called...

## Variance



An understanding of the mathematical principle of 'variance' will completely change how you choose to approach sports betting.

Variance is an easy concept to grasp, especially when it's used to illustrate a good shooter in basketball... like Dwyane Wade.

As I write this, Wade is hitting 55% of his shots from the field. I picked him because that's the same winning percentage many sports bettors would be happy with.

Over a recent 10 game stretch during the 2013-14 NBA season, Wade managed to hit 59% of his shots (85/144). That's a nice little run, not unlike a sports bettor having a good month of betting.

During that 10 game stretch however, Wade's shooting percentage varied from game to game. Here's what they looked like...

47% - 53% - 71% - 77% - 45% - 65% - 57% - 50% - 63% - 68%

Even a reliable and consistent shooter like Dwyane Wade had shooting performances that varied substantially from his average percentage.

And that's all variance is... *a deviation from the norm that is reflected in the form of short term random results.*

This part is important! While Wade was making 59% of his shots during that 10 game stretch, did he all of a sudden think he was a career 59% shooter?

No way! He understands the dynamics and realities of his profession.

His 59% shooting accuracy during that time period is explained by variance. He wasn't playing against bad teams, getting better looks at the basket or making a bunch of lay-ups. He is fully aware that over the next 10 games, his shooting percentage could easily drop to 50%.

Why then does the typical sports bettor, who goes on a nice 8 and 2 run, suddenly think he is 2<sup>nd</sup> coming of Billy Walters? Over his next 10 bets he goes on to win 7 while losing only 3. Now he's on fire, virtually unbeatable, and proceeds to tout his awesomeness to anyone who will listen.

The truth probably lies closer to the fact that he is a long term 50% handicapper, but because of variance, he just experienced a nice 15-5 run explained by nothing more than short term randomness.

It's quite easy to delude yourself into thinking that your winning bets are a direct result of solid handicapping efforts, while your losers are mostly attributable to bad-beats.

NO! The principle of variance tells us that the order of your wins, losses and streaks is mainly determined by short term randomness.

Your overall long term winning percentage as a sports bettor is only truly reflected with a meaningful sample size... say like, 100 games.

This may be difficult to accept but you pretty much have very little control over the order of wins and losses during that sample size of 100 games.

As a recovering control freak, I know this is can be hard to admit to yourself, but accepting this truth about betting will set you free.

Variance explains why a great 3 point shooter like Ray Allen kept firing away after missing 8 in a row. After many career 3 point attempts, he knows what his long term shooting percentage from beyond the arc is (40.02% - tied for 36<sup>th</sup> place on the all time list).

He had a meaningful sample size of past shot attempts (7,429 – 1<sup>st</sup> place) and realized that any deviation from that number would eventually come back to the norm... if not in the 2<sup>nd</sup> half of the game he was playing, then probably sometime early-on in his next game.

Did he begin to force his shots or quit shooting altogether because of a cold streak? A less confident player might let a bad shooting streak get to him, tighten up his shooting stroke, and affect his performance.

Just like a novice bettor experiencing a losing stretch may start changing around his bet size and looking for 'can't lose' lock type bets. He panics and begins to make poor betting decisions all because he doesn't have a firm grasp of the true nature of sports betting.

The truth is that probably close to half of the games you bet on are determined by unpredictable and uncontrollable events that cannot possibly be factored in when handicapping a contest.

The unpredictable nature of how the ball will bounce, combined with the principle of variance, implies that sports betting is best conducted using a long term investment approach.

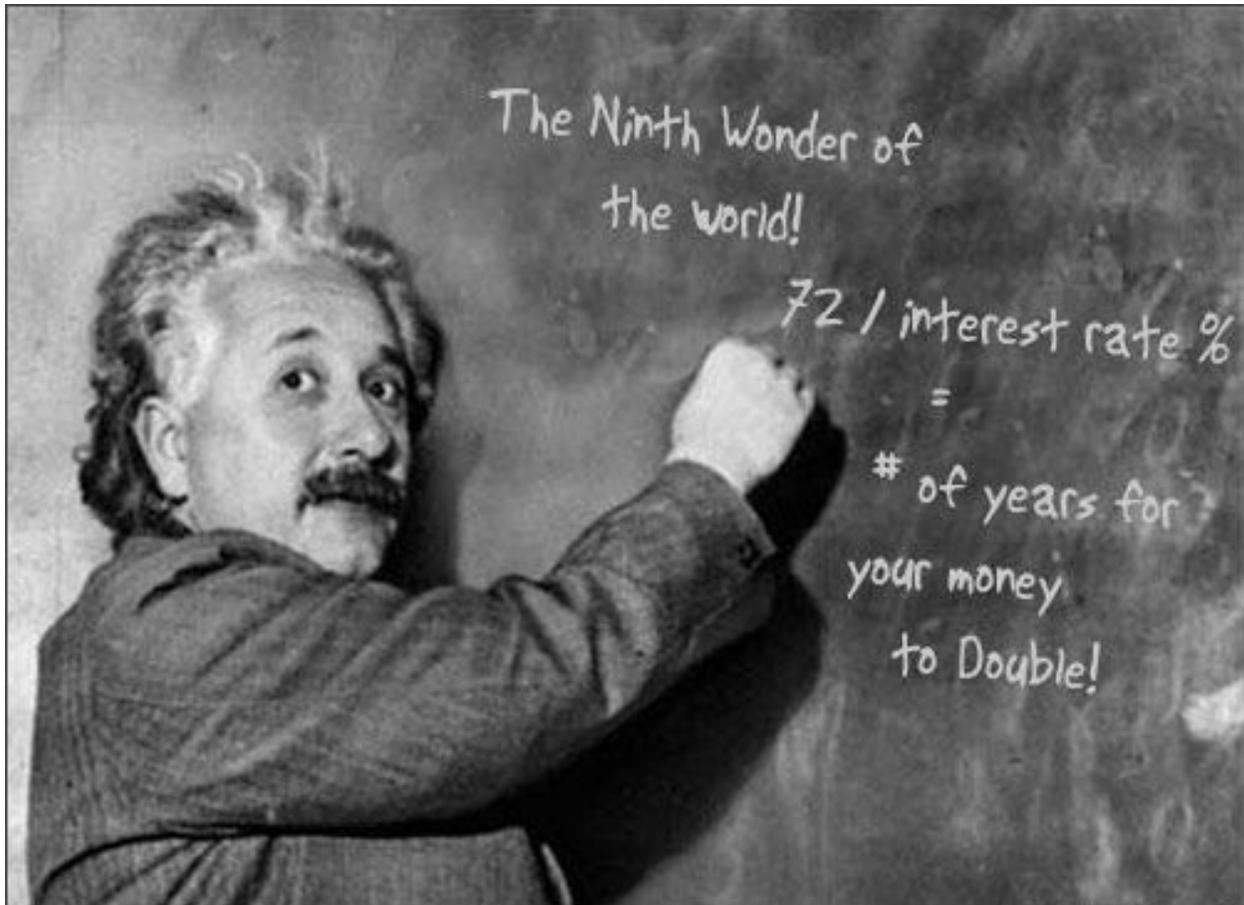
It took me a long time to grasp the fact that although sports betting is a very beatable proposition...

*... it can only be consistently done by adopting a mindset that is congruent with its true nature.*

The bookmaker 'gets' all of this. When you do too, you can start playing the game on the same field as he is.

What is then financially possible with sports betting will absolutely blow you away... as you will see in the following section.

## The Ninth Wonder of the World



The "Ninth Wonder of the World" is also known as...

... *the magic of compound interest.*

Here is an interesting question.

What would you rather have?

A penny today doubled every day for 30 days or... *one million dollars right now?*

If you're thinking that this is a trick question you would be absolutely right.

*If you took a penny and doubled it every day for 30 days you would have a total of \$10,737,418 after the thirty day period.*

I'm sure you wouldn't mind waiting 30 days for an extra \$9.7 million.

The 100% return you would be getting on that penny every day would be extremely profitable.

This investment principle is commonly referred to as 'compound interest' and it's pretty much the most powerful thing that you can do with your money.

And it works extremely well when used with sports betting!

Applying the magic of compound interest to the sports betting marketplace will allow you to turn a small bankroll into a small fortune in a relatively short period of time.

Take a look see...

Risking 5% of Bankroll-55% Winners@10/11 Odds-3 Plays Per Day=83 Plays Per Month										
Month	Start BR	Bet	To Win	Won	Lost	\$ Won	\$ Lost	Net Profit	New BR	ROI
1	1,000	50	45	46	37	2,091	1,850	241	1,241	24%
2	1,241	62	56	46	37	2,595	2,296	299	1,540	24%
3	1,540	77	70	46	37	3,220	2,849	371	1,911	24%
4	1,911	96	87	46	37	3,995	3,535	460	2,371	24%
5	2,371	119	108	46	37	4,957	4,386	571	2,942	24%
6	2,942	147	134	46	37	6,151	5,443	708	3,650	24%
7	3,650	183	166	46	37	7,631	6,753	879	4,529	24%
8	4,529	226	206	46	37	9,469	8,379	1,090	5,619	24%
9	5,619	281	255	46	37	11,748	10,395	1,352	6,971	24%
10	6,971	349	317	46	37	14,574	12,896	1,678	8,649	24%
11	8,649	432	393	46	37	18,082	16,001	2,082	10,731	24%
12	10,731	537	488	46	37	22,435	19,852	2,583	13,314	24%

The above chart shows what is possible with a starting BR of \$1,000 and risking 5% of it while hitting 55% of your picks over 1 year.

Notice that there are 3 plays per day or 83 games per month. Winning 46 of them means you would be hitting 55%. Obviously, because of

variance, you wouldn't win exactly 46 and lose 37 every month... results would vary with each month and also throughout the year.

At the end of each month you would re-invest the profit (or interest, if you will) automatically churning it back into the BR.

Doing this would be compounding the interest at a monthly rate of 24%!

*A 24% monthly return on investment (ROI) is something other investment vehicles would kill for!*

This is accomplished by the sheer volume of bets that are made, in this case 83 per month.

If you added up all the wagers made during the course of the year you would find that the original \$1,000 bankroll is actually responsible for churning a total of \$208,579 through the sports betting marketplace.

That is some serious use of financial leverage.

Notice too that you methodically increase the bet size, always keeping it at 5% of the ever growing bankroll.

Bumping the bet size up every month in proportion to the constantly expanding bankroll is the equivalent to putting this sports betting investment vehicle into overdrive.



I do realize that \$13,314 is not a small fortune but, we're not quite finished.

Compound interest performs its best magic during the 2<sup>nd</sup> year.

The chart on the following page shows how things would look after 2 years.

Risking 5% of Bankroll-55% Winners@10/11 Odds-3 Plays Per Day=83 Plays Per Month										
Month	Start BR	Bet	To Win	Won	Lost	\$ Won	\$ Lost	Net Profit	New BR	ROI
1	1,000	50	45	46	37	2,091	1,850	241	1,241	24%
2	1,241	62	56	46	37	2,595	2,296	299	1,540	24%
3	1,540	77	70	46	37	3,220	2,849	371	1,911	24%
4	1,911	96	87	46	37	3,995	3,535	460	2,371	24%
5	2,371	119	108	46	37	4,957	4,386	571	2,942	24%
6	2,942	147	134	46	37	6,151	5,443	708	3,650	24%
7	3,650	183	166	46	37	7,631	6,753	879	4,529	24%
8	4,529	226	206	46	37	9,469	8,379	1,090	5,619	24%
9	5,619	281	255	46	37	11,748	10,395	1,352	6,971	24%
10	6,971	349	317	46	37	14,574	12,896	1,678	8,649	24%
11	8,649	432	393	46	37	18,082	16,001	2,082	10,731	24%
12	10,731	537	488	46	37	22,435	19,852	2,583	13,314	24%
13	13,314	666	605	46	37	27,836	24,631	3,205	16,519	24%
14	16,519	826	751	46	37	34,536	30,560	3,976	20,495	24%
15	20,495	1,025	931	46	37	42,849	37,916	4,933	25,428	24%
16	25,428	1,271	1156	46	37	53,162	47,042	6,121	31,549	24%
17	31,549	1,577	1434	46	37	65,959	58,366	7,594	39,143	24%
18	39,143	1,957	1779	46	37	81,836	72,415	9,422	48,565	24%
19	48,565	2,428	2207	46	37	101,535	89,845	11,690	60,255	24%
20	60,255	3,013	2739	46	37	125,975	111,472	14,503	74,758	24%
21	74,758	3,738	3398	46	37	156,297	138,302	17,994	92,752	24%
22	92,752	4,638	4216	46	37	193,917	171,591	22,325	115,077	24%
23	115,077	5,754	5230	46	37	240,591	212,892	27,699	142,776	24%
24	142,776	7,139	6489	46	37	298,502	264,136	34,366	177,142	24%

*Over \$177K after 24 months! Now we're gettin' somewhere.*

What if you started with a bankroll larger than \$1,000? Or were able to win more than 55% of your plays? Or were to add additional, outside funds to the BR every month?

As you can see, investing in the sports betting marketplace renders traditional investment vehicles as a mere afterthought.

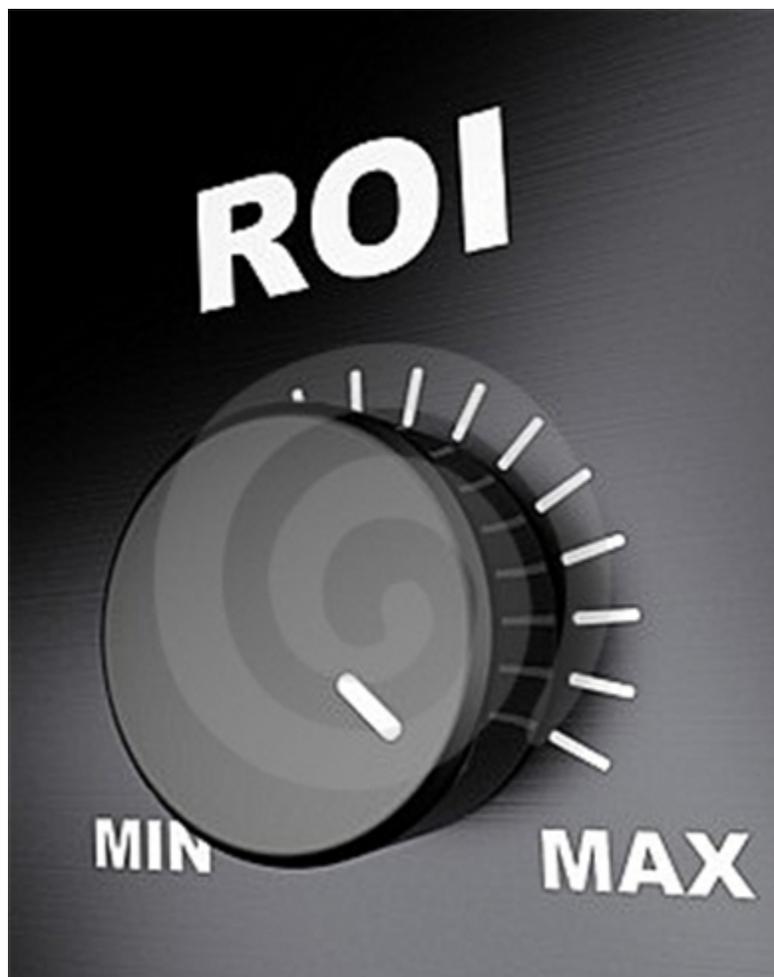
To be fair though, betting on sports is much more of an 'active' type of investment requiring more of a hands-on approach than a more traditional and passive type of investment opportunity would.

To take the spirit of fairness even further, it's no easy task to consistently win 55% of your plays betting three games a day over a two year period.

In addition, there would be an almost overwhelming desire to take down profits along the way, effectively throwing a rusty crescent wrench into this compound-interest-money-churning-machine.

It would take an extraordinary amount of sports betting savvy combined with a decent dose of discipline and tenacity to pull this off.

Still, the numbers don't lie and if nothing else, this shows what is possible when sports betting and the magic of compound interest are teamed together.



## Use the Right Tool For the Right Job

If you ask the typical sports bettor why they bet you will usually get an answer that sounds something like...

"That's a stupid question, to make money, silly."

Unfortunately, what they really mean to say is, "To make some quick money."

But there are much more efficient ways to make 'quick money' than with sports betting. Like working at a job or robbing a bank.

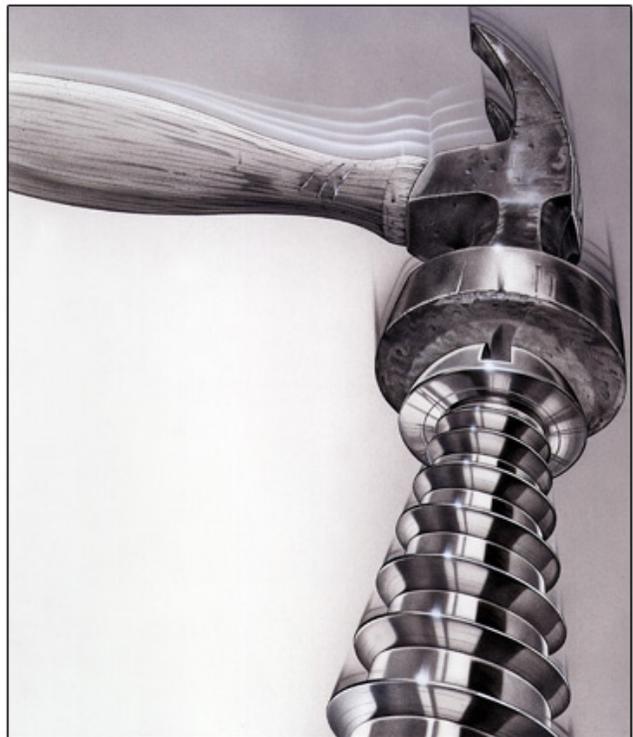
The truth of the matter is that sports betting is NOT the right tool if you're looking for immediate cash flow.

It can however be one of the absolutely best tools known to man or woman when used for long term cash growth.

There are, of course, a select group of bettors who do effectively use sports betting as their main source of income.

They are the professional bettors who perform their own intensive and time consuming handicapping while actively backing their opinions with Nickel and Dime bets (as in \$500 and \$1,000) made from a substantial bankroll.

Don't be so quick to assume that this is a lifestyle to be envied.



As one unknown pro bettor once so aptly put it... "It's a hell of a hard way to make, what some people call an 'easy' living."

For the rest of us, it can be extremely enlightening, not to mention profitable, to see sports betting for what it really is, and what it's not.

When you attempt to use sports betting as your own personal ATM machine for short term cash flow, you are essentially using the wrong tool for the wrong job.

Where sports betting does excel is as a long term investment vehicle.

The typical sports bettor's primary focus is on picking games and then attempting to profit from those 'picks' as fast as possible.

The investor's focus is to use sports betting as an investment vehicle that uses 'picks' as the fuel that powers an overall betting strategy.

An investor in the sports betting marketplace is mainly concerned with how many net betting units he is up by seasons end while the typical sports bettor's focus is on how much he can win TODAY.

Notice where the 'focus' is.

The typical sports bettor is constantly riding on that emotional roller coaster that takes him from pure ecstasy to the depths of despair, all within a 3 hour time frame.

He's frequently and anxiously checking scoring updates and later over-reacting to wins, losses and final scores.

The investor looks at the wins, losses and scores with an air of detachment if not disdain. His main concern is that his bankroll has grown by the end of the month.

He conducts his sports betting activities with a ruthless and relentless business approach.

He has figured out how to play the game on the same field as the oddsmaker. Because when he can do that...

*... he knows he can beat him!*

## The Perks of Being a Contrarian

There are two aspects of human nature that you can pretty much count on to be true...

1. People like to be part of the crowd
2. People are easily influenced

Now simply substitute 'people' for 'sports bettors'.

Bettors like to win so it only makes sense to them to bet the team that is favored to win.

It can be quite uncomfortable for most sports bettors to risk money on an underdog. After all, dogs have a less than 50% of chance of winning the game.

Psychologically, the easiest place to be is on the side of the majority. The majority is usually right... right?

Wrong!

If you've been betting for any length of time at all, you know how untrue that is. But when something as important as money is at risk, it's human nature to scurry to the sanctuary of safety.

When you have most everyone, including former pro-athletes-turned-commentators exposing the virtues of a favored team that can't lose, you bring into play the second aspect of human nature...

Being easily influenced.

It never ceases to amaze me how sheep-like sports bettors can be. They're so easily influenced by something they read on the internet, hear on the radio or see on TV.

The so-called experts they are listening to are pretty much just parroting the current and conventional wisdom being spread around about the probability of a certain team's chances of winning, losing, covering or not covering a pointspread.

If you want to win money betting on sports, you will have to learn to disregard everything you read, see or hear about the possible outcome of games. There are exceptions to this rule but they are very few and far between.

A great example of one such exception comes from a few years ago when Bill Parcells was in between coaching gigs. He was a guest on a Thursday afternoon radio show, a broadcast that I never missed.

Whatever football wisdom that came from his mouth could be used to make winning wagers on Sunday. Parcells was a master of clear, concise thinking and offered unbiased and unadulterated insights into the dynamics of an upcoming game.

That being said, you would be much better off, from a betting perspective, not listening to, reading about or watching anything on TV about any upcoming games. You are susceptible to being influenced by what others are saying... there is absolutely no doubt about that.

If you must expose yourself to other's opinions... learn to question EVERY single one of them that you hear.

Because of fearful human nature, 60% of wagers eventually shows up on favored teams. The oddsmaker must shade the line against the favorites to account for this aspect of bettor's behavior.

The sports book can move this already shaded line up knowing that the clueless and uninformed favorite bettor will most likely still pay the price. This is especially true with moneyline wagers.

The favorite bettor backs their home team late, after the moneyline has moved up from -165 to -175. They fail to consider that their team will now have to win this game 64% of the time at -175 in order to break-even instead of 62% of the time at -165.

The underdog bettor at +155 (20¢ line), is willing to accept that he will wind up losing more of his bets than he will win. But at +155, he only needs to win 40% of those bets to show a profit.

A savvy sports bettor remains unbiased... his goal is to be on the side of the game that holds the most line value, which is often the dog.

## Eyes Wide Shut

To handicap or not to handicap... that is the question.

By 'not to handicap' I'm not necessarily talking about paying a sports service or a tout for picks, even though that's always an option.

As you are already aware, there are a multitude of systems, strategies, angles and creative money management methods that sports bettors employ in an effort to produce profitable picks.

There are as many ways to pick winners as there are fleas on a disgustingly dirty dog.

That being said, it is no easy task to consistently pick 55% winners over a full season of games.

Playing the 11-to-win-10 game on a daily basis is a frustrating, soul-sucking grind that you can't fully appreciate until you've tried doing it for a full season.

It's a stressful endeavor that takes a lot of handicapping time, experience, financial discipline and sports betting savvy to pull it off.

If you don't have all of the above requisites and aren't fond of paying for picks, there's an easier way.

Sports betting is far from being black and white but, for the sake of simplicity, I like to sort the process of identifying profitable picks into two distinct subsets. I refer to them as...

1. The *in the trenches* approach
2. The *view from 30,000 feet* approach

You're probably very familiar with the first method.

You factor in all of the pertinent stats, take into consideration any situation that might be relevant such as... look ahead games, bounce back scenarios, sandwich games, revenge, ATS records vs certain

opponents and situations, weather, home/away, the field surface as well as the condition it's in and... much, much more.

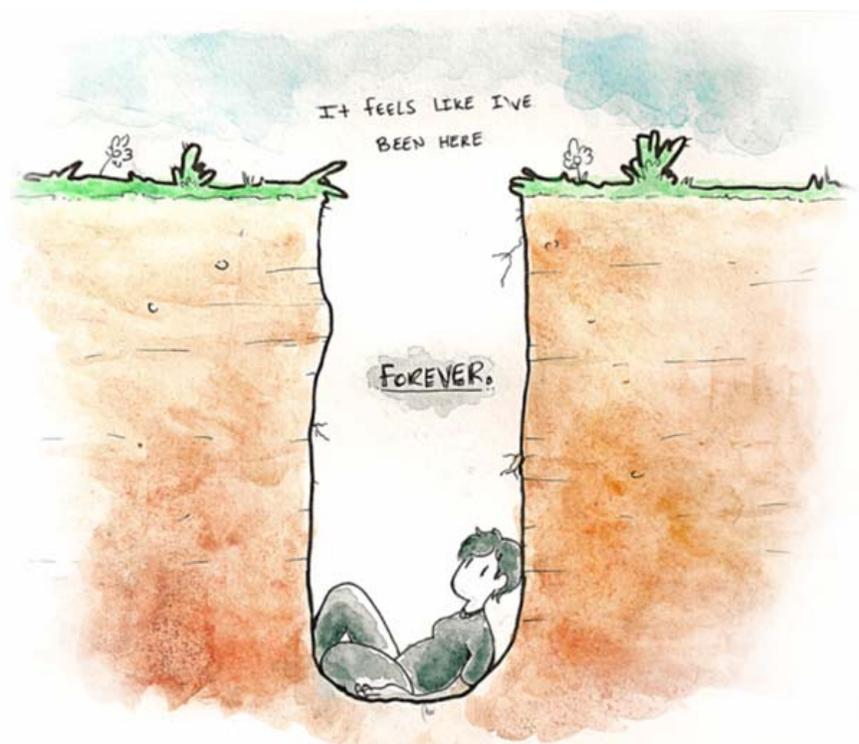
In other words, you're down in the trenches, intensively handicapping the games in order to isolate an identifiable edge in the line, and then betting those elusive advantages accordingly.

When performed competently, traditional handicapping can be very effective and will allow you to win at a 55% rate... or higher.

There are a couple of downsides to picking winners this way however.

1. Traditional handicapping eats up a lot of time. It requires you to have a few years of betting experience under your belt as you need to be aware of what stats and situations are meaningful.
2. It can be frustrating. You handicap the hell out of game, uncover some compelling statistical and situational factors that point to a solid play and then, in the last minute, there's a bad call, an untimely turnover or a missed FG that takes the play down.

I've spent way more than my fair share of time trudging through that trench, digging away with a pick and shovel in the search for winners.



Sometimes, while busy digging away down there, it's easy to miss the obvious because you're so closed in by the walls of the trench. It's impossible to get a clear view of the true situation from down there.

Things look a LOT different from 30,000 feet up!



A quick, down and dirty example of the 30,000 foot approach to picking winners would be baseball underdogs.

Were you aware that MLB dogs historically win 44% of their games straight-up?

Not too excited about 44% winners?

Remember that these pups that are winning those games outright are getting 'plus' money at the betting window.

It's entirely possible to bump that 44% win rate closer to 50% by applying some basic 'filtering' to those dogs.

With this approach, you are making a conscious decision to climb out of the trench and NOT get consumed with the specific details of any one particular game.

I realize that this type of thinking may be screaming 'heresy' in every betting bone in your body.

From 30,000 feet up, you are no longer concerned with how many runs per game a team is scoring or that their banged-up catcher is playing a day game after a night game.

You could care less that a pitcher is coming off the disabled list for his first start in 6 weeks or that another hurler has big-time revenge on his mind from a recently played series.

Although those are relevant factors to a conventional baseball handicapper, using the 30,000 foot approach, you don't pay attention to any of that shit.

All you need to know is that if you can find an underdog that has a 44% chance to win the game AND you can bet them at +150, you will make a nice little profit... over the long term.

As you will see in a later chapter, there is no need to do much handicapping to pull this off.

As I alluded to in the chapter on 'variance', relinquishing control of the picking process can be the hardest thing you will ever do as a sports bettor.

But it can also be the most profitable!

There are two main advantages to betting this way.

1. It takes a lot less time to identify your plays
2. It eliminates ALL subjective analysis from the picking process

If #2 has you scratching your head, I can relate.

Nothing can be more satisfying than performing an in depth analysis of a match-up and being able to uncover a powerful stat or situation that indicates a high probability of a pointspread win.

I've been betting long enough to know that the planets and stars do occasionally line up and point directly to a betting situation that begs for a big bet.

The question is, because it's such a juicy situation, do you want to be tempted into making a bet larger than might be appropriate only to see it go down in flames because of a bad call or last second turnover?

The 30,000 foot approach pretty much eliminates the above scenario.

Often times, this global method of picking winners will be in direct conflict with an otherwise strong situational play.

The only way around this conundrum is to intentionally keep yourself unaware of the situation and defer to the larger perspective.

By adopting the 30,000 foot approach, you are essentially giving up the 'rush' of being a great handicapper and instead settle for becoming a well-to-do sports bettor.

*Which is more important to you, the size of your ego or the size of your bankroll?*

It is much easier to maintain your emotional equilibrium, stay cool and calm, and make wise betting decisions when you are able to distance yourself from the 'in-the-trenches' approach to picking winners.

You essentially stop going through the ecstasy/despair cycle with wins and losses. You train yourself to become emotionally detached from the result of any one particular game.

Your mindset has changed from focusing on specific picks and games to finding betting lines that actually have some intrinsic value to them.

Win or lose, you just sit back and let the natural forces of the game take its course, knowing all along that you are on the side with a long term proven edge that will consistently outperform the betting line.

## Beyond The Pointspread

Back in the 1940's, before the pointspread came into being, if sports bettors were inclined to back a big favorite to win the game straight-up, they would have to lay the big odds that came along with that bet.

On the other side of the coin, asking a 10-1 underdog (the equivalent to a +1000 moneyline) to win the game outright required a long wait for one of those puppies to pull the upset.

Back then, games being played by teams with a large discrepancy in talent did not attract a lot of action simply because many bettors were not comfortable betting into those big odds.

The invention of the pointspread was a pure stroke of genius as it enabled the oddsmaker to generate a LOT more action for the bookies!

But let's not forget that while the pointspread is the preferred way to bet on football and basketball these days, sometimes there is greater value in going 'old school' and placing your bets on the moneyline.

The honest-to-god truth is that us bettors have been conditioned to play the 11-to-win-10 game. But it's not the only game in town!

Betting \$11-to-win-\$10 is the way sportsbooks would prefer you to bet, simply because it benefits them the most. If you want a better chance to consistently win, you will have to start playing by your own rules. That's what the consistent winning sports bettors do!

Of course there is still 'juice' to take into consideration when betting on the moneyline.

Take for example an NFL game where Tampa Bay is a 3 point favorite over Tennessee. An equivalent moneyline would be TB **-165** and TEN **+145**. That is what is normally referred to as a '20 cent' line.

Looking at these bets from a 'total payout' perspective...

» TEN bettors would risk \$100 for a \$245 payout...  $100/245=41\%$

You would need a **+145** dog to win 41% of the time to break even.

» TB bettors would risk \$165 to collect \$265...  $165/265=62\%$

You would need a **-165** favorite to win 62% of the time to break even.

Note that  $62\% + 41\%$  adds up to **103%**! That extra 3% is the 'juice'.

But who's paying that 3% vig... the favorite bettor or the player backing the underdog?

To answer that compelling question, it's good to remember that the oddsmaker is constantly adjusting the line to avoid getting 'sided', which is an unbalanced condition where a disproportionate amount of money is being bet on one side or team.

In order to balance-the-books, they adjust the line so as to entice either more favorite or underdog money... whatever they happen to need to even things up and ensure themselves a profit.

If too much action goes Tampa Bay's way at -3 (which happens frequently with favorites), then they would move the line to -3' to make it more appealing to underdog bettors.

The oddsmaker would then probably move the **-165** moneyline on TB up to **-175** which would make a moneyline underdog wager on Tennessee now **+155** (still a 20 cent line).

*This next part is important to understand!*

The underdog Titans, barring a key injury or other significant factor, still have a **41%** chance of winning this game... as reflected in their original moneyline of **+145**. Their 41% chance of winning the game has not diminished just because the line moved.

But now, because of this unrealistic line movement toward the favored Tampa Bay Bucs, you can now bet the Titans at **+155**.

The break-even percentage at +155 is **39%**!

If you make this bet, you have put yourself in a position of having a 2% advantage over and above what you need to break-even. Even though you only have a 41% chance to win this particular game, if you make enough of these types of wagers, you WILL win money!

Just as with the pointspread, you can gain an advantage with this type of wager because line movements are often made in reaction to biased, favorite bettors.

Major League Baseball is a good example.

Because the average betting Jane or Joe is predisposed to backing favorites, MLB moneyline underdogs have some inherent value built into them already.

As an example, during the 2015 MLB season I was considering 2 competitive underdogs. They were...

CHC +165 – playing the Dodgers at home in Chicago  
KC +145 – playing the Mariners in Seattle

I knew both teams were competitive simply by looking at their respective won/lost records.

The Cubs were 37-30 overall... 18-13 at home.  
The Royals were 39-27 overall... 17-13 on the road.

I decided to go with the Cubs for three reasons...

1. Their line was the higher of the two (more money to me)
2. The Dodgers had just finished up a series with the hated Giants, and had to fly-out the very next day to the Windy City
3. Kershaw was having somewhat of an 'off' year... for him anyway

I could have easily gone with Kansas City as they were almost as compelling of a dog as the Cubs were. As it turned out it didn't matter as the Cubs beat LA 4-2 while the Royals took care of Seattle 4-1.

I was able to determine some legitimate line value in about 3 minutes.

In my mind, both clubs were a 50-50 proposition. By my estimation, they should have been installed as maybe +125 underdogs at worst. I bet the Cubs at +165! Now that is some serious value.

Why was the value even there in the first place? Because the betting public chose to go along with the crowd and be easily influenced by the perceived discrepancy of the starting pitchers. Even pitchers like Kershaw and Hernandez can and do lose games every now and then.

Both of these dogs could have just as easily lost their games. In the overall perspective, it wouldn't have really mattered to me. The only thing that does matter is that by backing underdogs such as these will result in you winning between 40 and 50% of your wagers. At an average take price of +150, it would be almost impossible to NOT win money!

That's what 'smart sports betting' is all about.

## The Psychology Behind Betting

Once upon a time there were two golf buddies named Fred and Steve.



Steve was the better golfer of the two and always managed to consistently outshoot Fred. But good ol' Fred was, frankly, getting sick of being dominated.

So he decided to 'psych-out' Steve by proposing a little wager on their next round. Although it was only 10 bucks a hole, the prospect of losing \$180 on a Sunday morning was just too much for Steve.

Sure, Steve was the superior player and stood to actually win some money off of Fred but...

... he was also a cheap SOB and just the thought of suffering any kind of monetary loss played havoc with his game.

As it turned out, the two friends spit the 18 holes BUT... Fred actually out-shot Steve by 4 strokes. He hadn't beaten him in months!

With money on the line, Steve folded-up like a cheap lawn chair and just couldn't play up to his capabilities.

It's the same with sports betting.

Show me a bettor who is way out of his comfort zone with the size of his bets and I'll show you a guy who is most likely making poor betting decisions.

He might have succumbed to the ATM syndrome, finding himself betting half of his bankroll in the hopes of some short term cash flow.

He could be in revenge mode and fading a team he lost to the day before. Or maybe he's quadrupling up on a Sunday evening to recoup losses that he suffered earlier that day.

As I mentioned earlier... if you're looking for quick cash, sports betting is NOT a reliable way to go about getting it.

You will find yourself risking too much of your bankroll on any one play in order to fuel the 'win-money-today' philosophy.

You're just like Steve on the golf course. With money on the line that he isn't comfortable putting at risk, he tries to hit a 3 wood over the water when he would normally just lay-up in front of it with a 5 iron.

That's what happens when you venture too far out of your comfort zone, tighten up, look for a 'lock' bet and make a disastrous betting decision.

I've been there myself... more times than I care to admit.

Sports betting is not a 200 meter dash. It's a half-marathon damn it!

## We Have Identified the Enemy

Beat the bookie.

Outsmart the oddsmaker.

Squash the sportsbook.

You hear it, or a similar phrase, all the time.

But none of them are the real enemy!

The bookmaker is just a middle man earning a commission on the action. If they manage to balance-out on a game, they earn their money regardless of which team wins.

If they happen to get sided, which happens, they are usually on the 'right' side (because they're smart), which only adds to their profits.

Losing bettors aren't your enemy either. The many losers wind up paying for the few who do win, so treat them well... we need them around to keep this train on the tracks.

So who's the real enemy? It's us!

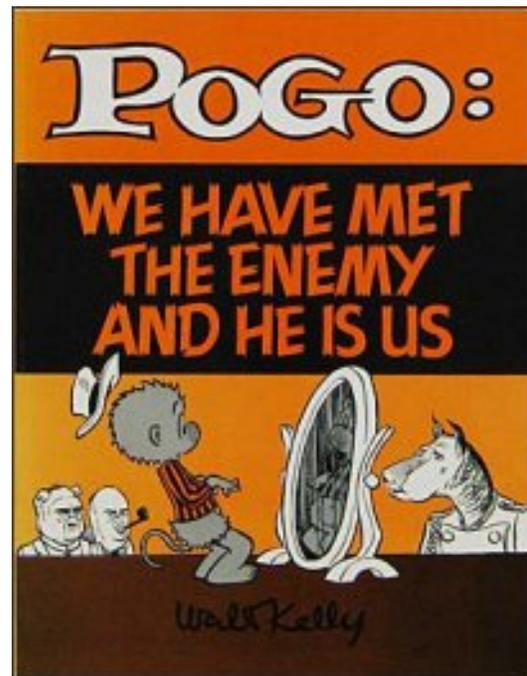
We can be our own worst enemy.

First there's the fear of losing.

Then greed sets in when you win a few games in a row.

That's followed-up by arrogance, the sort that only a sick winning streak can inspire.

Finally, a feeling of desperation sets in... when you absolutely, positively need to win a wager.



Each and everyone of those emotions can sabotage your betting equilibrium but the fear of losing your money is the biggest edge that the oddsmaker holds over you.

A sports bettor that desperately needs to win a bet doesn't have a chance in hell when going up against a smartly-run, well-organized, cool-headed, fully-financed, properly-prepared and super-knowledgeable business enterprise... aka, a sportsbook.

The only way to consistently win is to develop the same ruthless and relentless business approach that the sportsbook brings to the fray.

Combine that with stellar money management skills and you have effectively evened-out the playing field... ready to exploit any edge.

*You're no longer afraid to lose, because you KNOW, over the long run, that you won't.*

You're now both emotionally and financially ready to win!



## The Truth

After reading this report hopefully you've managed to glean the main idea behind The Real Truth About Sports Betting.

Which is...

If you don't have a significant amount of time to handicap, haven't yet acquired years of betting experience and your money management skills leave something to be desired...

Betting into the posted pointspread and playing the 11-to-win-10 game will, over the long haul, be a 50/50 losing proposition for you.

If you don't possess the necessary handicapping time and skills but can meticulously manage your bankroll, the process of losing will be a prolonged one... kind of like dying a slow, merciless death.

Overall, the preponderance of wagers, 60% of them, fall on the favored team. The lines are biased against favorite bettors... they have to be in order to take into account their betting tendencies.

*You can always find the truth if you follow the money!*

Since well over 90% of sports bettors lose money, observe how they bet, then do something different.

If you don't have the time, experience or inclination to perform your own handicapping and don't wish to pay a professional handicapper...

Find a proven betting system (one that preferably focuses on underdogs) which emphasizes and even depends on strict money management as it's working core.

If you are able to glean anything from this report then it should be this...

» *Losing sports bettors focus on picks and then proceed to bet them with a short-sighted, 'win-money-today', mindset.*

» *Winning sports bettors use a reliable system or method to identify picks that provide a proven long term edge and then bet them using a stellar money management strategy.*

Notice where the *focus* is.

It's counter-intuitive as hell but...

*Focusing on money management and adopting an investment approach to sports betting will allow you to win more money much faster than focusing on picks and betting for immediate cash flow.*

That's the truth about sports betting.

Whatever betting system you decide to implement, you will need a reputable and reliable sportsbook to place your wagers.

I bet legally, right here in Nevada but I also wager online simply because some of the betting systems that I use require moneylines that are not readily available at local sportsbooks.

One offshore sportsbook that has a stellar reputation and offers these lines is [5 Dimes](#). Just as important, they don't give you the run-around when it's time for a payout. They are, in my opinion, the best option for U.S. bettors.



Bet smart.

A handwritten signature in blue ink that reads 'Jerry Higgins'.

Jerry Higgins

[SmartSportsBetting.com](http://SmartSportsBetting.com)