# Back Your Favourite

Notice that I have called this strategy Back YOUR Favourite rather than Back THE Favourite.  
  
Market favourites (the player with the lowest price before the match) win a high percentage of tennis matches. Often though, you will assess a match and decide that either the underdog will win, or will be competitive and take the match to a third set.  
  
If you have an idea about who will win the match - *or at least who will perform well during the first set* - you can back them at the start. Using this method, you can take full advantage of the drop in their price once they break their opponent's serve.  
  
I would generally expect a player's price to drop by half if they break serve. By that I mean if they started the match at, say, 1.32 I would expect their price after the break to be approximately 1.16.  
  
You then have the option of greening up (hedging) after the break or waiting until they win the first set for a bigger profit.



### Backing Market Favourites

It is quite rare to get a value price at the start of the match for a market favourite.

Therefore, rather than back at the start of the match, it is a good idea to wait for the player's price to rise by at least 20 to 25 ticks before backing. For example, if the favourite starts at 1.40, you can wait for their price to reach 1.60-1.65 to back them.  
  
You could even wait for them to face a break point, or to be broken. This gives you a better value entry price and then you only need them to get the score level in order to be in profit.

### What is the Downside?

As always, there has to be a downside to be aware of.  
  
For one thing, this is a strategy for traders who have a very good knowledge of the players involved. While you could pick your own favourites based purely on the Betfair price, the favourite doesn't always win! Often, but not always.

Also, you are committing yourself to backing one player. If you get it wrong, it can be a costly error unless you also have a strategy for turning things around.  
  
However, once you have in-depth player knowledge, Back Your Favourite can be very profitable.

### Today's Suggested Trades

My "Today's Suggested Trades" section on the Members Area home page can help you with selecting matches that are suitable for this strategy. I update it daily along with suggested value entry prices.

If you're new to tennis trading and you're still learning about the players, this is a useful shortcut.