

# Chapter 1

## *What is Matched Betting?*



### **So... What actually is matched betting??**

Matched Betting is a risk-free method of making money from bookmaker welcome offers.

It's been around ever since Betfair introduced the first ever betting exchange in 1999, but more on what an exchange is later.

Unless you've been living under a rock, you might have noticed that bookmakers like to advertise.



Their ads are generally along the lines of “COME AND BET PLEASE WE’LL GIVE YOU STUFF” usually the offer is something like “Bet £5 get

£20". The way this works is that you sign up, bet £5 and in return they give you a £20 free bet.

These are obviously designed to get the average person to sign up and bet, but you're not the average person! We don't gamble our initial £5 or our £20 free bet, instead we turn these free bets into cash. For every £20 free bet, we will make around £15 cash through Matched Betting.

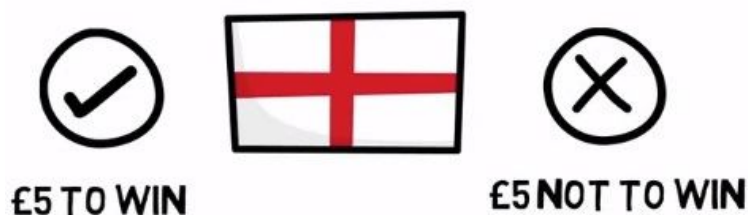
Seeing as there are well over 30 bookmakers in the UK, this translates to over £800 of free bets and over £600 in profit!

Sounds good right? But how do we do it? Well here's the secret... Ready?... **We bet on both outcomes.**

**Here's an example.**

Say Coral, a bookmaker, are offering "Bet £5 get £20" and say England are playing a football game against Brazil.

If we bet £5 on England to win on Coral, we would bet £5 on England NOT to win on a different website. That way all outcomes are covered and we can't lose any money.



But wait a second.. Something is amiss.. What about the draw?!

Well, betting on England NOT to win, is the same as betting on England to draw OR lose. So it doesn't matter whether England win or Brazil win or they draw. One bet will win, one will lose.

Similarly, if we were betting on a horse to win, we would also bet on that horse to lose, or in other words, for any other horse to win the race.

So overall we've not gained or lost any money, however we have unlocked our £20 free bet as reward! We use this £20 free bet in a similar way as we did with our £5 bet, but more on that a bit later.

### Is it really worth my time?

We convert each £20 free bet into £15 cash and each offer takes around 30 minutes to complete, meaning we can be making £30 per hour...

More reasons why Matched Betting is awesome:



- **Start with as little as £10**, or more if you want to profit faster.
- **Profit is tax free** as it's technically "Gambling Winnings".
- **There's profit after the welcome offers.** Luckily for us, bookmakers are very competitive and will offer free bets to existing customers!

Pretty good right? 😎

Don't worry if things don't make complete sense yet, we've got a few other things to go over before we're ready to start an offer.