

Step 4

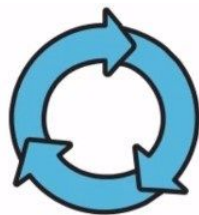
Profiting From Our Free Bet



If steps 1-3 were dinner, this is most certainly dessert. It's time to profit from our free bet!

We will receive our £20 free bet either immediately after we've placed our trigger bet, or as soon as the match has finished. Don't worry, we tell you which it'll be in each bookmaker guide.

In this fourth and final step, I'll be showing you how to turn free bets into bankable cash.



- 1. FIND**
- 2. CALCULATE**
- 3. PLACE**

It's pretty simple, as all we'll be doing is repeating steps 1 to 3 but with one minor change at each step.

So let's crack on and turn your free bets into cold, hard, cash!

Whereas before with step 1 we wanted to choose a team with low odds, to keep the amount needed in Betfair low. This time we want to choose high odds, because when it comes to free bets:

Higher Odds = More Profit.

To demonstrate, this table shows our cash profit based on the odds we choose for our free bet.

FREE BET ODDS	PROFIT	LIABILITY
2.0	£9	£11
4.0	£13	£50
6.0	£15	£90

So if we choose a team with bookmaker odds of 2.0, we will make around £9 profit from the free bet, whereas if we choose a team with bookmaker odds of 6.0, we will make around £15 profit.

If you're starting with £25 or lower then we'd recommend going for lower odds to keep the amount needed in Betfair lower.

Those able to start with more, can go for higher odds, just make sure you are comfortable putting more money into Betfair to cover the liability. In this Ebook we'll be going through the higher odds example.

To give a real time example, let's head to Coral and find a team for our free bet.

Step 1 Find A Team

If we were looking to maximise our profit from our £20 free bet, we choose a high odds team such as Newcastle to beat Tottenham at 6.0.

2 FEB	HOME	DRAW	AWAY	
☆ Tottenham v Newcastle 02 Feb 12:30 PM	1.40	4.40	6.00	+153 MARKETS
☆ Everton v Wolves 02 Feb 3:00 PM	2.25	3.20	3.20	+153 MARKETS

£15 Profit
£90 Liability

£9 Profit
£11 Liability

Choosing odds of 6.0 makes us £15 profit, however we would need up to £90 in Betfair to cover the liability.

If instead we were looking to keep our liability low, we could choose Everton to win at odds of just over 2.0. This makes us only £9 profit from our £20 free bet, however we only need £11 in Betfair to cover the liability.

So remember, when it comes to free bets, higher odds equals more profit.

As with the trigger bet, once we've chosen a team, we check on Betfair Exchange that the **lay** odds are close to the bookmaker odds.

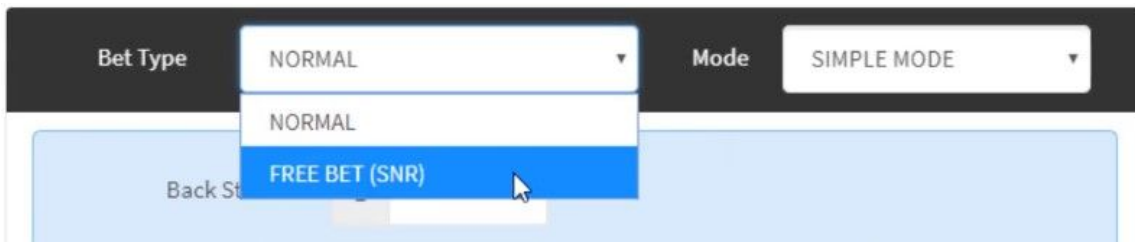
A good rule of thumb is to check the **lay** odds are within 10% of the bookmaker odds. So if the bookmaker odds are 6.0, we would check the **lay** bet odds are no greater than 6.6.

Feb 2 12:30	Tottenham Newcastle	£1,133	1.41 £51	1.44 £22	4.8 £61	5.3 £222	6.2 £23	6.4 £7
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Here we can see that for Newcastle to beat Tottenham, the **lay** odds are 6.4, so we proceed to step 2, calculating the **lay** bet.

Step 2 Calculate Your Lay Bet

The change to Step 2 is very simple, in the calculator Bet Type dropdown, select '**Free Bet SNR**' rather than 'Normal'.



This will now calculate the **lay** bet amount based on using a free bet, rather than our cash.

We should always see a healthy profit once we've entered our numbers.

Results			
At odds of 6.4 you could lay £15.75			
Liability will be £85.05			
Overall profit will be £14.95			

Profit breakdown			
	Bookmaker	Exchange	Total
If Bookmaker (Back) bet wins	£100.00	-£85.05	£14.95
If Exchange (Lay) bet wins	£0.00	£14.96	£14.96

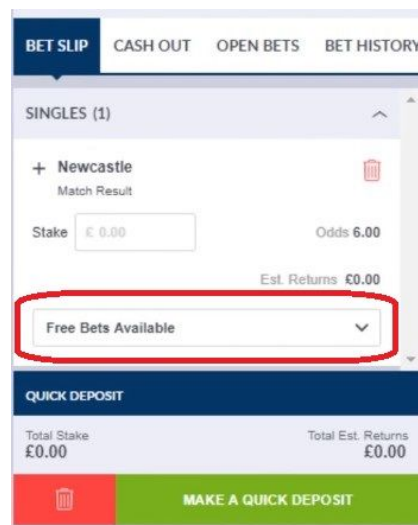
So using our Newcastle example, with a £20 free bet, bookmaker odds of 6.0 and Betfair **lay** odds of 6.4, We can see from the calculator above that if...

Newcastle win then we win **£100** on Coral but lose our **£85.05** liability on Betfair

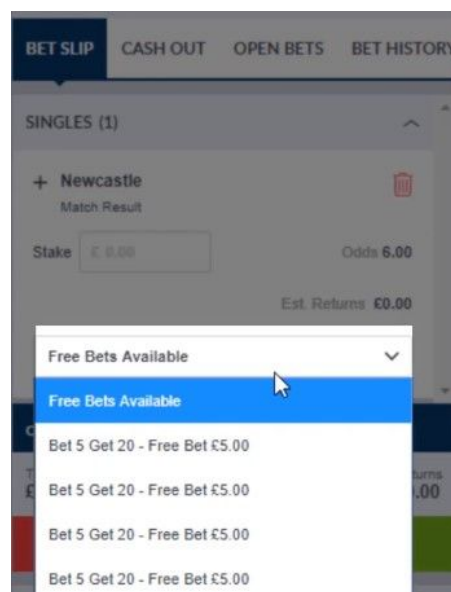
Newcastle don't win then we lose **£0** from our Free bet but win **£14.96** from our **lay** bet winning!

So overall we'll make a very tidy **£14.95 profit, regardless of the outcome of the match!**

The change to Step 3 is also simple. When you have a free bet, there will be an option to use it in the betslip, typically using a dropdown (like below) or a checkbox.



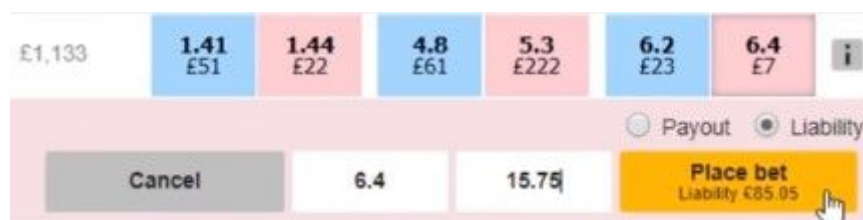
So simply select your free bet in the betslip and place your bet.



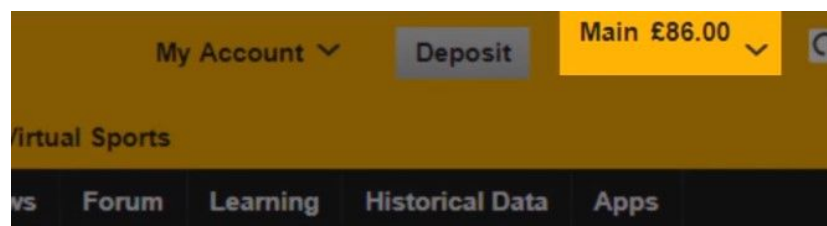
Depending on the bookmaker, the free bet may be split up into several smaller free bets, so for example a £20 free bet may appear as 4, £5 free bets.

In this case, simply place all of the free bets one after the other on the same team.

Once you've placed your £20 free bet on Coral, we go to Betfair and **lay** £15.75 on Newcastle to win.



Make sure you have enough in your account to cover the liability, in our example our liability is £85.05 so I've put £86 into my Betfair account as shown below.



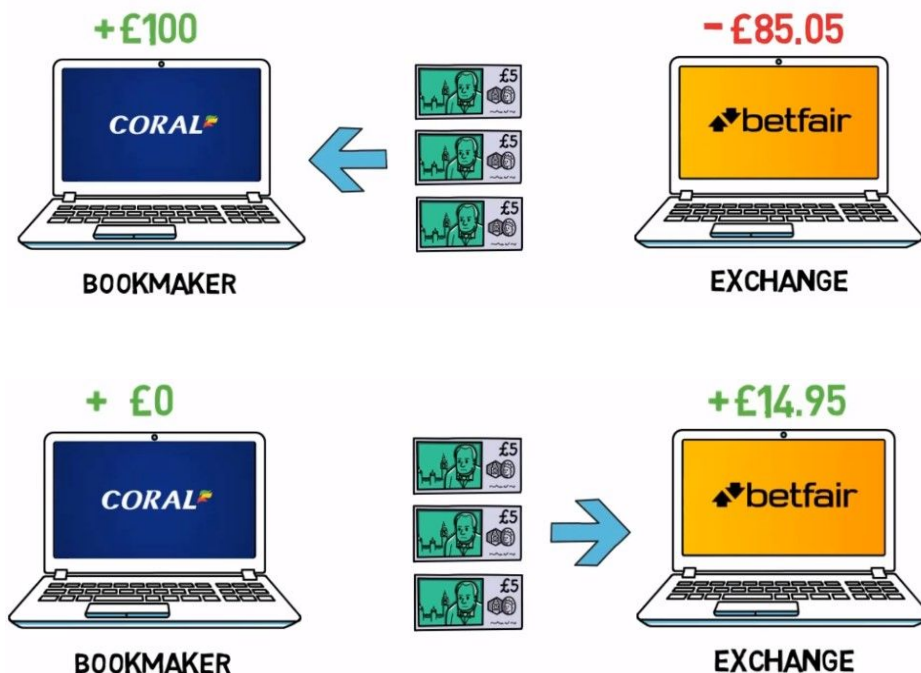
Remember that if you can't start with this amount of money, go with lower odds to keep liability low.

Once the free bet has settled, meaning the match is complete, we have now made our profit!

Depending on whether Newcastle won or not. We'll have either...

Won £100 on Coral and lost £85.05 on Betfair, in which case our profit is in **Coral**, or...

Lost our free bet on Coral but won £14.95 on Betfair, in which case our profit will be in **Betfair**.



Either way, taking our 47p trigger bet loss into consideration, we're £14.48 up and this profit is available to withdraw, as neither the bookmakers or the exchanges put any restrictions on our winnings.

Well done! You're ready for your first welcome offer. Head to the welcome offer section on our site or our app, choose the amount you want to start with and start making your £600 profit risk free.

Welcome Offers

Unsure what the difference between the "start with" plans are? Read our [which plan should I follow guide](#).

Select your plan:

OFFERS BY TYPE

START WITH £10

START WITH £25

START WITH £100

Offers by type	
Offers completed	Profit Remaining
0/36	£1003