A Delay React Trade Member's Guide:



How to Delay React Trade and Profit

by Clive Keeling

© Clive Keeling and Canonbury Publishing Ltd.

All rights reserved. No part of this publication may be reproduced in any form or by any means without the prior permission in writing of Canonbury Publishing Ltd.

Please note, it is our intention to be as accurate in fact, detail and comment as possible. However, the publishers and their representatives cannot be held responsible for any error in detail, accuracy or judgment whatsoever. *DRT* is sold on this understanding.

You should only gamble with money you can afford to lose. Whilst we take every care to provide the very best advice no claim is made or implied as to its suitability fitness for any purpose. Canonbury Publishing Ltd and the system tipsters cannot take any responsibility for losses arising from the adoption or non-adoption of its advice or information.

Published by Canonbury Publishing Ltd, all correspondence to:

Canonbury Publishing Ltd, 5 Withy Copse Offices, Horsepond Road, Kidmore End, RG4 9HN Tel: 0203 053 9868

Registered office: Canonbury Publishing Ltd, Salatin House, 19 Cedar Road, Sutton, SM2 5DA. Registered in England No. 4765425 VAT Reg No. 811 5700 64

Contents

Introduction 1

What is DRT and How Does it Work? 4

Navigating Betfair 9

Betfair – How to Place a Back Bet 16

Betfair – How to Place a Lay Bet 18

Betfair-Specific Trading Software 20

Starting Bank 23

Research – Step by Step 24

How to Enter and Exit a Trade 40

'T' is for 'Trading' 47

Money Management 55

Conclusion 64

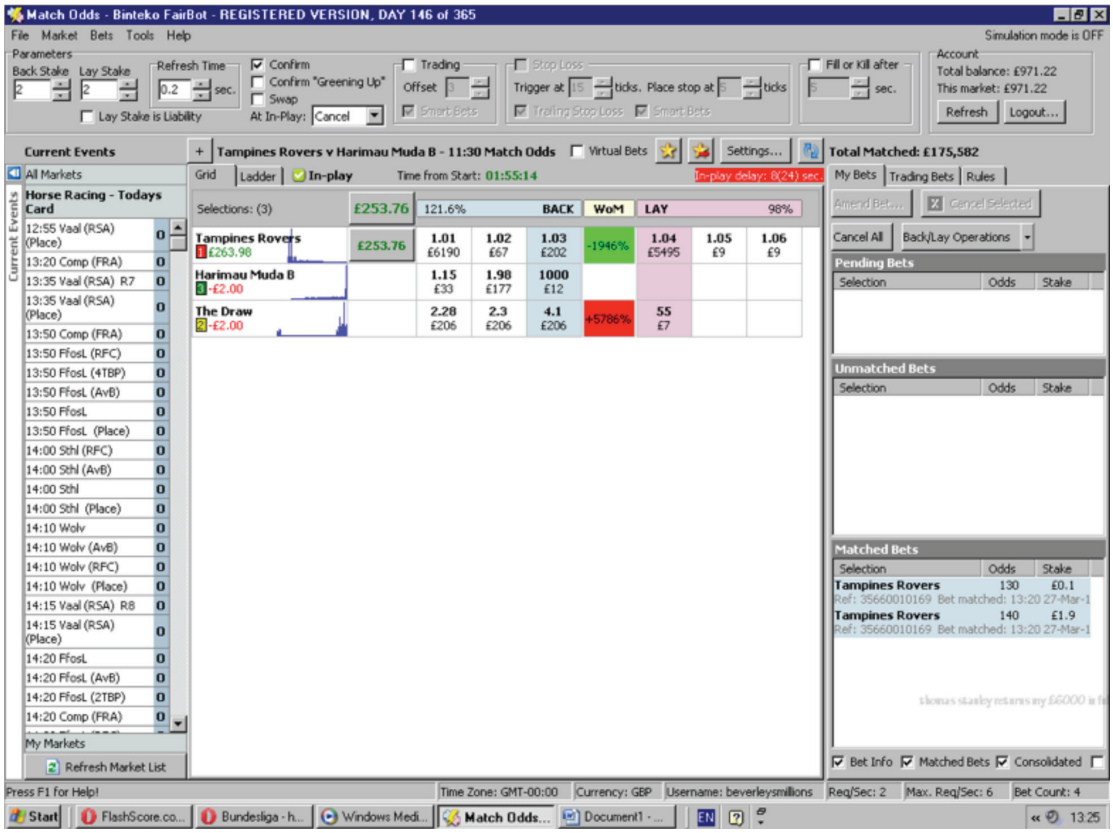
Addendum: In-play stats 66

Introduction

I'm going to show you how to make sure-fire profits, no matter what the final outcome. With just a few simple steps during the game, you could lock in a tax-free profit, then sit back to enjoy the match, safe in the knowledge that your bet is in the bank. It's great to have you onboard! This is THE most profitable betting technique I've ever used and if you follow the simple instructions in this manual, I know you're going to love this as much as I do.

You've joined at a great time, too, because there are so many money-making opportunities around right now. In fact, I have just managed to make a whopping £263.98 on one football match alone – using just £2.

Take a look at this…



This is the kind of money you could see each week from football games, where you win out whatever happens.

So How Does it Work?

As you probably know if you're a fan, things rarely go exactly to plan in a football match. Even when the favourite wins as expected, there are lots of minor upsets within a game...

shock goals, yellow cards, sendings off.

These screw ups play havoc with the odds while the game is in play. And it's slip ups like these that create brief windows where it's possible to make a lightning-quick trade on Betfair that you cannot lose.

To exploit these, I've devised a systematic way you can exploit these blips to make tax-free hits like £116.19, £151.74 and £178.92. I call this system *DRT* or *Delay React Trade* – which I'll explain to you more fully in a moment.

All of the major football leagues provide us with numerous *DRT* trading opportunities – from the English Premier League, Spanish La Liga, Italian Seria A, Greek Super League, Dutch Eredivisie, German Bundesliga, French Ligue 1, Portuguese Primiera League and many, many more, as well as Cup competitions and European competitions.

And of course once the football season is over we'll be able to start concentrating on tennis.

The strike rate for *DRT* trades has historically been consistently high, and with all of these matches to choose from there'll be no end of profitable *DRT* alerts, profitable in-play trades and bets, and the occasional 119/1 winner! I can't promise that every week though!

Of course we can't control the twists and turns of every game and not every trade will be a winner – but the beauty of this technique is that **you can often guarantee a profit** before the final whistle's blown and whatever the outcome of the match – win, lose or draw.

What I can promise is saying farewell to the traditional 'place your bet and hope it wins' mindset.

In this *DRT* manual, I'll be taking you through the *DRT* process step by step and I'll also introduce you to www.betfair.com and some of the software we can use to take full advantage of trading in-play football online.

By the end, you'll know specifically which matches to look for and research, which markets to pick, what stakes to use, how to enter and exit a trade, and how to make that profit.

Here's What the *DRT* Manual Will Cover:

- ✓ What is *DRT* and how does it work?
- ✓ Getting set up: A full tour of www.betfair.com, how to place Back and Lay bets, the In-play football coupon we will be using, and the specific football markets we will be focusing on.
- ✓ How to enter and exit trades – or 'A *DRT* Day From Research to Profit'. I'll take you through a typical *DRT* day from the choice of matches, to research, to entering the market and exiting with our profit. I'll show you the shortcuts to success.
- ✓ Money management: We'll be covering this in detail. Get this right and you'll be profiting from *DRT* for a long time to come.

Want Me to Do All of the Work for You? No problem!

Of course you actually don't have to do any of the research yourself so long as you are a *DRT*

member. As part of the *DRT* membership package I'll be posting my daily research for you with all the information you'll need. I will also run live chats (usually at least once a week) where you can join in and trade alongside me and the other *DRT*ers. It's great fun and can be very profitable.

As part of the *DRT* package you will also receive for free a full 30 days of the following:

- ✓ Research on all of the major football leagues each and every day, and specifically I highlight the possible *DRT* alerts within each match. It was research like this that led me to back Tampines Rovers at such great odds.
- ✓ A Live Trading Session where we start at kick-off, and work our way through the qualifying *DRT* alert matches for that day. This is a great opportunity for you to watch me as I sift through the markets, react to goals (and no goals) and enter and exit the market. This live chat facility means you'll know when the next massive odds trade will come.
- ✓ Daily Telegram alerts. Imagine receiving strong trading opportunities straight to your mobile device wherever you may be, 7 days a week. Listen for the 'ping' alert, read it (or listen to it if the trade is urgent), place the trade, and cash out for profit.

You won't be left alone. You will know exactly how to *DRT* trade yourself, but you'll also have me on hand to take you through step-by-step.

So let's start at the beginning... What is *DRT*, and how does it work?

What is DRT and How Does it Work?

In this section we'll be looking at the three parts of the acronym 'D-R-T', as well as the foundations that you'll need to profit effectively.

You'll be familiar with the term 'trading' being linked to financial markets, where traders seek to 'buy low and sell high' to lock in a profit.

With the *DRT* strategy we do pretty much the same thing – only instead of using the terms 'buy and sell' we use the terms 'Back and Lay'.

Like financial trading, sports trading is about 'the anticipation of a future price movement'.

Based on the anticipation of a likely event, backed up with research and analysis we can expect a future price movement (a shift in odds) to make successful trades.

In Betfair's own words: 'Trading is having more than one bet in a market; seeking to improve your position or lock in a profit on all possible outcomes.'

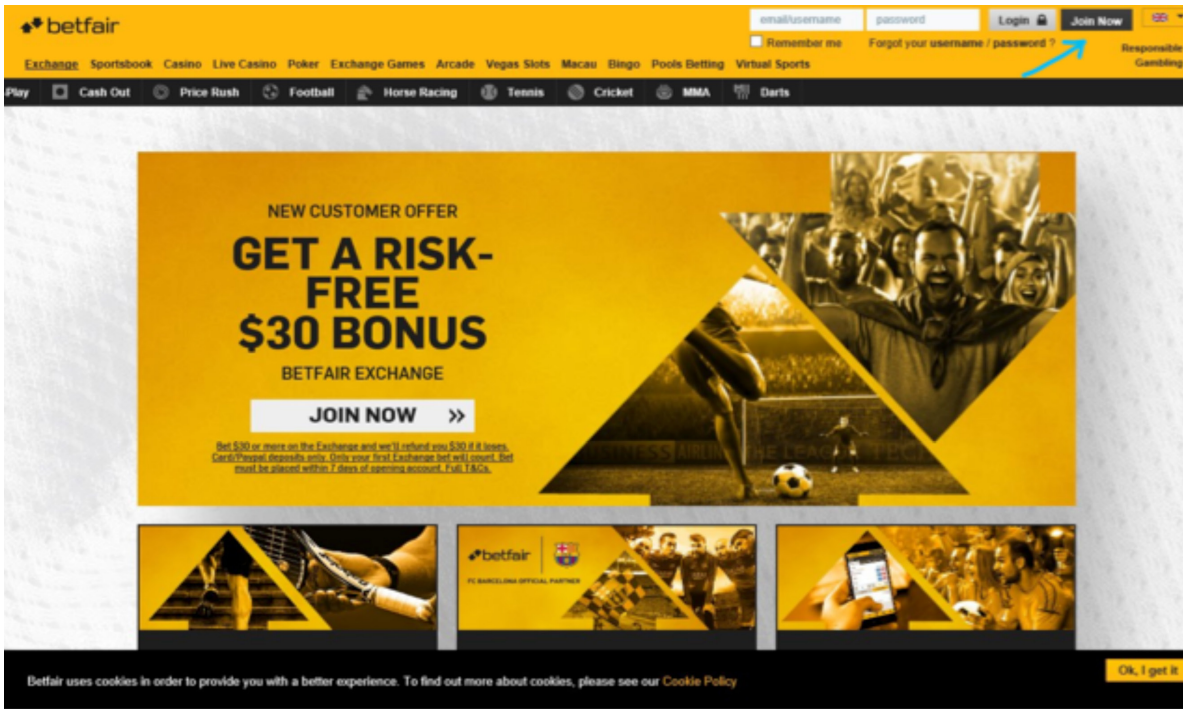
First off, we need to get you set up. If you've already got a Betfair account you can skip this section – if not, don't worry, here's a quick walkthrough.

Getting Set Up: Opening a Betfair Account

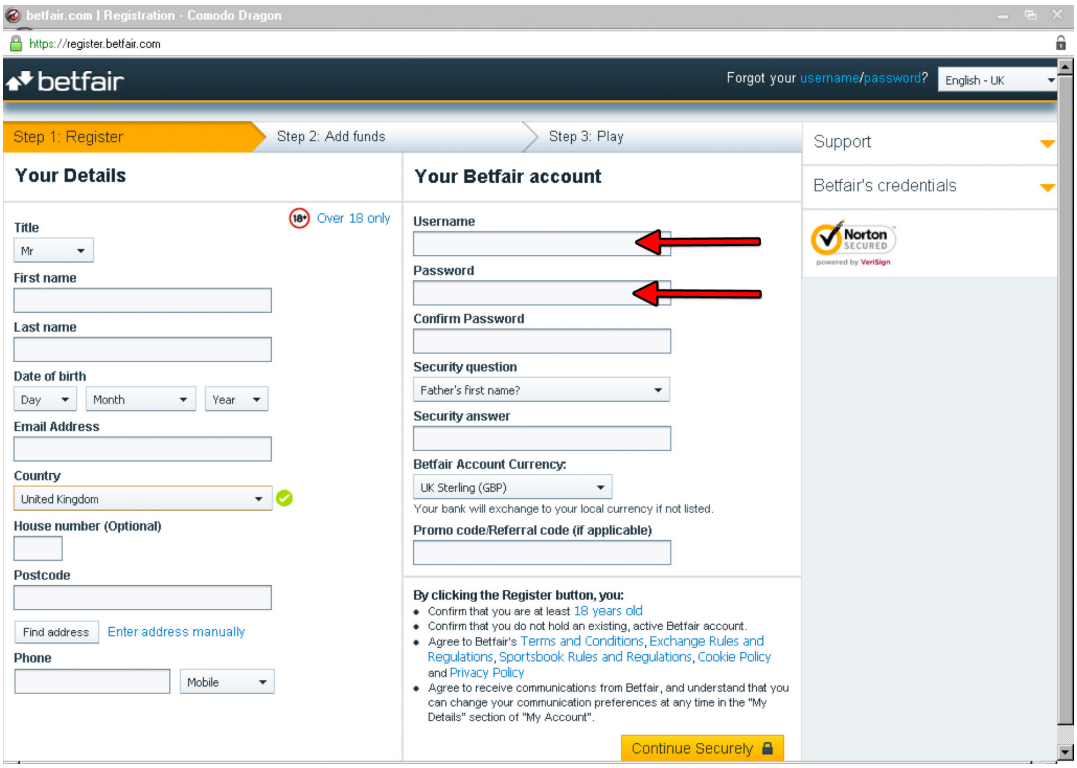
The website we will be using is www.betfair.com. It is the largest online betting exchange and allows us to Back, Lay and Trade.

www.betfair.com is very user-friendly, and the following guide to navigating Betfair will show you precisely how to find the In-play coupon; how to find the specific betting markets we use; and importantly, how to place Back and Lay bets.

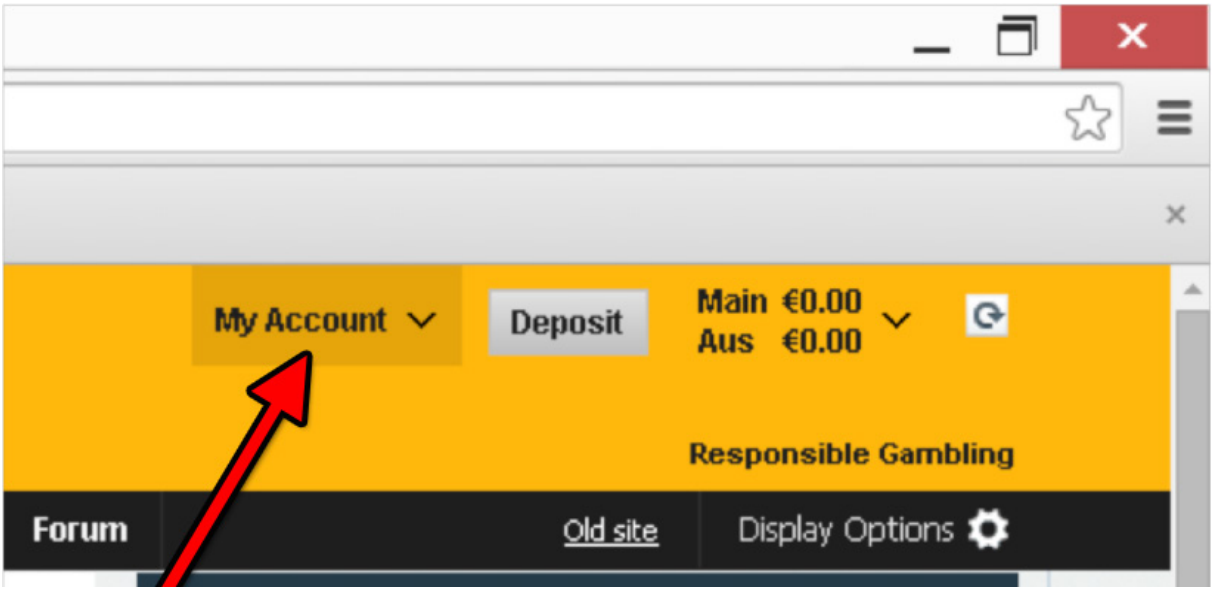
To open an account at www.betfair.com, click on 'Join Now':



Enter your details and choose your username and password for the Betfair account:



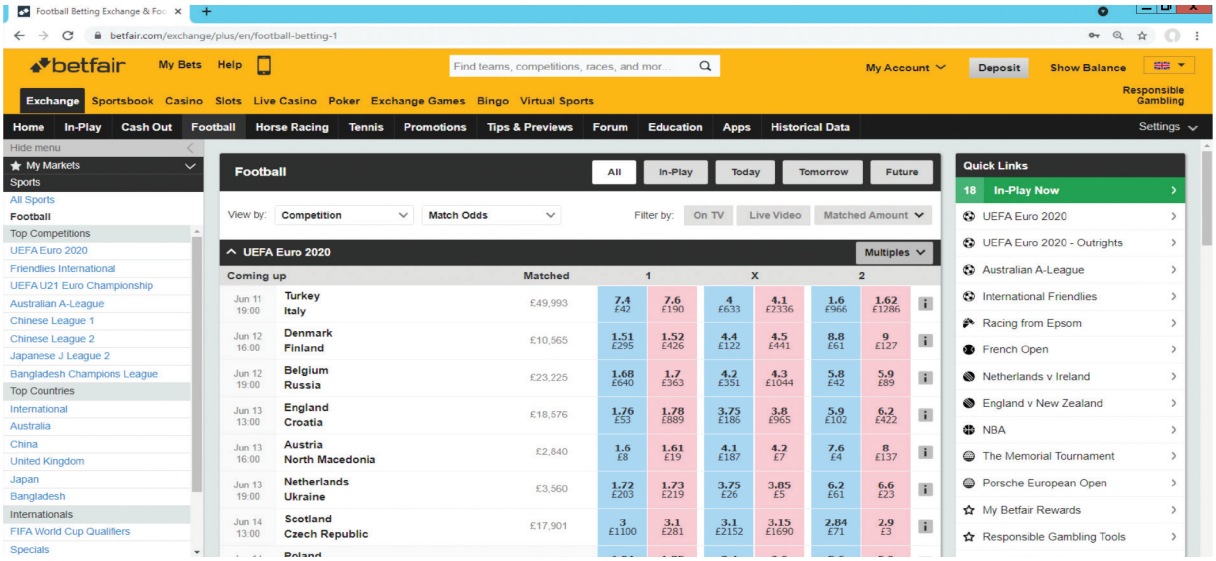
Next, you want to follow the clear navigation on Betfair to log in and add funds:



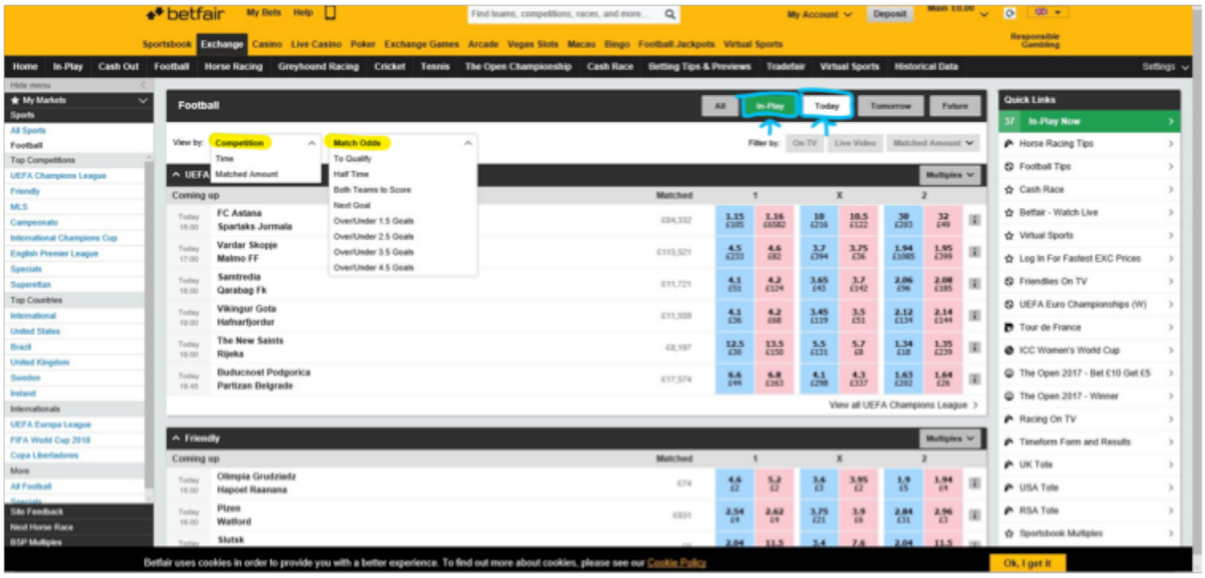
You can now place a bet.

Navigating Betfair – Finding the In-play Coupon

On the Betfair home page, ensure you are on the Exchange, as opposed to the Sportsbook, and click on Football (for example):



On the ‘Football’ page, make your choice between In-play or Today. I tend to select ‘Today’ .:



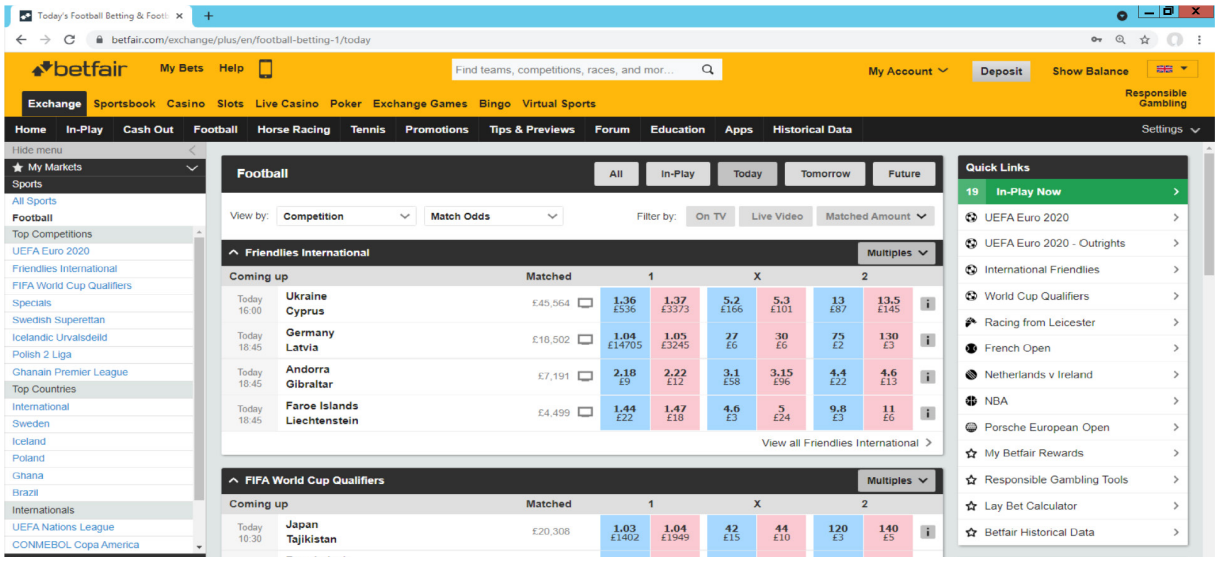
The In-play coupon lists matches where we can bet in-play.

The In-Play Coupon

The In-play coupon can be viewed in chronological order or by competition . I like to view by competition because there are some leagues which cannot be traded because of a lack of liquidity in the markets.

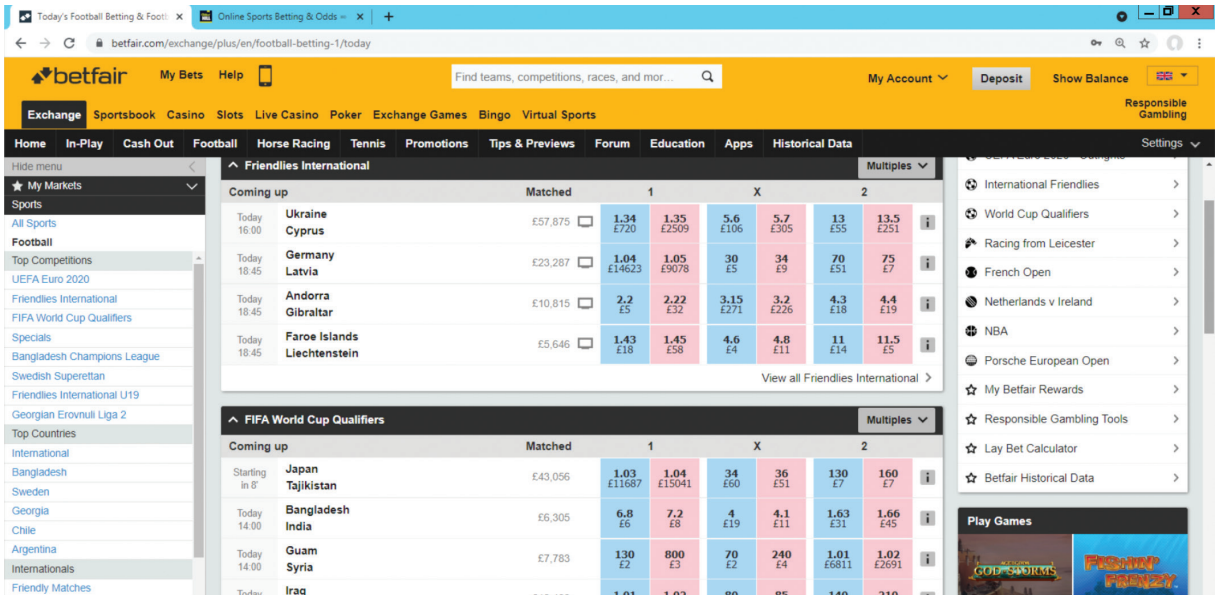
Within the In-play coupon, there are three columns: HOME (1), DRAW (X), and AWAY (2).

Underneath these columns are the respective back (blue) and lay (pink) odds of the respective teams and possible outcomes:



It is from this In-play coupon that a shortlist is made of possible DRT qualifying matches.

I research matches from all major leagues and competitions . Below is a look at the coupon at the time of writing. It is predominantly an International Football Coupon:



I will research all of the matches I think offer potential trading opportunities. The research is found within the Daily Bulletin at www.delayreacttrade.com

Navigating the In-play coupon on Betfair is easy. Follow the simple steps online.

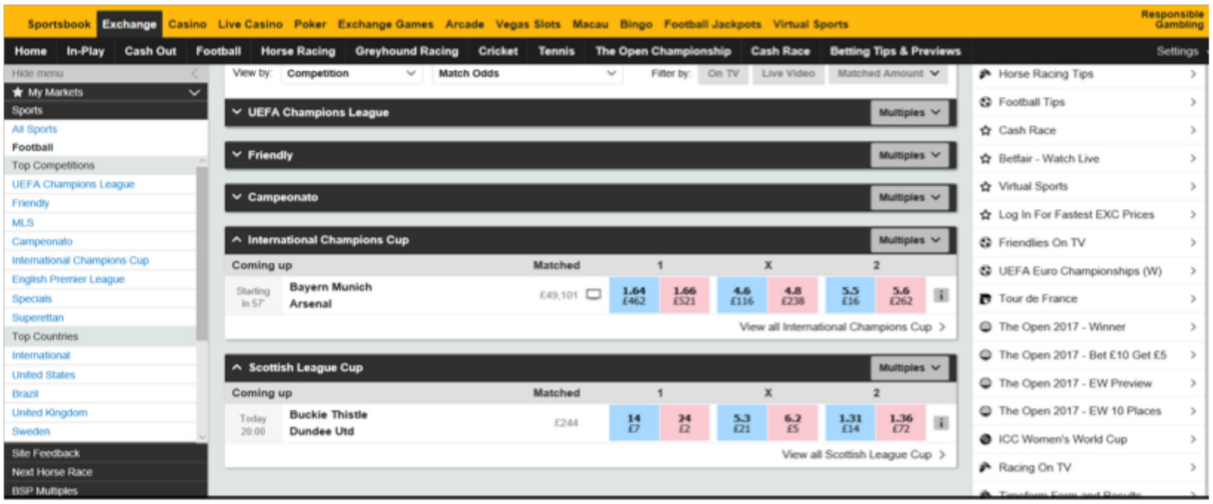
Next, I will show you how to navigate to the betting markets for a specific football match...

Navigating Betfair

The Football Betting Markets in Focus – How to Access The Football Betting Markets For a Specific Football Match

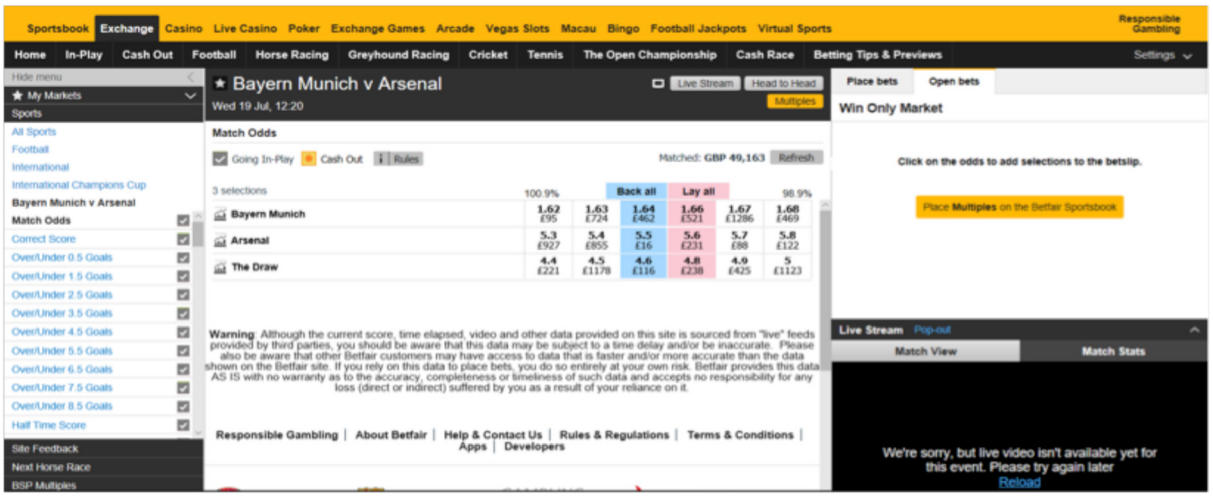
Here I have chosen a match between Jonkopings Sodra and Akropolis IF in the Swedish Superettan, but you should click on the match whose betting markets you'd like to access.

To access the betting markets for this match, click on the team names:



Below is the screen you will see when you look at a specific football match. Please make sure that you are using the exchange odds instead of the fixed odds.

The betting markets for Jonkkopings Sodra v Akropolis IF are shown down the left-hand side of the screen, as well as being available in the following categories:



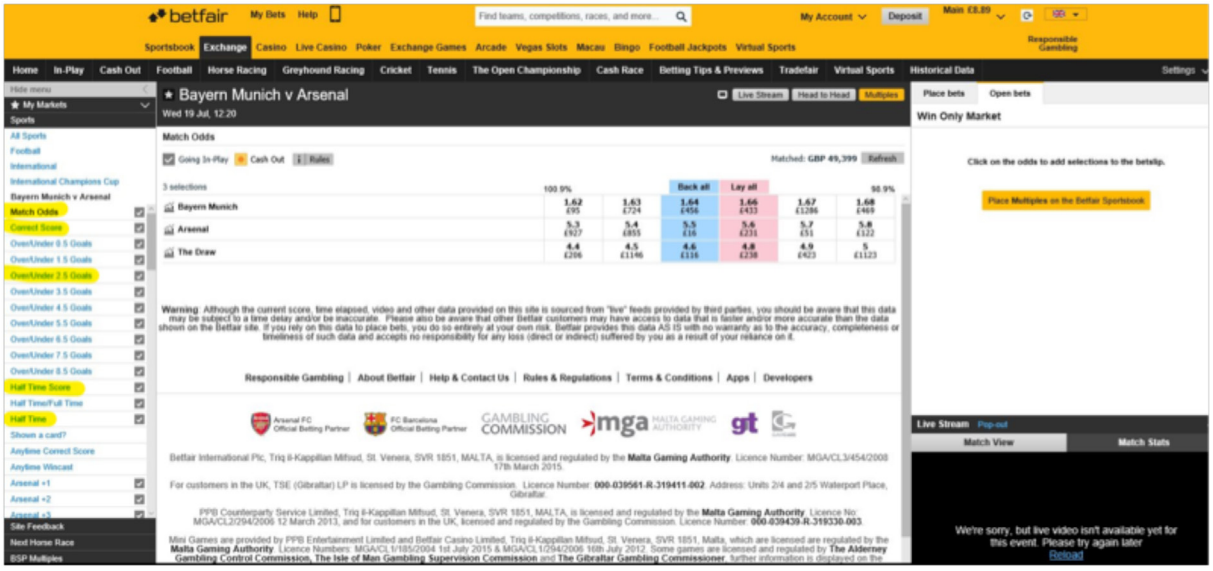
The sheer number of betting markets can be overwhelming. Our focus will be on a handful of betting markets, which are:

- ✓ **Liquid** – There needs to be enough money and interest from other punters in the Betting Market to ensure we can successfully Back, Lay and Trade at the best odds
- ✓ **In-play** – There are a lot of the betting markets bracketed above which do not go in-play.

We need markets which go in-play.

The Key Betfair Markets for *DRT*

There are five key betting markets on the In-play coupon which we will be using this season. These are found in the menu on the left-hand side of the screen:

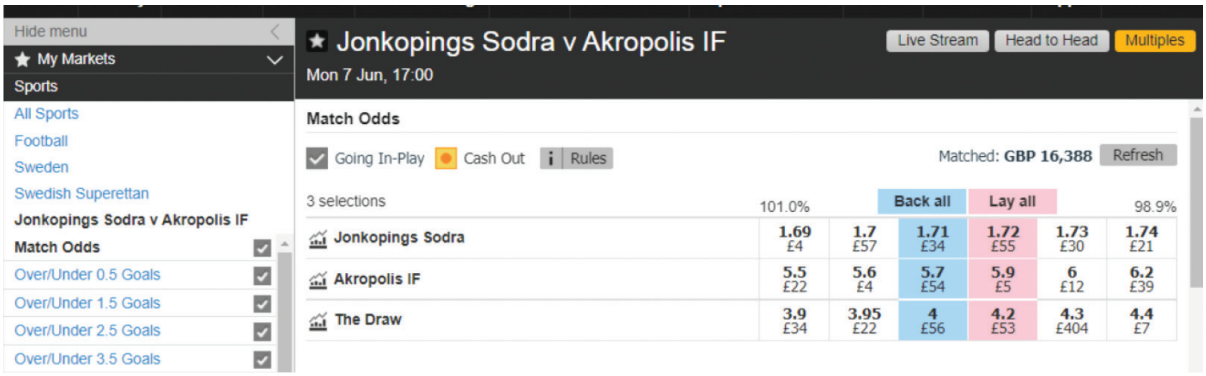


Let's look more closely at each market...

The Match Odds Market

The Match Odds Market is always the most liquid (popular) Betting Market in any given match. It offers us the traditional choice of home win, away win or draw (not only to back, but to Lay too).

The Match Odds Market for the Jonkopings Sodra v Akropolis IF match looks like this:

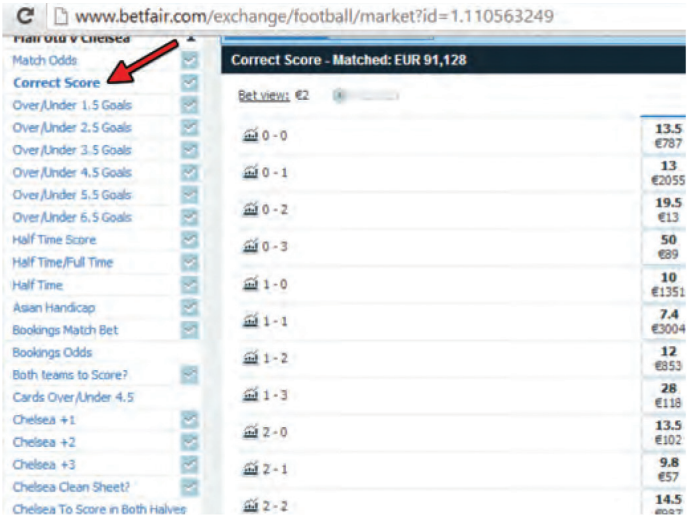


There are six betting options available in the Match Odds Market. We will be using them all throughout the football season.

1. Back Jonkopings Sodra (odds currently available 1.71)
2. Lay Jonkopings Sodra (odds currently available 1.72)
3. Back Akropolis IF (odds currently available 5.7)
4. Lay Akropolis IF(odds currently available 5.9)
5. Back the draw (odds currently available 4)
6. Lay the draw (odds currently available 4.2)

The Correct Score Market

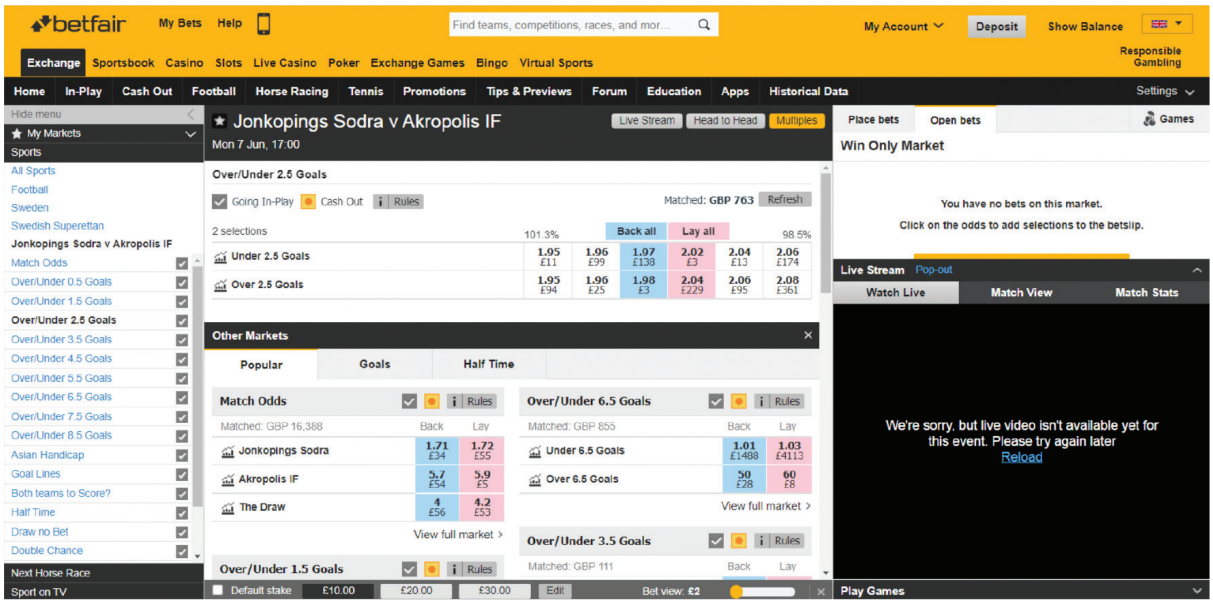
Access the Correct Score Market by clicking on ‘Correct Score’ in the menu on the left-hand side of the screen:



0-0 is the scoreline we will be betting on mostly over a season. We lay the 0-0 scoreline when goals were expected in a match but have not materialised.

The Over/Under 2.5 Goals Market

The Over/Under 2.5 Goals Market is accessed through the menu on the left-hand side of the screen:



Over 2.5 Goals – Back Over 2.5 Goals if you think there will be a total of three goals or more scored in this match (by one, or both sides).

Under 2.5 Goals – Back Under 2.5 Goals if you think there will be less than three goals scored in this match.

The Half-Time Match Odds

What will be the result at half-time only? We have the same options as we do in the Match Odds Market:



We also use other markets on an ad hoc basis, including the Halftime Score market. As we are reacting to what is happening in-play, we have to maintain an air of flexibility. In the meantime, please familiarise yourself with these main betting markets. We will be using these key markets throughout the football season.

Now you can navigate the football markets on Betfair, we'll look at how to place a back bet and a lay bet. Betfair differs from bookmakers so this guide will help you.

Betfair – How to Place a Back Bet

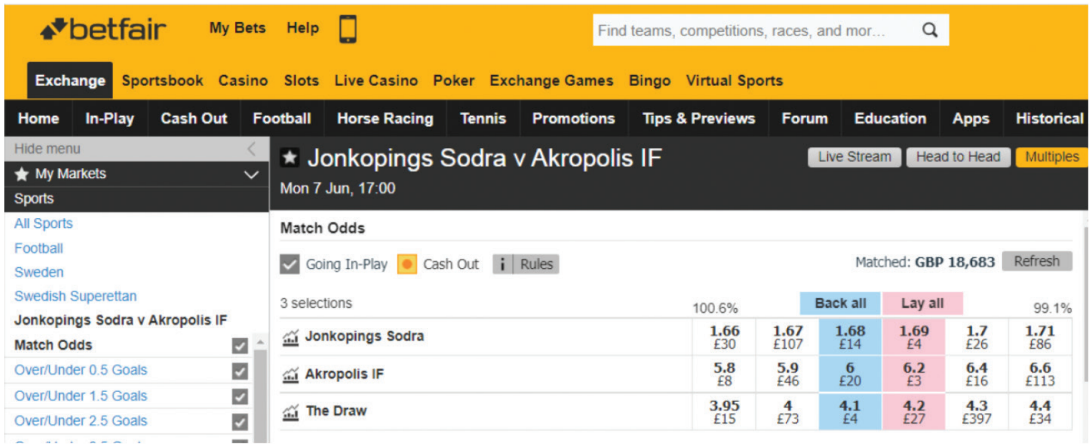
Remember this simple phrase: '**BACK = BLUE**'...

If you've ever bet on a horse race or a football match Backing will be very familiar to you. You predict a certain outcome – you Back it – so you place your bet with a bookmaker. That bet wins and you get your stake returned as well as your winnings. The bet loses, and you lose your stake. It's fairly black and white.

So let's say you Back a team at odds of 2/1. They win. You staked £10. You win £20 and your stake of £10 is returned. If you lose the bet, you lose your £10 stake.

Let's look at our example match – Jonkopings Sodra v Akropolis IF.

First we bring up the Match Odds:



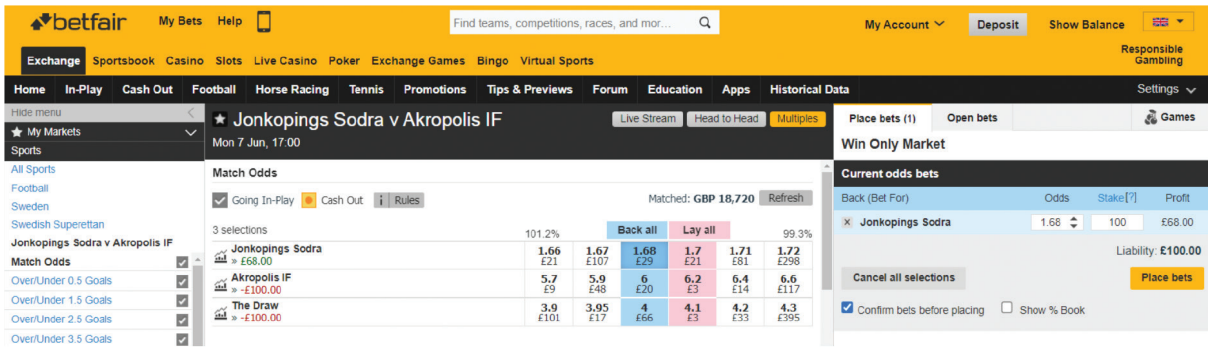
BACK=BLUE – If you want to back any outcome use the blue boxes. If I want to back Jonkopings Sodra, I click on the blue box:



Hovering your mouse over the odds will bring up the fractional odds. Here, 1.6 decimal odds is the equivalent of 4/6 fractional odds.

Having clicked on the blue box for Jonkopings Sodra, a box has appeared on the right-hand

side of the screen.



This box confirms you want to Back (bet for) Jonkopings Sodra at odds of 1.68 for a stake of, let's say, £100. The potential winnings within the Match Odds Market are shown in green and the potential losses in red.



Once you are ready to bet, click 'Place Bets'.

This is how to place a Back bet – remember '**BACK = BLUE**'.

Betfair – How to Place a Lay Bet

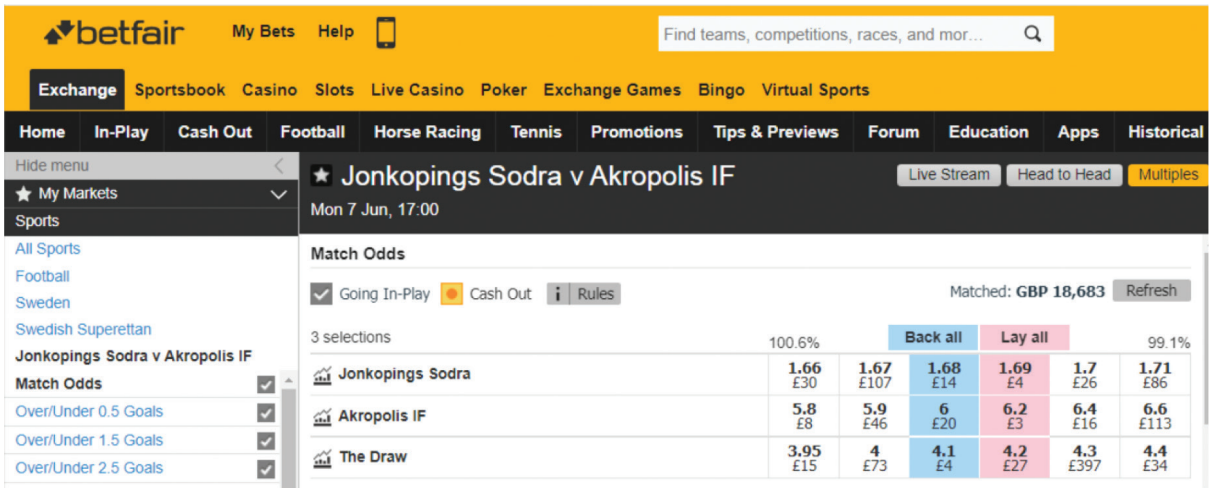
When Laying a team or outcome, we do not want that team to win, or that outcome to occur.

Remember this simple phrase: '**LAY TO LOSE = PINK**'

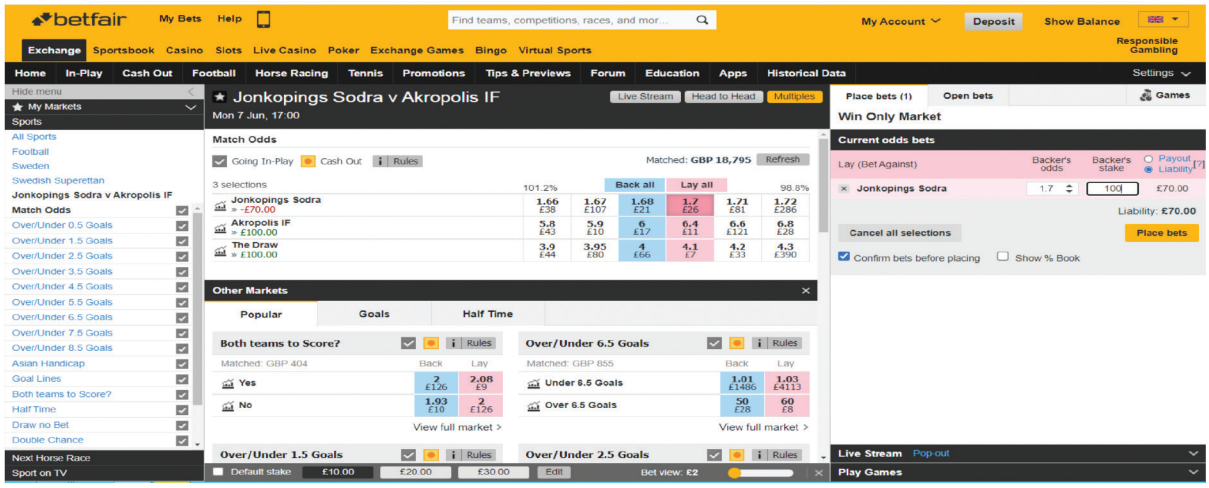
Laying used to be the sole preserve of the bookmakers: their job is to Lay your Back bets. There cannot be a Backer without a Layer!

Once again, Betfair provides us with a very useful definition of exactly what it means: 'To Lay a bet is to Back something not to happen. For example, to lay Jonkopings Sodra to win their match is to Back them NOT to win. If you were to Lay them, you would win your bet if they either lost or drew their match.'

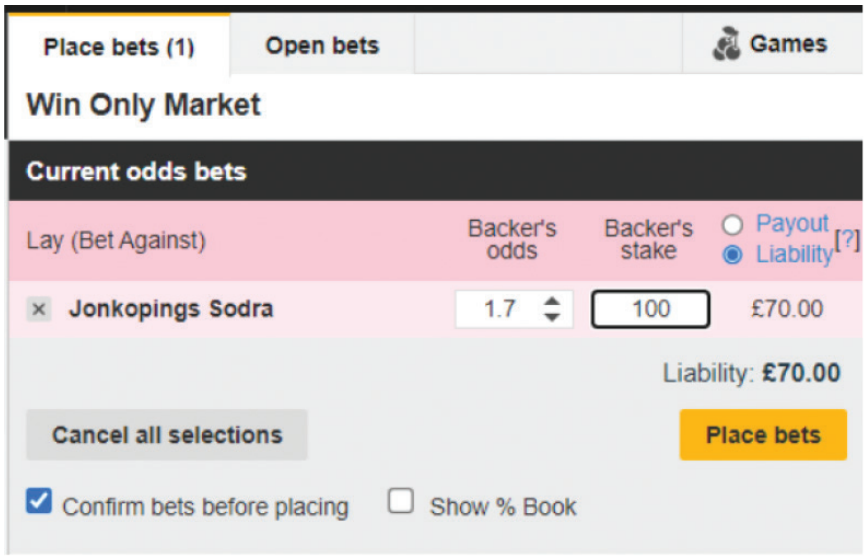
Returning to our featured match we bring up the Match Odds:



LAY TO LOSE = PINK – If you want to LAY any outcome use the pink boxes. If I want to lay Jonkopings Sodra, I click on the pink box:



On the right-hand side, enter the amount of money you wish to stake. For this example I want to lay Jonkopings Sodra at available odds of 1.7 for £100:



Click on 'Place Bets' when you are ready to place your bet.

The bet will show up in the Match Odds Market. The figure in green indicates the potential profit. The figure in red indicates the potential loss:

The liability issue – Laying is unique. Before the advent of Betting Exchanges such as www.betfair.com, you could not lay a team or outcome – only a bookmaker could. If you went to a bookmaker to back Jonkopings Sodra, they would take your £100 stake.

If Jonkopings Sodra win, the bookmaker pays out their liability of £70. If Akropolis IF win, or the match is a draw, the bookmaker keeps the £100 stake.

Betfair lets you be the bookmaker now. In the above case, you have layed Jonkopings Sodra for £100. If Jonkopings Sodra win the match, you lose your lay bet and you will have to pay out £70. If Akropolis IF win or if it is a draw, you win £100 less commission = £98.00.

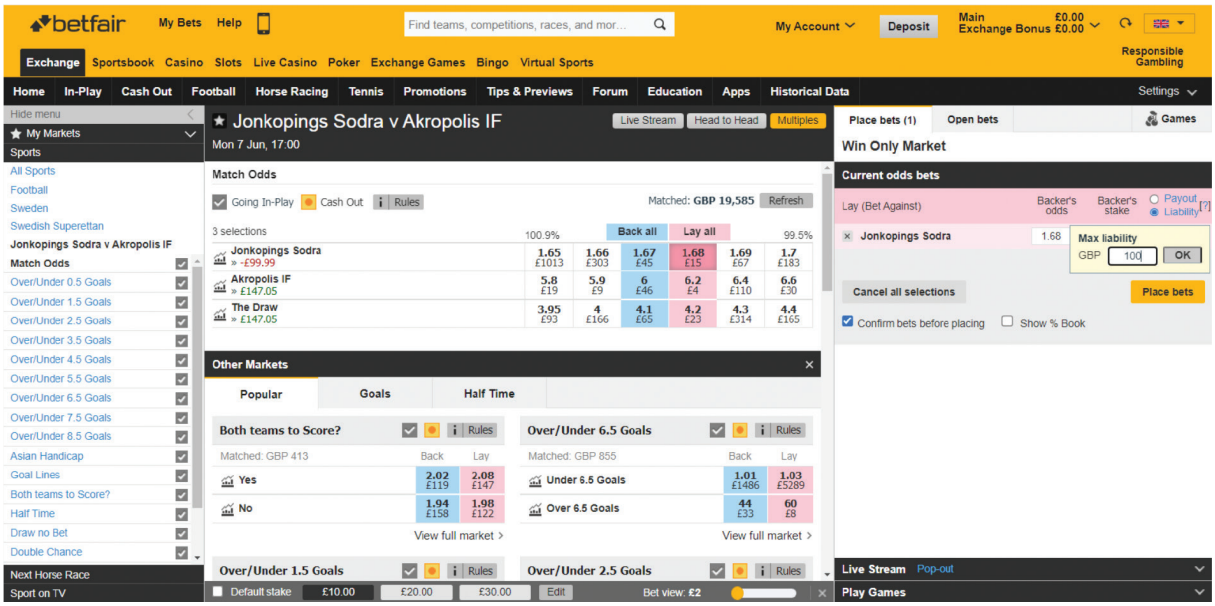
Staking Options When Laying

There are two staking options when laying: the one above shows someone laying Jonkopings Sodra to win a specific amount of money (£100) – this is known as fixed stakes laying.

Another type of layer might want to lay Jonkopings Sodra but control his losses. This layer might want to risk £100 only and no more. Rather than look to win £100, this layer wants to limit his losses to £100.

Betfair allows you to do this... Click on the pink button to lay Jonkopings Sodra. To control losses, click on – 'Your Liability' and enter the amount of money you want to risk (not the amount of money you want to win!). In this case, I want to risk £100 only:

To control losses, click on – 'Your Liability' and enter the amount of money you want to risk (not the amount of money you want to win!). In this case, I want to risk £100 only:



Can You See The Difference?

Now, if Jonkopings Sodra win, I lose £100, which is the exact amount I set for myself using the maximum liability feature. Now, instead of winning £100 I stand to win £66.90 if Akropolis IF win or if it is a draw.

Betfair alone is perfectly adequate for DRT trading, however, should you want it, there is trading software available for use exclusively with the website.

Betfair-Specific Trading Software

Go to apps.betfair.com and you'll see there the variety of betting and trading software which has been specifically built to make your betting and trading experience at www.betfair.com more user-friendly and efficient.

Each of the featured apps at apps.betfair.com has a free trial. I'd like to recommend two of the software solutions for you...

Geeks Toy

Available at www.geekstoy.com/en, Geekstoy is fully customizable Betfair trading software.

At the time of writing, 3 months access to Geeks Toy is £20 which represents excellent value for money. An "Owned Licence" is available for £120.

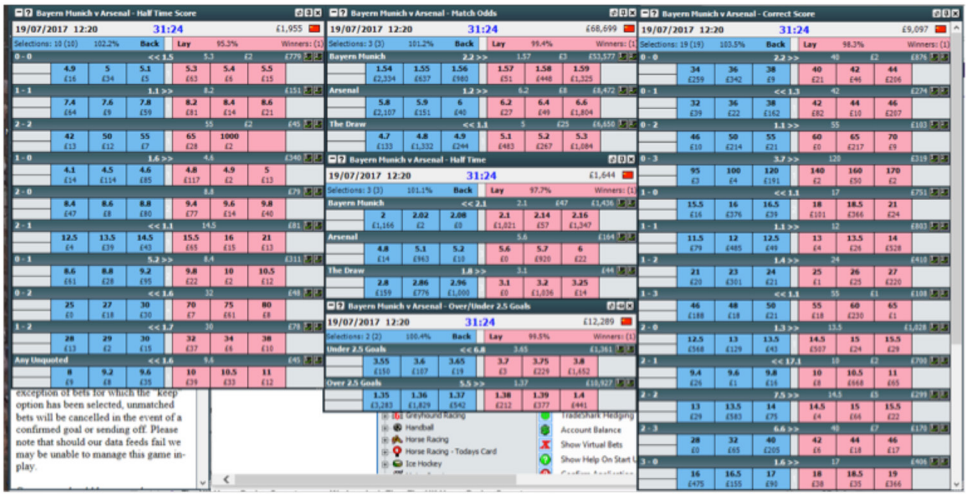
There is no need to purchase software as all trading can be done at betfair.com's website and using its cash out facility. Software will enhance your experience but is not an absolute necessity.

Benefits of Geeks Toy

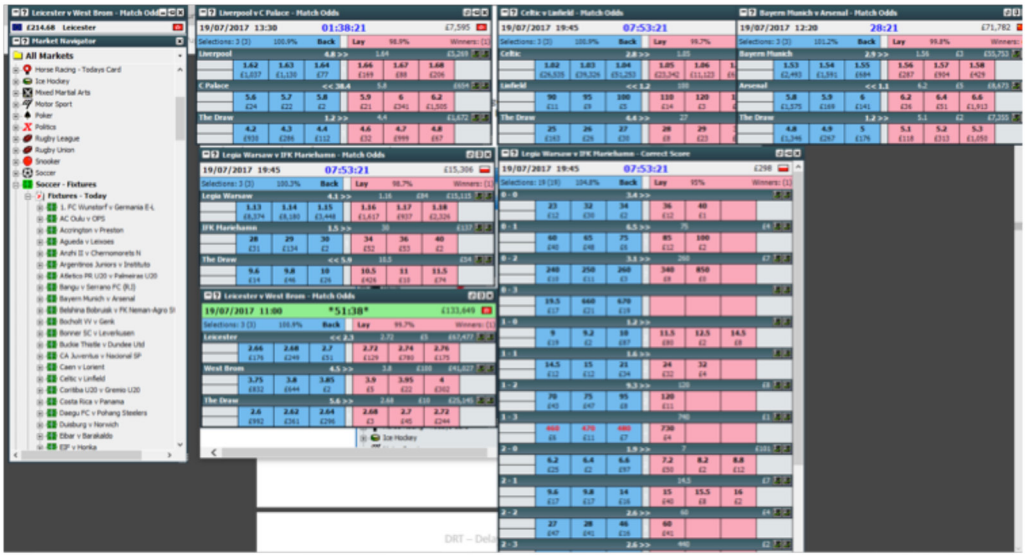
The key benefit for me is the ability to view several different betting markets in one place. This may look a little daunting but it is just information you need to look at on one screen and you will soon be used to it.

In the screenshot below I've singled out all of the major *DRT* markets, from Match Odds, to Half-Time Correct Score, Correct Score, Half-Time Match Odds, and Over/Under 2.5 Goals for the match between Bayern Munich v Arsenal in the Premiership.

This is an extremely useful innovation that I take advantage of in matches of interest.



You can also include the betting markets from other matches on the one page. There are several matches of interest for a *DRT* on this particular night whose markets I can view instantly on the one page:



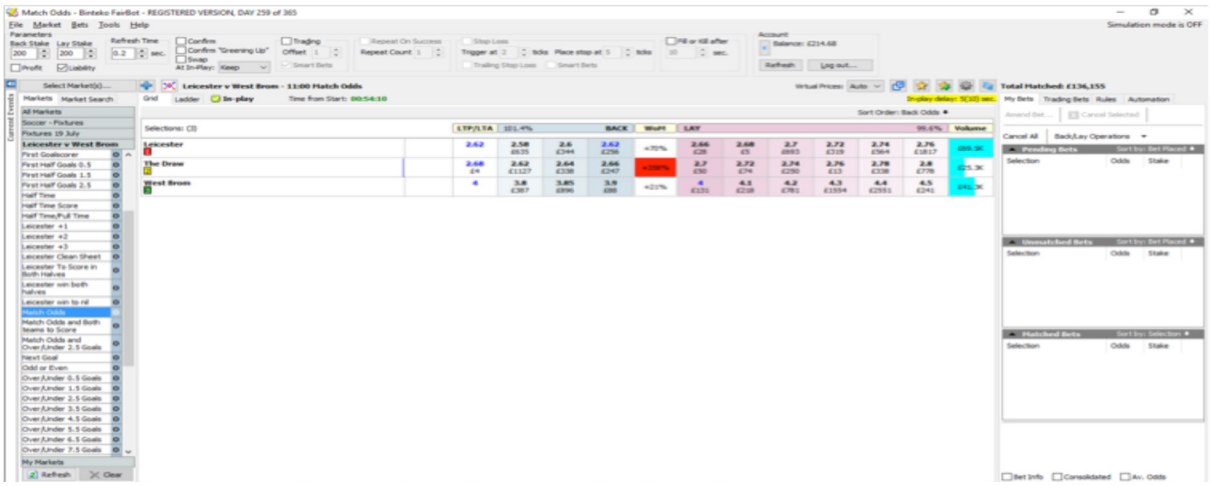
I would recommend Geeks Toy if you want to keep your initial costs down, but I must urge you to read the full instructions for this piece of software. There is a lot to learn about. If you want me to independently guide you, then contact me. The Geeks Toy video will also help.

Fairbot

Fairbot is my software of choice and the software from which all of my examples are taken. It is the perfect trading tool – easy to use, very functional – and set up specifically for trading.

At $99 per year from www.binteko.com, it offers extremely good value and I have been using it since 2008.

This is how a Match Odds Market is presented through Fairbot:



Fairbot allows near-instant refresh of odds; an audio alert when the market has been

suspended; a one-click trading facility; and an ability to bet below Betfair's £2-minimum stakes. There is a simulation mode where you can trade in real betting markets in real time, but with a virtual betting bank.

A full tour of the software can be found on the video. This is the software I have taken all of my screenshots from for successful *DRT* trades.

Starting Bank

The key rule for any starting bank is to 'bet only with what you can afford to lose'.

The ideal here is to write off the amount you have set aside as your betting bank. With that in mind, therefore, your betting bank will suit your personal circumstances. Please note that if you are using software such as Fairbot, you can trade with small stakes – smaller stakes than are allowed if you were using www.betfair.com.

A starting bank can begin with as little as £50. An ideal starting bank for me would be £200.

In the 'Money Management' section of the manual we will be discussing staking plans to use alongside your starting bank.

We've layed the foundations here – from navigating Betfair to software – and the starting bank. The next part of the *DRT* process is research.

Research – Step by Step

Research is the cornerstone of successful *DRT*ing! As part of the ongoing *DRT* membership I spend hours a day putting together research (so you don't have to) on all the trading opportunities I believe you'll find most profitable.

You can find all my research in the daily bulletins on the members' website. I will also provide you with In-Play stats during the live chats.

But although I do the work for you I thought you might want to have an understanding of why I choose the stats I do and where I find the relevant information.

When researching a match to trade, we always have the following in the forefront of our thoughts:

- Which of the five key markets (Match Odds, Over/Under 2.5 Goals, Correct Score, Half-Time Match Odds and Half-Time Correct Score) is best suited to a specific football match, and the two specific teams playing.
- Whether we are going to Back to Lay, or Lay to Back (more on this later).
- Whether we have a good idea of our entry point into the Betting Market and our exit point.

You can start applying the following 'Betting Research Template' to any fixture in the Betfair In-play coupon on any given day, but since there are several matches to choose from, on a Saturday for example, you might want to narrow your search down a little by picking:

- Matches in well-known leagues such as the Premiership, Bundesliga, Seria A, La Liga, or the Dutch Eredivisie. These matches already tend to have strong stats, opinions and analysis readily available to aid our research.
- Matches in which you are personally familiar with the teams. There's nothing like a bit of insider knowledge, so if a team you know very well is playing, then consider researching.
- Matches in which there is a very short/red-hot favourite. The betting market is giving you a nudge and a wink saying: 'Look mate, we think this team are going to win, and win easily. Why don't you research this match and let me know if you agree that this short-priced team is a worthy favourite?'

I can't emphasise enough how important research is to your success. Your research is the first fundamental step to successful football trading.

In order to make your trading decisions you need to get a picture regarding the well-being – or otherwise – of the teams playing.

Follow me step by step as I use certain free statistical-based websites in order to uncover a potential *DRT* trading angle in one or more of our five key betting markets.

Remember you don't have to do this as I do all the research for you and you can follow my daily tips and Telegram alerts.

STEP 1 – Select the Stats for a Match

I have selected my match to research from the Betfair In-play coupon:

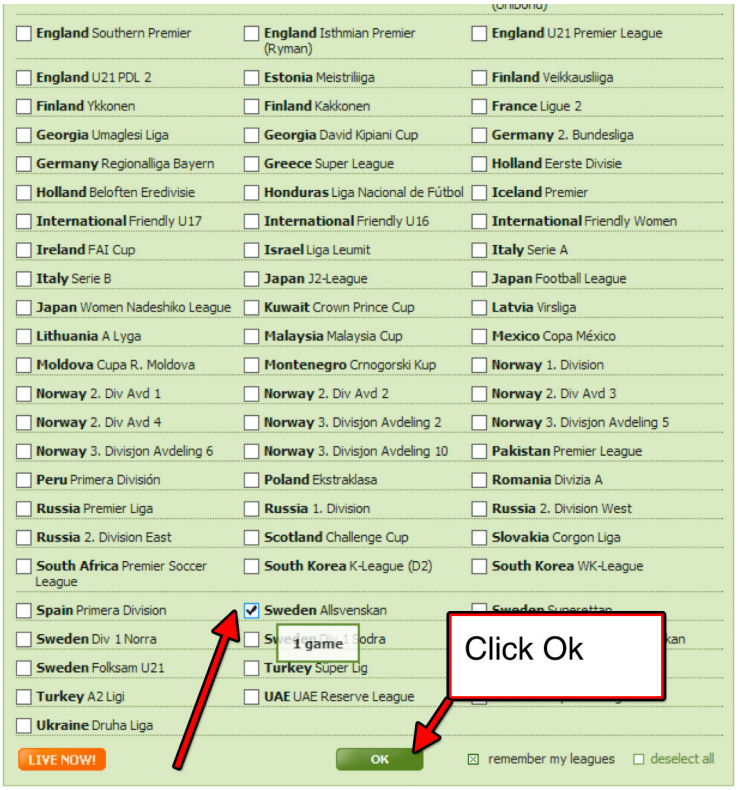


I have chosen this Swedish match between Helsingborg and Bromma. Helsingborg are priced at 1.29 to win and are playing at home, so this match falls under the category of 'Matches in which there is a very short/red-hot favourite'. A match with a red hot favourite is worth looking into for in-play action.

Let's get cracking.

First go to www.futbol24.com.

www.futbol24.com should be your first port of call for all your football trading. Not only does it relay live scores and tell you audibly when a team has scored, it also provides some excellent information for our first statistical look into the two teams in our chosen match:



Now we want to start digging for stats. In order to access the stats for this match, click on 'STAT' in the matches menu (alternatively, you could select the 'Compare Teams' option).



The stats will provide you with 'head to heads' and both teams' 'last six matches'.

STEP 2 – Note Head to Heads for the Most Recent Years

The head to heads are at the top of the stats page at www.futbol24.com. There's a drop-down box which allows you to change matches played at Helsingborg and matches played at Bromma. The current settings (below) show head to heads in chronological order:

D1	Brommapojkarna	0-2	Helsingborg
D1	Brommapojkarna	1-3	Helsingborg
D1	Helsingborg	1-0	Brommapojkarna
D1	Helsingborg	0-1	Brommapojkarna
D1	Brommapojkarna	0-3	Helsingborg

www.futbol24.com automatically provide the last five head to head matches but you can access all head to head matches if you want to.

With our featured match, we note that there has only been one recent head to head (in April 2013), where Helsingborg won 0-2. The next head to head came in August 2010 and may not be as useful as our April 2013 head to head.

We select head to heads played at Helsingborg, as that is the venue for our featured match:

D1	Helsingborg	1-0	Brommapojkarna
D1	Helsingborg	0-1	Brommapojkarna
D1	Helsingborg	1-1	Brommapojkarna

Make sure you note the date of head-to-head matches played. The further away from today's date the previous head-to-head matches were played, the less useful they will be: teams change, managers change, and team finances change over time.

Head to heads at www.futbol24.com can be presented as:

- head to heads at the home-side's venue (as seen above)
- head to heads at the away-side's venue
- head to heads in chronological order

STEP 3 – Recent Home and Away Stats for the Last 12 Matches

We now want to look at the home team's recent performances at home, and the away side's recent performances away from home.

Change the number of matches from '6' to '12' and change 'all' for Helsingborg to 'home' (as they are the home team) and change 'all' for Bromma to 'away' (as they are the away team).

We can now see both teams' recent performances at home and away using viewer-friendly colour-coding (green for wins, orange for draws and red for losses – you will see this in the next screenshot).

As our focus is on Helsingborg at home and Bromma away, we can immediately see that the away team Bromma have not won any of their last 12 away matches. We can also see here that Helsingborg have lost only one of their last eight home matches and have kept a clean

sheet in their last two home matches.



Latest results Helsingborg	show all	12	home
D1	Helsingborg	4-2	Brommapojkarna
D1	Helsingborg	0-0	Norrköping
D1	Helsingborg	3-0	Östers IF
D1	Helsingborg	1-1	IFK Göteborg
D1	Helsingborg	1-2	AIK Fotboll
D1	Helsingborg	3-0	Åtvidabergs FF
D1	Helsingborg	2-1	IF Elfsborg
D1	Helsingborg	5-0	BK Häcken
D1	Helsingborg	5-1	Gefle IF
D1	Helsingborg	1-2	Mjällby AIF
Cup	Helsingborg	0-1	IFK Göteborg
D1	Helsingborg	3-0	Djurgårdens IF

Latest results Brommapojkarna	show all	12	away
D1	Gefle IF	1-0	Brommapojkarna
D1	Helsingborg	4-2	Brommapojkarna
Cup	IFK Luleå	0-1 AET	Brommapojkarna
D1	Norrköping	2-1	Brommapojkarna
D1	Östers IF	0-0	Brommapojkarna
D1	Kalmar FF	2-2	Brommapojkarna
D1	Åtvidabergs FF	4-1	Brommapojkarna
D1	AIK Fotboll	4-0	Brommapojkarna
D1	IF Elfsborg	6-0	Brommapojkarna
D1	BK Häcken	1-0	Brommapojkarna

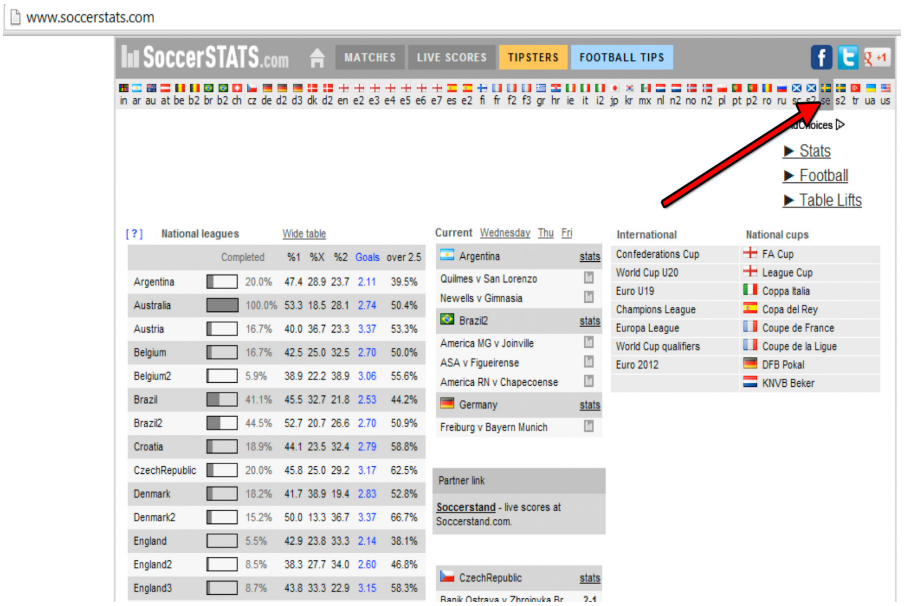
Make a note of any patterns and sequences regarding the home team's performances at home (Helsingborg) and the away team's performances away from home (Bromma).

www.soccerstats.com is another extremely useful stats website and should be your next port of call. It really is worth getting to know this website as it is a goldmine of information (as you can see in the accompanying online video tutorial).

Ensure that your team's league is featured at www.soccerstats.com (the Swedish League is featured).

Focusing on Helsingborg and Bromma from our featured match, this is what we need to look for...

First we need to bring up the league the teams are playing in by clicking on their corresponding flag. For instance, the Premiership is 'ENG', and the Swedish League is 'SE':



A cursory look at the league table will show the relative positions of the two teams:



League table

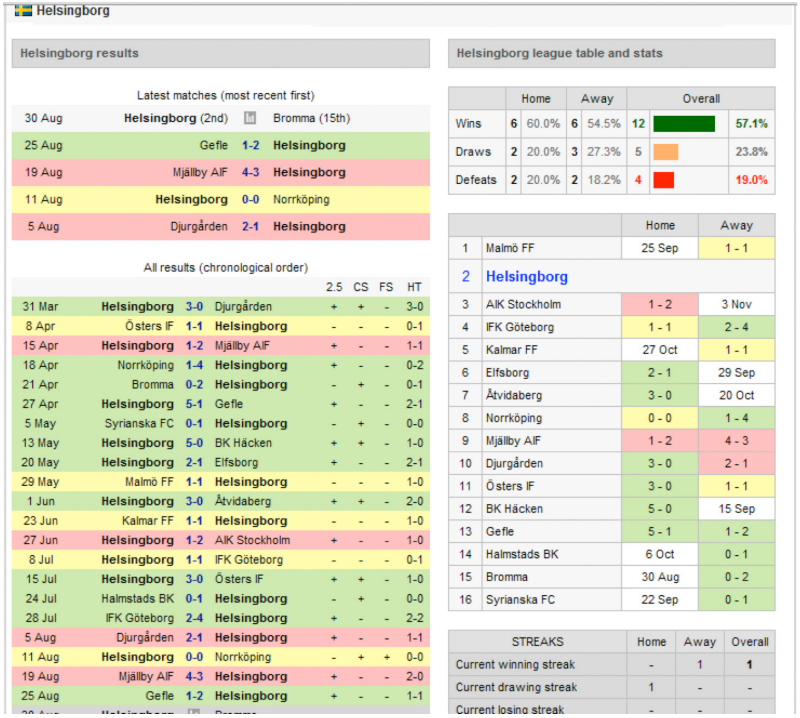
		P	W	D	L	GF	GA	Dif	Pts	Last 8	PPG	% Possible Pts
1	Malmö FF	23	13	6	4	43	26	+17	45		1.96	65.2
2	Helsingborg	23	13	5	5	51	25	+26	44		1.91	63.8
3	IFK Göteborg	23	13	5	5	38	23	+15	44		1.91	63.8
4	AIK Stockholm	23	12	6	5	37	23	+14	42		1.83	60.9
5	Elfsborg	23	10	7	6	41	27	+14	37		1.61	53.6
6	Kalmar FF	23	9	9	5	24	19	+5	36		1.57	52.2
7	Mjällby AIF	23	9	5	9	39	36	+3	32		1.39	46.4
8	Åtvidaberg	23	9	5	9	29	26	+3	32		1.39	46.4
9	Norrköping	23	9	5	9	38	37	+1	32		1.39	46.4
10	Djurgården	23	8	5	10	24	37	-13	29		1.26	42.0
11	BK Häcken	23	8	4	11	28	35	-7	28		1.22	40.6
12	Gefle	23	5	10	8	26	35	-9	25		1.09	36.2
13	Östers IF	23	6	7	10	22	32	-10	25		1.09	36.2
14	Halmstads BK	23	4	9	10	20	32	-12	21		0.91	30.4
15	Bromma	23	5	6	12	26	43	-17	21		0.91	30.4
16	Syrianska FC	23	2	4	17	17	47	-30	10		0.43	14.5

League positions can be revealing. Note especially whether a team is a top-third side, middle-third side, or bottom-third side.

Note too the impact 3 points will have on the side, should they win. Will 3 points, for instance, take the side out of the bottom three; or will 3 points take a side into a European/ Champions League spot – or even to top position?

The first team we will look at will be the home team – we can access their stat page by clicking on the team name in the league table shown above.

This is the table we arrive at:



Helsingborg

Helsingborg results

Latest matches (most recent first)

30 Aug	**Helsingborg** (2nd)		Bromma (15th)	
25 Aug	Gefle	1-2	**Helsingborg**	
19 Aug	Mjällby AIF	4-3	**Helsingborg**	
11 Aug	**Helsingborg**	0-0	Norrköping	
5 Aug	Djurgården	2-1	**Helsingborg**	

All results (chronological order)

				2.5	CS	FS	HT
31 Mar	**Helsingborg**	3-0	Djurgården	+	+	-	3-0
8 Apr	Östers IF	1-1	**Helsingborg**	-	-	-	0-1
15 Apr	**Helsingborg**	1-2	Mjällby AIF	+	-	-	1-1
18 Apr	Norrköping	1-4	**Helsingborg**	+	-	-	0-2
21 Apr	Bromma	0-2	**Helsingborg**	-	+	-	0-1
27 Apr	**Helsingborg**	5-1	Gefle	+	-	-	2-1
5 May	Syrianska FC	0-1	**Helsingborg**	-	+	-	0-0
13 May	**Helsingborg**	5-0	BK Häcken	+	+	-	1-0
20 May	**Helsingborg**	2-1	Elfsborg	+	-	-	2-1
29 May	Malmö FF	1-1	**Helsingborg**	-	-	-	1-0
1 Jun	**Helsingborg**	3-0	Åtvidaberg	+	+	-	2-0
23 Jun	Kalmar FF	1-1	**Helsingborg**	-	-	-	1-0
27 Jun	**Helsingborg**	1-2	AIK Stockholm	+	-	-	1-0
8 Jul	**Helsingborg**	1-1	IFK Göteborg	-	-	-	0-1
15 Jul	**Helsingborg**	3-0	Östers IF	+	+	-	1-0
24 Jul	Halmstads BK	0-1	**Helsingborg**	-	+	-	0-0
28 Jul	IFK Göteborg	2-4	**Helsingborg**	+	-	-	2-2
5 Aug	Djurgården	2-1	**Helsingborg**	+	-	-	1-1
11 Aug	**Helsingborg**	0-0	Norrköping	-	+	+	0-0
19 Aug	Mjällby AIF	4-3	**Helsingborg**	+	-	-	2-0
25 Aug	Gefle	1-2	**Helsingborg**	+	-	-	1-1

Helsingborg league table and stats

	Home		Away		Overall		
Wins	6	60.0%	6	54.5%	12		57.1%
Draws	2	20.0%	3	27.3%	5		23.8%
Defeats	2	20.0%	2	18.2%	4		19.0%

		Home	Away
1	Malmö FF	25 Sep	1 - 1
2	**Helsingborg**		
3	AIK Stockholm	1 - 2	3 Nov
4	IFK Göteborg	1 - 1	2 - 4
5	Kalmar FF	27 Oct	1 - 1
6	Elfsborg	2 - 1	29 Sep
7	Åtvidaberg	3 - 0	20 Oct
8	Norrköping	0 - 0	1 - 4
9	Mjällby AIF	1 - 2	4 - 3
10	Djurgården	3 - 0	2 - 1
11	Östers IF	3 - 0	1 - 1
12	BK Häcken	5 - 0	15 Sep
13	Gefle	5 - 1	1 - 2
14	Halmstads BK	6 Oct	0 - 1
15	Bromma	30 Aug	0 - 2
16	Syrianska FC	22 Sep	0 - 1

STREAKS	Home	Away	Overall
Current winning streak	-	1	1
Current drawing streak	1	-	-
Current losing streak	-	-	-

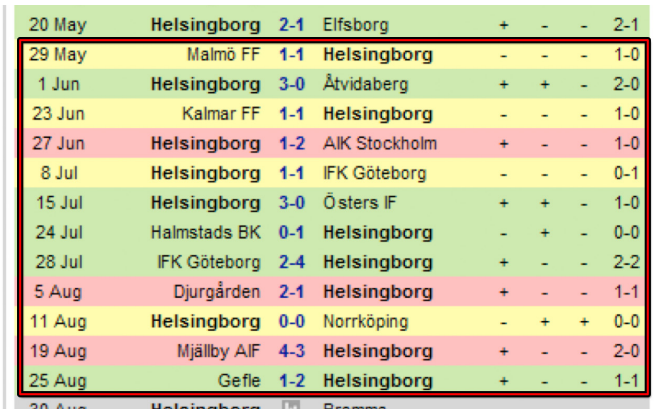
At www.futbol24.com we looked at the home team's performances at home only. The first point of our research at www.soccerstats.com is to look at the home team's performances overall in the league.

Like www.futbol24.com, the Soccerstats website is colour-coded: green signals a win; pink signals a defeat; and yellow signals a draw.

STEP 4 – Home Team's Performance, Patterns and Sequences in the Last 12 Matches

Next, note how the home team has performed in their last 12 home and away matches in the league (if today's match is indeed a league match), and make note of all patterns and sequences.

Here's a closer look at the results table: I have highlighted Helsingborg's last 12 home and away matches:



20 May	**Helsingborg**	2-1	Elfsborg	+	-	-	2-1
29 May	Malmö FF	1-1	**Helsingborg**	-	-	-	1-0
1 Jun	**Helsingborg**	3-0	Åtvidaberg	+	+	-	2-0
23 Jun	Kalmar FF	1-1	**Helsingborg**	-	-	-	1-0
27 Jun	**Helsingborg**	1-2	AIK Stockholm	+	-	-	1-0
8 Jul	**Helsingborg**	1-1	IFK Göteborg	-	-	-	0-1
15 Jul	**Helsingborg**	3-0	Östers IF	+	+	-	1-0
24 Jul	Halmstads BK	0-1	**Helsingborg**	-	+	-	0-0
28 Jul	IFK Göteborg	2-4	**Helsingborg**	+	-	-	2-2
5 Aug	Djurgården	2-1	**Helsingborg**	+	-	-	1-1
11 Aug	**Helsingborg**	0-0	Norrköping	-	+	+	0-0
19 Aug	Mjällby AIF	4-3	**Helsingborg**	+	-	-	2-0
25 Aug	Gefle	1-2	**Helsingborg**	+	-	-	1-1

To save time, you can note home and away match results in the following manner: 'W = Win; L = Loss; and D = Draw'.

Thus, Helsingborg's last 12 home and away match results read: 'DWDLDWWWLDLW'.

Looking at both home and away matches, I would note that Helsingborg have only lost four matches all season (a loss is colour-coded pink). Three of those defeats have come in the last 12 matches, and the most recent defeats were away from home.

Over on the right-hand side of the Soccerstats website, you'll see a 'STREAKS' table, which I've blown up for you below.

This table reveals the longest streaks/patterns and sequences.

As we are looking at the home team, we need to note any strong home streaks, as well as any strong overall streaks.

STREAKS	Home	Away	Overall
Current winning streak	-	1	**1**
Current drawing streak	1	-	-
Current losing streak	-	-	-
No win	1	-	-
No draw	-	5	**2**
No defeat	3	1	**1**
Goal scored	-	11	**2**

From this streaks table, note the strongest streaks for the home side both at home and overall. There are no very strong streaks for Helsingborg on this occasion. They have not conceded a goal in two matches at home and are undefeated in three matches at home.

STEP 5 – Look at How the Home Team Has Performed at Home Against Teams With a Similar League Position to Today's Opponents

The next section of www.soccerstats.com we need to look at is the league table. This shows at a glance the home team's home and away form against other teams in the league. The results are listed in the order in which teams currently stand in the league.

As we are focusing on home form, let's look at the left-hand side of the league table (showing the home results).

Note any patterns that really grab your attention.

The league table is also useful in showing how teams perform against top-third sides, middle-third sides and bottom-third sides.

Again, I've blown up a section of the league table from earlier. Our objective is to build up a case for how the home team might perform against today's opponents by looking at how they've already performed against teams who are in a similar position in the league.

		Home	Away
1	Malmö FF	25 Sep	1 - 1
2	**Helsingborg**		
3	AIK Stockholm	1 - 2	3 Nov
4	IFK Göteborg	1 - 1	2 - 4
5	Kalmar FF	27 Oct	1 - 1
6	Elfsborg	2 - 1	29 Sep
7	Åtvidaberg	3 - 0	20 Oct
8	Norrköping	0 - 0	1 - 4
9	Mjällby AIF	1 - 2	4 - 3
10	Djurgården	3 - 0	2 - 1
11	Östers IF	3 - 0	1 - 1
12	BK Häcken	5 - 0	15 Sep
13	Gefle	5 - 1	1 - 2
14	Halmstads BK	6 Oct	0 - 1
15	Bromma	30 Aug	0 - 2
16	Syrianska FC	22 Sep	0 - 1

With Helsingborg playing Bromma – who are in the bottom three – we can see that they have beaten teams placed 10th, 11th, 12th and 13th with ease. Although they have not met any of the bottom-three sides at home, this table shows us that Helsingborg could win against these bottom-third teams when playing at home.

This is all building up a great case for us. Don't worry: this might seem like a lot of information to take in at first but once you get started your job – using these sites – is to simply find standout patterns and sequences: the more obvious the better. With practice, this will become second nature.

Now, before we move on to the away team, let's scan www.soccerstats.com for any more standout stats, looking particularly at goals scored and conceded.

The 'Results Table' is the first port of call for goal trends:

Helsingborg results

Latest matches (most recent first)

30 Aug	Helsingborg (2nd)			Bromma (15th)
25 Aug	Gefle	1-2	Helsingborg	
19 Aug	Mjällby AIF	4-3	Helsingborg	
11 Aug	Helsingborg	0-0	Norrköping	
5 Aug	Djurgården	2-1	Helsingborg	

All results (chronological order)

				2.5	CS	FS	HT
31 Mar	Helsingborg	3-0	Djurgården	+	+	-	3-0
8 Apr	Östers IF	1-1	Helsingborg	-	-	-	0-1
15 Apr	Helsingborg	1-2	Mjällby AIF	+	-	-	1-1
18 Apr	Norrköping	1-4	Helsingborg	+	-	-	0-2
21 Apr	Bromma	0-2	Helsingborg	-	+	-	0-1
27 Apr	Helsingborg	5-1	Gefle	+	-	-	2-1
5 May	Syrianska FC	0-1	Helsingborg	-	+	-	0-0
13 May	Helsingborg	5-0	BK Häcken	+	+	-	1-0
20 May	Helsingborg	2-1	Elfsborg	+	-	-	2-1

Helsingborg league table and stats

	Home		Away		Overall	
Wins	6	60.0%	6	54.5%	12	57.1%
Draws	2	20.0%	3	27.3%	5	23.8%
Defeats	2	20.0%	2	18.2%	4	19.0%

		Home	Away
1	Malmö FF	25 Sep	1 - 1
2	**Helsingborg**		
3	AIK Stockholm	1 - 2	3 Nov
4	IFK Göteborg	1 - 1	2 - 4
5	Kalmar FF	27 Oct	1 - 1
6	Elfsborg	2 - 1	29 Sep
7	Åtvidaberg	3 - 0	20 Oct
8	Norrköping	0 - 0	1 - 4
9	Mjällby AIF	1 - 2	4 - 3
10	Djurgården	3 - 0	2 - 1

www.soccerstats.com provides four goal-specific columns (arrowed above) in the Results Table.

1. **2.5** A '+' in this column indicates a match has finished over 2.5 goals. Helsingborg have had four 'over 2.5 goals' matches in their last five.
2. **CS** A '+' in this column indicates that Helsingborg kept a clean sheet. They only have 3 '+' symbols in this column in their last 10 matches.
3. **FS** A '+' in this column indicates that Helsingborg failed to score. They only have one '+' in this column all season, which suggests they will score today.
4. **HT** This column shows the half-time scorelines. This is extremely useful in deciding whether we will be using the Half-Time Score Market in this particular match. I think we might, as Helsingborg have only had two 0-0 scorelines at half-time all season – one of which was at home.

The Scoring Table

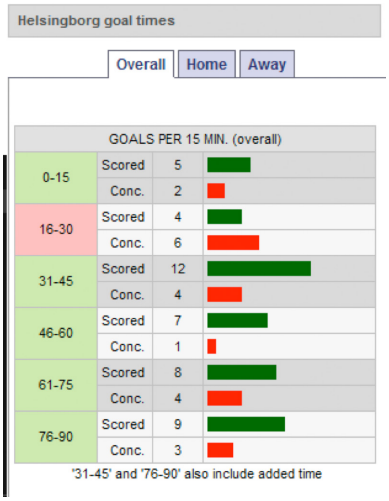
SCORING	Home	Away	Overall
Goals scored	24	21	**45**
Goals conceded	7	13	**20**
Average goals scored	2.40	1.91	**2.14**
Average goals conceded	0.70	1.18	**0.95**
Avg. scored + conceded	3.10	3.09	**3.10**
Matches over 2.5 goals	80.0%	45.5%	**61.9%**
Matches under 2.5 goals	20.0%	54.5%	**38.1%**
Clean sheets	50.0%	27.3%	**38.1%**
Failed to score	10.0%	0.0%	**4.8%**

This is a superb summary of Helsingborg's scoring record this season. Our focus for this home team will therefore be on the 'Home' column arrowed above.

Note the 24 goals scored at home this season and 80% 'over 2.5 goals' at home this season.

Goal Times

Goal times are important. They can provide us with a hint as to when goals are expected. www.soccerstats.com provides the following information:



Green indicates goals scored and red indicates goals conceded.

Overall, we can conclude that Helsingborg are strong goal scorers in the quarter of an hour before half-time (they have scored 12 in the 31st-45th minute).

Helsingborg end matches strongly. They have scored eight goals in the 61st-75th minute and nine goals in the 76th-90th minute – a total of 17 goals in the last half-hour of matches this season.

As Helsingborg are the home team, we need to look at 'Goal Times at Home':

Helsingborg goal times

Overall | Home | Away

GOALS PER 15 MIN. (home)		
0-15	Scored	4
	Conc.	1
16-30	Scored	2
	Conc.	2
31-45	Scored	7
	Conc.	1
46-60	Scored	0
	Conc.	0
61-75	Scored	6
	Conc.	2
76-90	Scored	5
	Conc.	1

'31-45' and '76-90' also include added time

Helsingborg score most of their goals in the 31st-45th minute. They have scored 11 goals in total in the 61st-90th minute.

Helsingborg are outscoring their opponents at home by about three goals to one.

The Scores Table

Helsingborg scores

Scores at home		
3 - 0	3	30.0%
1 - 2	2	20.0%
5 - 1	1	10.0%
5 - 0	1	10.0%
2 - 1	1	10.0%
1 - 1	1	10.0%
0 - 0	1	10.0%

Scores away		
1 - 1	3	27.3%
0 - 1	2	18.2%
2 - 4	1	9.1%
1 - 4	1	9.1%
4 - 3	1	9.1%
1 - 2	1	9.1%
0 - 2	1	9.1%
2 - 1	1	9.1%

Half-time scores at home		
1 - 0	3	30.0%
2 - 1	2	20.0%
1 - 1	1	10.0%
0 - 1	1	10.0%
3 - 0	1	10.0%
2 - 0	1	10.0%
0 - 0	1	10.0%

Half-time scores away		
1 - 1	2	18.2%
0 - 1	2	18.2%
1 - 0	2	18.2%
0 - 0	2	18.2%
2 - 2	1	9.1%
0 - 2	1	9.1%
2 - 0	1	9.1%

See also:
- Most frequent scores

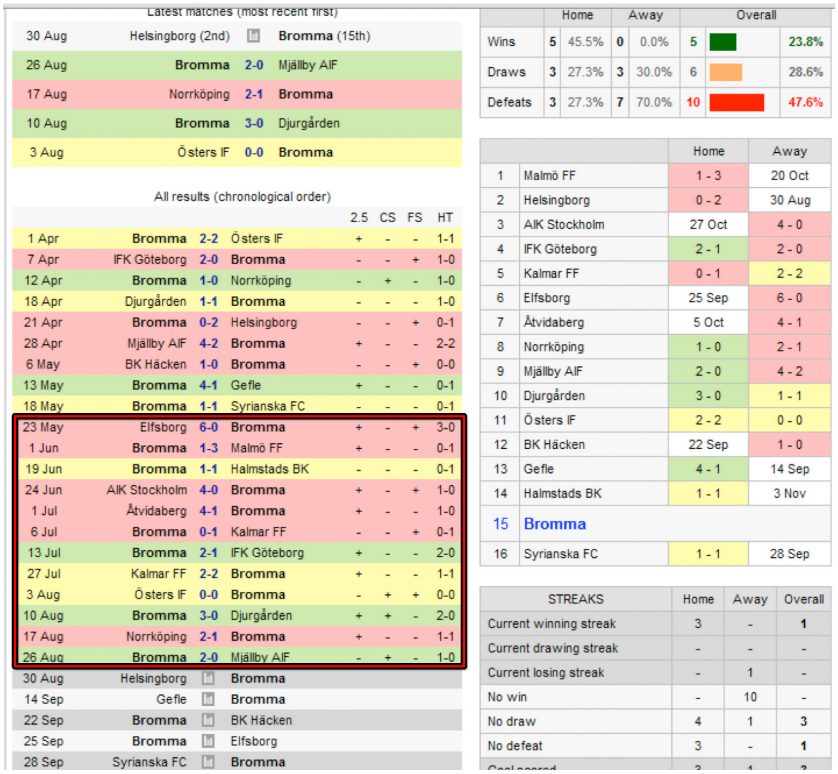
We use the scores table mostly to look at the frequency of 0-0 scorelines at full-time and half-time.

At home, Helsingborg have only had one 0-0 scoreline at full-time and at half-time. This suggests that we can Lay 0-0 in the Half-Time Correct Score Market at some stage during this match.

It's the Turn of the Away Side...

Let's go through the same steps at www.soccerstats.com that we used with the home team.

The first step is to look at the away results (Step 3). Look at the results table below and note the overall results using the 'WDL' monikers we introduced earlier:



Latest matches (most recent first)

30 Aug	Helsingborg (2nd)		Bromma (15th)	
26 Aug	Bromma	2-0	Mjällby AIF	
17 Aug	Norrköping	2-1	Bromma	
10 Aug	Bromma	3-0	Djurgården	
3 Aug	Östers IF	0-0	Bromma	

All results (chronological order)

				2.5	CS	FS	HT
1 Apr	Bromma	2-2	Östers IF	+	-	-	1-1
7 Apr	IFK Göteborg	2-0	Bromma	-	-	+	1-0
12 Apr	Bromma	1-0	Norrköping	-	+	-	1-0
18 Apr	Djurgården	1-1	Bromma	-	-	-	1-0
21 Apr	Bromma	0-2	Helsingborg	-	-	+	0-1
28 Apr	Mjällby AIF	4-2	Bromma	+	-	-	2-2
6 May	BK Häcken	1-0	Bromma	-	-	+	0-0
13 May	Bromma	4-1	Gefle	+	-	-	0-1
18 May	Bromma	1-1	Syrianska FC	-	-	-	0-1
23 May	Elfsborg	6-0	Bromma	+	-	+	3-0
1 Jun	Bromma	1-3	Malmö FF	+	-	-	0-1
19 Jun	Bromma	1-1	Halmstads BK	-	-	-	0-1
24 Jun	AIK Stockholm	4-0	Bromma	+	-	+	1-0
1 Jul	Åtvidaberg	4-1	Bromma	+	-	-	1-0
6 Jul	Bromma	0-1	Kalmar FF	-	-	+	0-1
13 Jul	Bromma	2-1	IFK Göteborg	+	-	-	2-0
27 Jul	Kalmar FF	2-2	Bromma	+	-	-	1-1
3 Aug	Östers IF	0-0	Bromma	-	+	+	0-0
10 Aug	Bromma	3-0	Djurgården	+	+	-	2-0
17 Aug	Norrköping	2-1	Bromma	+	-	-	1-1
26 Aug	Bromma	2-0	Mjällby AIF	-	+	-	1-0
30 Aug	Helsingborg		Bromma				
14 Sep	Gefle		Bromma				
22 Sep	Bromma		BK Häcken				
25 Sep	Bromma		Elfsborg				
28 Sep	Syrianska FC		Bromma				

	Home		Away		Overall	
Wins	5	45.5%	0	0.0%	5	23.8%
Draws	3	27.3%	3	30.0%	6	28.6%
Defeats	3	27.3%	7	70.0%	10	47.6%

		Home	Away
1	Malmö FF	1 - 3	20 Oct
2	Helsingborg	0 - 2	30 Aug
3	AIK Stockholm	27 Oct	4 - 0
4	IFK Göteborg	2 - 1	2 - 0
5	Kalmar FF	0 - 1	2 - 2
6	Elfsborg	25 Sep	6 - 0
7	Åtvidaberg	5 Oct	4 - 1
8	Norrköping	1 - 0	2 - 1
9	Mjällby AIF	2 - 0	4 - 2
10	Djurgården	3 - 0	1 - 1
11	Östers IF	2 - 2	0 - 0
12	BK Häcken	22 Sep	1 - 0
13	Gefle	4 - 1	14 Sep
14	Halmstads BK	1 - 1	3 Nov
15	Bromma		
16	Syrianska FC	1 - 1	28 Sep

STREAKS	Home	Away	Overall
Current winning streak	3	-	1
Current drawing streak	-	-	-
Current losing streak	-	1	-
No win	-	10	-
No draw	4	1	3
No defeat	3	-	1

Bromma's form for the last 12 home and away matches reads: 'LLDLLLWDDWLW'. Bromma have only lost one of their last six matches and their last three wins came at home.

As we did with Helsingborg, look at the league table to see how Bromma perform against top-third, middle-third and bottom-third sides:

		Home	Away
1	Malmö FF	1 - 3	20 Oct
2	Helsingborg	0 - 2	30 Aug
3	AIK Stockholm	27 Oct	4 - 0
4	IFK Göteborg	2 - 1	2 - 0
5	Kalmar FF	0 - 1	2 - 2
6	Elfsborg	25 Sep	6 - 0
7	Åtvidaberg	5 Oct	4 - 1
8	Norrköping	1 - 0	2 - 1
9	Mjällby AIF	2 - 0	4 - 2
10	Djurgården	3 - 0	1 - 1
11	Östers IF	2 - 2	0 - 0
12	BK Häcken	22 Sep	1 - 0
13	Gefle	4 - 1	14 Sep
14	Halmstads BK	1 - 1	3 Nov
15	**Bromma**		
16	Syrianska FC	1 - 1	28 Sep

A look at away form by league position is very revealing...

We can see, thanks to the colour-coding, that there is a dearth of green (denoting wins), in Bromma's 'Away' column. Note that they have conceded two goals or more against 3rd-9th in the league inclusive, when playing away from home. They are playing the second top-team in the league in this featured match.

Note the 'Streaks' (Step 4) and how the away team has performed against teams in a similar position to today's opponents in the league:

STREAKS	Home	Away	Overall
Current winning streak	3	-	**1**
Current drawing streak	-	-	-
Current losing streak	-	1	-
No win	-	10	-
No draw	4	1	**3**
No defeat	3	-	**1**
Goal scored	3	1	**3**
Goal conceded	-	1	-
No goal scored	-	-	-
No goal conceded	2	-	**1**

Bromma's standout streak here is a rather unwelcome 10 matches away without a win.

Finally, we check the goals stats for any patterns and sequences which we can use.

From the results table we note that Bromma have actually kept three clean sheets in their last four matches:

1 Apr	**Bromma**	2-2	Östers IF	+	-	-	1-1
7 Apr	IFK Göteborg	2-0	**Bromma**	-	-	+	1-0
12 Apr	**Bromma**	1-0	Norrköping	-	+	-	1-0
18 Apr	Djurgården	1-1	**Bromma**	-	-	-	1-0
21 Apr	**Bromma**	0-2	Helsingborg	-	-	+	0-1
28 Apr	Mjällby AIF	4-2	**Bromma**	+	-	-	2-2
6 May	BK Häcken	1-0	**Bromma**	-	-	+	0-0
13 May	**Bromma**	4-1	Gefle	+	-	-	0-1
18 May	**Bromma**	1-1	Syrianska FC	-	-	-	0-1
23 May	Elfsborg	6-0	**Bromma**	+	-	+	3-0
1 Jun	**Bromma**	1-3	Malmö FF	+	-	-	0-1
19 Jun	**Bromma**	1-1	Halmstads BK	-	-	-	0-1
24 Jun	AIK Stockholm	4-0	**Bromma**	+	-	+	1-0
1 Jul	Åtvidaberg	4-1	**Bromma**	+	-	-	1-0
6 Jul	**Bromma**	0-1	Kalmar FF	-	-	+	0-1
13 Jul	**Bromma**	2-1	IFK Göteborg	+	-	-	2-0
27 Jul	Kalmar FF	2-2	**Bromma**	+	-	-	1-1
3 Aug	Östers IF	0-0	**Bromma**	-	+	+	0-0
10 Aug	**Bromma**	3-0	Djurgården	+	+	-	2-0
17 Aug	Norrköping	2-1	**Bromma**	+	-	-	1-1
26 Aug	**Bromma**	2-0	Mjällby AIF	-	+	-	1-0
30 Aug	Helsingborg		**Bromma**				

Bromma have also scored in five of their last six matches:

What does the dedicated ‘scoring table’ tell us?

SCORING	Home	Away	Overall
Goals scored	17	7	**24**
Goals conceded	12	26	**38**
Average goals scored	1.55	0.70	**1.14**
Average goals conceded	1.09	2.60	**1.81**
Avg. scored + conceded	2.64	3.30	**2.95**
Matches over 2.5 goals	45.5%	60.0%	**52.4%**
Matches under 2.5 goals	54.5%	40.0%	**47.6%**

Sixty per cent of Bromma’s away matches finish with ‘over 2.5 goals’. They concede an average of 2.6 goals per away match, which is a very telling statistic. Indeed, they have conceded 26 goals away from home and they have failed to score in 50% of their away matches.

There are some poor stats there!

A look at Bromma's 'goal times' table sees more red (goals conceded) than green:

GOALS PER 15 MIN. (away)			
0-15	Scored	1	
	Conc.	0	
16-30	Scored	1	
	Conc.	5	
31-45	Scored	2	
	Conc.	6	
46-60	Scored	1	
	Conc.	3	
61-75	Scored	0	
	Conc.	3	
76-90	Scored	2	
	Conc.	9	

'31-45' and '76-90' also include added time

The table reveals a team most vulnerable to conceding a goal in the half-hour before half-time, and especially in the last quarter-hour of the match.

The goal trends can be wrapped up with a final look at the 'scores table':

Scores at home		
1 - 1	2	18.2%
1 - 3	1	9.1%
2 - 2	1	9.1%
0 - 2	1	9.1%
4 - 1	1	9.1%
2 - 1	1	9.1%
0 - 1	1	9.1%
3 - 0	1	9.1%
2 - 0	1	9.1%
1 - 0	1	9.1%

Scores away		
6 - 0	1	10.0%
4 - 2	1	10.0%
2 - 2	1	10.0%
4 - 1	1	10.0%
2 - 1	1	10.0%
1 - 1	1	10.0%
4 - 0	1	10.0%
2 - 0	1	10.0%
1 - 0	1	10.0%
0 - 0	1	10.0%

Half-time scores at home		
0 - 1	6	54.5%
2 - 0	2	18.2%
1 - 0	2	18.2%
1 - 1	1	9.1%

Half-time scores away		
1 - 0	4	40.0%
1 - 1	2	20.0%
0 - 0	2	20.0%
2 - 2	1	10.0%
3 - 0	1	10.0%

The scores table reveals that Bromma have only had one 0-0 scoreline away.

Especially revealing are the half-time scores, which show that Bromma have never had a 0-0 half-time scoreline this season in any matches.

And That's It – Your Research is Done

Once you're familiar with www.futbol24.com and www.soccerstats.com this entire process should take you no more than 10 minutes. It's simply a case of scanning the page and jotting down the standout trends and figures.

(And remember, you don't even have to do that because I share all my own research on the members' site at www.delayreattrade.com for you.)

Now that we've collected all our evidence, we need to run through it to build up a case for how we're going to trade.

Let's look again at the evidence we've taken from www.futbol24.com and www.soccerstats.com.

The first piece of evidence is rather compelling: Bromma have not won an away match; and they have conceded two goals minimum away to teams 3rd-9th inclusive in the league, and are playing a team who is second in the league.

This suggests an expectation that Bromma will concede at least two goals today.

From this piece of evidence alone, A *DRT* trader will be readying himself **in case Bromma score the first goal**.

If Bromma score the first goal, the expectation is for them to concede at least two goals at some stage. We will therefore **Lay Bromma in the Match Odds Market if they go 0-1 up.**

Our second piece of evidence revolves around the Half-Time Correct Score Market (one of the five betting markets we use).

Our goals research in particular pointed to there never being a 0-0 scoreline at half-time in any Bromma matches this season.

From this piece of evidence, a *DRT* trader will be readying himself **in case the match is 0-0 after 20 minutes in the first-half**. Consideration will be given **to Laying the 0-0 Correct Score in the Half-Time Market** in the hope that Bromma maintain their 100% record of never having a 0-0 at half-time.

Our third piece of evidence revolves around Helsingborg scoring either three or five goals at home against teams positioned 10th or lower in the league. Add in the 80% 'over 2.5 goals' trend we noted when looking at the goal stats, and we can speculate on Helsingborg scoring at least two goals today, maybe even three.

From this piece of evidence, a *DRT* trader will be readying himself in the **Over 2.5 Goals Market** if the match is low-scoring at half-time. **If the Match is 0-0 at half-time, the DRT trader will Lay 0-0 in the Correct Score Market**.

We have a plan of attack based on the evidence we unearthed in the research. We will focus on these above scenarios and react if one or more of these scenarios plays out.

So, How Did This Match Play Out?



Helsingborg 4 - 2 Bromma		
Half-time score: 0-1		
	0 - 1	M. Albornoz (41)
M. Lindström (47)	1 - 1	
R. Simovic (52)	2 - 1	
	2 - 2	M. Albornoz (59)
M. Lindström (84)	3 - 2	
A. Santos (90)	4 - 2	

Bromma did score first.

Bromma avoided another 0-0 at half-time.

Bromma conceded two goals+, as they had done against 3rd-9th inclusive in away matches.

Helsingborg scored three goals+, again against a team 10th and lower in the league.

All in all, the research was extremely accurate here and unearthed at least three *DRT* trades in this Swedish League match.

Later in this manual I'll show you five proven *DRT* strategies that you can use to trade effectively and start grabbing those green screens.

But before we get to that, let's carry on with our example and go through the whole process from start to finish.

Now you know how to find relevant matches ripe for *DRT* trading, and how to research those matches, let's turn our attention to the next step: when to enter and exit a trade...

How to Enter and Exit a Trade

You have been introduced to Betfair: you know which markets to focus on thanks to our research, so now we enter the meat and bones of *DRT* trading – making money!

Entering a Trade

I define trading as 'the anticipation of a future price movement'.

Just as with the financial markets, if you can anticipate in which direction a share's price will go (up or down), you can profit.

Similarly, if you know what makes a football match's market prices move, then you can anticipate, react and trade for a profit.

How can we anticipate a future price movement in the In-play markets?

We can answer this question by looking at what moves prices...

There are two elements which move prices in football betting markets:

- ✓ Goals
- ✓ Red cards

Once we know this, we can *Delay-React-Trade*.

Let's take a moment to look at each of the three parts which make up 'D-R-T'...

'D' (delaying) and 'R' (reacting) are all to do with entering a trade: 'T' ('trading') is when we exit a trade.

Let's remind ourselves of the two initial steps to *DRT* success:

1. **DELAY** – Only bet in-play from now on. There is no need to place a bet before the kick-off. We will now be betting only as a game is being played.
2. **REACT** – Focus only on red-hot favourites from the Betfair In-Play coupon. These red-hot favourites are at short odds for a simple reason: everyone expects them to easily win. **But we look for shocks:** we realise that there are no foregone conclusions in any football match, regardless of how short a team's odds are in the betting market. Quite simply: 'There is no such thing as a sure thing.'

We delay our bet until something surprising has happened, then we react – these shock events provide us with our entry point into the trade.

So, what shocks do we look for?

The first shocks in-play occur when the big-priced outsider scores the first goal or is drawing with a red-hot favourite late into a match.

Here's an example of some of these shocks from a set of international matches.

We are focusing on matches where there is a red-hot favourite. We know that there are no foregone conclusions and that there is no such thing as a sure thing – ever! These matches with red-hot favourites provide us with the best entry and exit points in our trading. Our hope is for a shock early goal for the outsiders.

In this first match between Liechtenstein and Croatia, Croatia were priced at 1.12 odds. This means that in order to win £12 we would have to place a stake of £100. Red-hot favourites, I think you'll agree.

Let's look at how this match unfolded and where a *DRT*er would have entered the betting market to trade:



This match was far from the smooth ride which you'd expect when a team is priced at odds of 1.12. Croatia scored first: I suppose that was to be expected. Liechtenstein equalised: that was rather unexpected. It was 1-1 at half-time.

Delaying entry into the betting market until half-time is an ideal entry point into this match, especially when the half-time scoreline is not in keeping with the Match Odds Market, which suggested a very comfortable away win for Croatia.

At half-time a 1-1 scoreline is a shock, given that Croatia were priced at a very short 1.12 pre-match. Half-time in this match provides us with an entry point for our trade and the following markets provide ideal entry points:

- ✓ Lay the 1-1 scoreline in the Correct Score Market (Liechtenstein should not be drawing this match, according to the betting market).
- ✓ Lay the draw (laying the draw suggests that there are more goals in this match, and the expectation is that Croatia will do the scoring).
- ✓ Back Croatia at higher odds than the 1.12 which was available pre-match. (Croatia were priced at 1.12 before kick-off for a reason: they were expected to win comfortably! Keep faith that they will be victors within 90 minutes).
- ✓ Back 'over 3.5 goals' (a *DRT*er knows that 1.12 odds suggest the short-priced team are capable of scoring three or four goals.)

Half-time was our first possible point of entry.

The second entry point into the betting market would have come when the score was 2-2.

Look at the timing of Croatia's winning goal:



A *DRT*er would have delayed and delayed, finally backing Croatia in the Match Odds Market as late as possible, knowing that at 1.12 pre-match, they should be winning this match comfortably. The *DRT*er delays entry and reacts to the unexpected scoreline (2-2 draw).

The winning goal came in the 86th minute. Imagine backing Croatia in the 80th minute, or even later: with 10 minutes of the match left, Croatia's odds were much higher than the 1.12 available pre-match.

This was far from a foregone conclusion, wasn't it? Yes, Croatia won eventually, but by delaying our entry and reacting to live events, we could profit at far better value odds than if we had just placed our bet on Croatia before kick-off.

In the above example, delaying until the match is in-play, and reacting to apparent shocks (1-1 at half-time and 2-2 in the 77th minute when 1.12 Croatia should be beating a team as lowly as Liechtenstein with ease) provides us with natural entry points into the trade.

Here's another example from the same night...

Moldova were playing Andorra. Moldova were playing at home and were priced at 1.27. So, in that respect, they are red-hot favourites – something we look for in a *DRT*-qualifying football match. A £100 stake on Moldova would have returned a measly £27 pre-kick-off.

As we have seen, doing some simple research can alert us as to what is likely to unfold in a match. In this match I noted that the last time these two teams met, Andorra scored first, but lost 2-1.

Also, as an aside, remember that I will be researching all major matches for you throughout the current football season in order to be as prepared as possible to pounce when the best profit-making *DRT* opportunities present themselves. You'll get 30 days access to this absolutely free.

And for a lot of matches I will also be on Telegram so you can just listen out for my alerts telling you what's happening and how to react so you don't even have to watch the match.

In recent friendly matches, Andorra's form reads: 'LLLLLDLLL' (where 'W' is a win, 'L' is a loss and 'D' is a draw). This is terrible form and suggests that Andorra will not win this match.

So, what will you do if they are leading in this match?

Additionally, Andorra failed to score in seven of their last eight matches.

From this research it looks like if Andorra are winning at any stage during the 90 minutes, they must be opposed.

We remember there are no foregone conclusions. Let's see how this game unfurled...

Remember to delay your entry into the betting market. By delaying entry into this market, look what happened in the 16th minute:



Andorra – a team who have lost eight of their last nine friendlies and failed to score a goal in seven of their last eight matches – have scored first against Moldova.

Returning to the research, what can we tell from this?

Andorra did the same thing the last time these two teams met, and still went on to lose the match.

Andorra are highly unlikely to win this match. So what do we do when they are leading 0-1? The entry points into the trade are to:

- ✓ Back Moldova 0-1 down. They equalised the last time they were faced with this scoreline against these opponents.
- ✓ Lay Andorra 1-0 up. Andorra are hardly the most reliable international team and it would be a great shock were they to hold on to a 0-1 lead (having lost eight of their last nine friendlies).
- ✓ Lay 0-1 in the Correct Score Market. Andorra have not won in their last 10 matches: are they really going to win now?
- ✓ Lay 0-1 Correct Score in the Half-Time Correct Score Market. This is more speculative as we only have until half-time for Moldova to equalise. Such is the weakness of Andorra that the 0-1 scoreline is worth laying at good value odds.
- ✓ Lay Andorra in the Half-Time Match Odds Market. As above, Andorra are most unaccustomed to leading in any match, much less away from home. By focusing on the Half-Time Betting Market, we get better value odds because Moldova only have until half-time to equalise, rather than full-time.

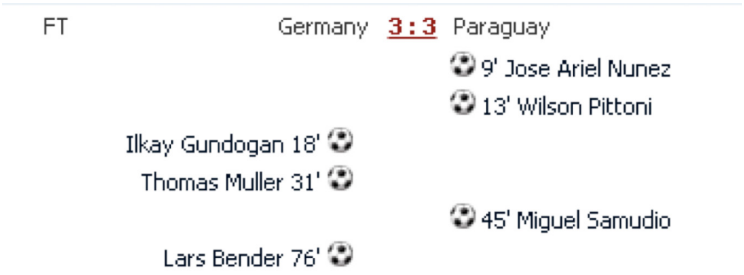
As you can see above, though Moldova did not win the match, they equalised in the 42nd minute. That is your exit point from the trade – more on exit points later.

And here is an example from an international fixtures night which was jam-packed with profitable trades for the *DRT*'er...

In this example, Germany were playing Paraguay in a friendly in Germany. They were priced at 1.26 to win this match. Another red-hot favourite in another match which was to prove anything but a foregone conclusion.

Of course, I did my research, which concluded that Germany were likely to score two goals but were likely to concede at least one goal as they do in friendly matches.

Let's see how this match unfolded...



'There is no such thing as a sure thing', is there? Instead of backing Germany pre-kick-off at 1.26, why not delay entry and see what happens?

Here's what happened...

Paraguay went 0-2 up after 13 minutes. It is this shock scoreline that provides us with our entry point into the trade.

Here, we enter the market by either:

✓ Backing Germany 0-1 and 0-2 down, or laying Paraguay when they led at 0-1 and 0-2.

The match was 2-2 within 31 minutes. This was truly an excellent *DRT* as research pointed to Germany scoring at least two goals, and fortunately Paraguay went 0-2 up after only 13 minutes. This means there is 77 minutes of the match remaining for Germany to regain parity on home soil.

We've looked at goals as an entry point into the market. **No goals scored** can also provide us with an entry point for our trades...

Look for matches where nothing has happened, i.e. **no goals** have been scored when plenty of goals were expected.

Here is another example from that international fixture night...

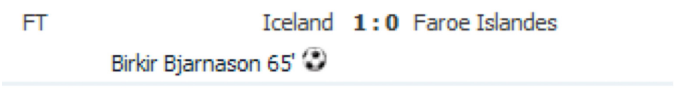
Iceland were 1.27 to beat the Faroe Islands at home. Again, what do we have? Yes, a very short-priced favourite playing on home soil. Basic research had unearthed the fact that Iceland had recently beaten the Faroe Islands 2-0.

Iceland had also won five, drawn one and lost one of their last six friendlies (that loss was to Russia). Research points to an Iceland team in current good form.

The Faroe Islands, on the other hand, suffered 10 consecutive losses coming into this match. Seven losses, a win and a draw in friendlies saw the Faroes in poor form. The Faroe Island were, therefore, highly unlikely to win this friendly. Losing 10 consecutive matches means one thing – they concede at least one goal in their matches.

My research noted too that both sides tended to avoid the draw (this is exactly the kind of research that I provide on the members' blog).

Let's see what happened in this match...



Quite a late goal there...

If we return to our research, we noted that the Faroe Islands had lost their last 10 consecutive matches. This suggests that they tend to concede a goal at some stage.

Research also noted that both teams tend to avoid the draw in their friendly matches. Isn't 0-0 a draw? Yes it is.

0-0 was the scoreline at half-time. This match is a great example of entering a trade when ***no goals have been scored***. We had anticipated at least one goal.

Delaying your entry into the betting markets until half-time will unearth great *DRT* opportunities throughout a season. Half-time is a great time to weigh up your options because you have that natural 15-minute break to check the betting markets.

There are two entry points for us at half-time:

- ✓ Lay 0-0 in the Correct Score Market at half-time. The 0-0 odds will be far shorter than pre-match because we are halfway through this match.
- ✓ Back Iceland in the Match Odds Market to effectively 'win the second half' at odds much better than the 1.27 available pre-match.

So, with DRT we can profit from goals being scored and from goals not being scored in matches where goals were expected.

This is the 'Delay' and 'React' portion of *DRT*. This provides us with entry points into the market.

To summarise

*DRT*ers focus on short-priced, red-hot favourites (as well as the occasional well-known team) who are expected to win and win easily. *DRT*ers delay their betting activities until the match goes in-play.

A *DRT*er knows that just because a team is a red-hot favourite, it does not make the match a foregone conclusion. The axiom 'There is no such thing as a sure thing' rings in the *DRT*er's ears.

With the anticipation of a shock (if the underdog scores first or goes 2-0 up [as Paraguay did]), the *DRT*er reacts when said shock occurs. This is his/her time to enter the betting market.

The *DRT*er can also profit if no goals have been scored when goals were expected (see Iceland v Faroes, above).

The above examples also highlight how delaying entry until half-time can unearth some solid *DRT* opportunities.

So, generate your entry points into a *DRT* trade by:

D – Delaying entry until an apparent shock has occurred (0-2 Paraguay or 0-0 Iceland v Faroes)...

R – Reacting by betting that the red-hot favourite will play as expected and regain parity (Germany 2-2 Paraguay) or score to win (Iceland 1-0 Faroes).

We have covered the 'D' and 'R' of *DRT*.

Next, a look at 'T' – 'Trading'. The next section looks at ***exiting the trade*** and profiting from these betting opportunities: either creating a risk-free bet on one outcome or the practice of spreading your profit on all outcomes.

It's easier than you think. You don't have to make long mathematical calculations in your head. You can exit trades with a single click of your mouse.

Imagine this scenario: You have successfully identified a *DRT* opportunity and entered the betting market. In exiting the trade at the right time you create a no-lose 'green screen', profiting on all outcomes.

Below is such a screenshot...



(Please note: this screenshot was taken when I was using Fairbot.)

The figures in green writing underneath each outcome in this Match Odds Market denote the profit you will make.

So, if Dinamo Kiev win, you will make £65.16... come on the Kiev!!

If Barcelona win, you will make £69.74... erm, come on Barcelona!!

If the match ends in a draw, you will make £65.16. Come on the draw!!

What a great position to be in. I'll reveal all in the next section...

‘T’ is for ‘Trading’...

The ‘D’ (‘Delay’) and ‘R’ (‘React’) of *DRT* deal with when to enter the betting markets (do make sure you look through the real-world examples of *DRT* on the website so that you can see the many different entry points into a betting market).

The ‘T’ portion of *DRT* stands for ‘Trade’ – specifically ***trading and exiting the betting market***.

This is where you turn your research, your delaying entry until the match is in-play, and your reaction to events, into real money.

Trading is now a real option thanks to Betfair. It is made possible solely by the ability to Back and Lay (or Lay and then Back) the same outcome at different times, hoping to profit from a change in price.

Remember, my own definition of trading is ‘the anticipation of a future price movement’.

When we enter the betting market in reaction to:

- ✓ A shock first goal scored by the underdog; or
- ✓ No goals being scored when goals were expected,

we should already have in mind our exit point.

In the simple examples above, what are the exit points?

A Shock First Goal Scored by the Underdog

The red-hot favourite’s odds will rise if they concede the first goal. The odds will fall if they score the next goal (equalises).

Here is a straightforward example of this entry and exit from a La Liga match between Atletico Madrid and Celta Vigo.

We have a red-hot favourite in Atletico Madrid, who were priced at 1.41. Moreover, they are playing at home.

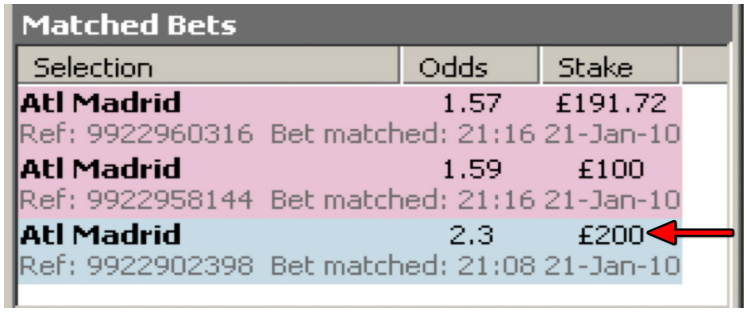
Let’s look at the scoreboard and determine the entry point:

31'	Atlético de Madrid	1-1	Celta de Vigo
3		0 - 1	Trashorras
11	Tiago	1 - 1	

The Entry Point

1.41-favourites Atletico Madrid concede the first goal after three minutes. We delay entry into the market to see what unfolds, and we react when the red-hot favourites concede an early goal.

We can now Back 1.41-shots Atletico Madrid at great odds of 2.3 (the red arrow below). This is our entry point at 9.08 p.m:



The Exit Point

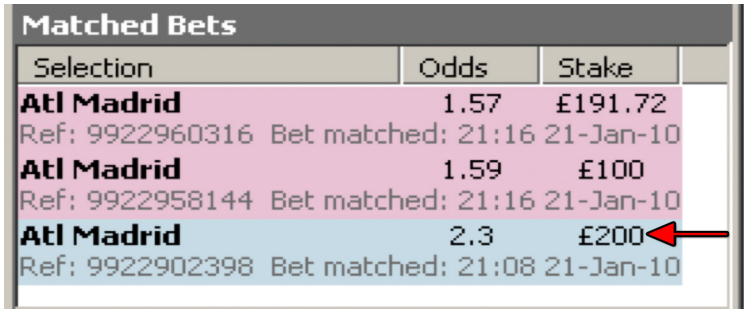
The first exit point occurs when the red-hot favourites equalise, as the market expects. Let's revisit the scoreboard...



We only have to wait eight minutes for an equaliser from the red-hot favourites.

This is our exit point. Having backed Atlético Madrid at odds of 2.3, we can now trade out, exploiting the drop in odds because the scoreline is now 1-1.

The odds drop to 1.57, so we Lay at those odds and exit the trade for a profit.



Remember this rule when your entry point is a Back bet:

Enter a trade by **Backing**.

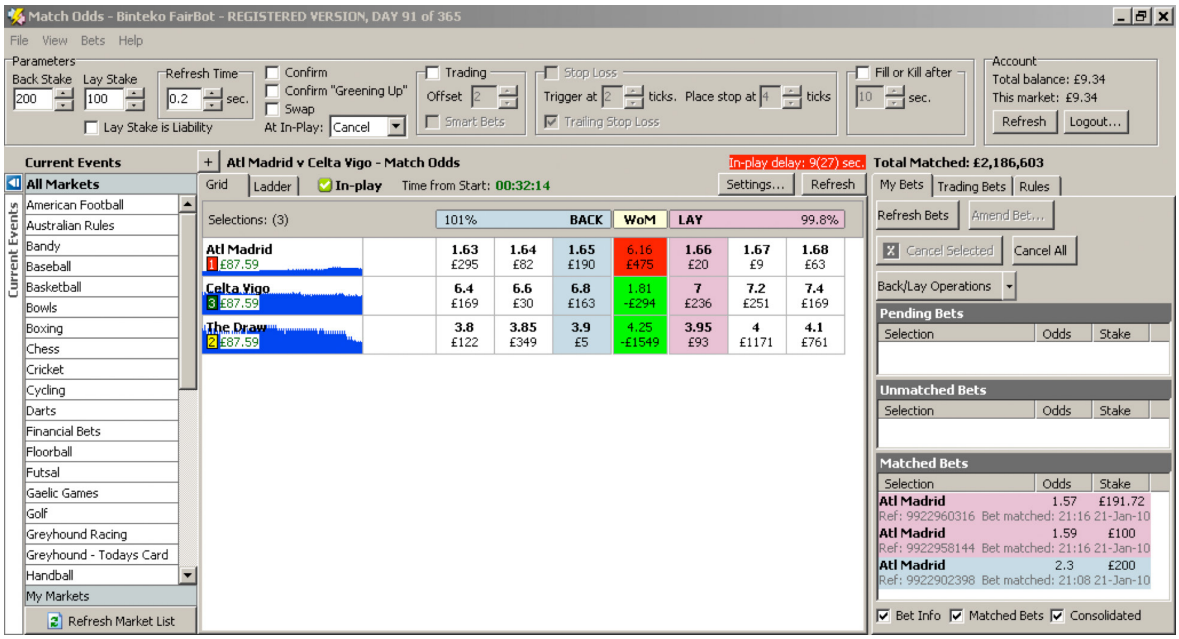
Exit the trade by **Laying at a lower price**.

We have anticipated a future price movement.

To recap. Follow these simple steps:

- Shortlist red-hot favourites from the In-play coupon or look at my research on the *DRT* member's page.
- Research the match.
- Delay entry into the Betting Market, knowing the majority of these matches are not foregone conclusions.
- React when the underdog (in the above case Celta Vigo) scores first.
- Exit the trade when the red-hot favourite equalises.

By following these steps (and if Atlético Madrid consent to score the next goal after conceding first) we can find ourselves in the position of a guaranteed return regardless of the result, and with some 79 minutes of the match remaining to be played.



Exiting From a Lay Trade...

So far we have only looked at entering the market by Backing an outcome, but there will be matches when we enter a betting market by Laying an outcome.

Remember this rule:

Enter the trade by **Laying at the lowest price available.**

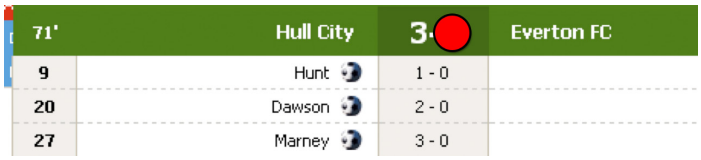
Exit the trade by **Backing at a higher price**.

Here's a great example of a lay trade to enter the market...

Do you remember when Hull City were last in the Premiership? It was during the 2009/2010 season.

Hull City were playing Everton FC who were (rightly) strong favourites for this match.

Hang on a second! Look at the scoreboard and tell me whether this is reflective of an Everton side dominating in this match?

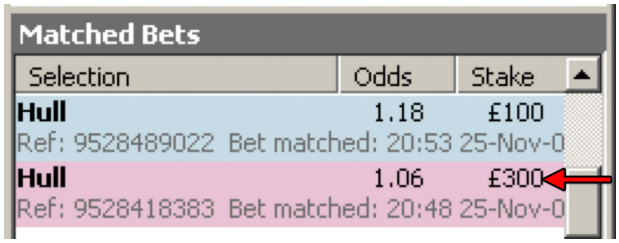


I have blanked out the Everton score. At half-time the scoreline read 3-0 to Hull City.

When we enter a trade by Backing, we want to Back at the highest odds available.

Conversely, when we enter a trade by Laying, we want to Lay at the lowest odds available. This is exactly what I did at half-time. A 3-0 scoreline to Hull City is something of a shock.

I therefore Lay Hull City in the Match Odds Market at odds of 1.06 for £300 stake. This produces a liability of only £18.



When do we exit from a Lay trade?

Let's take a look at the scoreboard again, only this time with everything revealed...



We have Layed Hull City at odds of 1.06 at half-time. Remember the rule about entering and exiting from a Lay trade?

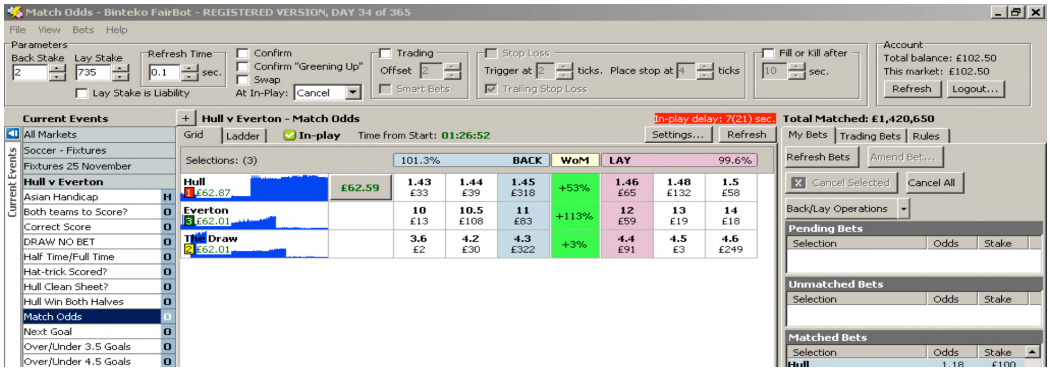
Enter the trade by **Laying at the lowest price available.**

Exit the trade by **Backing at a higher price**.

Hull City's odds will rise only if Everton score the next goal. Indeed, they scored in the 50th and 65th minutes. Hull City's odds of 1.06 at half-time rose to 1.18 after the first Everton goal. We can exit the trade by Backing Hull at a higher price – in this case at 1.18:



I exited the trade by Backing Hull at 1.18 and produced an excellent profit.



I made £62 on this trade. I could have made more had I waited for that second Everton goal. As you can see above, the odds for Hull increased dramatically to 1.45 after they conceded two goals, having led 3-0 at half-time.

Summary

Entering and exiting a trade go hand in hand.

Delaying and reacting provides us with an entry point into the betting market. Trading provides us with an exit point.

The golden rules to follow:

BACKING

Enter a trade by **Backing**.

Exit the trade by **Laying at a lower price.**

LAYING

Enter the trade by **Laying at the lowest price available.**

Exit the trade by **Backing at a higher price.**

The green screens you see in the examples above were all created with the click of a mouse. You do not need to do any lengthy calculations anymore.

Make sure you take a look at the video tutorials to see this working in action on the www.delayreacttrade.com site to see the strategies in action.

Let me show you in the next section how you can exit for profit with a single mouse click...

A green screen is our goal with *DRT*.

If you can operate a mouse, you can create a green screen.

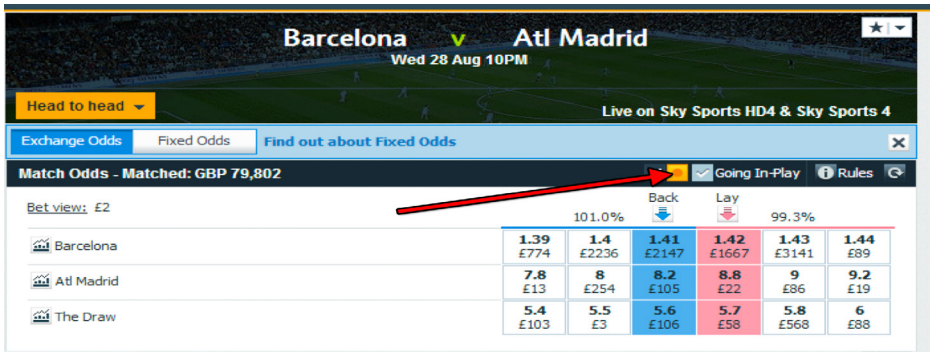
Betfair and Fairbot both provide us with useful tools which enable us to create a green screen.

Creating a Green Screen Using Betfair

Betfair is improving its services year-on-year and they have come up with a new service which mirrors Fairbot's Green-Up button.

Betfair's option is called 'CASH OUT'.

Earlier, you learnt how to find the football betting markets at www.betfair.com. Let's go to a Match Odds Market:



The 'Cash Out' icon is shown on all markets where the service is available. Cash Out enables you to lock in a profit (or a loss) before waiting for the match to end.

Think of this as the Green-Up button for Betfair.

This facility is all you need if you use Betfair instead of special trading software.

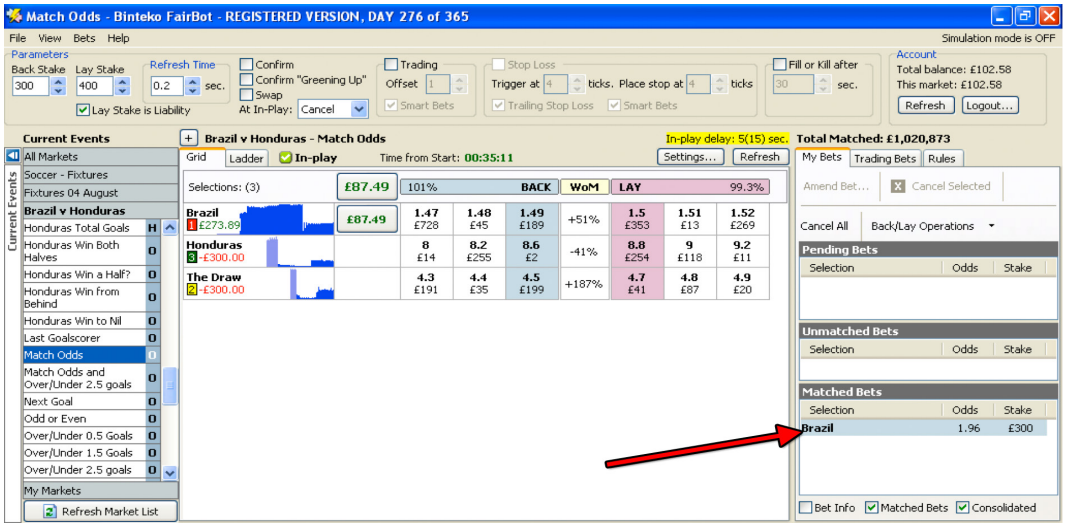
Creating a Green Screen Using Fairbot

Let me take you through a match between Brazil and Honduras.

It's 35 minutes into this match between Brazil and Honduras. There have been no goals scored in this match. This is a surprise in any match involving Brazil. After just 30 minutes, Brazil's odds have risen to nearly evens, or 1.96. I back Brazil at these odds as I think they offer great value.

In this match the odds are altered not by a goal, but by a red card.

Here is a screenshot of the match after a Honduras player is sent off:

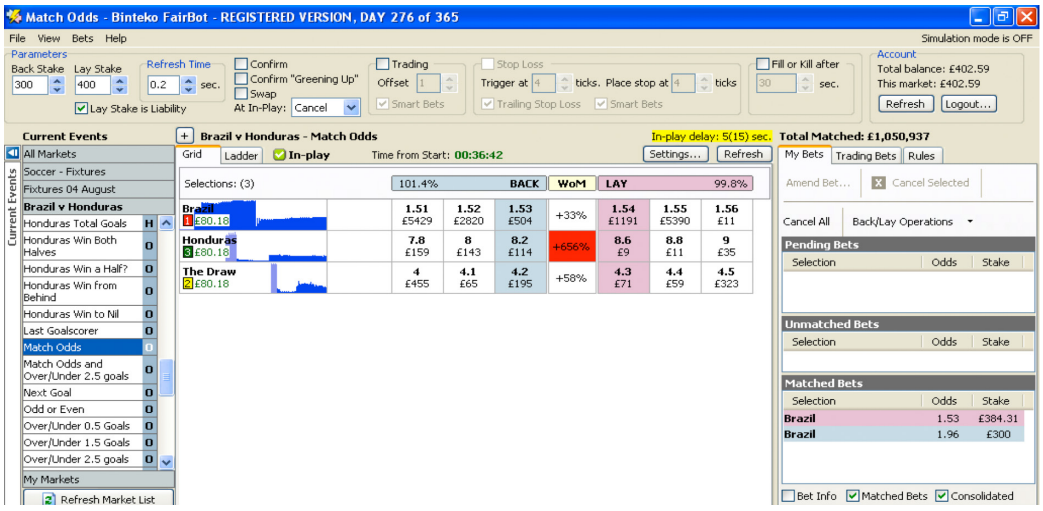


Having backed Brazil at odds of 1.96, their odds reduce to 1.49 in reaction to their opponent being sent off. The box with the green writing '£87.49' is called the 'Green-Up box'.

By simply clicking on this box, the software will create a profit for the amount specified on all outcomes.



I clicked on the Green-Up box and the software spread the profit...



£80 profit if Brazil win, or if Honduras win, or if the match is a draw. It's as simple as that. Enter the market, wait for something to happen, press a button and spread the profit.

So there you have it...

You do not need to know the mechanics of spreading a profit: just know that Fairbot's Green-Up button, and Betfair's Cash Out facility will do this for you.

But there's more to maximising your profits by just *DRT*ing. With the correct money management approach you can increase your profits while protecting the risk.

I will divulge all in the next section – Money Management...

Money Management

One of the unique aspects of *DRT* trading is that we will be Backing and Laying over a wide spectrum of prices, from 1.01 all the way up to 120 (and higher).

A staking plan is therefore required, which is flexible enough to cope with this variation in the odds.

The best staking plan for this is a **points-based staking plan** in which points are allocated based on the odds of our Back or Lay trade.

We will be using a 20-point betting bank, so decide what 1 point will be for you, and multiply that by 20.

For instance, I decide that 1 point will equal £10. My 20-point betting bank will therefore be £10 x 20 = £200. Half a point becomes £5 and quarter of a point becomes £2.50.

A 20-point betting bank is more than adequate for *DRT* trading because:

- We will predominantly be trading, and so the money risked can be controlled;
- *DRT* trading has a high strike rate, so a 20-point betting bank provides us with enough breathing space over the course of a whole football season.

A Points-Based Staking Plan for Backing

We will be using this points-based staking plan by allocating points based on the odds of the team or outcome we are Backing.

The odds when Backing a team or outcome using *DRT* can vary from 2.00 (evens in fractionals) to 120 and higher.

The lower the odds, the more likely it is that the Back bet/trade will be successful. We should therefore allocate a greater proportion of our stake to these Back bets and trades.

The higher the odds, the less likely it is that a Back bet/trade will be successful. We should therefore allocate a smaller proportion of our stake to these Back bets and trades.

A perfect illustration of this? I Backed Tampines Rovers for only £2 and made £263.98. There is no need to risk a disproportionate amount of money on the more speculative bets and trades.

Follow this guide when you are backing a team or outcome...

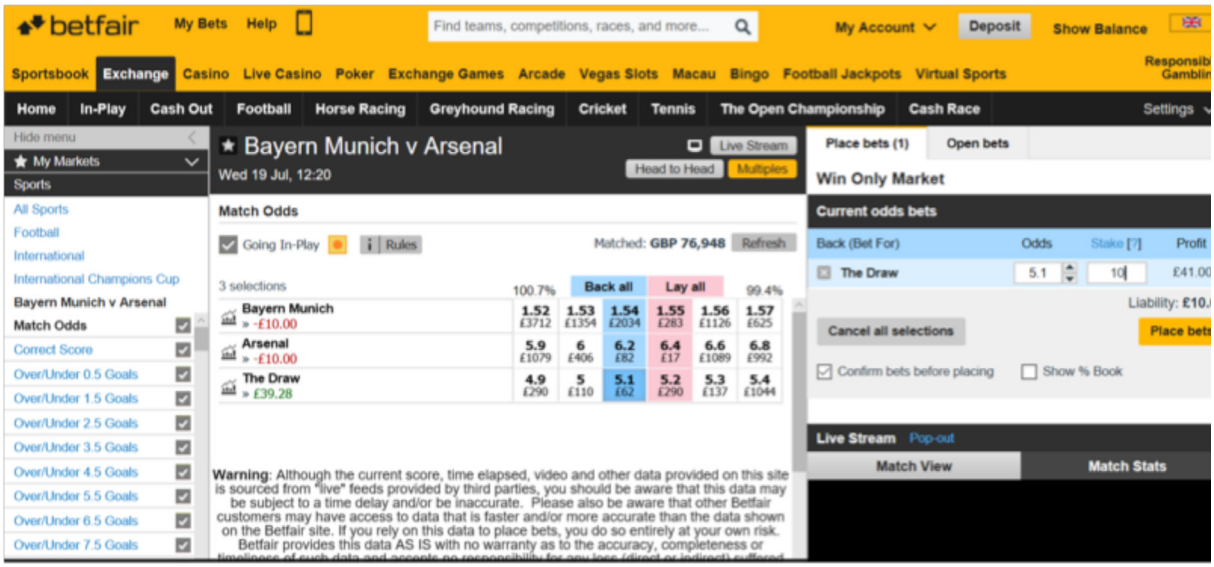
- When the odds on Betfair for the team or outcome you are Backing is <6.00, Back with 1 point from a 20-point betting bank (so using our previous example where the betting bank was £200, we would be backing with £10).

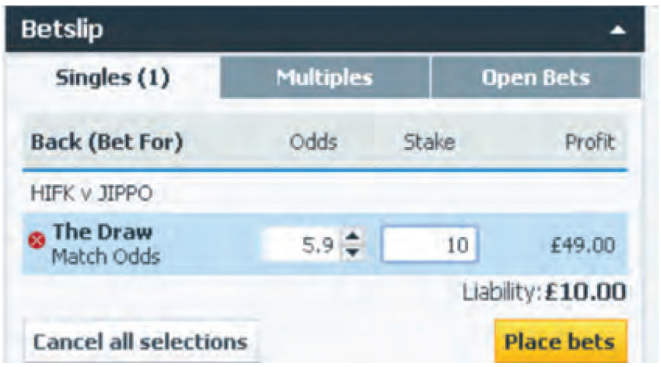
- When the odds on Betfair for the team or outcome you are Backing is >6.00 and <15.00 decimal odds, Back with ½ point from a 20-point betting bank (from our £200 betting bank, we would be backing with £5).
- When the odds on Betfair for a team or outcome you are Backing is >15, limit your Back stake to ¼ point from a 20-point betting bank (so from our £200 betting bank, the Back stake would be £2.50).

BACK ODDS	20-POINT BETTING BANK POINTS STAKED	£200 BETTING BANK STAKE
<6.00	1 POINT	£10
>6.00 AND <15.00	½ POINT	£5
>15.00	¼ POINT	£2.50

Backing at Odds of Less Than 6.00

Here's an example of a Back selection at odds of less than 6.00:



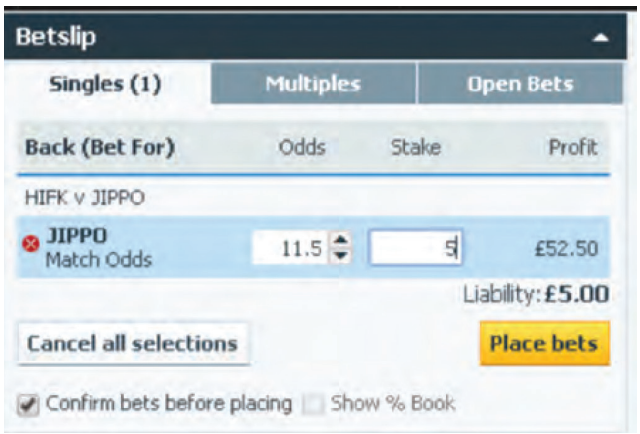


Allocating a £200 betting bank, I choose to Back an outcome at odds of 5.1. Using our table above, our Back stake is 1 point, or £10.

Backing at Odds of Between 6 and 15

I choose here to back an outcome at odds of 11.5. At odds of between 6 and 15, the Back stake is ½ point, or £5 using a £200 betting bank.

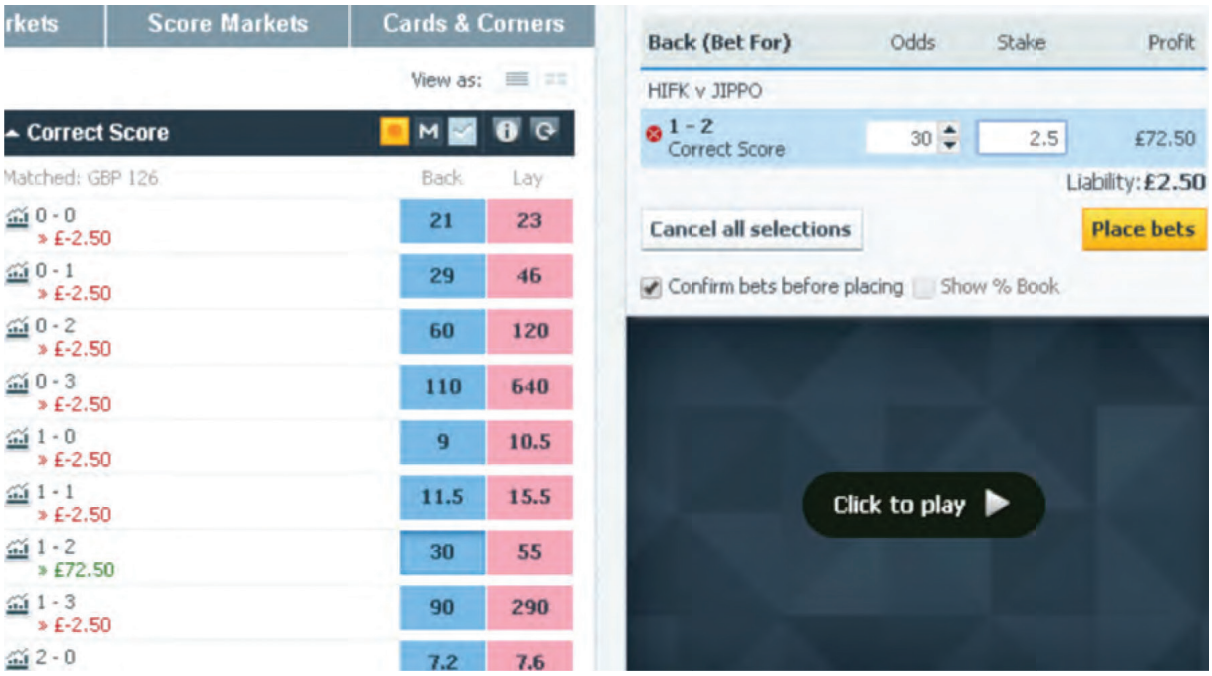




Backing at Odds of 15 and Over

We are at the more speculative range in the odds, so we lower our stakes, whilst not compromising on potential profit.

I choose to Back a selection at odds of 30. At odds greater than 15.00, our stake is ¼ point, or £2.50 if using a £200 betting bank.



The points-based staking plan – where points are allocated based on the odds of our Back selections – provides the ideal balance between risk and return.

Laying a Team or Outcome

When we Lay a team or outcome, we must factor in the liability. Liability is the money that is lost if the Lay bet is a losing bet (the outcome we lay [oppose] happens).

The higher the odds, the higher the liability (or stake that is risked).

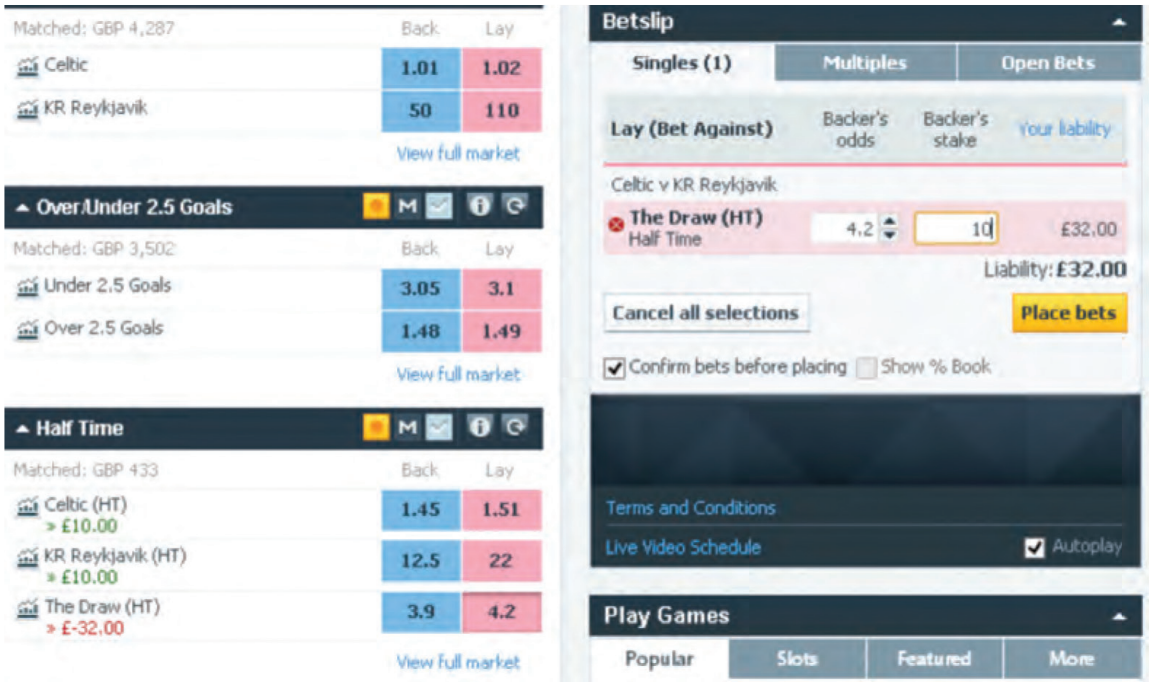
We must therefore control our liability.

This is best achieved through **Fixed Liability staking...**

There are two forms of staking when we Lay a team or outcome...

Laying to win a certain amount

Here, I have Layed an outcome at odds of 4.2 to win £10:



My liability (the amount of money at risk if the outcome we have opposed by laying, happens) is £32.

If we adopt a £200 betting bank, the £32 liability we have risked is 17% of our betting bank. This means that we have a tolerance for 11 of these bets losing consecutively before our betting bank is lost.

Laying to lose a certain amount

In this case, I Lay the same outcome to lose £10:



The money at risk now is £10, or 1 point from our £200 betting bank. We have controlled risk, but potential profits have been reduced.

We will be controlling our risk when Laying by adopting Fixed Liability Laying along with a points-based staking plan, allocating points based on the odds at which we will be Laying.

Speculative Laying

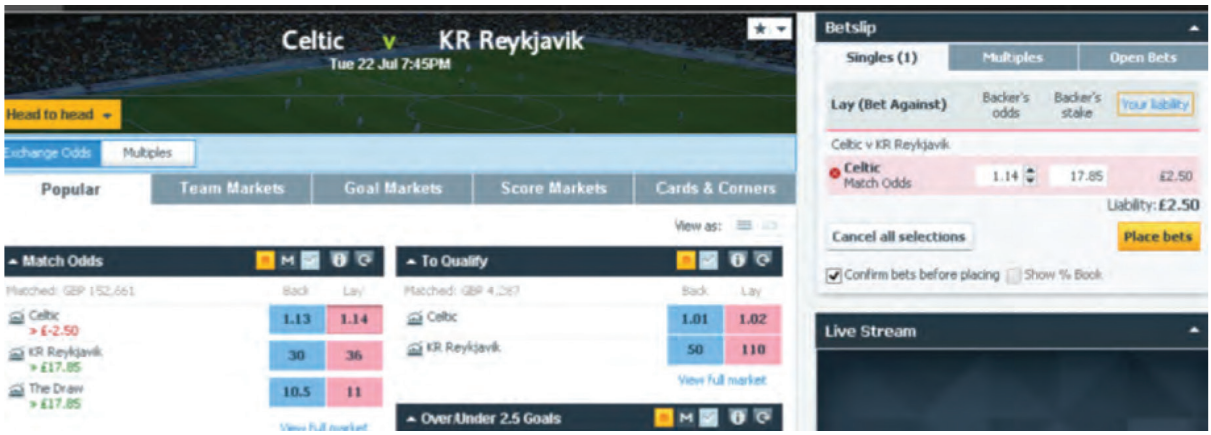
Speculative Back bets are always at double-figure odds or greater.

When Laying though, speculative Lay bets will be at odds of 2.00 and lower. These Lays are speculative because lower odds outcomes are more likely to win than to lose (and as Layers, we want them to lose).

A speculative Lay is a Lay of any outcome at odds of 2.00 or lower.

Using our illustrative £200 betting bank, we will Lay using ¼ point (or £2.50) as liability.

Here is an example:



Laying this team at odds of 1.14, we look to limit our loss to a ¼ point , or £2.50 . This still allows for a potential profit of £17.85 (this is the equivalent to a 7/1 back bet).

Let's lower the odds even further... Laying an outcome at odds of 1.04, we set our fixed liability at ¼ point of our £200 betting bank (20 point betting bank):



We have still controlled our liability (risk) but our potential profit is now £62.50 – the equivalent of backing an outcome at odds of 19.06 (or 25/1).

We don't need to risk too much in order to secure a potentially big return, but we have to realise that not every outcome we lay at 1.04 will be profitable for us.

Laying at Higher Oodds

The next price band we will look at is the price band between 2.00 decimal odds and 5.00.

When laying an outcome at odds of between 2.00 and 5.00, we will be laying to a fixed liability of 1 point.

Here, we have chosen to lay at odds of 4.2:



We risk 1 point here, or £10.

What Happens if You Hit a Losing Run?

Two words you need to remember are: LONG TERM.

Sometimes – but not often – things just don't go the way all the research points to. The underdog manages a freak win and it's difficult to get out of a trade and minimize your losses.

If this happens two or three times in a row (it really shouldn't happen that often), then you can lose focus and discipline. In a bid to hit a winning trade you might find yourself increasing your stakes and/or taking unnecessary risks.

This is known as 'chasing your losses'. Whatever you do, tempting as it is, don't do it!

If you hit a losing run remember to maintain a long-term focus because there will be solid trading opportunities in the next match. So take a deep breath and try to remain calm (you might even want to leave it for the day and come back to it with a fresh head).

If you continue to do your research in as thorough a manner as possible there should be no concerns. If your faith is shaken, focus on matches where your research makes you ultra-confident that a certain outcome is likely.

Let's Do a Quick Recap

When Backing and Laying, we will be using a points-based staking plan. Using an illustrative betting bank of £200, we set 1 point at 1/20th of the betting bank.

1 point becomes £10

½ point becomes £5

¼ point becomes £2.50

Backing a Team or Outcome

The odds for the Back bet will determine the points which we allocate.

We have three price bands as Backers:

<6.00 – We Back a team or outcome at odds of 6.00 or less with 1 point (£10 when using a £200 betting bank).

>6.00 and <15 – When Backing a team or outcome at odds of between 6 and 15, we allocate ½ point (£5 to a £200 betting bank).

>15 – When backing any team or outcome at odds greater than 15, we allocate ¼ point (£2.50 to a £200 betting bank).

Laying a Team or Outcome

We found out that when Laying, the more speculative bets are the lower-priced bets.

When Laying at odds of 2.00 or lower, we lay to a fixed liability of ¼ point. There is no need to risk more, as the liability will always be lower than the potential returns, and we have to realise that the more speculative the Lay, the lower the strike rate for success.

At odds of between 2.00 and 5.00 we will limit our risk to 1 point. Using a £200 betting bank, 1 point will equal £10.

Conclusion

Congratulations!

You now have all the tools and expertise you need to enjoy the best betting strategy I've ever found! With just a few simple steps during a football game, you can lock in a tax-free profit, then enjoy the match with money in the bank.

If you've just been reading this through so far, then now's the time to go through the steps carefully, following my instructions. Once you get into a rhythm it's extremely straightforward, but if you've got any questions at all, please don't hesitate to get in touch. I'm determined to help you succeed

You can reach me at: Clive@canonburypublishing.com

But I don't just want to help you get set up. I'd also like to help make this even easier for you…

Let me do all the hard work for you!

Look, I'm not one of those 'gurus' who talks a good game but doesn't practice what he preaches. Trading on Betfair is what I do and the technique I've shared with you is the EXACT same technique I use to pluck regular profits from the betting markets in Betfair.

I believe the absolute best way to learn is to be right by my side while a tradeable game is in action so that you can see it working for yourself. This way you can ask me questions and see how everything works.

So I'd like to invite you to join me in zoom live chats while games are in play so that you can trade alongside me.

Plus don't forget you have full access to the *DRT* member's website. This is where you'll find:

1. **My own in-depth betting research** – so that you don't have to lift a finger! No need to check form or study trends yourself, I've done it all for you.
2. **Video tutorials** – I'll take you through live examples, show you how various tools work and explain things as you'd see them on screen.
3. **Live trading sessions** – We'll have regular online trading sessions where we can chat about live 'in-play' events together with myself and other *DRT* members.
4. **Free in-play stats feed trial** – Exclusive to members of www.delayreacttrade.com we provide an extended free trial to our trusted inplay stats feed. Inplay stats are the icing on the cake.
5. **Trading Alerts send to you daily** – When I spot a potentially profitable trading angle, I'll

telegram you instantly. Set an audio alert on your mobile device, and get on with your day. I'll do all of the match monitoring for you and only pass on those trades I think will profit.

As I promised when you first joined, you'll get all the above as part of your package for free for your first 30 days. After this it's up to you whether or not you want to stay on. Although I'm sure that once you've experienced the thrill of live action trading sessions you're not going to look back!

I can't wait to get started. So please, go through the manual, get set up, and look out for instructions for accessing the members' website to join me in my live sessions.

And don't forget to look at the member's website for more video training and also on the days you want to trade so you can see my daily research.

Many thanks for reading and… GOOD LUCK! (You won't need it!)

Best regards,



Clive Keeling

Addendum

In-play Stats

In-play statistics are vital in measuring how a match is unfolding. If you were to join me in a Live Chat, you will see for yourself how accurate in-play statistics can be in determining when a goal will be scored and, indeed, which team will score that goal.

There are paid-for in-play stats providers. I would like to focus more on the freely available in-play stats providers.

Once I have shown you how to access in-play stats for free, I will then show you which three particular statistics you need to narrow your focus on, in order to enhance your decision making.

Free In-Play Stats Providers

There are two in-play stats providers I would recommend.

www.flashscore.com and www.williamhill.com

www.flashscore.com

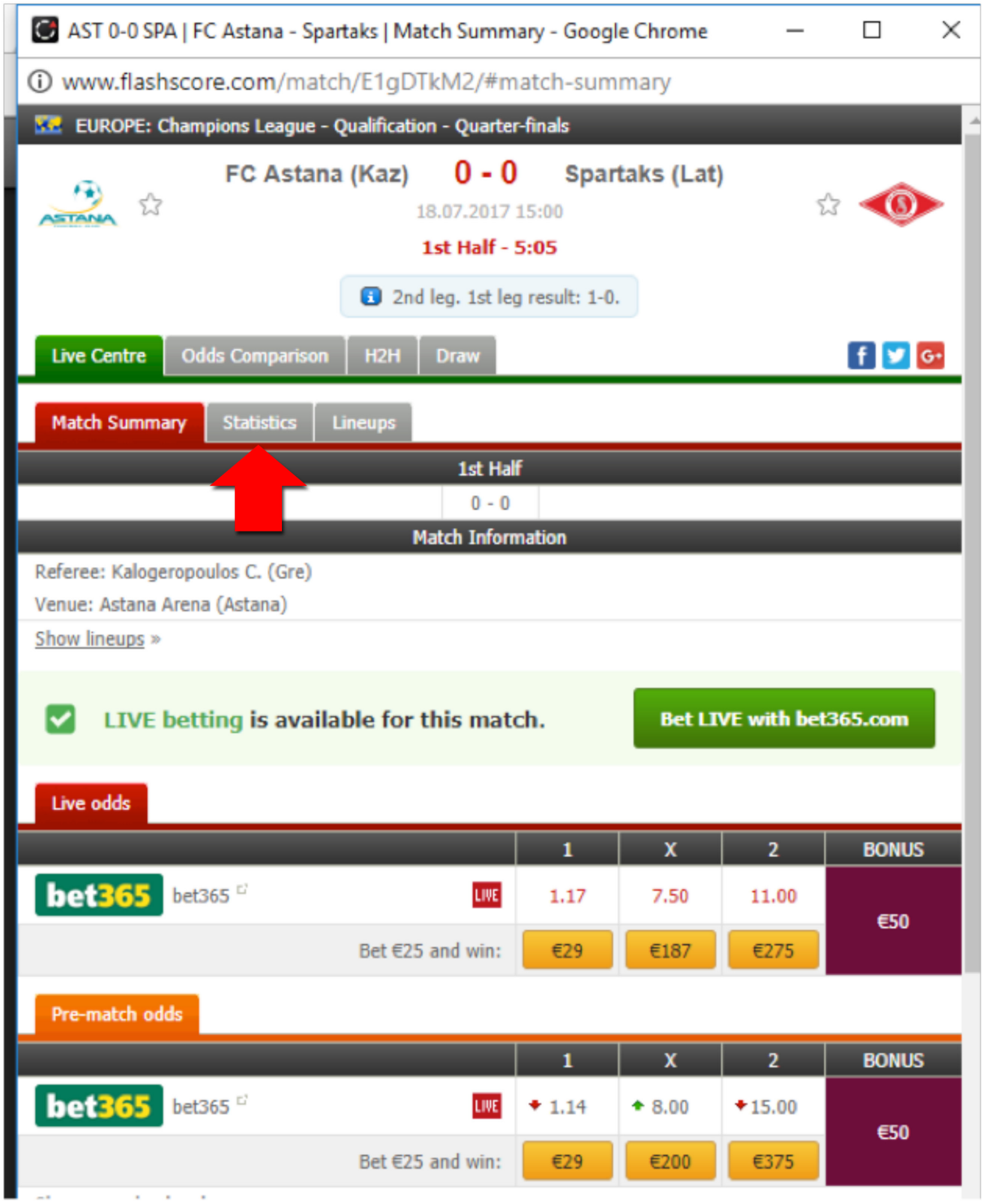
At www.flashscore.com, click on Soccer and Live Games.



Any match with a 'LIVE CENTRE' will be providing you with in-play stats.

You can access the in-play stats by clicking on the red LIVE CENTRE box.

Once you have clicked on LIVE CENTRE, a pop-up box will appear.



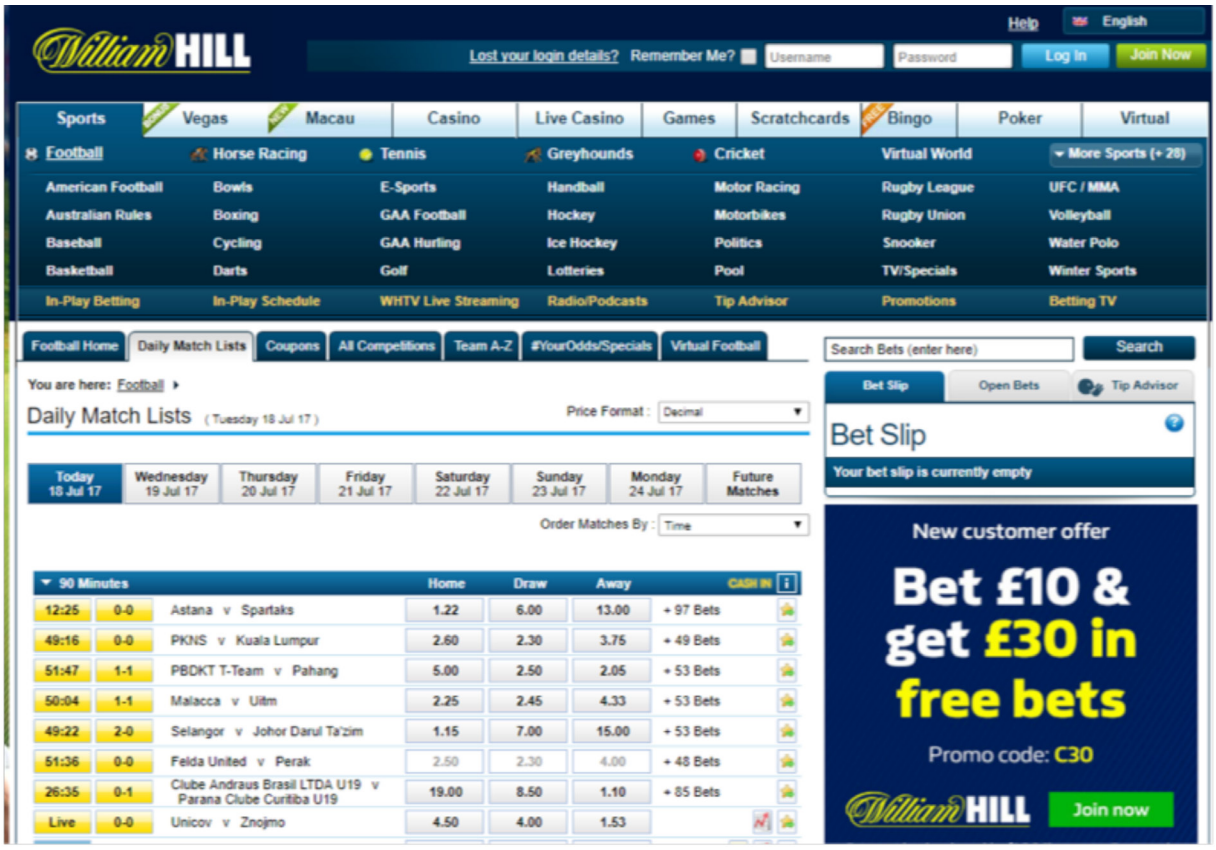
If you click on the Statistics tab, you can access the in-play stats for this match.

www.williamhill.com

I bet you never thought that a bookmaker could come to our aid.

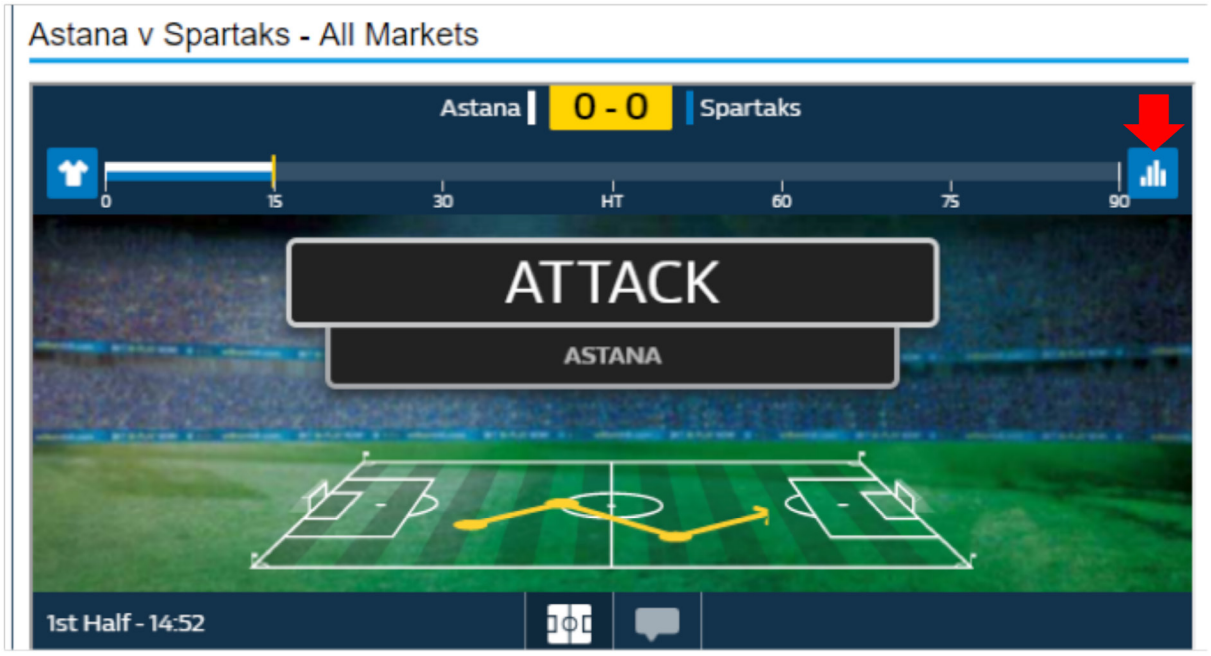
In my experience, www.williamhill.com is the best provider of free in-play stats.

Once at the website, click on Football, Daily Match Lists and the in-play matches will be in yellow.



I will access the in-play stats for Astana v Spartaks. Simply click on the match (highlighted in yellow).

This is the page you will be confronted with:



In the top right hand corner is a column graph (see the red arrow). Click on that column graph

to access the in-play stats.



www.williamhill.com provides a wealth of accurate in-play stats.

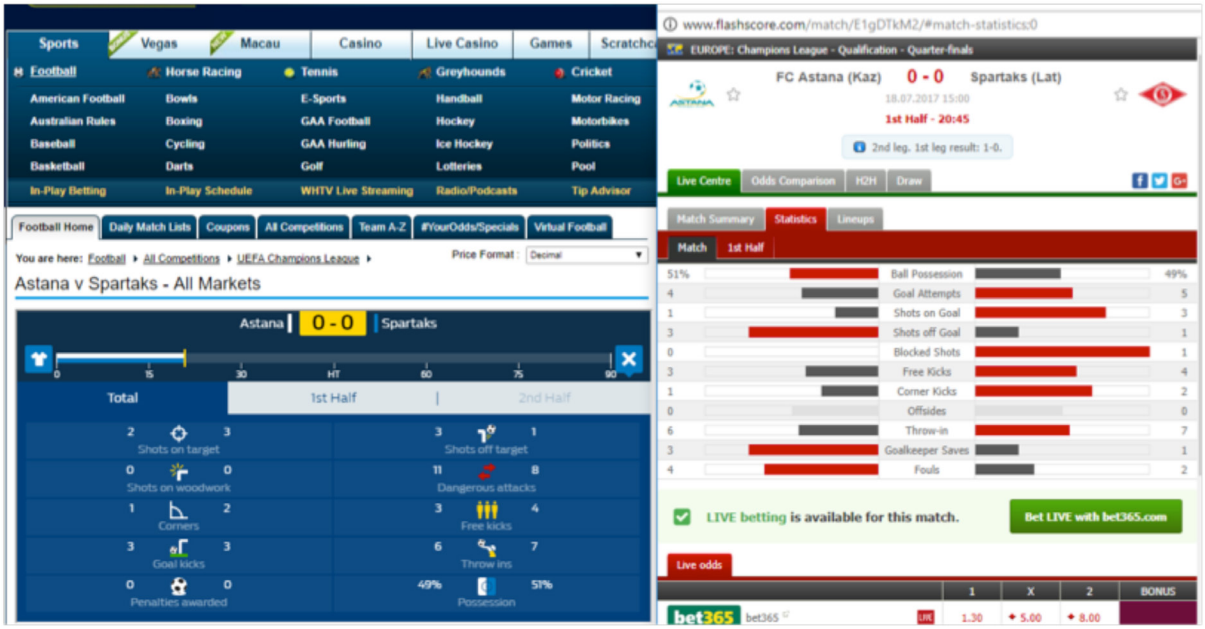
Stats are provided by Total (1st and 2nd Half together), 1st Half in isolation and 2nd Half in isolation.

I tend to focus on 1st Half stats for the 1st Half and 2nd Half stats for the 2nd Half.

I will also check out Total stats in order to get a flavour for the match in total.

Here are the in-play stats after the 20-minute mark for this match, as shown at www.williamhill.com and www.flashscore.com.

The layout is different but for those wanting an instant flavour for which team is dominating, flashscore.com's colour-coded bars help greatly (red highlights a team dominating in that stat).



There are three stats that I focus on.

- Shots on target
- Shots off target
- Corners

Shots on Target

Shots on target tells us how many shots each team has and which have been on goal. If one team is overwhelmingly ahead on 'Shots on target' this infers that they are the most likely first goal scorers.

Shots off Target

Shots off target are important stats too. I like using Shots on target and Shots off target added together to give me an idea which of the two teams is most consistently attacking.

Corners

Why corners? Where does a team take a corner? In their opponents' defensive third. A team with an overwhelming corner account is consistently in their opponents' final third and the longer they stay there, the more likely they are to be the first goal scorers.

Together these three stats show what I call 'attacking intent'. A team dominating in all three areas is a team with the greater 'attacking intent' and the team most likely to score that first goal.

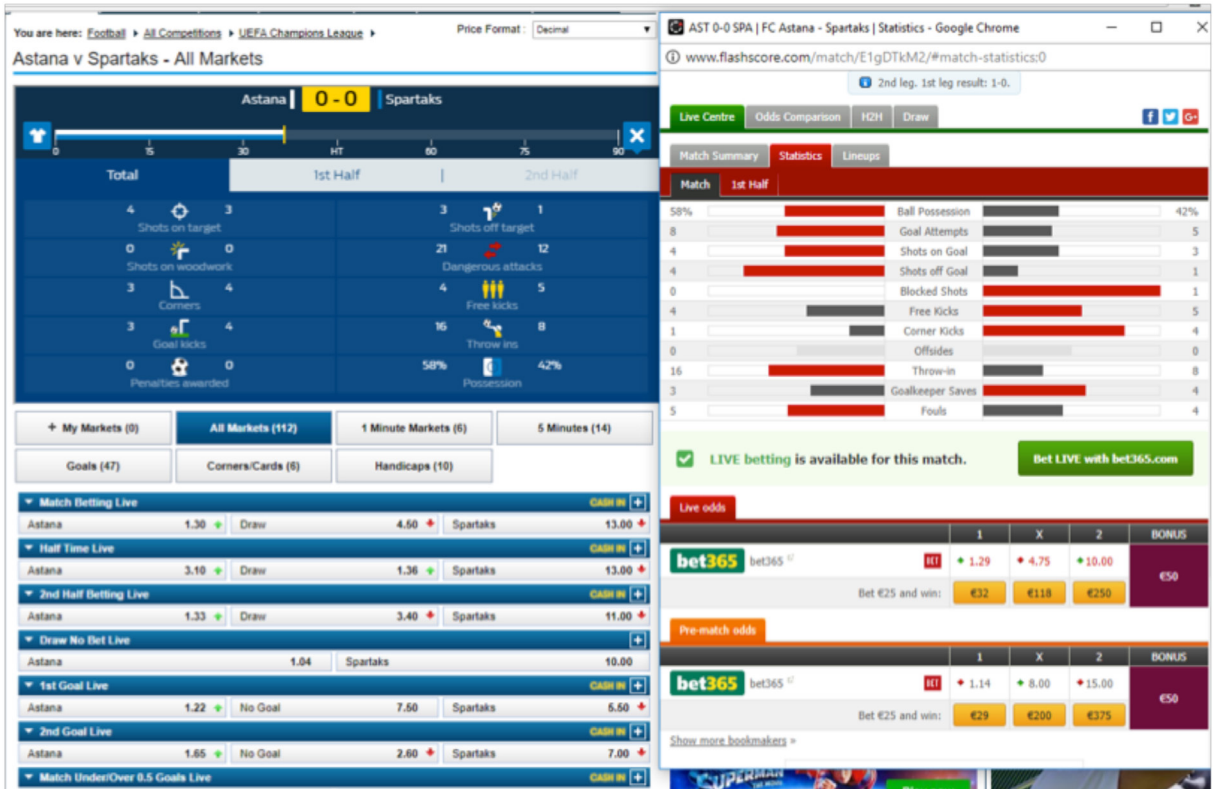


The in-play stats here reveal two teams equal on Shots on target, Astana have a better total of Shots on and off target (3+3) and Spartaks have three corners to Astana's one.

No one team is absolutely dominating this match.

Let's check the stats for this one match as time ticks.

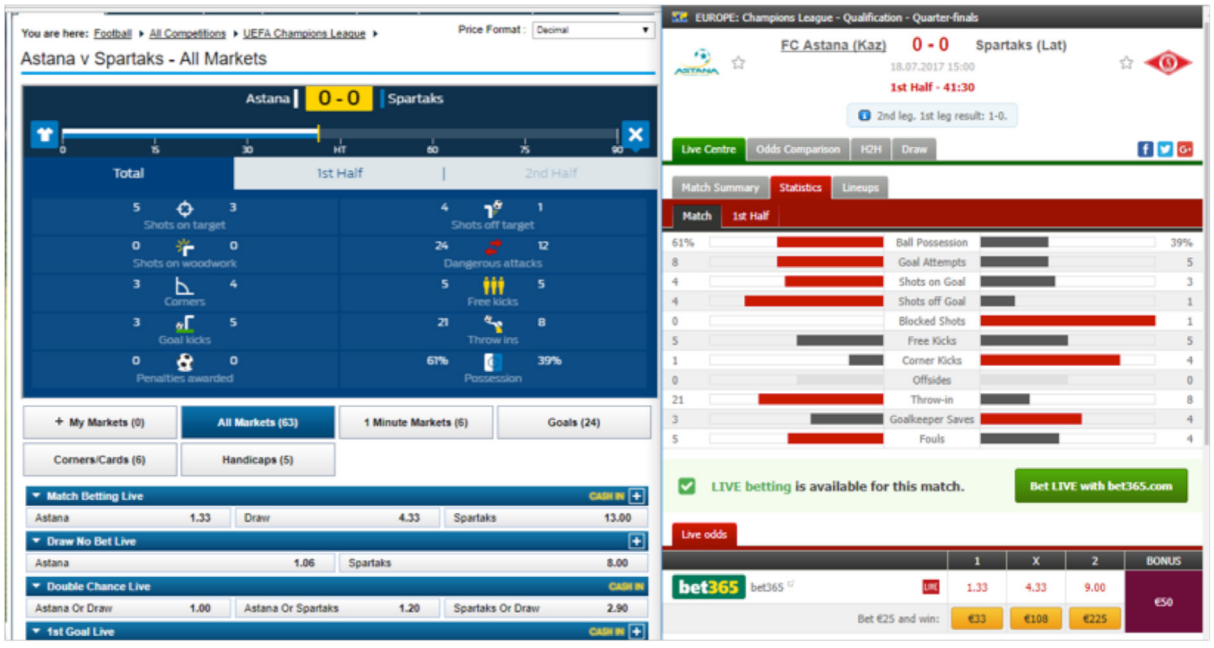
We are 37 minutes into the match. Astana have seven shots on goal to Spartaks four. The corner count is levelling off at 3-4. I am taken by the dangerous attacks stat at www.williamhill.com 22-12.



I must say here that 'dangerous attacks' has not really been defined as a statistic and is very subjective, so I take that with a pinch of salt. I do note Astana's nearly doubled stats as compared with Spartaks.

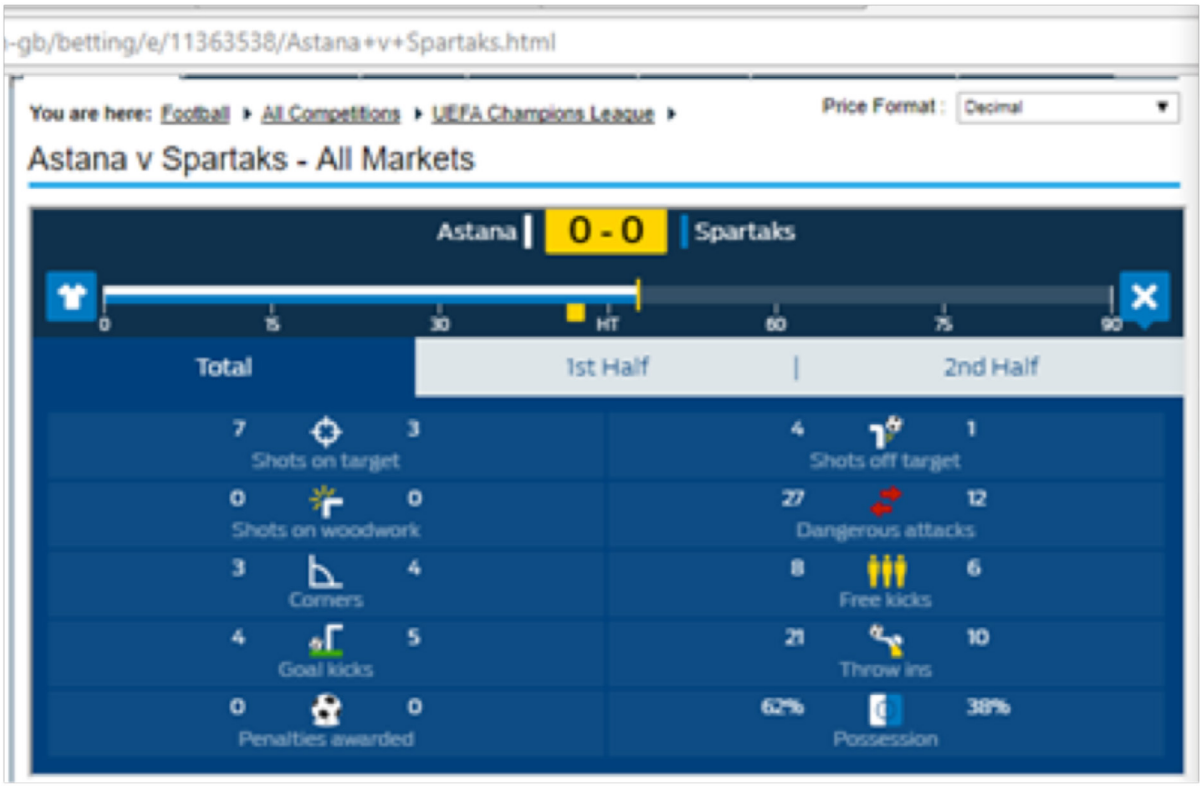


As the first half ends it is Astana who are beginning to assert worth 9 see below). Would you agree? Not so much corners, but 5 shots on target and 4 shots off target (total 9) compared with 3 shots on and 1 shot off for Spartaks (total 4).



Dangerous attacks have precisely doubled 24:12.

The second half begins. Let's look at our three stats quickly:



Astana – 7 shots on target and 4 shots off target (11)

Spartaks – 3 shots on target and 1 shot off target (4 shots)

3 corners to 4

This quick snapshot on the 47th minute mark tells us Astana are beginning to pull away from Spartaks as far as shots are concerned.

A near 3:1 ratio in Astana's favour.

Indeed, it is Astana who scores first during this match. The in-play stats did hint as much. We noted the gradual progression in Astana's 'attacking intent' stats.

The Pre-Match Odds.

An advantage of using the LIVE CENTRE at www.flashscore.com is that we will be reminded of the pre-match odds throughout this match.

At the base of the LIVE CENTRE you will see the pre-match odds (1.14) and the Live odds (1.25)

The pre-match odds may give you a clue as to expectations in the match (the home side were expected to win easily).

Remember to note pre-match odds and see if the in-play stats concur with the pre-match odds.

Are Astana dominating as expected? Is there value to be had in Backing their opponents?

In-play stats provide us with a free and useful resource to increase the accuracy in making those trading 'calls'.

As I said, the best two free in-play stats sites are www.williamhill.com and www.flashscore.com

Make sure you familiarise yourself with the stats layouts at both sites.

In-play stats are particularly effective when you have no form to work with such as:

- ✓ Early round Champions League matches
- ✓ Early round Europa League matches
- ✓ League Cup and domestic cup competitions
- ✓ The first month of any new football season.

In-play stats are a key ingredient in the effectiveness of my Live Chats. Start using them today.