

Bet Majestic Introductory Guide to Sports Betting



Introduction

Welcome to the Bet Majestic Betting Guide and thank you for becoming a subscriber to our Bet Majestic community.

You have joined with many other online punters seeking advice, guidance and comradely support from people who have developed many ideas and tips for beating the bookies on a regular basis

We love to receive your suggestions and constructive comments on ways to make Bet Majestic better and more user friendly or perhaps you have spotted a typo! Either way, we would love to hear from you, so do please get in touch with us [here](#).

In the meantime, please consider this betting guide as a starting point to whet your appetite and take it as a token of our appreciation for your support of the website.

Best wishes and Good Luck,

The Bet Majestic Team

Contents

1. Understanding Value	Page 3
2. Staking and trading bank strategy	Page 4
3. The Bet Majestic Golden Rules	Page 6
4. Comparing Bookies	Page 7
5. Research	Page 10
6. Twitter Tipsters	Page 11

Understanding Value

The concept of “value” is extremely important to the long term success of any online punter. When bookies set the odds on a particular event, they are based on the likelihood of a particular result happening. The bookies have teams of actuaries and experts looking at previous results, form and gut feeling to predict the outcome of a sporting event and then set the odds accordingly, building in a slight profit for themselves.

So let’s take a simple example.

In the match between Manchester City and Liverpool, the bookies have taken into account the fact that Man City are playing at home, have their best player on form and haven’t lost in the last 5 games. Against that, Liverpool’s away form means that they haven’t won on their travels in the last 3 and their goalie is suspended.

The bookies think that there is a 45% chance that Manchester City will win, 30% chance that Liverpool will win and 25% chance that the match will end up in a draw.

The odds are then calculated like this:

Manchester City – $100/45 =$ odds of 2.22

Liverpool – $100/30 =$ odds of 3.33

Draw – $100/25 =$ odds of 4

If you agree with the predicted chances shown above, then these odds represent the “true value” of the game.

You should not place a bet on Manchester City at odds of less than 2.22, because you will not be getting value in the bet. However, you might be able to use a tool like www.oddschecker.com to find other bookies offering Manchester City at odds of more than 2.22 and if that is the case, place your bet with them, because you are getting a price which is “good value” and represents a great chance to beat the bookies.

Although we have used a football match as an example here, the principles are exactly the same for tennis, cricket, golf or any other sport.

There are many ways for the online punter working out for themselves what the likely percentage outcomes are in an event and therefore, working out their own best odds. By doing this, you can work out what odds you think would give value and represent a chance to beat the bookies.

Generally, looking at previous form is a great way to predict future performance. It doesn't work on every occasion, but taking the long view (like any trader should), this is a very useful guide. It is also important to keep an eye on last minute factors, like a key player being dropped or injured or significant weather conditions too. Have a look at our guide to value betting for some more ideas.

Staking and trading bank strategy

It is essential that any online punter has a clear and sensible money management strategy, because otherwise your betting money won't last long. We cannot emphasise how important it is that before you enter into sports trading, you are careful with what you place at risk, because **it is a risk**. There is always a chance that a bet or trade will not be profitable and that you will lose money. Therefore, a basic rule of thumb is **never bet or trade with**

more than you can comfortably afford to lose. Have a look at [\[our gamble aware page\]](#) for **more guidance on this point.**

As far as day to day management of your bank is concerned, you should put your trading money safely away from your other money by placing it in an account with PayPal or Skrill. This will keep it safe from your personal finances and protect you from any losses affecting your main current account overdraft.

Both PayPal and Skrill are welcomed by the vast majority of online bookies and have rigorous security measures to keep you secure and safe.

The amount that you place in your trading bank is entirely dependent on your personal circumstances, but we would recommend that there should be a minimum of £100 or so to start you off.

We recommend using small stakes to keep your potential losses to a minimum. There is no regular no risk strategy and losses are inevitable. By staking appropriately, your wins and your losses will be sustainable over a long period as your experience develops, without risking your money.

Remember that if you bet 5 times a week, a profit of £3.85 per bet would net you £1,000 in a year. Over the long term, this is a very satisfying way to make money online, without falling for the crazier get rich quick schemes that many people fall foul of.

The Bet Majestic staking strategy is simple:

- Take your betting bank and divide it by 100.
- So in this example, we have a bank of £250 - $£250 / 100 = £2.50$
- One “point” for us is therefore £2.50
- You should aim to make a profit of 1 point per bet. This may sound low, but it is a sensible and realistic approach. Using the principle of compound earning, it also allows for significant growth in the bank over time (because after a number of successful bets, your bank will have grown and the profit per bet grows, without ever taking a greater potential risk)

- So, let's say that you wanted to back Manchester City in the example above at odds of 2.22, you need to take one point (£2.50) and divide it by the back odds - $\frac{£2.50}{2.22} = £1.13$
- Place your back bet at $£1.13 \times 2.22$ will give you a profit of £2.50 and you will get your stake of £1.13 back too, so your bank will have grown by 1 point if Manchester City win. If they don't win, then your bank is only £1.13 down, so you will still have a further £248.87 to work with. This means that the loss is not as devastating as it could be if you were not disciplined and used much higher stakes.

When it comes to a strategy on laying bets, we would recommend that you should adjust your stake so that no more than 1 point is at stake, although remember that this will sometimes require a higher bank balance, because Betfair and Betdaq have minimum stakes of £2.00 per bet.

Another very effective staking strategy is the Kelly Criteria and you can read about this in more detail by going to our value betting page. This further develops the importance of looking for value in bets and then balancing the value available with the appropriate stake to make.

The Bet Majestic Golden Rules



1. Do not deviate from the money management system that has been put into place. Our suggestion for a staking plan above is just a suggestion – you can choose whatever plan you have – **but when you have a plan, stick to it for the long term**
2. When losing a bet, do not rush into another bet to chase losses. Bets and trades go bad from time to time. You will not make money on every transaction, even when you follow a carefully researched formula. You need to learn to accept this. Do not try and chase back your losses too quickly, because this is undisciplined and invariably




leads to more mistakes happening. Be calm, be patient and never bet more than you can afford to lose.

3. Research before placing your bets or trades. It can be tempting to spot what seems like a great bet when you are using your smartphone on the bus. Within a couple of clicks the bet can be made and job done! We advise against this. Think carefully. This is a long game with lots of small wins ground out of careful research including from the sites listed below. Do not rush. Mistakes will be made.
4. Do not bet when angry, sad or happy. Emotion is a weakness (maybe not in general life, but it certainly is in betting and trading!). You need to be emotionless when calculating the true value or likely result. Many people make the decision never to bet on a team or player they support, because this introduces an unnecessary emotional element to the bet. Look at the numbers, the form and any other objective guides available, but never be emotional about it. Be robotic. Another small point related to this rule – only ever bet or trade when you are sober. Alcohol is bound to reduce your analytical skills and should be avoided.
5. Use the system to build up slowly and do not place bets higher than suggested by the formula that you are employing. There are many different trading strategies and betting tips available, but you should always strictly adhere to your staking strategy for the long term if you are seriously going to stand a chance of beating the bookies.

Comparing Bookies

We are going to look at 5 specific bookies that we think we will be using. When we compare these bookies will be looking for the best odds, ease of access & site function and usability.

	Odds on one team USA VS JAMAICA Home draw Away	Advantages	Disadvantages	Cash in Withdrawal Deposit	Mobile Site
William Hill 	1.40 3.75 8.00	Selection of games appear mostly here. Good clean layout to find games. A tracking bar showing where bets are going on favour. Sort match dates from each other. Large selection of betting options in one match.	Cash in feature only activated once a match has finished.	Cash in after match finishes Deposit from PayPal or any bank account Withdrawal 3-5 working days	Mobile website can sometimes appear when you click on desktop website
Bet 365 	1.40 4.33 8.50	Cash in feature throughout games. Provides a clear dashboard for the likes of	Cashes in at a lower rate of 10% of initial winnings. Smaller selection of betting options for one match. Football leagues	Cash in anytime Deposit from PayPal or any bank account	

		horse racing	and games are separate, you need to filter	Withdrawal 3-5 working days	
<p>Coral</p> 	1.44 4.00 8.00	<p>A tracking bar showing where bets are going on favour.</p> <p>A good amount of offers, perks.</p> <p>A decent dashboard for football and horse racing</p>	<p>Website is rather cluttered.</p> <p>Cash in does not activate until games start</p>	<p>Cash in after the first game starts</p> <p>Deposit from PayPal or any bank account</p> <p>Withdrawal 3-5 working days</p>	
<p>Sky Bet</p> 	1.44 4.20 8.00	<p>Very clean and minimalist website.</p> <p>A good amount of offers, perks.</p>	<p>Changing from fractions to decimal will be complicated for someone not tech savvy</p>	<p>Cash in after match finishes</p> <p>Deposit from PayPal or any bank account</p> <p>Withdrawal 3 working days</p>	
<p>Boylesports</p> 	1.44 4.00 8.00	<p>Very clean, easily navigated website.</p> <p>Great bet calculator.</p> <p>Easy to find</p>		<p>Cash in anytime</p> <p>Deposit from PayPal or any bank account</p>	

		and place a bet with. Great bonuses and rewards		Withdrawal 3-5 working days	
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Research

One of the most important Golden Rules above is to do as much research as possible so you are to the point where you are 100% confident when you make the bet or trade.

Some of the following websites will provide great research resources for football fans.

Soccer Punter - <http://www.soccerpunter.com/>

Soccer punter is great for finding statistics on previous team's results and who they have faced in the past. Graphs indicate the teams decline or rise on each game and historical scores show if they are likely to succeed in upcoming matches.

7/10 for research but after 5 team searches you need to sign up and then you can only make 5 extra searches per day unless you pay a monthly subscription.

Sports Mole - <http://www.sportsmole.co.uk/>

Sports mole is great for those upcoming football matches on the same day. They provide insight to the team's line ups, previous transfers and club news. At the end of their analyses they make a prediction on what the ending score is likely to be, followed up by a video. Their predictions are 80% correct (or so they say).

8/10 for certainty

Soccer way - <http://uk.soccerway.com/>

Soccer way is decent but basic because their main focus is to show a team's previous match results, going back to early 2000s.

7/10 for basic historical research

Twitter Tipsters

Twitter tipsters have developed an unsavoury reputation in recent years, because of a concern that they are more interested in their followers losing money so that the betting affiliate websites pay out. This is a potential concern for some people, but we are satisfied that the following have developed a good reputation over We have compiled a list of some of the most trustworthy twitter folk that you can follow, but don't blindly follow their tips. Use them as suggestions of a starting point for you to do your own research in the search for value.

Winners Enclosure - @TWEnclosure

They are horse racing tipsters with a very good reputation. Follow them for their singles. We have also had great winning accumulators by following them

Footy Accumulators - @FootyAccums

The go-to guys for footie advice, whether you should cash in or not and they also have great footie accumulator tips.

Racing Tipster - @RacingTipster_

Sign up with their website to receive daily horning racing tips and in-play tips

Bet Benjamin - @betbenjamin

Favourite his tweets and he will send you his horse racing accumulator in a direct message (yes they are that valuable)

Daniel Prempeh - @inthemoney15

Follow his formulated strategy and get suggestions for disciplined betting.

Bet Majestic - @bet_majestic

Last, but not least, don't forget our very own twitter account with lots of links to excellent articles and trading strategies from all over the web.

GOOD LUCK