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YOU WON'T LOOK AT SPORTS BETTING THE SAME WAY EVER AGAIN



Overview

I Love Sport Betting would like to welcome you to a whole new way of looking at sports betting. It's our very own formula that we call Sports Betting Reinvented. You're about to discover a completely different way of making money from betting on sports.

There's nothing else like this on the market. We've repositioned things in the right perspective and where they should be, which is approaching the sports betting world through a business standpoint. You'll see as you read through the ebook why we chose the word "Reinvented" to name our formula.

The only way you can compete with all the bookmakers out there is to treat your sports betting endeavour as you would a real business. You have to beware of regular sports betting. If you do what everyone else is doing, you'll end up with the same results; you'll lose all your betting capital (and quick) exactly as most of them do.

Throughout this ebook, we will highlight the main traps to avoid, how to spot and tell apart systems/programs/formulas that work from scams that don't, and give you pointers about the way we do things so that you understand why we manage to generate consistent profits while a vast majority of sports bettors keeps losing every year.

To make everything clear right from the start, we're telling you that the formula Sports Betting Reinvented puts forward will work no matter if you've been involved in the sports betting industry for a while or if you have no idea about what sports betting really is.

This comprehensive ebook will have you realize that you really need a clear understanding of that whole industry that is sports betting if you want to make consistent money. We'll show you how.

The first thing you want to do is to remove the gambling aspect completely. No one makes money in the long run when gambling. You even have to go beyond the "Betting" part of it. As a matter of fact, we don't even call the money we place on different games "bets" because this is not betting from now on. You'll be achieving Sports Investing and the term we use to define the money placed on games is "wagers". It's a little like using the expressions <win money> and <earn money>.

You can win money when you gamble on a game or take some lottery ticket but when you're earning money, it means that there's a special skill that you have that's involved. In the real world, you'll earn money from a job or from your own business you have because of what you know, that's why we emphasize the difference here.

With Sports Betting Reinvented, from now on, you won't be winning money anymore you'll be earning money and sports betting will be the tool you use to earn that money.

Sports betting is a huge industry. There are over 40 million sports bettors throughout the world and, sadly, most of them lose money. You won't be a part of that group anymore after reading this ebook and applying the proven business principles you'll discover

Most people are only focusing on the picks, but great picks are not nearly enough anymore. The Sports Betting Reinvented formula goes way beyond that. After years of refining, we came up with something using three more very important things. Others try to build a house using only one cornerstone; the picks. We're using four cornerstones to build ours.

We all know that if you don't have a solid foundation, you won't be able to build a quality house. You need 4 sturdy cornerstones to do so. The Sports Betting Reinvented formula is based on the following 4 solid cornerstones;

- 1 – The best picks in the industry
- 2 – An odds reversal method
- 3 – A sound money management technique
- 4 – The right mindset towards this whole operation

In the following pages, we want to achieve two things. The first one is to help you realize that you absolutely need to take your sports betting activity seriously, as a business. If you don't, chances are that you'll end up with no more wagering money pretty soon and having to pour in some more of your hard earned cash again!

The second one is to show you there's a way to beat bookmakers at their own game by reversing the odds totally in your favor. By avoiding the common traps and with the help of the formula laid out in this ebook (using the four cornerstones mentioned above), you'll become profitable in no time!

If, at first, we can prevent you from losing a lot of your money by not doing what all the losers out there do, half of our goal will be accomplished.

Our main goal, however, is definitely to have you make a considerable and consistent amount of money from anywhere you want in the world using the right formula and eventually enjoy the time and financial freedom you've always dreamed of.

We have been in the sports betting industry for years and we think it's about time that someone tells it like it is. We will tell you how to avoid the common traps and what concepts we're using that make you profitable.

The value of knowledge in this industry is pretty much priceless because once you know how the whole thing works and understand how to benefit from it; you're set for unlimited success.

You'll see that some of these concepts will be familiar and you'll probably kick yourself for not thinking of applying some of the stuff mentioned in here before. Once you go through this ebook, you'll understand why so many sports bettors are deemed to failure, why those same people keep repeating the same mistakes over and over again, and how to become one of the select few who actually profit from betting on sports.

We're happy to have the opportunity to share our hard earned knowledge with you. Hopefully we get to hear back from you letting us know how well you've done. Without further ado, let's get it started!

Introduction to the formula

What we preach is a totally new approach to sports betting. It's unlike anything you've ever seen. It brings sports betting up not one but several notches. Not only are we generating the best picks you possibly can, but we also use our odds reversal technique together with a way of managing money that's unheard of in the sports betting world. When you combine that with the right mindset to allow you to base your decisions on real facts using a precise plan and sticking to it, you get something pretty special.

In this document, we will share with you the concepts we're using every day, highlight you what traps not to fall into, and what kind of mindset will allow you to grow your capital without risking losing it all over night.

The title we give our formula, Sports Betting Reinvented, really is the perfect description. It reinvents the way sports betting can be utilized as a part of a real profit producing endeavour. Notice that we're not using the term "system" here. That's because this is much more than a system, we're talking about a proven formula and this is where the word REINVENTED takes all its meaning.

Sports Betting Reinvented **is** the formula and the sports betting scene is the vehicle used for reaching your financial goals. Sports betting is only the "Tool" if you will. Basically the formula would work in other business circles just as well by modifying a few variables. Our way of doing things has nothing to do with regular sports betting systems.

A better term for describing it would be "Sports Investing". For those of you who are familiar with the game of Blackjack, a pretty good analogy would be to say it's almost as if you would play Blackjack at a casino where you would see the down card of the house before deciding to hit or stay.

It sure would be an unfair advantage and the Sports Betting Reinvented formula comes as close to that as can be.

Now that you know we're talking about a real business concept, we'll obviously be using some business related terms which you'll encounter throughout this document. At first, you'll likely not make the connection between those business terms and the sports betting world, but just bear with us and everything will become crystal clear by the end of this document.

The connection between sports betting and the stock market or Forex trading or other prediction based businesses is a whole lot closer than most people imagine. And you're about to understand in what way right now!

Business Terms Used

- Inventory
- Operating Costs
- Money Management
- Corporate Entities
- Market Study
- Profit Margin
- Year Round Operation
- Insurance Costs
- Balance Sheet
- Assets
- Making a Sale
- Working Capital
- Inventory Write Off
- Cash Flow

We'll be getting into more details on how this all works a little further down in the section called: "[Sports Betting Reinvented Explained](#)". We've also included an [Appendix](#) at the end of the ebook listing all of the above mentioned terms with their exact meaning in relation to the Sports Betting Reinvented formula.

Developed Completely From Scratch

We created this formula completely starting from scratch. We didn't want to look at any other so-called "Systems" out there or anything else related to sports betting. We had some clear goals in mind for what we wanted to achieve and we didn't want our method to be biased by flawed systems.

Here were our initial goals:

- Generating profits year round
- One person operation
- Using sports where there was large volumes of wagers and as much parity between all the teams as possible
- Sports available at most bookmakers
- Had to be done from home or anywhere in the world requiring only an internet connection (even from iPhones and iPads)
- Didn't require more than 90 minutes a day
- Had the eventual possibility of generating a sizable full time income
- Could be started with as little as \$5,000
- Would be scalable over time
- No need to be a sports fan or even knowing anything about sports
- Would be completely white hat and not bothering or annoying any sportsbooks
- Be run as a real business using facts, not hunches, feelings or emotions

We've duplicated the same sound and proven business principles we've used over the years in our different regular businesses while incorporating the very useful experience we had in the stock market.

Saying it was easy and cheap would be a huge understatement. It took us over three years of time and efforts crunching numbers, statistics and all kinds of data coupled with real life betting (that really was "betting" at first) and ending up investing a lot of real money testing the different possibilities and fine tuning everything before coming up with what we wanted.

In reality, this was no different than starting any other business, we put 100% of ourselves into it until we got it to work up to our expectations.

It finally met all of the above targeted goals and ended up becoming a reliable business using sports betting as the vehicle for generating interesting and consistent profits. Luckily for you, that's something you won't have to go through since you'll be able to use our experience to your profit.

After everything was working perfectly, we then had a look at what was available elsewhere and realized that starting from scratch allowed us to reach a point where sports betting as it is known had nothing to do with what we had created.

Most of everything others are doing revolves around the picks; using sports betting as the end. Instead, we're using sports betting as the tool for achieving profitable results and generating consistent profits year round. And for years to come!

We realized that what was available on the market was basically people claiming to be "experts" selling their picks to sports bettors. Although some of them are legitimately good at predicting winners (far from being a majority), they are not good at making money with those picks! The reason is they don't offer any kind of money management to their clients (probably because they have no clue how to manage their own).

Even the best picks without proper money management is simply worthless. It's just as if someone gave you the ingredients to a recipe without giving you any instructions to follow. There's a lot more to it in the real world of sports betting if you want to consistently make profits.

How Do You Tell Apart Legit From Scam?

We would like to take some time at this point to tell you how you can generally easily differentiate the “systems” (or strategies or whatever the term used is) that are worth something from the many scams operating on the market.

The truth is that it’s a whole lot easier than you would imagine exposing the scammers. First what we mean by “scammers”; it’s important to define the term so that we are all on the same page here.

We classify as scammers all the pick providers that knowingly provide their clients with worthless picks. We exclude from the list the ones who simply run into a bad streak, get unlucky timing, or that kind of stuff. Basically, a scammer is someone who never had the intention to have their clients making any kind of money.

Scammers all operate the same way:

1. They gather as many clients as possible by claiming their expertise (often showing made up, after the fact, graphs and results)
2. They provide those clients with their terrible picks that always end up turning into a loss for the buyers
3. They gradually lose the clients because they get tired of paying for losing more money than they would have betting on their own
4. They then recruit more clients and the wheel keeps turning for them until they lose all credibility thanks to reviews, forums, and word of mouth.

Those people know the picks they offer are completely worthless, but they don’t care since they don’t use the picks themselves; all the money they make comes from the memberships they manage to sell. They are very good marketers, but still horrible at having their clients profit from their picks.

Not all services that don’t work are scams. Some of them are just not good. It happens, you can have all the best intentions in the world, but you still need to have proper knowledge and experience to offer a good product!

Here’s a good rule of thumb to know if the pick service you’re looking at is legitimate quality or not. It should be providing you with:

- Daily picks
- Clear wager-to-wager money management instructions
- Some kind of free trial period or a money-back guarantee (proof of their confidence in their service and a way to remove the risk from your shoulders)
- Reliable customer support

ESSENTIALS

It's only normal to offer those components if you have a legitimate service, don't you think? Look for those 4 things in a pick providing service and you won't ever be cheated. If one of them isn't there, don't waste your time and move on to something else

Why Is Ours The Most Profitable Formula Out There?

Let's take the example of a real brick and mortar business for a moment. As you're aware, starting in business today is not easy. You need to find the right product or the right service of course; but that's only the starting point. You then have to invest heavily in all that's needed as a start-up company with no guarantee of success.

You can try starting or buying a company and work your butt off 80 hours a week for the next 5 to 10 years hoping to resell it with a hefty profit while making a decent living in the meantime. You normally can't start those kinds of businesses while keeping your current job; you have to jump in with both feet and hope for the best.

You have to negotiate a bank loan with a commercial line of credit for which you'll have to agree to lots of personal guarantees, find a place to rent, hire and train employees, deal with some of them thinking that if you, as the owner, are making good money, they're entitled to a big chunk of it as well, deal with all the fixed and variable costs of your business, find customers, offer customer service, deal with payables and receivables, government taxes, suppliers, market evolution and the list goes on and on.

I won't bore you with all the other details, but you get the gist of it. You have to make a heck of a lot of sales only for reaching your breakeven point. So for anyone motivated in operating his or her own business (be their own boss) that's a major road block, especially when you add the fact that 95% of all those new businesses will be closed within 5 years of their launch!!

In the technology world we're living in, with the never ending evolution of convenient and lightning fast communications, we have to look at how to make money from a totally different angle and that's exactly what Sports Betting Reinvented is doing.

More and more people want to have freedom and set their own hours, work less while earning more as well as having control over the maximum amount of money they can earn. Many individuals want to spend more quality time with their family and live a less stressful life and do what they love.

People are tired of commuting to work every day only for picking up a pay check which is only allowing them to barely have both ends meet at the end of every month. All of that with no more job security.

This might very well be your situation too (as it was ours in a not-so-distant past) and, in our humble opinion, the only place left where you can make good money while also having the opportunity to enjoy life and having lots of free time (because you don't need to work at it 8 hours a day at it) while getting the money for sustaining that lifestyle could very well be through Sports Betting Reinvented.

ESSENTIALS

An important thing worth mentioning is the fact that you can operate all of this from home or from anywhere on the planet where you have access to an internet connection either using your laptop, your tablet or even your smart phone.

Another interesting dimension is that you can start it while keeping your current job. You can scale it to whatever amount you decide and it doesn't require more time on your part to do so. Once you reach a certain income, you're in a position to fire your boss!

Why This Formula Works

The reasons why this formula works are quite simple. We've had a totally fresh look at that sector and started completely from scratch. We've then worked hundreds of hours and invested lots of money for trying and testing all kinds of different possibilities until we had the expected results we were aiming for.

Not being from the sports betting community to start with actually worked to our advantage because we did not have any preconceived ideas about the industry, how it was "supposed" to work, or what the standards were. We went in researching all we could to really understand the mechanics of it and went from there developing our own unique way of going about it.

We observed, looked up, studied, calculated, and researched everything about sports betting; from our "newbie" perspective. We wanted to know all there was to know about the dynamics of sports betting, the current mindset of the community, the history, the habits, the authority people, the way sportsbooks make their money... EVERYTHING.

We never gave up until we achieved our goal which was to create as close to the perfect business as possible. We also wanted it to be sustainable for years to come and be able to adapt to all the eventual technological improvements.

We can now say: Mission Accomplished.

We can also state that the way we've done it will work for as long as there will be bookmakers on the planet and we can assure you that they're here to stay. The reason we're saying that is because of their business model. As long as people will place wagers with them, they'll make money and will keep on operating their very lucrative business.

The nice thing about it is that as long as they're there, you'll be able to rake in your fair share!

You'll learn more about [how sportsbooks make their money](#) in a chapter dedicated to that.

Sports Betting Reinvented Explained

We'll start by explaining the formula as a whole and we'll then drill down to each of the four cornerstones thereafter.

Let's start with the global concept which is what's setting us apart and light years ahead of the regular sports betting systems. We'll then go through all the details in each of the sections explaining the four cornerstones, highlighting the key principles.

Most people focus exclusively on the picks; mixing and matching all kinds of ways for placing their bets. They use things like total points (over/under, spreads), moneylines, and parlays. They're all focusing mainly on the picks and on which kind of bet to place for a given game. They have no other plan than hoping they'll come out ahead at the end of the day.

That's the best way to fail in sports betting. This industry is a lot more sophisticated than that. Picks are not enough and, in general, even the best picks, without a plan, won't make you consistent money in the long run.

We're exclusively dealing with the moneylines which simply means we're placing wagers on the teams we think stand the most chances for winning their games. We generate our picks by analyzing every team separately and assessing their overall performance. We don't even bother with who's the favorite or the underdog. Our algorithm generates those top quality picks.

Aside from exclusively dealing with moneylines, we've also narrowed down the sports we're using to run even better. For one thing, we're not dealing with sports where there's a possibility of a draw.

Which Professional Sports Leagues?

For achieving what we wanted, we needed professional leagues where the parity between all teams was as close as possible. Close parity between teams means affordable odds most of the time. We also wanted our operation generating profits all year.

We've had a look at the four professional sports leagues in the USA where there are no tie games which are the NFL, MLB, NBA and NHL.

In the NFL, there are 32 teams and each of them is only playing 16 games during the whole season and the parity is not very good. Verdict: no appeal.

In the NBA, there are 30 teams playing 82 games each during the regular season, and the parity is also not too good. You sometimes get odds as high as -1800 meaning you have to invest \$1,800 for making \$100 and we've seen that favorite teams losing to underdog quite often. Odds at -500 to -900 are fairly common. Verdict: no appeal.

On the other hand, the MLB has 30 teams and each one is playing 162 games. The parity is very good so that the weakest teams are winning about 35% of their games and the best ones, 65% to 68% of theirs. They're having 3 or 4 games series against the same team and very often, either team wins at least one game during a given series. Verdict: very appealing.

As for the NHL, there are 30 teams each playing 82 games. This is the professional league where parity is the best. Verdict: very appealing.

Year Round Operation

We've then decided to go with the MLB and the NHL which each respective season is complementing the other perfectly thus covering the whole year. This is more than enough for making virtually all the money you want.

A point that's worth mentioning here is that you don't have to like either sport, nor do you need a working knowledge of the rules. These are the best two professional sports leagues to use as our tools for generating your desired income. All you need to do is to use the right formula and the results will materialize.

You can be located anywhere in the world and even if the MLB and the NHL are operating in the USA and Canada, there are tons of sportsbooks offering odds for all of those games.

You can look at it as having 30 different corporate entities (30 teams); all located in different parts of the United States and Canada, independently operated using the same sound and proven business principles.

Most will experience very profitable periods during their respective season. The algorithm always spots them and you'll be profiting by placing wagers on those. When some are going through a tougher time, you won't spend unnecessary money into them (you won't place any wagers) until they prove you that their business is back to normal.

Generating The Best Picks

The algorithm together with the odds reversal method and the money management technique do the entire job and tell us exactly when to place wagers, on which teams, and the amount to invest.

Each and every pick generated is the result of all the data used behind the scenes including years of analysis which is all reflected in the picks.

It takes away all sentimental attachments to remain totally impartial towards the teams going through a bad streak while waiting for their situation to get better even if we're the greatest fan of that particular team.

We know that among those 30 different corporate operations, a good number of them are doing very good at any given time. Those are the ones you'll be profiting from.

We give you in depths look at the importance of [generating the best picks](#) in its dedicated section.

Shifting Odds in Your Favor

Our odds reversal method is the second key to the formula. To jump on the winners side (and stay there), you have to find a way of beating the bookies at their own game and trying to achieve a win rate of 75% to 80% is not the solution since it's virtually impossible to do so over an extended period of time.

Bookmakers are very smart and know that most of their customers have no plans and are short term minded. Every betting day is a new adventure for them and their only reference is: How were the previous day's results?

The way the odds work is that for you to make money with a team that is favorite, you have to put up more than what you can win. By that, we mean that for a game with odds at -150 (UK 4/6 EU 1.66) for the favorite, you have to put up \$150 for a potential profit of \$100.

So, people thinking that winning 50% of the time is fine are off track. One win out of two with odds at -150 as an example, will leave you short of \$50 and 2 wins out of three won't have you making \$200 but only \$50!! Even with a very good 67% winning record, you're still only making \$50.

The odds reversal method you'll be learning only needs you to be right one time out of four, yes, only 25% of the time. We have our own way of assessing the teams, selecting them and placing wagers in a certain way that allows us to always be profitable.

That's the only way you can beat the bookmakers at their own game. You just have to be wiser than they are and this means pretty big money for you. We're now up to being able to generate the best picks in the industry using our proven algorithm and we can beat the bookmakers by using the odds reversal method.

We give you a more in depth look at the importance of the [odds reversal technique](#) in its dedicated section.

Properly Managing Your Money

The next thing is properly managing your money in such a way that you're always having the necessary cash flow available for following your plan, staying on track and be profitable all year. That's another problem that gamblers and regular sports bettors have which is costing them enormous sums of money.

You'll achieve the first part of your clever money management by balancing your "per game" profit in reference with your working capital. As opposed to most people in the industry, you'll stay within your wagering limits by adjusting your "per win" profit to your available cash flow. Managing cash flow is a task that any business in the world has to do.

The "per win" amount is calculated by using what we call our divider constant.

As you can imagine, this way of approaching the money management is completely the opposite of most regular bettors out there. By doing so, you'll be making sure that first, you're sticking to your plan and second, you're always having a sound financial position for keeping on track and generate consistent and scalable income. That divider constant is 75 and it's been fine tuned after years of operations.

In short, we help you set the perfect "per win" profit in reference to your capital on hand.

The second component of the money management part is the logical step after your initial capital starts growing. That's the scaling phase. You'll periodically be readjusting your "per win" profit amount in reference with your new working capital balance. This will drive your profits to another level. This alone works magic when applied consistently over a period of time.

You now have 75% of what's needed. The last part, as strange as it may seem, is having the right mindset towards this whole endeavour.

We give you a more detailed look at the importance of [money management](#) in its dedicated section.

The Right Mindset

This last cornerstone is the intangible part of the formula. Don't underestimate its importance however! We've added that section because of the experience we have and also from what we've seen happening in other business spheres.

The income generated by a formula such as Sports Betting Reinvented is considered easy money, real easy money and, on top of that, you're getting that income by working very few hours a week from your home or anywhere in the world.

You need to adopt the right mindset and you must ban the following three states of mind for succeeding in this industry:

1 – Emotions

2 – Feelings

3 – GREED (the most dangerous of the three)

We see those three things affecting many regular businesses, but they're most obvious in three areas; stock market, casino gambling and sports betting. All of them are pretty alike in regards to how people are reacting to different situations with their emotions, feelings and greed and how that behaviour is responsible for so many failures.

You have to control that part also and when used in conjunction with the other three cornerstones, you'll be in a position for operating your sports betting activities profitably for years to come.

As long as you don't try to outsmart this proven and tested formula, you'll be fine.

We give you a more in depth look at the importance of the [right mindset](#) in its dedicated section.

You're in Control

The best people selling picks with a certain volume are right about 55% to 60% of the time. At that rate, as we've seen above, it's impossible to make money doing only straight betting with no plan.

Because of the odds that are often in favor of the pick (meaning you have to put up more money than you stand to win), you'll need a much better win percentage than that.

We then had to find a solution on how to make better and more consistent profits. That's what got us digging further and coming up with the best picks in the industry / odds reversal / clever money management / right mindset solution which completely changed the game.

To succeed in this venture, you have to be following a clear, detailed and proven plan. This is what the Sports Betting Reinvented formula provides.

After all, if you take a look at some successful business owners around you, you'll notice that it is exactly what they're doing every single day. They're very involved and operate their business the best they can following their business plan.

The only difference being that they're having a hell of a lot more responsibilities and are working countless more hours in a week than you ever will. Remember, failing to plan is planning to fail.

To have a better understanding of what the four cornerstones really mean, just imagine that each one represents 1000 pieces of a jigsaw puzzle. Those are 1000 random pieces out of the 4000 in total. Obviously, you can't do anything with any of those 1000 pieces separately. It's next to impossible to lay them where they belong and get the whole picture together.

Even with 3000 pieces, it's still not easy. But once you have all 4000, you can start working and with time and patience, you'll be putting all the pieces together and finally have the whole picture which is the result you wanted, the goal you were aiming for.

Now, imagine the same 4000 pieces numbered from 1 to 4000 printed in the back. Starting with #1 on the top left and 4000 on the bottom right, you would put that puzzle together in no time with very minimal efforts and reach the same result. That's what we've done for you with Sports Betting Reinvented.

It's not a magic thing coming out of the blue; it's a very well developed, strategic formula. We've worked long and hard enough for understanding and implementing the most proven and sound business principles into the sports betting jungle with impressive results.

ESSENTIALS

We will cover each of the 4 above-mentioned cornerstones more in depth in the section named: [The Four Cornerstones Explained](#). This is the first thing you need to really get in your mind; good picks will never be enough. You need all 4 cornerstones in order to become a profitable sports bettor.

Some Basics

Before going any further, we'll go through the basic knowledge for anyone involved in the sports betting industry. For some of you, the following information is something you already know, but for those who might be totally new to the sports betting industry, this is important information you must know and understand before moving forward.

If you're already a seasoned sports bettor and know all of that, you can skip to the [next section](#).

In the next pages, we'll go through the following:

- 1 – How to read the odds and the different formats
- 2 – How to calculate your wagers
- 3 – How to open accounts with different sportsbooks

Those three aspects of sports betting need to be perfectly clear in your mind before you can think of profiting from betting on sports. Don't worry; we laid it all out so that you'll understand all of it easily.

This section will also explain the procedures to open accounts with sportsbooks and transfer money in and out of them.

1 - How to Read the Odds and the Different Odds Formats

There are three main ways you'll see odds posted depending on where you are in the world: US odds which use the + / - signs like +200 or -200, UK odds using fractions like 2/1 and EU odds using a decimal format like 3.00. They all mean the same thing but are just expressed differently.

For a given event, with the US odds at +200, the UK format will be 2/1 and the EU format 3.00. They all mean that for a \$100 bet, you'll get \$200 in profit plus your \$100 stake for a total of \$300.

With the opposite US odds at -200, the UK format would be 1/2 and the EU format would be 1.50. For making a profit of \$100, you'll have to bet \$200 getting a profit of \$100 plus your \$200 wager for a total of \$300. You're getting the same profit having to put up twice as much.

It all comes down to the fact that for making the same profit on a given game, it will cost you more if you're betting on the favorite team instead of the underdog. At Sports Betting Reinvented, we're not bothering with the fact that a team is either favorite or underdog. That's not a part of our algorithm but you still have to clearly understand how to deal with the odds for either side for calculating your wagers.

During the course of the season, you're putting wagers on favorite or underdog teams in accordance to either the picks generated by our algorithm or your own generated picks so it's important to know exactly how these two possibilities are treated.

Most sportsbooks will allow you to display the odds in the format of your choice but there are a few of them only showing one or two of the three. We're explaining each of them here and also how to switch from one to the other.

We show you how to manually calculate the transfer among them but that's only for you to understand the process. We're giving you a free website address at the end of this section where you can enter any odds in a certain format and the software automatically gives you the value in the other two formats.

USA odds

They use the <Plus> and <Minus> signs for expressing who is the favorite team and who is the underdog. <Minus> being for the favorite and <Plus> for the underdog.

These odds are also treated differently. In the case of the favorite team, the number after the <Minus> sign is what you have to wager for making a profit of \$100. Odds at -145 mean you have to put up \$145 for making a \$100 profit. You obviously get your stake of \$145 back for a win.

You sure don't have to put a wager for making \$100, you can decide for any profit you want to make in the event your selected team wins. Sportsbooks have some minimums like \$1, \$3 or \$5 per game.

For the underdog team, the number after the <Plus> sign is what you get for a \$100 bet. Odds at +145 mean you'll make a \$145 profit for wagering \$100 and also getting back your stake of \$100 back with a win.

In short, the number after the minus sign is what you have to wager for earning \$100 and the number after the plus sign is the amount you're getting for a \$100 wager.

UK odds

The fraction they're using is the multiplier for calculating your profit. Using our previous numbers, for odds at USA +200, UK odds are at 2/1. The multiplier is 2 divided by 1 = 2.0. If you put up a \$100 stake, you then profit $2 \times \$100 = \200 plus your \$100 stake.

They sometimes come up with funny fractions like 11/5. It looks strange but it's still the same principle. If you're wagering \$100, you'll just apply that fraction to your wager and get:

$11 \times \$100 = \$1,100 / 5 = \$220$. A wager of \$100 at 11/5 will give you \$220 plus your initial wager of \$100.

For USA odds at -200, UK odds are 1/2. The multiplier is 1 divided by 2 = 0.5 so, if you're wagering the same \$100, your profit will be $\$100 \times 0.5 = \50 so, for getting the same \$100 profit as in the above example, you'll have to put in a wager of \$200.

EU odds

The decimal number they're using is the total money you're getting back (wager + profit) for the wager you're putting in. With the decimal at 3.0 (UK 2/1 and USA +200), when you're placing a \$100 wager, you're getting $3.0 \times \$100 = \300 back in total. That's exactly the same thing as with the other 2 types of odds described above. You're wagering \$100, you get a \$200 profit plus your \$100 stake which is your \$300 total.

For decimal at 1.50 (UK 1/2 and USA -200) placing a \$100 wager will get you $\$100 \times 1.5 = \150 back in total, a \$50 profit plus your stake of \$100. You then have to put \$200 for making your \$100 profit ($\$200 \times 1.50 = \$300 - \text{your } \$200 \text{ stake} = \100)

It's pretty easy to switch between the 3 different ways of presenting odds. I'll explain you how but you don't really need that. The URL we're giving you at the end of this section automatically does it for you.

Transfer UK odds to EU decimal

If you want to transfer UK fractional odds in EU decimal, all you have to do is turn the fraction into decimal and add 1. If UK odds are 2/1, you take 2 divided by 1 which is 2.0 and adding 1 for getting EU 3.0. In the other UK 1/2 example, 1 divided by 2 = 0.50 + 1 = EU 1.50.

Transfer EU odds to UK fractional

As you've guessed, you just do the opposite. Subtract 1 and turn the result into a fraction. EU $1.50 - 1 = 0.50$ which is 1/2.

As long as you know how to transfer UK odds to EU back and forth which is pretty easy, you only have to learn transferring USA odds into one of those two and make the easy transfer from there if you need. Don't forget that it's a lot more convenient using the converter at the URL below.

Transfer USA odds to EU decimal

We'll go with the transfer to EU because it's the odds format which is used the most among all bookmakers.

For USA odds with a plus sign (underdog team), you divide that number by 100 and add 1 to the result.

EU decimal = (Positive USA odds / 100) + 1

Let's continue with +200.

$200/100 = 2 + 1 = \text{EU odds of } 3.0$

For USA odds with a minus sign, (favorite team) it's a little bit more complex.

EU decimal = $(1 / ((\text{Negative USA odds} / 100) \times -1)) + 1$

Using the -200 odds.

You start with the interior of the parenthesis. $-200 / 100 = -2$

You multiply by -1: $-2 \times -1 = 2$

You put 1 over the result: $1 / 2 = 0.50$

You then add 1: $0.50 + 1 = 1.50$

There you go. You now know how to transfer odds in different ways manually. These are straightforward and relatively easy, but when having internet access, just click on the following Link:

[**Odds Converter**](#)

You'll even have an odds conversion chart below the automatic converter. This is the best and easiest odds converter we've found.

2 - How to Calculate Your Wagers

Wager calculation is something important in the Sports Betting Reinvented formula.

You'll be recouping the money temporarily "lost" (what we refer to as the inventory) in the future game or games the team who lost and on which you had a wager on will play (explained in the Odds Reversal Section). On the next game they're playing (home if they lost at home or away if they lost when they were on the road) you'll be placing a wager in such a way to recoup the previous wager or wagers plus the "per win" profit you've set using the divider we've mentioned earlier.

We show you how to calculate the "per win" profit in the section on money management. That's in function of the working capital you start with at the beginning of every month.

Let's first start with an example on how to calculate a wager after a team just won a game. Let's say you're up to a "per win" profit of \$50. You want to place a wager on the Texas Rangers. You look at the odds at the sportsbook and they are at USA -120 (EU 1.83, UK 5/6).

Your "per win" profit being set at \$50 means that you want to earn \$50 for a win of the Texas Rangers.

The USA -120 means that you have to place a wager of \$120 for earning \$100. You want to earn \$50. The way to calculate how much your wager should be is a simple rule of three.

\$120 to earn \$100
X to earn \$50

$$\$50 \times \$120 / \$100 = \$60$$

Another way to do it is to compare the amount you want to earn with the standard \$100 and apply the result to the odds. $\$50 / \$100 = 0.5$

$$0.5 \times \$120 = \$60$$

You'll be getting the same result by dividing the odds by 100 and multiplying the result by the amount you want to earn. $\$120 / \$100 = 1.2$ and $1.2 \times \$50 = \60

Just look at it by saying to yourself that those odds are based on a \$100 win.

Now, for the next example, let's say the Texas Rangers, on which you want to place a wager on, are on a 2 game losing streak and that you had placed a \$60 wager on the first game and a \$132 wager on the second game. You now have \$192 of inventory ($\$60 + \132) to recoup plus your "per win" profit of \$50. You then have to earn \$242 on the next game.

Assuming the odds are also at -120 for that game, you do the same rule of three as in the above example

\$120 to earn \$100
X to earn \$242

$$\$242 \times \$120 / \$100 = \$290.40 \text{ (you would round that amount to } \$290)$$

You can also compare the amount you want to earn with the standard \$100 and apply the result to the odds. $\$242 / \$100 = 2.42$

$$2.42 \times \$120 = \$290.40$$

You'll get the same result by dividing the odds by 100 and multiplying the result by the amount you want to earn. $\$120 / \$100 = 1.2$

$$1.2 \times \$242 = \$290.40$$

Let's now redo the above example but this time having the Texas Rangers as the underdog team with USA +120 (EU 2.20, UK 6/5)

The USA +120 means that if you're placing a \$100 wager, you'll be earning a \$120 profit. You want to earn \$50. The way to calculate how much your wager is again the same simple rule of three.

\$100 to earn \$120
X to earn \$50

$$\$50 \times \$100 / \$120 = \$41.67 \text{ (you would round that number to } \$42)$$

You can also compare the amount you want to earn, \$50 with the \$120 you would if you'd place a \$100 wager and apply the result to that \$100 reference wager. $\$50 / \$120 = 0.4167$

$$0.4167 \times \$100 = \$41.67$$

You'll get the same result by dividing the odds by 100 and dividing the amount you want to earn by this result. $\$120 / \$100 = 1.2$

$$\$50 / 1.2 = \$41.67$$

Just look at it by saying to yourself that those odds are based on a \$100 wager.

Now, assuming the odds are still at +120 and that you have to recoup the same \$242 because the Texas Rangers lost the same 2 games, you do the same rule of three again.

\$100 to earn \$120
X to earn \$242

$\$242 \times \$100 / \$120 = \201.67 (you would round that number to \$202)

You can also compare the amount you want to earn, \$242 with the \$120 you would if you'd place a \$100 wager and apply the result to that \$100 reference wager. $\$242 / \$120 = 2.0167$

$2.0167 \times \$100 = \201.67

You'll get the same result by dividing the odds by 100 and dividing the amount you want to earn by the result. $\$120 / \$100 = 1.2$

$\$242 / 1.2 = \$201.67.$

That's how you're getting the amount of money you have to wager at the sportsbook you choose for different amount of inventory you want to recoup.

This might seem a little complicated but it's actually very easy. Just leave yourself some time and we assure you that you'll be totally comfortable with these calculations after a couple of days. You can also take 15 minutes playing with different odds and different amounts for favorite and underdog and practice with them. You'll become a master in no time.

Let's do the same thing with the EU odds.

We know that USA -120 odds are EU 1.83. We've seen in a previous section that with the EU odds, the wager is included in the decimal number. The wager being obviously equal to 100% or 1, you have to subtract 1 to the EU odds to get the wager part so in this example, that's $1.83 - 1 = 0.83$.

This means that we'll be getting a profit equals to 83% of our wager. So, if you want to earn \$50, that amount is the 83% (0.83). By using the same rule of three, you can calculate the wager you want to place for having a \$50 profit.

\$100 to earn \$83
X to earn \$50

$\$50 \times \$100 / \$83 = \60.24 (you would round that number to \$60)

The reason why we're getting \$60.24 instead of \$60 even is that the real number for the EU odds is 1.833333333 and they're only using two decimals.

That would be the same thing if you wanted to get the \$242 from the above example.

\$100 to earn \$83
X to earn \$242

$\$242 \times \$100 / \$83 = \291.57 (you would round that number to \$292)

In the previous example we had an amount of \$290.40 and the difference again comes from the number of decimals used.

For the underdog odds, you have EU 2.20 (USA +120) Again, the wager is included so we have to subtract 1 to get the real profit, in this case; $2.20 - 1 = 1.20$

This means that you'll get a profit equals to 1.2 times the amount of the wager. In the first part, you want to get a \$50 profit. You then calculate the wager amount by dividing \$50 by 1.2 which is \$41.67 (you would round that number to \$42)

You would do the same for the \$242 and divide it by 1.2 and get \$201.67 which you would round to \$202.

I'm sure you're already starting to get familiar with these calculations.

For those of you using the UK odds, you'll see that UK odds and EU odds are very similar.

We have UK odds at 5/6 (USA -120 and EU 1.83) we know that UK odds don't include the wager part. It means that the 5/6 is the profit you'll be getting in reference to the wager. If you take a calculator and divide 5 by 6, you get 0.83, exactly the same odds as EU after removing the wager part.

The calculations are then exactly the same as in the example using the EU odds.

For the underdog part, we have UK odds at 6/5 (USA +200 and EU 2.20) The same as before holds true with the wager part not being included in the UK odds so 6/5 is the profit you'll be getting.

If you divide 6 by 5, you're getting 1.2 which is again the same odds as EU after removing the wager part and you're then getting the same calculation results as with the EU odds.

No matter which odds system you'll be using, you can notice it's pretty straightforward. Just give yourself some practice with the odds system you'll be using and you'll be fine in no time.

3 – Sportsbooks Accounts

If you're new to the sports betting world and have never opened an account before, you'll see that this is also very straightforward. Just say to yourself that all the sportsbooks out there want you as a customer and making some kinds of deposits with them.

We're maintaining a list of what we think are the best sportsbooks in the industry. We've listed the best ones accepting people from the USA and also the best ones for the majority of the other countries in the world. We want to mention that we're not affiliates with any of those sportsbooks meaning that we have absolutely no incentives or commissions whatsoever in recommending one sportsbook over the other.

You'll notice that we've purposely not included any links to them. We've only listed their names and you'll be able to find them easily. All of the ones listed are there for their quality and most of them have been in the online sports betting industry for a decade or more.

We've made that list available for free to our Kindle eBook buyers. You can get it by clicking on the link below.

[Get Your Top Sportsbooks List](#)

To start on the right foot with Sports Betting Reinvented, you'll open an account with three different bookmakers. Here's why:

The reason we're suggesting three accounts has to do with the fact that you want to have a safety net in case something goes wrong with one of the bookmakers.

That has nothing to do with the quality of the sportsbooks, it has to do with trying to avoid any technological problems that might happen for one reason or another. Sportsbooks websites are very secure, reliable and protected, all their data is backed up more than once, but we never know when a major computer, communication or software problem might arise which would prevent you from placing your wagers.

Another reason is that you'll mainly be placing wagers with two of those three sportsbooks but, as you know, you have no idea of which teams will win every time you're placing a wager with those two sportsbooks. It might happen that totally randomly, the balance with the first or the second bookmaker will be a lot higher than with the other one because the wagers you've placed with that particular sportsbook were winning more games than with the other.

In that case, you end up with unbalanced amounts between the two sportsbooks. The thing you have to do when that happens is to withdraw money from the sportsbook where the balance is higher in reference to the other and transfer that money to the sportsbook with the lower balance.

That operation normally takes a few hours but depending on the way you're dealing with your withdrawals, it can take up to a few days. That's why you want to have some money with a third bookmaker which you can use as the temporary second one while the money is being transferred.

The other reason is that sometimes, there could be some interesting differences between the odds of those three bookmakers for the same game. In that case, you always have the freedom for placing your wagers with the bookmaker offering the best odds.

Once you're up to a certain level where the maximum wager amount allowed per game for specific bookmakers is not enough, you'll be opening accounts with some other sportsbooks to make sure you can rake in larger profits.

This typically means that your wagering needs at that point will likely be in the area of about \$15,000 to \$20,000 per game. Even then, for instance, there's a very good sportsbook we know of that's accepting wagers of up to \$20 000 per game for the MLB.

This is only to say that there's virtually no limit to where you can scale this operation.

How to Open Your Accounts With Sportsbooks

The first thing before making a deposit is to physically open you bookmakers' accounts.

Opening an account with a sportsbook could be compared to opening a Gmail account. You just go to their website and click on <Sign up> or <Open Account> and fill up the boxes including your email address. The sportsbook will then send you an email confirmation containing the information about your account including your Username and Password.

Since the Sports Betting Reinvented formula works from all over the world, all sportsbooks are not accepting every country in the world. Just have a look at which countries the sportsbooks you're looking at is accepting. We've broken down the sportsbooks we're suggesting into 2 lists, one for people in the USA and one for other people outside the USA. It is more than likely that those sportsbooks are accepting accounts from your country. Just download that list by clicking on the link above.

Among all the sportsbooks, some might ask for an ID from your part. They just want to make sure they're dealing with a real person. You're only allowed one account per sportsbook. None of them are accepting accounts at the name of a corporation.

After your accounts are opened, you can either transfer the money directly to each sportsbook or use one of the services mentioned below for transferring your money and you're all set.

For those of you wondering how much time it takes for getting your money transferred to your account after winning your wager, we've checked it many times with different sportsbooks and the average is between 5 and 15 minutes for the money to be in your account after a game is completed. Typically, it takes an average of 10 minutes after the game has ended.

I can't say it's like that with all sportsbooks out there, but it's the case the ones we're suggesting you.

Deposits and Withdrawals Through a Third Party Service?

The way we prefer and, in practice, the very best way is to use a third party service which is accepted by the vast majority of the high quality sportsbooks out there.

The main and biggest advantage of doing so is that you not only extremely speed up the money transfer process but you're also simplifying it a lot.

When dealing directly with the different sportsbooks, you're transferring money back and forth between the bookmaker's account and your local bank account. This process involves wire transfers which usually take between two and five working days to complete. That's not a straightforward and efficient way of operating.

Just take the above scenario where you want to withdraw money from one sportsbook and deposit it to another one. When dealing directly with them, you first have to initiate a transfer from the first one to your local bank account and once you get the money, after two to five working days, sometimes longer, you have to go back to your bank and make another wire transfer to the sportsbook to which you want to make a deposit.

That's another four to seven days because, most of the time, the wire transfer sits in the sportsbook's account before being noticed and deposited into your account. That a pretty cumbersome and inefficient process and needless to say that you'll be incurring some kinds of fees for the two transfers.

That's why we like using third party services which are way faster and way more cost effective.

We're strongly suggesting you to use one of the third party services listed below for your transaction needs with the different sportsbooks.

Again, don't worry, we're not "Affiliates" with any of them and not getting any incentives or commissions, we're just pointing you in the right direction.

With the internet and all of the different services that have developed in the past few years, transferring money to and from sportsbooks has become as easy as transferring money from your savings account to your checking account and back.

Just keep in mind that it may take up to three weeks for setting up an account with those services. Plan ahead and make sure the money is in your sportsbooks' account one week before the start of a new season.

Here's a list of services you can use with most sportsbooks:

Neteller www.neteller.com

Entropay www.entropay.com

WebMoney	www.wmtransfer.com
Clickandbuy	www.clickandbuy.com
InstaDebit	www.instadebit.com
Click2Pay	www.click2pay.com
PaySafeCard	www.paysafecard.com (Accepted in 16 European countries)
UKash	www.ukash.com (Accepted in 11 European countries + Russia, Australia and South Africa)

Other Ways for Transferring Money

Most sportsbooks also accept the other regular ways of transferring money like Wire Transfers, Cashier Checks sent by FedEx, payment by credit cards or E-Check.

For credit card, verify with the sportsbooks you're dealing with since they sometimes have low amounts as maximum transfers. There are also some credit card issuers who are not allowing transfers to entities like sportsbooks. On the other hand, they might very well allow you to make transfers to some third party services as the ones mentioned above.

The other thing with credit card transfers is that when you're making a withdrawal from either the sportsbooks or the third party services, credit card companies normally require the sportsbook or third party service sending the money straight to your credit card account up to the amount you've initially transferred from that credit card.

The Four Cornerstones Explained

In the next pages, you'll be discovering and perfectly understanding the real power of the Sports Betting Reinvented formula with all of its components clearly revealed and explained.

We could say this is where the rubber meets the road and all the pieces of the puzzle come together.

Let's have a closer look at each of the 4 cornerstones of this formula which are:

- 1. Best Sports Betting Picks in The Industry**
- 2. Odds Reversal Revolutionary Method**
- 3. The Very Important and Clever Money Management Technique**
- 4. The Right Mindset to Adopt**

1 - The Best Winning Picks



After all kinds of data analysis, simulations and live testing, we've finally ended up with the current algorithm which produces the best baseball and hockey picks in the industry.

It's important to note here that going through all the nuts and bolts of our algorithm is way beyond the scope of this ebook since the process takes us about 60 to 75 minutes each day. We assume that you're currently selecting your picks yourself.

If you ever decide to try a pick provider, that's something we do and not only are you getting the picks every day which saves you a tremendous amount of time by not having to generate them yourself, but you also get the odds reversal and money management included with the picks. You can have a peak by clicking on the link below:

[Discover More Here](#)

The end result is that you're getting the hottest and best teams in real time. You know exactly, at any given moment on which teams you have to place your wagers as well as the amount of those wagers.

We then translate the results of that deep analysis in such a way that you're getting a perfect up-to-date picture of the best team to invest in every single day.

As a little side note, let us briefly tell you about an experience we've conducted for testing the accuracy of the sportsbooks in regards to their favorite and underdog selections.

We followed and compiled the results of all the favorites and underdogs of a major sportsbook for 500 MLB games in a part of a season. At the same time, on our side, we were using a special tool for predicting the outcome of all the same games. That tool we used, in the end, was a little more accurate than that particular major sportsbook's statisticians.

I'm sure you want to know what our special tool was. Well, it was a good old quarter. Yes, randomly tossing a quarter for predicting the winners produced slightly better results than the highly paid statisticians are getting when selecting the favorite and underdog teams for their sportsbook. You can try it for yourself, I'm sure you'll be getting similar results!

That being said, as you can imagine, our algorithm is not based on the favorites or underdogs and we obviously never use that at all. This really is worthless data.

The algorithm isn't based either on who's pitching, who's injured, day or night games or any other Black Magic statistics concerning the fact that team A has won the last 11 games against team B when the game was played home after that home team won 4 in a row against other teams playing between .500 and .529 when away for over 9 days after a 5 game losing streak while the general manager's daughter was pregnant for over 6 months.

Sorry for being a little sarcastic here but the point we want to make is that all of those dummy statistics which some picks sellers or resellers use are nothing but totally worthless crap. We're talking team sports here and there's a sequence reality and human factor to account for.

For instance, in baseball, some people like using who's pitching for generating picks. It can be good in some instances, but even if the pitcher is the previous year's Cy Young award recipient and only allows 1 run in a game, if his team doesn't score a single run, he still loses that game and you lose your wager and what do you do next?

There are much more significant data than who's pitching, who's injured, or what the record of both teams playing against each other is.

We've personally played team sports at a relatively high level and we can assure you that team sports being what they are, no matter what, teams in general will always be going through very good streaks and also pretty bad ones in over the course of a professional season. And no matter what team A has done against team B in the past or if their 2 "best" hitters are injured, we can also assure you it means absolutely nothing for the coming games between these 2 teams.

You have to factor in lots of variables, the most important one being the real status of every team on game day. What you want is having a clear understanding of the real sequence that each team is in either home or away at that very moment for picking the best ones and cashing on the best of the bests.

As we've mentioned, we've been through lots of data crunching and trials and errors analyzing different statistics and market data and as a result, we've achieved to simplify the whole process.

There's a beautiful citation from Leonardo da Vinci to which I've always been abiding to since I've stumbled upon it years ago which says: "Simplicity Is The Ultimate Sophistication". This is really what we've been able to accomplish with Sports Betting Reinvented. We came up with the most significant and important factors which filter most of the noise among all the data.

I think my electronics background made that situation hit me more bluntly than most people out there. I remembered the time we were designing logic circuitry using all kinds of gates for having numbers of different inputs and outputs do what we needed them to do.

We were then using a tool called Karnaugh maps which is a technique for simplifying some very complex electronic circuitry designs. The first draft with all the requirements could start with over 100 binary input and 50 output possibilities. After using the Karnaugh map technique, we could end up with 15 to 20 inputs and 7 to 10 outputs achieving the exact same results than the original design. That's a lot of noise filtering and it's the same thing with sports betting.

We've used the same principle and applied it to sports; leaving aside what's not important and using the really significant data which we've been able to simplify quite a bit.

We've ended up generating the best picks in the industry by coming to the conclusion that the two sports we're using, baseball (MLB) and hockey (NHL), being team sports, we have to treat them as such. This means that each and every of the 30 teams of these two professional leagues will be having highs and lows, home and away, during any given season.

We then had to find the right way for spotting these trends, not after, but at the exact moment they were occurring. There are too many people out there who are only good at telling you the winning numbers of any lottery the day after the drawing was made. What you want is to get them before the drawing and that's what we do with our great picks.

After tens of trials and errors using all kinds of possibilities and results, we found that the best way for generating the best picks was using the records and sequence the teams were going through an being able to have the right picture on any given day.

Easier said than done but we've finally made it. We've split their performances using their home and away records separately in such a way to give us a clear picture of the two. Before deciding to place a wager on a "hot" team when, for instance, playing at home, we've incorporated the overall recent sequence as well. We want to place wagers on teams that are performing very well overall, home or away.

We're using a fine tuned number of games for those sequences and we need that particular team to be playing above a certain average on that number of home or away games as well as the overall recent sequence depending where they're playing on game day which, combined to the other home or away record for the same number of games adds up to a total of a certain minimum "score". We're then placing wagers only on the best team among those at that given moment.

There are always teams running good sequences and this allows us to have many teams to select from for placing wagers every day. We can then spot those going from a very good sequence to a not so good one in real time and stop placing wagers on those before they are deep into their bad sequences. The opposite is also true for the teams going from a bad sequence moving into a good one.

That's really the best way for approaching team sports. We're not bothering with who's injured or if any star player is going through a tougher sequence or the team they're playing against or who's pitching etc.

It doesn't matter to us, that's a team dynamic and the main thing, since we're only using the Moneylines, is if that particular team is hot or not. A hot team can beat any other and it's happening all the time in the MLB and NHL and remember, we only have to be right 25% of the time for being very profitable.

As you know, we're treating all 30 teams separately as they are 30 different entities each with its own profile. We're targeting teams which are either performing well in both, home AND away, or for teams going through a very hot period, home OR away. It's like overlooking a total of 60 different businesses at once (30 home records and 30 away records) and only selecting one of them (the absolute best one) each day.

I think it's starting to make a whole lot of sense to you now.

ESSENTIALS

The components we use to determine our picks have to do with the win percentage of each and every team (home, away, and overall) as well as the overall performance of the teams' next few probable pitchers (local and visiting). We give no importance to what the team is or what the names of the pitchers are; we base our whole decision solely on numbers and facts.

You can certainly understand that we can't get into all the details about how we generate our picks since there are a lot of variables coming into play. However, you can get access to our very own picks daily. Here is a link for you to visit and see how you can have access to our picks risk free:

[Risk-Free Trial](#)

Market Study

As you now know, we don't just randomly choose the teams we're putting wagers on; our algorithm is taking care of that but at the start of every season, having no back records for the current season on hand, we like to have a look at the whole picture when generating our top teams for placing the daily wagers.

You're also aware that every successful business that has been generating consistent profits for years either pays for getting some market studies about their area of expertise or generate those market studies using their in-house workforce.

In our case, we don't have to pay for any market study; we're performing them ourselves at the start of every baseball and hockey season. We're analyzing the results of what's going on with every team for a given time.

This is a very important step which allows us to evaluate all teams following the off season and all of the changes they've made to their roster following the signing of free agents, trades and sometimes a new manager or general manager. That's our way for collecting important data and start getting some relevant wagering signals.

This way of operating is different from most of what's out there. Others are so anxious to get started that they're placing bets from day one on teams they have no idea how they'll be performing.

Using the market study technique together with our 4 cornerstones, we've been able to filter most of the noise out of the sophisticated data generated in the sports industry in such a way that you can select the best teams for placing wagers on at any given time. This goes on for about 3 weeks into the season.

That's obviously for getting the important data we need for the top selection, but 3 weeks is a long time at the start of every season. We've then developed what we call our start of season Technique which is a lot less elaborate, but way more cautious where we select what we feel to still be the best team on that day using some other relevant data from the previous year as well as what the new roster looks like. We then limit the losses faster than usual because of the lack of real significant and important data. We normally manage to get an interesting positive ROI over that Start of Season period.

That's how we're generating our picks. But again, great picks alone are not enough for making consistent money in the sports betting world. It's still sports and as with anything in life, if you do what most other people do every day out there with a short term vision and no action plan,

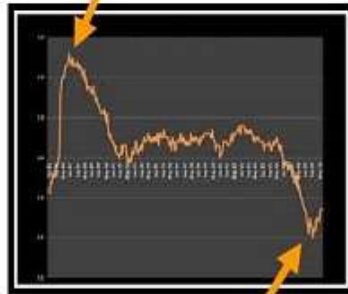
sports betting will kill you and take away all of your capital. Even if the picks remain an important part, you need some other important tools for succeeding.

That's why we need the other three important pillars we've made reference to earlier which are the Odds Reversal Revolutionary Method, the Very Important and Clever Money Management Technique and the Intangible Right Mindset. This is truly Sports Betting Reinvented and what makes this formula so efficient.

The second cornerstone is what we call: The Magic of Odds Reversal.

2 - The Magic of Odds Reversal

SPORTSBOOK ODDS BEFORE



SPORTSBOOK ODDS AFTER

Our algorithm is generating the best pick in the industry and you could be putting wagers using these picks; isn't that great? The bad news is that we're not right 100% of the time. No matter how hard we're trying, we'll never get up to that point, that's just reality!

This is where the second part of the puzzle fits into place. That's where the Sports Betting Reinvented formula sets itself apart from anything else on the market.

You'll be achieving complete odds reversal in your favor which means that you're beating the sportsbooks at their own game.

Many so-called sports picks "providers" have tried applying principles like Martingale or d'Alembert systems to sports betting with no luck or sustained success whatsoever.

Forget about it, that's the surest way of losing your shirt and remaining on the losers' side. If it would be that easy, everyone involved in sports betting would be rich doing that and we can tell you it's far from being so with 90% to 95% of sports bettors losing money consistently.

[Click here for interesting information about these 2 systems and why they're not working](#)

Odds reversal and clever money management have a totally different meaning.

We've referenced Sports Betting Reinvented as operating as a real business. We've been in the real business world for quite a while and that's where we've learned the rest of what we've translated into the Sports Betting Reinvented formula.

We're not gamblers; we're investors seeking better return on our money. Real businesses and Sports Betting Reinvented are the only vehicles for multiplying that money.

We can say that sports betting used as a tool for making money is the best if done right. Way easier and better than regular brick and mortar businesses.

Let's talk about what odds reversal really is.

The vast majority of sports bettors out there are very short sighted and too global. Most of them buy sports picks and are only looking at the results of the games they've bet on as a whole. If they win most of them that day, they're fine and just forget about the ones they've lost and move on to the next day's picks. They've made an overall profit for that day and they're happy (for the time being).

On the other hand, if they lost some money on their global bets, on a certain day, they want to get the lost money back within the next day or two with absolutely no game plan. They just hope that tomorrow's picks will be better and cover up the losses plus, hopefully, a profit. They know (or think) the chance will turn and they'll make it up and more. We're sure you understand you can't build a sustainable and consistent income acting that way.

We're never touching spreads, totals, over/under, parlays etc. We're only dealing with the moneylines where there is a winner and a loser in every game, no draw possibility. We're exclusively concentrating all our efforts and time to the two sports we've selected (MLB and NHL) which only have 2 way outcomes. We don't care about point differences, total runs, points or goals scored and even less with parlays (betting on more than 1 game and needing to win them all for making a profit).

The odds reversal technique is what is shifting the odds in your favor. To be able to make good money in "regular" sports betting, you need to be right with your picks way more than 50% of the time. Don't fall into the misconception of thinking that if you're right 55% or 60% of the time, you're making money because that is definitely wrong without proper money management.

For only breaking even, always depending on the odds people are getting when they place their wagers, they need a success rate of over 60%. Not many people achieve that kind of success rate on a consistent basis and even when they do, they're still not making any significant profits.

That's why you absolutely need to have a way of turning the odds around so you can be getting interesting profits. Never forget that bookmakers know the game.

With the Sports Betting Reinvented formula, it's all covered.

For us, the only way to have a certain "control" in the sports betting world is by bringing the odds down to only having to be right **one** time out of **four** and still be making money. Yes, you've read it right, being right only 25% of the time and turning in very good profits year round. That's a lot easier to accomplish, less stressful and that can only be achieved through odds reversal coupled with our very own SkyROIcket technique for scaling profits.

So, having the best picks in the industry PLUS the need of only being right once for every four games you're placing wagers on for a given team for making good money sounds a lot better, doesn't it?

We figured that if we could be right 55% to 65% of the time, we could recoup the money lost on the other 35% to 45% by adjusting the wager amount in such a way to get that money back on the next game that same team would play plus pocketing our "per win" predetermined profit amount.

The "per win" profit amount, as you know, is calculated using the divider number of 75 which is applied to the total cash you have on hand at the start of the season. More about that coming in the [money management section](#).

We noticed that even at a 65% success rate, it obviously happens that a team will be losing more than one game out of two or three. We've then figured out a way that you only need a winning rate of 25% for any given team.

In fact, you only need one win for every 4 consecutive home games or 4 consecutive away games that a team is playing. This allows you to recoup all the money you've temporarily "lost" plus your "per win" profit. This is the concept of inventory. Ours is in the form of the temporary "losses" we're incurring when the selected team enters a losing streak.

That inventory concept is very important. Every business in the world has inventory on one form or another. For many of them, that's physical inventory but even others that are selling a service have some inventory in the form of work in progress not already billed in the case of an accounting business for instance.

During a particular team's losing period, the money placed in wagers in the streak on the losing teams is our inventory. The money is there and whenever you make a sale (a win in the case of Sports Betting Reinvented), you then recoup (or sell back) that inventory plus your profit margin (your predetermined "per win" profit) when the team wins any of the next 3 games after the initial loss. This really is odds reversal.

Just keep in mind that this odds reversal method is meant to work with the picks generated by our algorithm. We're strongly advising against trying to apply this to all the games or all the teams. It has to be done in conjunction with the special picks coming from the algorithm. You sure can have some success using your own picks as long as you choose them in a very cautious manner. Odds reversal can be forgiving when not picking the top team but still more risky.

This formula operates as a whole and you need all the parts of the puzzle for it to work flawlessly.

ESSENTIALS

In short, odds reversal means finding a way to still be making money with the lowest win percentage as possible without risking putting too big of a dent in your bankroll. We found a way to be profitable by winning a minimum of 25% of the time.

Easy, yet so powerful

This is also the reason why you have to apply our money management method. Doing so ensures that you'll always have the required capital available for being able to sustain the inventory (temporary losses) waiting to be recouped by the future win of each particular team.

The principle is that you'll pocket your "per win" profit every time one of the teams you've placed a wager on wins. That may be on the first game or up to the fourth if that team loses three in a row.

The way our algorithm generates the picks gives results in such a way that a team we've placed wagers on almost never goes through a 4 game losing streak. We said almost because it does happen a few times during the course of a season.

That's where the inventory turns into what we call operating costs. We're not going over 4 game losing streaks. That means that in those cases, after the fourth loss in a row, we're not recouping the inventory. We're writing it off and transferring it into what we call operating costs.

When that happens, it translates to a good amount of money but everything has already been accounted for in this Sports Betting Reinvented formula. We never like it when it happens, but we don't sweat it either, it's part of the money management.

Every business in the world incurs some operating costs in different forms like employee payroll, fixed and variable costs etc. Ours are in the form of the inventory we're not recouping. The only difference with regular businesses is that we have no idea when this will arise, but it doesn't really matter.

Rest assured, it's perfectly normal for that to happen and you're still getting very interesting profits at the end of every season.

So, instead of being mad and hating the team to which it happened and wanting to blow up the world, just stay cool and don't sweat it because this has all been incorporated in and accounted for by the formula that is Sports Betting Reinvented. Looking at it this way makes it a whole lot less stressful and you have to understand that it really is part of doing any kind of business and sports betting is no exception.

Where most sports bettors will randomly bet and gamble money on different teams day after day, we're only wagering money on the very best teams using a tight follow up knowing at all time where those teams stand, how much we have to recoup and when to start investing from scratch after that team has won and got all of our inventory back plus our "per win" profit.

We're keeping separate home and away records for each of the teams as they are considered as being totally independent operation.

Again, the Sports Betting Reinvented formula allows you to be right only one time out of four and still pocket your predetermined “per win” profit. That’s the magic of our odds reversal method.

3 – Clever Money Management Technique



Again, that's part of the day-to-day operation of any business. You don't have to learn anything new or read about this since it's all reflected in the formula.

We just want to lay out the whole concept so you become comfortable with it while also understanding why you'll sometimes have 80% of your working capital being in the sportsbooks accounts while you're wagering only 20% of that working capital on the required game on a given day.

In any business, and this one is no different, you have to be what we call "well capitalized" to succeed. That's the main source of problems for most non-profitable real businesses and for sport bettors alike.

Don't get us wrong, we're not saying that you need to be filthy rich for operating the Sports Betting Reinvented formula. As a matter of fact, you can start with as little as \$4,000.

How many profitable businesses can you name that can be started with less than that?

You need to adjust your "per win" amount profit with the total cash you have available to operate following the formula. That's where 99% of people go wrong.

Your working capital could be \$4,000 or \$5,000,000; it doesn't matter. The principle remains the same. The Sports Betting Reinvented formula works seamlessly no matter your cash amount. The main thing is to balance the size of your wagers in reference to the total working capital you have on hand so you always have the necessary cash flow for operating properly and securely, following the plan.

Throughout the years, we've come up with what we're calling the "divider constant". You apply the divider constant of 75 to your initial working capital as well as your growing capital during every season.

You can also use it in a reverse way by setting up the amount of your desired "per win" profit and using the divider as a multiplier instead for knowing how much working capital you would need for a given "per win" profit.

Using the divider will ensure that you'll be having the required cash flow at any given time for successfully operating the Sports Betting Reinvented formula. You want to be on the safe side.

Since you're recouping the money in inventory (the temporary losses), you want to have the necessary capital available in your different sportsbooks accounts for sustaining those situations. Those instances are not happening very often, but that's just clever and sound money management and it guarantees a smooth running of your operations because you know the cash flow will be there if you happen to need it.

That's why it may look like you could afford a higher "per win" amount, but we know by experience that the divider constant of 75 is the optimal one. Don't forget that you're in for the long term and that the other part of the clever money management technique has to do with scaling your profits up.

The way this all works is when you're getting a wagering signal, you place a wager on that team. We're calling that game the first game of a series. For every win, you're pocketing a profit which is the "per win" profit calculated in reference to your working capital. If the team indeed wins that first game, the next one will again be considered the first game of a series. If they lose that one, the next one will be the second of that series etc.

For those of you wondering if the wagering signals the algorithm produces happen pretty often, we can tell you that for the MLB season, you'll be getting an average of 8 to 10 signals a day, sometimes up to 15 and for the NHL, this number will range from 5 to 8 with peaks at up to 15 too. The reason why we're getting a smaller number of signals with hockey has nothing to do with hockey itself, it's just because they're playing 82 games instead of 162 with baseball.

ESSENTIALS

The divider constant may seem like a minor detail but don't overlook or underestimate it. By knowing this together with the odds reversal method puts you ahead of 90% of all other sports bettors out there.

SkyROIcketing



Don't worry if you're starting small, this will be scaled up intelligently month after month as profits accumulate. As mentioned above, the important thing is to make sure you have the available cash flow when needed so you can keep on accumulating profits.

This second part of the money management technique is the one that's putting the Sports Betting Reinvented formula in overdrive. Scaling your "per win" amount in reference to your working capital (available money in your sportsbooks) simply catapults the profits of each and every season to whole new heights. This is what we call our SkyROIcket scaling technique.

The SkyROIcket scaling technique can be compared to the power of compound interest in the times where we could get real return on our money (not 1% - 2% as we're getting now!). At the same time, you'll be able to profit from what we call Other People's Money. After a certain period of time into the season, you'll very often have made enough profit for covering your initial investment of the start of the season.

From then on, all the money coming in can be considered as Other People's Money. That won't change your approach, but we just want you to realize that from that point on, you'll be using those profits in conjunction with your own capital investment, if you choose so, for scaling your revenues.

That's the best way for making sure you're getting the most profit from the amount of cash you have available while respecting your cash flow needs.

Here's how SkyROIcket scaling technique works:

This is really powerful stuff. Even if your new "per win" amount is only say 10% more than the previous one, you'll be ending up with way more than 10% of your initial amount. What you

have to understand here is that you were getting a certain amount of profit for every win; let's say it was \$100.

In the initial period that \$100 "per win" profit generated a 10% return on your initial investment. For the next period, you can afford going to a "per win" profit of \$110. Let's keep everything equal for the sake of this example and assume you'll make the same 10% during the second time period.

This will be 10% of the new amount you had at the beginning of the period which is 10% more than what you had initially invested as your starting working capital. If, for instance, your initial working capital was \$5,000, 10% more after the first time period gets you at \$5,500.

We said you'll make another 10% for that second time period, that's 10% of \$5,500 which is \$550. It sure is 10% of \$5,500, but the real amount of money you've invested to begin with is \$5,000. The real return on your initial capital is then \$500 for the first time period plus \$550 for the second, totalling \$1,050. In percentage, your real ROI is $\$1,050 / \$5,000 = 21\%$, not 20% and it scales even more from there.

That's the power of the SkyROIcket scaling technique. The nice thing about it is that you haven't worked a single minute more over that second time period as you did in the first one. In the business world, this is called leverage.

With this scaling technique, not only are you leveraging your time, but you're also leveraging Other People's Money. This is how real big money is made in this world. Just keep on getting a 10% compounded ROI and you'll really be amazed of the amount of money you can rake in over time.

Even if you'd have to pay \$500 a month to get the picks in which, by the way, the other three cornerstones are already part of, it would be a heck of a bargain. You would include that monthly cost in your total operating costs and you would still be profiting big time, more and more each and every month.

But rest assure, you don't have to pay \$500 a month to get those top quality picks together with the other cornerstones. It's way cheaper than that. We have a special deal for people reading this ebook:

[Click Here for a Great Offer](#)

For those of you wondering if this can be scaled up to interesting proportions, we can tell you that one of the sportsbooks we know, which is listed in the sportsbooks document mentioned above that you can download for free is accepting wagers up to \$20,000 for a single baseball game. This means that, for instance, for a game where the team you're selecting has odds at -125, you can wager \$20,000 for a potential profit of \$16,000 on that single game with only that one sportsbook.

If you ever reach that point and feel like it's not enough for you, you still have a couple of solutions. Knowing that this limit is only with one sportsbook, having 10 or 15 accounts with other sportsbooks would allow you to go up to incredible potential amounts per day, even if all bookmakers are not accepting up to \$20,000 per game, you could easily wager up to \$3 million for a single day.

If, at that point, you're still not satisfied with your income, you can also ask bookmakers if they would accept wagers above what they state as the maximum on their website. Most of them will ask you up to what amount you intend going and tell you to call back in an hour. They'll take the necessary measures for offsetting the amount you want and normally say yes to your enquiry. Have a look at the following section entitled "How Sportsbooks Make Their Money" for a better understanding.

There's virtually no limit to where you can go with this kind of operation. Just stay down to earth and tell yourself that you don't really need to earn \$250,000 a day for making a good living.

Managing that kind of money including all the family problems it can bring would be the material for a 1000 page hardcover. Just aim for twice the amount you initially think you need for living the life of your dream and you'll be fine.

Just be careful, you might get there sooner than you've ever thought if you just motivate yourself the right way and keep emotions, feelings and greed aside! And please don't forget to give some of that money back to worthy causes of yours when you're there.

ESSENTIALS

Readjusting your “per win” amount in relation to your working capital is the best way to always make sure that:

1. You don't run out of money over losing streaks
2. You profit as much as possible from the good streaks

That's exactly what our SkyROIcket technique does!

Wagering Limits (Insurance)

We've decided to include this section as a way for protecting you when teams with high odds, which are normally good teams that are very likely to win, enter into a losing sequence. This is part of clever money management.

As you know, the odds reversal method we're using is based on the fact that we have to be right only one in four. For that to work, we have to be able to place wagers up to that fourth game after 3 losses.

In theory, there's no limit but in practice, we don't want to end up having to place a \$10,000 wager on that fourth game when using a \$100 "per win" profit for instance. At any given time, we want to limit the amount of our operating costs in the range of 25 to 35 times our "per win" profit amount. In the case of a \$100 "per win" amount, we want to limit the operating costs between \$2,500 and \$3,500.

It sure doesn't happen very often if it ever does but this is only some more clever money management.

In some very unusual instances, a good team with a really good record will enter a bad sequence. You want to be careful about those cases which might occur. To keep on using real world business terms, we've come up with a way for taking insurance in such cases. Don't worry, you don't have to physically take a real insurance, this is a kind of self-insurance we're talking here.

As opposed to many other gamblers and bettors out there which don't bother with these cases, you won't lose much money. You'll limit those "losses" by managing the situation, staying within the limits of the operating costs you're normally working with which are accounted for in the Sports Betting Reinvented Formula.

Chances are virtually non-existent for something like that to happen but you want to be covered (have insurance) against that remote possibility.

The Sports Betting Reinvented formula being what it is, we've put in place an easy way for preventing that from happening to you and we've called it insurance.

It's very straightforward and it's only used for games #3 and #4. Under no circumstances will you ever place a wager that is more than 10 times your "per win" predetermined profit on game #3 and more than 18 times your "per win" for game #4. This is the insurance rule to infringe at your own risk.

Now, why do we call it insurance?

We're calling that strategy with the term insurance because it exactly relates at what insurance is; paying a premium in exchange for being protected for something hazardous we can eventually

incur. This might not seem obvious to you at the moment but let's go into some more details and you'll understand exactly what the meaning is in our case.

Let's take an example. A good team with high odds on which we had wagers on has lost 2 games in a row. We do our calculations for recouping the inventory plus our "per win" profit using the odds available at our sportsbook and we're coming up with a wager amount of \$1,340 on that third game assuming a \$100 "per win" profit.

As mentioned above, the maximum we'll ever put on a game #3 is 10 times our "per win" amount; in this instance, $10 \times \$100 = \$1,000$.

So, had you been in that kind of situation, you would have limited your wager at \$1,000 instead of the suggested \$1,340. At first, you might think it's no big deal by wagering less but this is where the insurance concept kicks in.

Let's break down what this situation could have been:

The wager amount of \$1,340 was required for you to recoup the previous amounts temporary lost (inventory) in the first 2 games plus your "per win" profit; \$190 (odds at -190 on game #1) + \$522 (odds at -180 on game #2) + \$100 (per win amount) = \$812. With odds at -165 for game #3, the wager amount would be \$1,340. If you place a wager of \$1,340, you're getting back your \$712 plus your \$100 per win amount for a total of \$812.

What we're telling you here is to put a maximum wager of \$1,000 (10x your per win) for staying on track with your maximum operating costs of \$2,500 to \$3,500.

By placing a \$1,000 wager on that game and in the eventuality of a win, the amount you'll be getting from the bookmaker is \$1,000 divided by the odds at -165 = \$606. You wanted to recoup an amount of \$712 plus your \$100 per win (\$812) and you got \$606. You're then short of $\$812 - \$606 = \$206$.

This \$206 includes your \$100 "per win" profit which is not out of pocket money. The real amount you're not recouping is then \$106, roughly the equivalent of the profit for one win. This is your insurance premium that guarantees you won't have to place a wager of potentially over \$5,000 for the fourth game assuming the worst case scenario where the odds would have remained fairly high. This is exactly like taking home or car insurance and not suffering a loss. Your insurance cost in this case has been \$106.

This is in the case the team wins that third game. Let's have a look at what happens if the team loses. You should have placed a wager of \$1,340 but you've placed one in the amount of \$1,000. The end result for this third game in the case of a loss is that instead of having \$1,340 more to recoup on the fourth game is that you have \$340 less to recoup.

This is like turning in a claim to the insurance company and getting \$340 back for a premium of \$106. That's a pretty good deal right there since you didn't have to pay that \$106 premium

because they lost! But, had they won, as we've seen above, the cost to you would have been \$106.

Here's what happens in the fourth game:

By going blindly and using the numbers that should have been used, the wager amount on the fourth game, with odds at -180 should have been \$3,874 ($\$190 + \$522 + \$1,340 + \$100 = \$2,152$ with odds at -180 suggesting a wager of \$3,874). We know that you'll never go over \$1,800 for that fourth game which is 18 times the "per win" profit of \$100. Your potential operating cost (total loss) in the case where you're not using the insurance concept in this case would have been a whopping **\$5,926**.

To do the same calculations as for the third game, using the real amount of game #3 wager of \$1,000, we now have $\$190 + \$522 + \$1,000 + \$100 = \$1,812$ to recoup including our per win profit. With odds at -180, the amount of the wager should be \$3,262. That's \$612 less than what it should have been in the first place without the insurance concept, but still way too high for a fourth game to stay in line with our high end target of around \$3,500 for our operating costs.

In this case, you would place a wager of \$1,800 which will pay you back \$1,000 with odds -180 in the case of a win. You wanted to get \$1,812 minus your \$100 profit which is \$1,712. The insurance cost is then $\$1,712 - \$1,000 = \$712$.

That's roughly \$600 more than the cost of the insurance for the third game but as you know, if you're placing a wager for that fourth game, it implies that the team lost the third one and you had saved \$340 on that third game by reducing the amount of the wager to \$1,000 instead of \$1,340. So, your real cost for that fourth game is \$712 minus the \$340 you saved which is a \$372 premium, not quite 4 games of profit.

That's what clever money management is all about; having a formula that allows you to be very profitable by winning only 25% of the time while protecting your capital so it can still be producing profits the very next day.

This was in the case of a win in that fourth game. If you would have incurred a loss in that fourth game, as we've seen above, the total amount would have been **\$5,926** out of an initial capital of \$7,500. The real loss (operating costs) would then be \$3,512. This very clever insurance concept would have saved you \$2,414.

Keep in mind that the ratio of roughly 50% of the initial working capital ($\$3,512/\$7,500$) is calculated as if this would have happened at the very start of the season with no accumulated wins. This is very unlikely to happen. In the real world, we would have had profited from many wins and the ratio of the loss in reference to the working capital at that moment would obviously be much smaller.

As we've mentioned, this will very rarely happen and in some occasions, bookmakers will reduce the odds more than what we've used in this example because of the 3 losses in a row. That would translate in either the insurance cost in the case of a win or the operating cost for a

loss being much lower than in the above example where we've used what can be kind of the worst case scenario.

One last precision in reference to the fourth game wager of the above example:

We've mentioned that sometimes, bookmakers reduce the odds on a team that loses three in a row. Using the maximum wager of \$1,800 for that fourth game and knowing that we wanted to recoup the \$1,712 of the first three games plus ideally our per win profit of \$100, we needed to earn \$1,812 on that fourth game. With odds at +105 for that game, we would have had to place a wager of \$1,726 for recouping the 3 games plus our per win amount, not even the maximum of 18x we're dealing with.

So, don't take the above example as the rule; that was more of a worst case extreme scenario so you could really grasp our insurance concept and understand the power of it.

You now really understand why this insurance money management twist is so powerful in protecting you against a major drawback in your working capital. This assures you that you'll keep on making profits and not run into cash flow problems.

Note that this concept which is not used by anyone out there will save you hundreds of times the cost of this ebook.

As a side note about this whole formula, we can say there's only one problem with it and it's the time it takes every day for generating the picks using the technique we mentioned above which is looking at the recent sequence home and away and combining it with the recent record home or away (depending where the team is playing that day) together with the 4 coming games evaluation of the relative strength of all the pitching staff involved and a few other variables. This takes about 60 to 75 minutes every day. That's not much for what it can produce in profits, but still seems to be problematic for most people.

The reason we're saying that is coming from the feedback we've had asking us if we could provide a service where all of that would be done. Many people prefer paying a small amount every month for leveraging what we're already doing.

Don't take us wrong here, we're absolutely not pushing our service, we're only sharing with you what others asked us. You can do very well using everything included in this ebook, the only drawback according to the ones who prefer the small monthly fee is the time it takes to do it every day. As you've noticed, the way for recouping the money in inventory is to go with placing wagers on consecutive games which involves doing our homeworks 7 days a week.

You can get more info by visiting this page:

[Done for You Solution](#)

ESSENTIALS

To wrap up this insurance concept, just keep that in mind and the only thing you have to remember is never putting more than 10 times your "per win" profit amount for game #3, 18 times your "per win" amount on game #4.

That concept of insurance alone is worth much more than the cost and the time you took to read the report! But seriously, apply this method and you will see a big difference in the fluctuation of your bankroll.

4 - The Right Mindset



The main object of this formula is obviously of making money. This is not for deep pocketed individuals looking for the thrill coming from betting on their beloved team with the need for being right and then bragging about it. Those individuals are into gambling and their purpose is totally different than ours.

As much as this formula is using sound and proven business principles, having the right mindset used by any successful entrepreneur just makes everything even easier.

The five points of the star above are each pointing to the most important elements for succeeding not only in sports betting, but also in life in general. They are all used by people having lots of success in their professional as well as their personal lives.

They are the engines by which you're reaching your goals. Obviously they come right after the goals you're setting. You first have to know what you want and where you want to go and then, these engines will get you there.

Here are the 5 components of what we labelled as the STARR mindset:

- **SELF-BELIEF:** You have to believe in yourself and be confident that you can and will be achieving your goals.
- **THRILL:** You have to have that inner motivation that makes you want to reach those goals so badly that no one on the face of the earth will stop you until you get them. This has to do with the thrill of succeeding in reaching your goal, not the gambling thrill.
- **ATTENTION:** You have to stay focused at all times. Never letting any outside noise disturbing you and getting you off track.

- **RESILIENCE:** You have to be resilient which, by definition; is the ability to bend but not break. In business, you decide where you want to go and the resilience will give you what it takes for getting there by not only never giving up on any situations but also finding the right ways for reaching your expected final destination.
- **REACH:** This is the most important of all and the engines for accomplishing what you want. All of the above are worthless if you're not taking action. You might be well prepared, confident, focused, motivated and everything else; but if you never take action, nothing will ever happen and you'll be standing still. You'll never reach that targeted goal.

The main reason for adopting the STARR mindset is that humans being humans, they operate with emotions and feelings. When everything seems to be working great and they're making good easy money, the worst thing of all kicks in and it's called GREED.

It's easy to get disconnected from reality with this kind of formula because it really is easy money coming from very few hours invested (and much less when you're getting our picks every day!). That's why you have to learn to keep yourself solidly grounded.

You might even come to a point where you think you can outsmart the formula. Don't fall into that dangerous trap either. You might have the feeling that you can wager more money using the same working capital. That's the equivalent of changing the value of the divider constant.

Please don't do it. We've come up with those numbers for a reason and that reason is real life experience. Just concentrate yourself at sticking to the SkyROIcket scaling technique described and you'll be fine.

We'll illustrate exactly what we mean by having the right mindset in taking two real life examples which we're sure you'll be able to relate to either because it happened to your or you know someone who has experienced it. We'll briefly talk about stock investing and casino gambling.

Those are also two areas where people would benefit greatly in developing the STARR mindset.

Let's start with the stock market. Statistics show that between 90% and 95% of the stock market so-called "investors" are losing money. This mainly comes from their own behaviour. The pattern is always the same and they react in the wrong way on both sides of the equation, either when they have a potential profit and then when having a potential loss.

We don't want to enter into a psychological study here but we can say that when the stock they've bought gains in value, the three phases start happening. The emotions take over and they fall in love with the stock. Then, they have the feeling that it will keep going up for a while (or forever!) and when it still goes up a bit, the worst of the three phases kicks in; GREED.

They're convinced that they have the best golden egg of the last 100 years and are hoping that the stock will triple or quadruple and then, it will split by a ratio of three where they'll get three times more shares at a much lower and affordable price for others to start investing which will skyrocket the price higher again where they'll then make enough money for retiring rich right away.

Unfortunately, that practically never materializes. The sad reality is that after their beloved stock went up in value for a certain period of time and created all the hope in the investor's mind, it then starts going down because some other people (generally insiders, brokers and investment bankers) are selling and taking profits.

They then wait and tell themselves it's only a temporary correction and the stock will come back up. It still goes down and then the GREED goes away and is replaced by what they think is "common sense" and then tell themselves that if it goes back up to where it was, they'll then be taking their profit.

As you can imagine, after a while, the stock ends up below the price they've paid. At that very moment, common sense is replaced by its "logic" counterpart. They realize that they should have taken their profit and are angry at themselves. They take the decision that they'll be selling as soon as their stock comes back to the price they've paid. At that point, they don't want to lose money.

Unfortunately, most of the time, the stock keeps going down and their logical thinking is replaced by the GREED counterpart, FEAR. Fear is as harmful if not worse as GREED. When people get into that state of mind, they take the worst decisions, especially when money is involved.

They're now to a point where they don't want to lose a big chunk of what they've invested and after a little more downside move, they decide to sell and take a considerable loss instead of having taken a considerable profit when the stock was up and they fell in love with it. Tons of people are acting this way.

Oh yes, by the way, do you know who bought the shares they've just sold?

You guessed it, the insiders, brokers or investment bankers who sold theirs at a profit when that person had bought them. Those insiders, brokers and investment bankers will stick to those shares and ride them on the high side and resell them again for a hefty profit. THEY are operating with no emotions, feelings or greed. They have a game plan and are sticking to it. They've learned from the pros and replicate what's working.

The same thing is true with casino players when they're winning. They think they're in a hot streak, raise their bets, get a bad break, (it always happens because they keep on going until it does) and get under the amount they had when they started the day.

They then try a couple of long shots because they think they are "due" and then end up losing a big part, if not all, of the money they had when they came in.

We hope we got our point across in saying that you have to adopt the right mindset and tie it up with the other three cornerstones for total success in the sports betting world.

You'll be sticking to the game plan and you're now well aware that all the pieces of this formula are closely related to each other and that everything you're doing has been thought and tested. All the variables have been taken care of and designed to work together perfectly.

You won't panic and do some weird unplanned things when you'll be incurring some operating costs because you know that's already incorporated in the formula and that you'll still be profitable at the end of the year.

If you don't have a precise action plan and aren't disciplined in following it and leaving emotions, feelings and greed aside, even a 70% to 75% winning record won't be enough. Don't fall into that trap and don't let that happen to you. Real profitable businesses are all based on solid, reliable and proven data. They run market studies, follow sales and operating costs very closely and control their inventory and take insurance for protecting their assets. They look at many other important things related to their business and they know they're in for the long term.

We're using the same principles here with Sports Betting Reinvented, but we've made it a lot easier. You're having the best top-notch employees without having to pay a dime for them (professional baseball and hockey players, general managers, coaches, owners, sportsbooks statisticians etc.) You have what we call Inventory, but it's not physical inventory you have to take care of, finance and store somewhere.

You also have operating costs as any business incurs, but at a much lower level. You now know how to do sound and clever money management, you have payables and receivables in the form of placing wagers and cashing gains which is all done within a maximum of a 24-hour period (most likely 8 to 12).

Talking about cashing your wins, which are your receivables, they're normally paid and deposited in your sportsbook account within 10 to 20 minutes after the game is over. That's a pretty efficient receivable department for which you don't have to pay any employees either. Bookmakers do all that work for you and for free.

So, to be profitable in the long term with sports betting, you need the best picks, you need a way to reverse the odds in your favor, and you need a clever money management method. All of that while leaving emotions, feelings and greed aside. This is what the Sports Betting Reinvented formula is all about. Pretty simple isn't it?

From the moment you take greed, gambling, emotions and feelings out of the equation in sports betting to replace them with the very best picks in the industry PLUS odds reversal PLUS clever

money management together with the STARR mindset, you're turning sports betting on its head and ending up being in total control for as long as you're following your plan. You're now using sports betting as a tool or vehicle for achieving what you want and beating sportsbooks at their own game.

Remember, when you're failing to plan, you're planning to fail. The Sports Betting Reinvented formula has done it for you. You only have to follow the plan.

For those of you looking for the shortcut asked by many others, you can have access to our picks on a daily basis as everything is already reflected in those picks.

[You Can Have a Closer Look by Clicking Here](#)

ESSENTIALS

Memorise the 5 components of the STARR Mindset and carve the following solidly in your mind:

EMOTIONS + FEELINGS + GREED are the absolute worst enemies for producing hefty profits when managing your own money.

The “Other People’s Money” Principle

This is one of the most overlooked and misunderstood principle not only in sports betting but in the business world in general.

Most people used to look at it and many are still looking at it in the way that Other People’s Money means using money borrowed from the bank. That money is 99% of the time money or assets belonging to you, but given in guarantee to the bank which accepts lending you money while being secured by your personal guarantees.

That’s far from being Other People’s Money.

In our point of view, Other People’s Money takes a whole different form. Up to a certain point, interest gained on some capital you had in a financial institution (when interest rates were INTERESTing), rents collected from apartment buildings, winnings at any kind of lotteries and that sort of stuff are closer to Other People’s Money.

In almost every other business in the world, you’re aiming at making a certain return on your investment (ROI) which might range from 10% to 40% all depending on the kind of business you’re in. This is rarely the case during the first years, but people hope getting that sort of average over the long run and hopefully pocket a profit when they sell their business.

In reference to the STARR mindset discussed earlier, in the Sports Betting Reinvented formula, you really should apply the Other People’s Money principle in the following way:

You initially start with your own working capital at the beginning of a season. The return on investment (ROI) achieved with this formula is very often above the one of most if not all other businesses. We also talked about goal setting; your first goal is getting that initial capital back.

Once you’ve reached that amount in profit, our way of seeing things is that any money earned from that point on should be considered Other People’s money.

At that moment, you have a couple of choices. You can pocket back your initial investment and keep on going at no risk using your profits or you can pocket a part of it, let’s say 25%, and scale up from there, taking back the remaining 75% at a rate of 25% every time you’re reaching a certain level.

From our point of view, that really is Other People’s Money you’re getting. You’re not working 50 to 70 hours a week to get it, you’re not committed to a bank loan with your personal guarantees attached to it and the money is flowing to you all the time with very minimal efforts.

One thing to be careful when embracing that mindset is not taking Other People’s Money as free gambling money. We see that a lot when people get some free bonuses offered by the different sportsbooks when, for instance, making their first deposit with them.

Many bookmakers are offering 50% to 100% bonuses on first deposits up to a certain maximum. Let's say, for instance, that you make a \$500 deposit at a sportsbook, you'll be getting a "free" \$250 to \$500. Most people will use it for gambling randomly on a couple of teams not caring about losing it since it's a free bonus. For them, it is Other People's Money.

ESSENTIALS

In your case, having the right mindset, that's obviously not the way you'll behave. You'll just stick to the plan and do exactly as if it were your own money. The one interesting thing though is that even if the Sports Betting Reinvented formula is not stressful, operating it while understanding at that point that it's all with Other People's Money relieves the minimal stress you might have.

Getting your initial investment back as soon as possible and keeping using Other People's Money to profit from your sports betting operation is definitely the smartest and most profitable thing you can do.

A Word About Sportsbooks Bonuses

Many sportsbooks have lately modified their Terms and Conditions. They've done so because it was pretty easy to pocket their bonuses. Some time ago, most of them were only asking you for some roll over multiples. For instance, you could get a 100% bonus on a \$300 deposit. You were then required to turn that amount over 5 to 10 times before being allowed to pocket that bonus.

Even then, most people were randomly gambling that money with no plan and losing it all well before the required roll over multiple was achieved.

Some wiser individuals were using clever techniques like Sports Arbitrage and were able to pocket bonuses from tens if not, hundreds of sportsbooks. These times are long gone and bookmakers have made adjustments to their bonuses policies and made it a lot tougher pocketing those free bonuses. They're even sharing names of individuals trying to cash in those bonuses. (By the way, they call those individuals Bonus Scrapers!!)

At the time, you would place wagers using those bonuses and when you won, you would get back the amount of the wager plus your winnings as with real wagers. That's what we call Type A bonuses. There's a very minimal number of sportsbooks still offering them, but you won't find them anytime soon.

They're now using what we call type B bonuses where you're still wagering that bonus money but they will only deposit your winnings in your account without the wager part. This makes it a lot more difficult to reach your roll over multiple and you're likely to lose all that bonus money before meeting that roll over number.

Many bookmakers are even requiring you to place those bets on games having minimum odds of a certain amount like -120 or -125 and it's becoming the rule that they're also requiring you to bet the whole amount of your bonus every time. Some even require you to place those bets within a certain period of time and others don't allow you to place them on the moneylines. Have a close look at their Terms and Conditions or Policies if you think you can get easy money from those bonuses. It's not as easy as it used to be.

The best way to use those bonuses is by getting on the same page as the purpose sportsbooks are offering them which is to reward you for dealing with them and the best and more secure way to cash those bonuses will be by using the 3 sportsbooks you'll have accounts with.

Since it has become much more complex, we've made a separate document addressing this new bonus reality.

You can download it for free by clicking on the link below:

[Sportsbooks Bonuses ebook](#)

How do Sportsbooks make their money?

This section doesn't offer any tips or reveal any useful concepts, but we thought you might be interested in knowing how bookmakers operate and how they're making huge amounts of money. Understanding the whole picture is always an asset in any business; sports betting is no exception.

There are lots of misconceptions towards how sportsbooks are making money. Some think they're taking position on every event by betting themselves on one side of that event adjusting the odds in their favor, others think they're taking positions on both sides plus different other wrong impressions people have.

This is absolutely not the case. Sportsbooks are way cleverer than that and they would never take such huge risks. If you take a little time and have a look at most of the odds for a particular event you'll notice that most sportsbooks are offering a similar range of odds.

The way they are making their money is pretty straightforward. They calculate their odds including a certain percentage of commission which normally ranges between 3% and 10% which is reflected within the odds they're offering. It's called the "juice" or also the "vig" or "vig". This is not obvious to notice and verify when looking at regular odds for a particular game like -175 for the favorite and +160 for the underdog for instance. You can't clearly see if there's a commission factored into those odds.

You'll find a more obvious answer when the bookmakers are ambiguous about two teams they consider equal for a particular game. That's where you'll be able to clearly see they have their commission built into the odds they're offering. You'll mostly see that with professional sports like the MLB, NFL, NBA and NHL.

When this occurs, the odds for both teams playing against each other will show the same number, for instance, -110. They're kind of saying that both teams are favorites and they can't take position on which one has an advantage over the other. They then quote them at the same odds.

If we make a quick analysis of what will happen after such a game is over, we get the following:

We know that when there is a minus sign in front of USA odds, it means, in this example, that you have to put up \$110 for making a \$100 profit. In this case bettor A would have put up \$110 on team A and bettor B, also \$110 on team B with this particular sportsbook.

By taking these two bets the sportsbook knows it has to pay \$100 to the bettor who has selected the winning team. The bookmaker has collected a total of \$220 (2 x \$110) for this game. It then has to pay back \$100 in profit to the winner plus the amount the winning bettor has wagered, in this case, \$110. That's a total of \$210 going back to the winner. Obviously, the losing bettor loses his \$110 bet.

On this operation, the bookmaker will have made a profit between what he has collected, \$220 and what he has paid, \$210. That's a \$10 commission out of \$220 which is a 4.55% commission. That's where their money comes from. This doesn't seem much, but with hundreds of events taking place every day and sometimes tens of thousands of bettors placing wagers with a single sportsbook, this adds up to pretty impressive numbers.

As you understand, they're not risking any money; they're just taking wagers in and redistributing the money in accordance to the games results while keeping a part of it as their commission.

Taking a step back, we can easily understand that the more bets they can get for all the events they're offering, the more money they're making. With this in mind it's also very easy to understand why sportsbooks will offer some bonuses when you make a deposit with them. For each and every wager you're placing, they're making money no matter what the outcome of the event is.

They'll make sure they're always profitable by adjusting their odds all the time until the event has occurred. When too many people are selecting, for instance, the favorite, they'll raise their odds to the point where it's no longer attractive for the bettors. The underdog will then become more attractive and many bettors will start placing wagers on the underdog.

We don't bother with who's favorite or underdog and to a certain extent, we don't even really care about what the odds are. All what matters to you is on which team is the algorithm telling you to place your wagers and pocketing your "per win" profit.

This is a simplified explanation of how sportsbooks are always making money. It's not always simple and easy for them to balance those odds, but as you might have noticed most sportsbooks are part of some large casino operations.

Many of them will hedge themselves using some casino money for balancing and offsetting any discrepancies that may occur between what the odds are and what they should be. This is pretty complex but it doesn't affect our formula in any way.

The only thing we want you to realize is that there are tens of sportsbooks that have been around for a long time and are very solid operations. We want you to understand that lots of them are making incredible amounts of money which is coming in mainly from sports bettors who don't really know what they're doing using no plans at all and with the wrong mindset.

Some other intelligent bettors know it and are capitalizing big time. As mentioned before, there's virtually no limit to the money you can make and as you've seen, sportsbooks are happy and making good money when you're placing wagers with them. They don't really care to whom they're paying the wins and even if they're paying you pretty big money, it has no effect whatsoever on their results and profits.

You now have the opportunity of being on the intelligent bettors' side. There are not very many people out there treating sports betting methodically and operating with a precise and proven

plan while leaving greed, emotions and feelings aside. We hope this ebook will help you become one of them.

ESSENTIALS

Don't ever ask yourself any questions or feel bad about making good consistent money from the sportsbooks you're dealing with. Win or lose, it doesn't matter to them, as you've seen, they always win!

All they do is getting all the money from the bettors for every event, pay themselves, and redistribute the rest to the winners. They couldn't care less if you're a winner most of the time.

Conclusion

We hope you've found this ebook informative, interesting and complete. Sports Betting Reinvented is a proven formula and we, at I Love Sports Betting, are happy to share it with you.

You can operate from wherever you like on the planet as long as you have an internet connection. It's year round and the profit potential is virtually unlimited. You have no boss, no commuting to work, and neither are you having any employees.

Sports Betting Reinvented allows you to do one of two things for generating more money without working more:

1 – You keep on scaling up your profits following your working capital increase.

2 – You invest more capital which in turn will have you placing higher wagers (thus higher “per win”) after having applied the divider constant to your new working capital amount.

We encourage you to start small and get comfortable with the concept. Nothing on the market comes close to what this formula does.

Take the time for engraving the four cornerstones indelibly into your mind and you're on for an incredible journey.

The Best Picks Generated in the Industry + the Odds Reversal Method + the Most Clever Money Management Technique + the STARR Mindset = Sports Betting Reinvented Formula... which equals one of the best opportunity on the market today.

There is only one thing we have no control over and for which everything contained herein is worthless. It is called **ACTION**.

No ACTION = No RESULTS..... Only you can decide.

Now with everything you know concerning how to detect scammers from legitimate services, how to put the odds in your favor by having to win only 1 out of 4 times to be profitable by using the Insurance concept (no more than 10X your per win on a 3rd game and 18X your per win on a 4th game), scaling your per win up or down depending on what your current streak is, and doing all that using Other People's Money... there is no doubt that you will become one of the select few profitable sports bettors!

And don't forget that you can always use the exact picks we are using every day. We are using and posting the Sports Betting Reinvented Formula every single day for other sports bettors like you to benefit from. Get more details about that by following the link below:

[Get All the Details Here](#)

If you have any comments or questions, don't hesitate to contact us. We're here for you. You can reach us at:

support@sportsbettingreinvented.com

We'll conclude with this quote from someone who has been pretty creative and successful in his life, a real action taker, Mr. Henry Ford:

Whether You Think You Can

Or You Can't...

YOU'RE RIGHT

Appendix A

Business Terms Used

Here's what these business terms mean when used in conjunction with the Sports Betting Reinvented formula.

Market Study

As most serious businesses do, we're also conducting a market study at the beginning of every season. The goal of this market study is to assess how each of your 30 businesses is performing before committing some significant capital to them.

In both sports we're using, there are always some players, coaches, general managers and other movement of personnel during the off season. Most of it happens in the form of people signing with another team through free agency, trades and draft picks.

You then want to have a close look at the performance of each team. No one else that we know of in the sports betting industry does that. Everyone seems to be too anxious for placing bets as soon as a season opens. We prefer taking some time at the start of every season and have a clear picture of what's going on.

Corporate Entities

We're treating each team as a separate entity. This is exactly like having 30 corporate operations each located in a different market or city. All of the wagers our algorithm generates are in reference with a particular team or entity. We even split each entity in two branches, home and away.

This is achieved by keeping track of the home and away sequences in a completely separate way. This insures there's always at least one of the two branches making short term profits most of the time.

Year Round Operation

We've selected two sports, baseball and hockey, which are perfectly complementing each other and giving you a formula you can operate year round. We're not placing any wagers during the playoffs of any of those two sports.

The way we've built this formula is through recouping inventory in future games. With short series like best of 5 or best of 7 in the playoffs, there are not enough games for what we're doing.

So, the NHL season ends in the first week of April while the MLB season is starting that same week.

Baseball season end in the first week of October and the hockey season starts in the first or second week of October. That's an ideal match.

Working Capital and Cash Flow

Every business needs some working capital and needs the necessary cash flow for operating securely. Here, your working capital is, at first, in the form of your initial capital for starting a season.

The amount of your working capital is what you have for making sure it is in sufficient amount for providing you with the necessary cash flow for sustaining your operations. We're achieving that by applying a divider constant of 75 for both sports to your working capital which is giving you the amount of your "per win" profit.

By using that "per win" targeted profit, this guarantees that you're having the money you need for sustaining the times where your inventory gets higher.

Assets

In this business, your assets are mostly in the form of cash. You could extend that to the inventory, but it's also pretty much a virtual inventory. The other forms of assets are the corporate entities for which you don't have a single penny to pay. All the team owners are taking care of that for you. You could almost see yourself as being the owner of all of them since they're virtually all working for you in the sense that they're generating your profits.

The best thing being that you don't have to deal with the overhead and the management of the workers.

Profit margin

This formula operates with a pretty high profit margin. Unlike grocery stores which are making pennies per article sold or other kind of businesses operating at 20% to 35% margins, yours is much better than that.

Most sports bettors can't look at what they're doing in the same way you do because they have no plans and no logical behaviour towards their bets. The solid way you're operating will transfer to very good profit margins.

When you're placing a wager in the morning or the afternoon of a game for making \$100 with odds for instance at -150 and you win that wager, you're getting a profit \$100 out of an

investment of \$150. That's exactly like buying something for \$150 and reselling it the day after for \$250. All depending if you're looking at your profit margin in reference to your cost or your selling price, you either come up with a profit of either 67% or 40%, in a day!!

You sure sometimes have to wait for some days before realizing that profit and the longer you wait, the smaller it is in percentage but you're still getting a very good ROI and you don't have to manage depreciating physical inventory.

Inventory

This formula is based on recouping the money wagered and "lost" when a team loses. We treat it as temporary losses since we'll be getting it back in future games. Those temporary losses are more like inventory being in stock and waiting to be sold. When recouping that money plus your "per win" profit, it's exactly like selling back that inventory at a profit.

Making a sale

All businesses have to make sales of some form for making money. Some are selling physical goods, others are selling services. Your sales are in the form of wins. Every time a team you're having a wager on wins a game, you're making a sale and generating a profit which is your per win amount.

Operating Costs, Insurance Costs and Inventory Write-Off

Operating costs and insurance costs are something that all businesses also incur. This is part of doing business in any way. You normally have to pay for something when operating any kind of business. With Sports Betting Reinvented, operating costs take place when a team you've started placing wagers on is going on a 4 straight game losing streak and insurance costs occur when you're using the maximum wager technique for preventing large losses.

For the operating costs, we've decided to put the threshold at four losses. At that point, we're not investing any more money with that losing team. It's going through a bad period and we're not pouring more money into it. The inventory has become unsellable and those things happen. You're then proceeding with an inventory write off. The same principle is true for the insurance costs.

Others have operating costs in the form of salaries, mortgages, inventory, real estate taxes, maintenance, vehicles, utility bills etc. and they have to continuously deal with them. Your operating costs, including insurance are in the form of inventory write offs.

Balance Sheet

This formula keeps a real-time balance sheet at every moment. After placing your wagers for the day, you have the up to date picture of your business' financial situation. The next day, after entering the winner or the loser, you again have your up to the minute balance sheet. Not many businesses can do that.

You're also using that balance sheet daily for revising and scaling up your targeted "per win" profit by using it to find out exactly how much cash you're currently having on hand and also how much your inventory is really at.

Money Management

This one is pretty much self explanatory. It globally puts together many important parts of running a real business like the management of your cash flow, how much "per win" profit to use, when and how to scale your profits etc.

That's where a lot of real life brick and mortar businesses unfortunately go wrong but by following all the guidelines included in this course, that won't be your case. You'll be part of the 1% of the best managed businesses in the world.

DISCLAIMER

You agree to the following:

Every effort has been made to accurately represent this formula and its potential. Just like any other sports betting, sports cash activity or any other business operation, there is no guarantee that you will earn any money using the techniques and ideas in this document. Examples in this document are not to be interpreted as a promise or guarantee of earnings. Income claims or results shown are purely based estimations or user experience and are not guaranteed for every user. As with any betting activity, you run the risk of not making any money or even losing money. You must obey the laws in your state, province, territory or country as it pertains to betting on sports online or offline. Laws are different everywhere and may change so be sure to verify with competent instances it is legal for you to bet on sports online or offline in your area. It is also your total responsibility to verify with competent instances if, when profits are generated, you have to report those profits as taxable income. Different states, provinces, territories or countries have their own tax laws. If you decide to use this formula by yourself or through our monthly pick service, the creator of this formula may not be held liable for any losses resulting from any sports betting activity.

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