



FootballAdvisor.net

Masters of Football Betting



Accumulator (1)	Ref: O/5478625/0001502/F
Ivory Coast @ 6.00	Win
Ivory Coast v Japan - Match Result and Both Teams To Score	
Italy @ 8.00	Win
England v Italy - Match Result and Both Teams To Score	
Germany @ 4.75	-
Germany v Portugal - Match Result and Both Teams To Score	
Switzerland @ 7.00	Win
Switzerland v Ecuador - Match Result and Both Teams To Score	
Argentina @ 3.25	Win
Argentina v Bosnia - Match Result and Both Teams To Score	
£ 5.00 Accumulator	£ 5.00
Estimated Returns:	£ 25,935.00
	Cash in value £4448.30
	Cash In

bet365

BET365.COM
£200 DEPOSIT BONUS
★★★★★

The Exotic Betting Guide



‘Masters of Football Betting’ - Exotic Betting

Welcome to this advanced guide through which we will be sharing knowlegde we hope will elevate your betting and provide you with advanced practical insights, knowledge, tips and strategies to advance your football betting.

This guide will be focusing on Exotic/Multiple betting. We will:

- Take a look at what multiple bets are available to us bettors and provide examples of each type.
- Outline the pros and cons attached to this style of betting.
- Look at some of the returns you can expect by adopting a strategy that embraces the use of multiple bets.
- Share several strategies for successful Exotic betting

What are multiples?

In the main, the **exotic multiple bet (or accumulator betting)** is aimed at the Joe Blogs, casual weekend punter, the type who wants a “bit of interest” or “makes the game more interesting with a bet on it” on a Saturday/Sunday afternoon or midweek football match. The perception is that anyone who takes their betting seriously, or one who is focused with designs on actually turning a consistent profit from their betting, steers well clear of the multiples and focuses purely on single win betting markets.

But what if by pursuing this line of thought we are actually missing an opportunity for profit. In what scenarios are “multi’s” actually value and a way to extract more profit?

We might not be looking at the headline grabbing end of the market, or get you on the top 10 list of largest football accumulator wins, rather at the more modest end of the multiple bet market – we’re talking Doubles, Trebles, Trixies and on occasion Yankees.

Before we delve deeper and look at when it is advisable to consider an exotic bet, let’s define exactly what these bets are and how they work.

Doubles, Trebles, Trixies and Yankees

Doubles

This is pretty easy to follow. The bet is made up of two selections, each of which must win to gain a return. The return from the bet should both selections win is worked out as follows...

Team A: 6/4

Team B: 2/1

£10 goes on to Team A, which wins and returns £25 (your £15 profit plus the original £10 stake).

We now have £25 going on to Team B at odds of 2/1, which after winning returns £75 (£50 x 2/1) plus your stake of £25.

So your return is £75 and actual profit £65 (when you deduct your original £10 stake from the total return).

Trebles

As you would expect, it's the same process as described for the Double bet which is used to calculate the winnings from a Treble, but adding a third Team into the equation...

Team A: 2/1

Team B: 3/1

Team C: 4/1

To a £10 stake, when Team A wins we have £30 going on to Team B. When Team B wins at 3/1 we have £120 going on to Team C at 4/1. Should Team C win, the return therefore is £120 x 4/1, i.e. £600 (£590 profit when the original £10 stake is deducted).

Not bad for a day's work if you can make it work.

Trixies

A Trixie is slightly different from the above. It consists of three selections, like the treble, but it consists of four actual bets: three doubles and a treble.

So if we take Team A, Team B and Team C and put them in a Trixie, we have the following bets:

Team A + Team B Double.

Team A + Team C Double.

Team B + Team C Double.

Team A + Team B + Team C Treble.

The key thing here is that with this type of bet, there actually four separate bets that make up the Trixie, meaning that your stake is quadrupled. So a £10 Trixie actually involves an initial outlay of £40, i.e. £10 on each of the three doubles plus £10 on the treble.

It is also important to note that you need at least TWO winners to gain any return at all.

To work out the returns from a successful Trixie, you simply go through the process outlined above for each of the winning double bets and treble if all three selections win.

If maths isn't your strong point – and mine sure isn't - then you can find many extremely easy to use bet calculators by searching on Google – simply throw in to Google 'Free Bet Calculator', then you simply enter your stake and the odds of each selection and your winnings can be worked out in an instant.

Yankees

Yankees work in exactly the same way as Trixies, except that you have added a fourth selection in to the mix (Team D).

So you would have 11 bets in total (X Doubles, Y Trebles and 1 Accumulator (four fold)

Betting Strategies

When using exotic (multiple's betting) there are strategies that can be applied to move the needle on these types of bets so that they begin to present value, the goal for any serious bettor. Lets take a look at something that I have called 'Anchor Bets', which over the years has proven to be the one that I have had the most consistent success with.

As you can see from the below table, on the main Football Advisor service, 'Accumulator' bets are our third most frequently bet market (17.6%), yet return a fantastic ROI of 28.3%

Bet Type	Bets	Bets (%)	Stake	P/L	ROI
Match Result	898	40.7%	1,200	112.9	9.4%
Asian Handicap	621	28.2%	809	56.2	7.0%
Accumulator	389	17.6%	513	145.3	28.3%
Antepost	66	3.0%	106	53.6	50.3%
Win To Nil	88	4.0%	109	-12.9	-11.9%
Other	142	6.4%	142	-6.4	-4.5%

Note: Other category includes wide mix of more occasionally used bet types, including Total goals (O/U), Both Teams to Score, HT/FT and goal scorer bets.

Strategy 1 – Anchor Bets

This is my personal favourite when it comes to placing accumulator bets and I named it Anchor Bets, because you are looking for 1, 2 or 3 teams which will act as your Anchor. They are teams we believe have a high probability of winning - usually priced between 1.20 and 1.40 but could be as high as 1.80.

We then look to add in a 'value' bet, one that is priced at Evens or greater that we have identified as 'value', which if our Anchor bets also deliver, allows us to achieve a new price 'boost' on our value selection.

This might look something like this:

Team A – 1.22

Team B – 1.35

Team C – 1.29

Team D – 3.50

This takes our 'value bet' from being worth a potential 3.50 (2.50 units profit to a 1 unit bet) to being potential worth 7.44 (6.44 units profit to a 1 unit bet).

Obviously it doesn't matter which teams you select, if your selection criteria is weak. So you can't just go ahead and pick any 1.20 shot. But with the right kind of research for your Anchor Teams, followed by selecting a true 'value' bet, you will come out on top over time.

Below is perfect example of an Anchor Bet accumulator in play.

Accumulator				
Barclays Premier League - C Palace v Man City - Man City 1.56	1-2	£57.20	£572.00	
Barclays Premier League - Tottenham v West Ham - Tottenham 1.51	3-2	£57.20	£572.00	
The Championship - Ipswich v Nottm Forest - Nottm Forest 3.85	0-2	£57.20	£572.00	
The Championship - Derby v Rotherham - Derby 1.47	3-0	£57.20	£572.00	
Total Stake : 3.00pts provided by Marathon	Win	36.99	£427.10	£4271.00

Anchor Bets

Team A – Man City 1.56

Team B – Spurs 1.51

Team C – Derby 1.47

Value Bet

Team D – Nottingham Forest 3.85

This actually took our 'value bet' (Nottingham Forest) from being a 3.85 shot to 12.33 shot (so 2.85 units profit compared with our return of virtually 12 units profit)

Strategy 2 – Short Odds Betting

Now I am pretty sure I heard a groan from at least some of you at this point. “Anyone can throw a few shorties into an accumulator and win – it’s not hard”

But if it was that easy we would all be doing it, right?

Plus, why do you think the bookie always has the price for backing the top 4 each week in an accumulator? Because 1.20 shots got turned over at a more regular frequency than you would likely expect.

So again, we need an edge to make this work.

Personally I have two selection strategies that I use when deciding to make this particular play.

1. I have developed a system in our sister platform, Predictology, which identifies short odds favourites to a near 85%+ win rate accuracy

League	Season	Profit	ROI	Win %	Odds
Total	Total	15.22	3.0%	83.5%	1.24

2. The other approach I consider is utilising the selections from our Lay bet service, Football Advisor Lays, again this has a very high strike rate of around 88% with average lay odds of of 5.40

Now if we convert 5.00 lay bet, into a win bet that is the equivalent to backing a 1.25 shot.

So in addition to laying our bet on Betfair or Matchbook, we can go over to our chosen bookmaker and look for either the Double Chance or Asian Handicap markets.

If we are laying Team A – we want to back Team B in a Double Chance.

If we are laying Team A – we want to back Team B as +0.5 on the Asian Handicap market.

Now on a Saturday we may have 3, 4 or even 5 lays and with an 88% strike rate, we regularly go through the whole days lays with a 100% strike rate. So what would happen if we also put these into an accumulator?

- Team A – 1.25
- Team B – 1.25
- Team C – 1.25
- Team D – 1.25
- Team E – 1.25

If we laid each one to win £10 (or 9.95 after 5% commission) we could end the day with £49.75 from profit for a total liability of £200 (each bet would have a liability of £40).

However, if we also added a £10 accumulator the odds would be 3.05 (2.05 profit) for a £10 stake. A shade over 100% ROI.

Strategy 3 – Asian Handicaps

Asian Handicap	
Arsenal	Stoke
1.5 2.025	1.5 1.875
Alternative Asian Handicap	
Arsenal	Stoke
3.5 6.100	3.5 1.125
-3.0, -3.5 5.750	+3.0, -3.5 1.140
-3.0 5.500	-3.0 1.150
-2.5, -3.0 3.900	+2.5, -3.0 1.240
-2.5 3.200	-2.5 1.325
2.0, 2.5 2.850	+2.0, 2.5 1.400
-2.0 2.600	-2.0 1.475
-1.5, -2.0 2.200	+1.5, -2.0 1.550
-1.0, -1.5 1.725	+1.0, -1.5 2.075
-1.0 1.500	-1.0 2.500
0.5, 1.0 1.400	+0.5, 1.0 2.850
-0.5 1.325	-0.5 3.200
0.0, -0.5 1.210	0.0, -0.5 4.250

Taking the theme of 'short odds' betting a step further. There is another way to significantly increase the value of your bets and their likely returns when considering short odds markets, Asian Handicap Betting.

Lazy punters can easily fall into the trap of picking 8, 10 or even 15 Teams at short odd prices across the major European League, thinking that they must all win.

For example, here is a 12 team Accumulator that would look like a certainty to the average punter. But we're not average punters are we – we know that the odds on this would still be 6.78, so there are plenty of reasons for this not to be successful. And, most importantly, there is no clear identifiable 'value' being chosen by this approach.

Fold	Selection	Odds
1	Chelsea to defeat <u>Burnley</u>	1.20
2	Man City to defeat Sunderland	1.15
3	Arsenal to defeat Hull	1.25
4	PSG to defeat Metz	1.15
5	Bayern to defeat <u>Schalke</u>	1.10
6	Juventus to defeat <u>Sassuolo</u>	1.20
7	Roma to defeat <u>Sampdoria</u>	1.30
8	Napoli to defeat Bologna	1.25
9	Barcelona to defeat <u>Alaves</u>	1.05
10	Real Madrid to defeat <u>Osasuna</u>	1.10
11	Atletico Madrid to defeat Dijon	1.20
12	Celtic to defeat Inverness	1.15

Now, what if we looked at this a different way.

What if we pulled just three teams out of this list, which our analysis is showing us that each team should not only win, but their supremacy should lead to comfortable goal margin victory. Our coupon could now look like this instead and be placed either as a Trixie or Accumulator bet.

Fold	Selection	Odds
1	Chelsea -1.5 vs Burnley	1.89
2	PSG -1.5 vs Metz	1.83
3	Real Madrid -3 vs <u>Osassuna</u>	1.93

Compared to the above 12 team Acca, our new 3 fold Acca is priced at similar odds (6.68), we have selected what we consider to be true value bets and we have significantly reduced the number of variables in play that could trip us up. Lastly, we have reduced the bookmakers margin from x12 to just x3.

In summary, by all means start with the 1X2 coupon when thinking about your selections, but ensure to look at other markets available on the games you are interested in including in your accumulator to identify true value bets before putting your hard earned money down.

Strategy 4 – Multi-Source Value Bets

In our final strategy we are going to look at what you can do if you have two (or more) proven and trusted Tipsters or, in our case, two (or more) distinct yet effective systems, something I call Multi-Source Value Bets (MSVB)

In this scenario, we will use two relatively short priced selections for easy maths. It's Saturday morning and we have two systems that provide strong value and a high strike rate (or you have received selections from two different tipsters), one is focused on the win market whereas the other system is a strategy for the Over/Under 2.5 goals market.

Both selections are identified as 50:50 shots to win (e.g. the true odds on each should be Evens/2.0). However, the bookmaker markets are making these widely available at 6/5 (2.20).

Team A – Available at 6.5 (2.20) / Real price Evens (2.00)

Team B – Available at 6.5 (2.20) / Real price Evens (2.00)

In this scenario, our options would be to either:

Option 1: We back each selection at 6/5 (2.2) with our potential profit being 2.4 units.

Option 2: Place a Double bet, which actually gives us a potential profit of 3.84 units (1.44 units more than backing them individually)

As you will see from the above, the long term returns by placing Doubles over Singles bets in this scenario offer a far greater Return on Investment.

Now, what if you had 3 selections instead of 2. Well you could then look to place these in a Trixie bet (3 Doubles and 1 Treble).

Obviously, this type of bet will win less frequently than backing them in singles. So the strategy here is to keep the overall stakes relatively low, perhaps 1 or 2 units as a total over the four bets, and use this to supplement your win bets on these three selections. This way, on the occasions that all 3 teams win, you'll have a very nice boost to your overall profits.

This strategy (as with the others previously mentioned) can all be tweaked to allow for different type of bets.

If you don't have access to 2 or 3 trusted Tipsters, or you don't use a platform like **Predictology** to build your own systems, our advice to you is to remember to look beyond the 1X2 markets. It's much easier to find one match and pick a winner than it is to pick 3 teams to win, particularly if your only betting in the one league like the Premier League, equally it is much easier to find one match that will go Over/Under 2.5 or have both teams to score. So look to different markets and find one selection that provides value in each to form your Double or Trixie – heck, you could even look to make selections across multiple sports if you have the knowledge or experience.

A word of caution

We have talked about all the positives so far of adding in Exotic betting strategies to your portfolio. However it is important that we highlight and not ignore the fact that this will also lead to a lower strike rate on your bets – this is unavoidable as you are betting to higher odds with increased variables in play.

In the Double Bet scenario highlighted above, the maths would indicate that over time you would expect to see the strike rate average out at around 50% if backing each selection in Singles. However, when backing them in doubles, this would average out at a 25% strike rate.

The benefits are clear in that it can significantly increase your profit potential and give a boost to your ROI. However, losing runs will be real so **you need to ensure that both your betting bank and your risk profile can deal with these losing runs**. This is why we advocate restricting most of your bets to Doubles, Trebles and Trixies, with the occasional Yankee.

Anything above that, such as a Goliath or a Super Yankee can have huge returns but the losing runs would also be significant and beyond most punters to manage. Putting that another way, it would be a long time between drinks.

Bookie 'Incentives'

Acca Insurance

We are going to start to look at how and where to place your Exotic bets to maximise your returns and take advantage of the 'incentives' made available by the bookies.

One that has grown in increasing popularity among punters and bookmakers alike is **'Acca Insurance'**. Put simply, if one leg of your accumulator lets you down the bookies 'kindly' give you a free bet.

Now anything that is spruiked frequently by the bookies makes me wary. And the reason on this occasion is obvious, you usually need to make at least 5 selections to qualify for insurance. Which, if you have been following us over this series, already takes us above our recommended max level of 4 selections.

That said, our first two strategies – Anchor Bets and Short Odds – are the most adaptable to this approach and you could simply add in one more short priced Team, provided you were still convinced that you were getting value.

One final piece of advice on this – your objective for this should be to select a winning accumulator, not put something in with the mindset of ‘it’s ok if it loses, I’ll get a free bet’. You want the cash over the free bet every time.

Here is a list of Bookmakers who currently offer ‘Accumulator Insurance’ – I’ve left a couple out, simply because they treat winning punters terribly.

Note: although their offers all look pretty similar, be sure to check the t&cs of each before placing your bet:

- >> **[William Hill](#) - £30 in free bets**
- >> **[SunBets](#) - £10 free bet**
- >> **[Ladbrokes](#) - £20 in free bets**
- >> **[BetVictor](#)**
- >> **[Betfair Sportsbook](#) - £30 in free bets**
- >> **[Coral](#) - £10 free bet**

Enhanced Odds / Acca Bonus

An Acca Bonus involves a bookmaker offering you a bonus on top of your winning Acca profits. The most well known of these is [bet365's Football Acca Bonus](#).

How does the bet365 Football Acca Bonus work?

Bet365 offer a sliding scale of bonuses depending on how many folds are in your accumulator. You can see the bonus on offer in the table below:

Folds	Bonus On Winnings
3	5%
4	10%
5	10%
6	20%
7	30%
8	40%
9	50%
10	60%
11	70%
12	80%
13	90%
14	100%

So if you are not placing accumulators of 5 or more selections (which is our advice) then the best place to be placing your Trixies and Yankees is definitely [Bet365](#).

As a side note, you can now actually edit 'Live' accumulators with Bet365, by adding in new selections. So if you have a non-runner or a match called off, or a new tip comes in after you placed the bet, you can add it in - even if some of your matches have already settled.

Cash Out

14/06/2014		13:14
Accumulator (1)		Ref: O/5478625/0001502/F
Ivory Coast @ 6.00		Win
Ivory Coast v Japan - Match Result and Both Teams To Score		
Italy @ 8.00		Win
England v Italy - Match Result and Both Teams To Score		
Germany @ 4.75		-
Germany v Portugal - Match Result and Both Teams To Score		
Switzerland @ 7.00		Win
Switzerland v Ecuador - Match Result and Both Teams To Score		
Argentina @ 3.25		Win
Argentina v Bosnia - Match Result and Both Teams To Score		
£ 5.00 Accumulator		£ 5.00
Estimated Returns:		£ 25,935.00
		Cash in value £4448.30
		Cash In

A number of bookmakers now offer you the ability to Cash Out of your footy accumulator early. These bookmakers include but are not limited to:

- >> [Bet365](#) - 100% new member match bonus
- >> [Marathon](#)
- >> [William Hill](#) - £30 in free bets
- >> [SunBets](#) - £10 free bet
- >> [Ladbrokes](#) - £20 in free bets
- >> [BetVictor](#)
- >> [Betfair Sportsbook](#) - £30 in free bets
- >> [Coral](#) - £10 free bet

What is Cash Out?

Cashing Out involves closing a bet early so as to take a certain profit or limit your losses. Punters typically cash out of single bets.

For example, you place a £20 bet on Manchester United to win a match at odds of 1.50. The match begins and after 75 minutes of play United lead 1-0. You will then have the choice to let the result play out to full-time and in so doing claim all of your profit if Manchester United maintains their lead and wins the match. Or you have the choice to take a certain profit at that stage of the match based on current in-play odds.

Cashing Out An Acca

When it comes to accumulators Cash Out works by offering you the chance to take a profit as each fold in your acca is played out. For example, you have placed the following football accumulator with a stake of £20:

Fold	Selection	Odds
1	Team A	2.50
2	Team B	1.25
3	Team C	1.50
4	Team D	1.45

Your four-fold accumulator starts the day with odds of 6.80, and you stand to make a profit of £116

Team A played at lunchtime and won – great start to the day.

Team B and C were both in the standard 3pm kick offs – low and behold, they both won too.

Team D is in the (un)popular tea-time kick off – you were feeling confident about this but you see the team news before kick off and realise Team D has rested 5 players before their Champions League Mid-week match. Now you're not feeling quite as confident.

So you decide to check your bookmakers cash out price. Without boring you with the maths, the price on offer should be around £93.80 (£73.80 profit for you).

On this occasion you may actually decide to cash-out with the team news above, but normally I would suggest ignoring the cash-out feature as it will eat in to your long term value and returns. If your value calculations were right before placing the bet, they still are now.

There is one exception to this rule and this is when I am doing my Anchor bets strategy. If my chosen 'value' team has already won, and I have one last short odds selection left to run, I may decide that the 'extra profit' is not worth the risk as I have already multiplied my returns on the 'value selection'.