



# The Lay The Odds Weekly Members Newsletter

**Saturday 30<sup>th</sup> April 2011**

**Edition 11**

**Edited by  
Rich**

## **Introduction**

Welcome to this week's Lay The Odds newsletter! We distribute it to you each Saturday morning so that we can bring you the latest news from the betting community, including highlights and best available odds for upcoming sports events.

# Steamers, Best Odds and Free Bets

Visit [PuntersOdds.com](http://PuntersOdds.com) today!

## Upcoming & Current Events

Football: Watford v QPR		Best Odds:	
	Watford	9/4	BETFRED
	Draw	5/2	PINNACLE
	Queens Park Ra...	7/5	CANBET
<a href="#">more Watford v QPR odds...</a>			

Watford v QPR

Just a point will do it for QPR as they continue their somewhat tiresome trek towards promotion to the Premier League. Whether or not this is at the expense of Watford is debatable considering that the hosts beat the champions elect 3-1 earlier on in the season but Rangers have 24 clean sheets to their name this term and that's all that's needed today.

[Bet on the match now!](#)

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## Free Bets

Check out the current bookie offers and FREE Bets [here](#)

For example **Paddy Power** have a sequence of interesting FREE bets this week

### **Paddy Power**

HEINEKEN CUP SEMIS - If Brian O'Driscoll or Chris Ashton score the last try in their respective Heineken Cup semi final matches Paddy Power will refund all losing try scorer and winning margin bets on that match. [Signup Now!](#)

### **Paddy Power**

#### **Paddy Power**

CHELSEA V SPURS - If there are more than four goals in this match Paddy Power will refund all losing 1st /last goalscorer, correct score & scorecast singles on this match. [Signup Now!](#)

### **Paddy Power**

#### **Paddy Power**

ARSENAL V MAN UNITED - If there are more than four goals in this match Paddy Power will refund all losing 1st /last goalscorer, correct score & scorecast singles [Signup Now!](#)

## Paddy Power

Paddy Power

MAN UNITED V SCHALKE - If there is a Red Card in the game Paddy Power will refund all losing 1st /last goalscorer, correct score & scorecast singles on that match. [Signup Now!](#)

## Paddy Power

Paddy Power

BARCELONA V REAL MADRID - If Real Madrid wins this match Paddy Power will refund all losing 1st /last goalscorer, correct score & scorecast singles on the match. [Signup Now!](#)

# Online Betting Rants

## Do You Have What It Takes To Rant?

==> Could You Be A Founding Rant"a"Holic <==

Yes we are launching our brand new little brother site and it is called [Online Betting Rant](#) so here is the full scoop;

This is your platform and we want this to be run by the everyday man in our great little community. If you have something to say, something related to sports betting or betting systems or maybe you can't back a winner to save your life at the moment then, this is the place for you.

==> Could You Be A Founding Rant"a"Holic <==

If you think you have what it takes we'd love to hear from you... [Apply to be a Ranter here](#)



Jon has written an [excellent article](#) ....

## The Safe Lay Formula

As I'm sure you already know, there are dozens, possibly hundreds of laying systems and tipsters all being marketed through glossy websites promising untold wealth for about five minutes "work" every day.



Quite often these marketing websites promote the idea that betting exchanges now enable you to become the bookmaker – which, of course, is utter nonsense. Bookmakers lay every contender or event and build in an overround to their prices to ensure a profit whatever the outcome.

With most laying systems or tipsters you will be betting that just one of the contenders will lose which is hardly the same thing at all. Of course, you could lay every horse in the race on Betfair but unless you catch the market movements just right and manage to green up, you will still lose because of the Betfair overround and commission deduction.

So let's forget all this rubbish about being the bookmaker!

Another irritation is the claimed/advertised strike rate. Again most laying systems will achieve somewhere around an 80% success strike rate. But this doesn't necessarily mean you can pick up easy winnings.

Whenever I am asked to appraise a laying system or tipster service, I always apply my **Safe Lay Formula** to ensure that the risk/reward ratio is acceptable and the worst case scenario is that the system will break even in the long term (excluding the cost of any subscription). The formula is very simple and is used to determine the break even betting exchange lay price.

So if, for example, a laying system boasts a 80% strike rate this means that out of 100 bets you will win 80 which is 80 betting points. If using Betfair, they will deduct 5% commission from these 80 points, leaving you with 76 points.

This leaves 20 losing bets. Therefore, the break even lay price is the net point gain divided by the number of losing bets + 1.

$$76/20 = 3.80 + 1 = 4.80$$

So, in this example, the maximum lay price you should take is 4.80

This will ensure that you will at least break even in the long term. To ensure a profit you should cap your risk to a lower price, perhaps 3.75 or thereabouts.

So when a laying system claims to have a 80% strike rate but their results show an **average** lay price that is longer than 4.80, then that system is highly unlikely to be profitable in the long term. By long term, I suggest a track record of at least 12 months to include a full racing calendar.

Whenever I come across the latest "get rich by next Tuesday" laying system, I always look at the past results and want to see both the Betfair SP and strike rate so I can apply my **Safe Lay Formula**.

What is important is to analyse both the strike rate and the break even price with the results. If there are no results or if the posted results fail the formula then I scrub any further interest in the system.

Many systems are sold on the strength of their strike rate, yet include results showing they layed horses at prices of 10, 15, 20 or even longer! These systems require either a perfect 100% strike rate or a loss recovery staking plan to compensate for the longer priced losing bets that will occur from time to time.

There is nothing wrong with using a non aggressive staking plan as indeed I do on a couple of my own laying systems but, in my opinion, any racing system must be proven at level stakes without the need to employ the higher risk strategy often required by loss recovery staking plans.

Happy punting!

Jon

## **Featured Review For The Week**

### **Soccer Overs**

Following the passed review on Betting System Truths, the tipping service Soccer Overs has been reviewed on Lay The Odds. Whereas it showed a good profit during the BST review period, the service has struggled during the LTO review period.

The 84 day review period will be over this weekend. [Check here](#) to see how it has finally got on.

### **Period of Reviews**

Some debate has been going on as regards the length of time that services should be reviewed on Lay The Odds and Betting System Truths. A decision has been made, by our admin, Gordon!

1. If the product is "busy" i.e. there are normally selections every day, we go for the initial 56 day review, as currently, and then make a decision as to whether to continue or not. For these products we adopt a 56 "betting days" policy, so any day with no selections, for whatever reason, is not counted.

2. If the product is not busy, a "slow burner" as I call them, we will adopt a different policy. If it is obvious that there are only going to be one or two betting days per week, then we go straight to a full 84 day review. In this case it is just 12 weeks. However I think we will leave the option open for the reviewer to choose to go for 84 "betting Days" should they choose.

The idea is that the longer the review, and the more bets we can include, the better that is for everyone, readers, vendors, authors alike.

## **Next Week & Signing Off**

This is Rich signing off and I hope that you have found some of the content within this newsletter to be useful. Look out for the next LTO newsletter in your e-mails on May 7<sup>th</sup>. Until then, here's to successful punting.

**Regards  
Rich**