



The Basics of Betting
like a King

About Us

We at King Tips are tipsters who have over 20 years' experience tipping between us specialising in football markets. After previous experience within other tipster groups we have decided to spread our wings, go it alone and bring to you what is set to be the biggest and best football betting community available to you on the web.

We are not affiliates in any shape or form and we don't want to make any money from gambling affiliate programs. What we want is to build a confident and successful tipster community for you that you can, not only trust, but benefit from. One thing we do recommend however is using Bet365 as your main bookie as this is the one we use for our tips. Bet365 offers a wide variety of markets from all over the world so please be mindful if using other bookie outlets as they may not offer everything we are betting on.

The upmost amount of work and dedication has gone into bringing you the King Tips community. From this dedication came the manifestation of commitment to long term success for our community rather than hustle a 'quick coin'. With this in mind we have produced this guide to help familiarise yourself with the main markets we target, the strategies we have adopted and some of the common questions that have been asked by others that follow our tips.



80%

On average we have an 80% hit ratio. 80% of our bets we place we win

Obsession

All day, everyday we scan the markets and find the best bets

No
Affiliates

We don't make money through affiliates. We make money through winning bets

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Football Betting Terms

Before we go into our strategies, we should familiarise those of you who might be new to the game, with some betting terms.

Stake – This is the amount of money you place on a bet, in other words the amount of money you place to aim to win more.

Accumulator – This is a series of single bets grouped together, if each of the bets comes off then the odds accumulate together. Normally when you hear of people putting a 2 pound on something and winning a couple of thousand it is because of accumulators. Each bet needs to win for the accumulator to be successful.

Handicap – This is a bet which can be used when one team is the clear favourite – Think Barcelona vs your local team! The handicap gives a small advantage to the underdog. For example, there may be a one goal head start given to the underdog.

Half Time/Full Time – This type of bet is split into two, when you predict the winner of the first half then of the entire game. So you could predict a draw at half time but for the home team to win by full time.

Scorecast – This is when you bet on a player to score the first goal along with predicting the correct score.

Wincast – Very similar to a scorecast but you bet on a player to score and then predict the winner of the game.

24 Hour Rule – Most betting websites have a rule like this where if a match is postponed the bet only becomes void if the match doesn't get played within a 24 hour period. So for example if a match was just put back 2 hours the bet would still stand.

Over/Under – This is when you bet on the amount of goals being scored. Normally it will be over or under an amount and, for example, over 2.5 means if there are 3 or

more goals. Under 2.5 would be 0, 1, or 2 goals being scored.

DNB – This stands for Draw No Bet. What this means is if the score is a draw you get your money back for your bet. This can be seen as a safer option but you should understand that the odds are usually lower when this is selected.

Double Chance – A Double Chance bet is when you pick a winner and if they win OR it is a draw, you win the bet. If the team you pick loses then you lose the bet. Like DNB the odds are generally lower but it is a safer bet as a result.

Handicaps

The handicaps market is something that often confuses a lot of people, so we want to try to explain it in a little more detail as we use quite a lot of this type of betting.

There are two types that we will be discussing, European (normal) and Asian Handicaps. Each will be mentioned in turn, but both have similar principles behind them.

European (normal) Handicaps

A handicap bet is a bet that is offered when one team is the clear favourite – Think Man City vs Burnley! The handicap gives a small advantage to the underdog. For example, Burnley being the underdog would receive a handicap of say “+2” this means that Man City would need to score 2 goals to draw and 3 goals to win. The idea is to give the underdog a “head start” making the game more competitive and attractive for bettors

If there is a draw in a handicap game you lose your money.

Asian Handicaps

If you are new to betting you could be forgiven for assuming that Asian handicaps only apply to Asian teams but this is just the name given to this particular handicap and applies to fixtures worldwide.

The major difference between Asian and European handicaps is that if you get a draw with Asian handicaps you get your money back but with European you lose it.

What we do at king tips is look at daily stats and current form and find Asian

handicaps which stand a good chance of making profits.

For a full breakdown of Asian handicap outcomes look at the table below:

Asian Handicap table

Handicap	Team result	Bet result	Handicap	Team result	Bet result
0	Win	Win	0	Win	Win
	Draw	refund		Draw	refund
	Lose	Lose		Lose	Lose
- 0.25	Win	Win	+ 0.25	Win	Win
	Draw	Half lose		Draw	Half win
	Lose	Lose		Lose	Lose
- 0.50	Win	Win	+ 0.50	Win	Win
	Draw	Lose		Draw	Win
	Lose	Lose		Lose	Lose
- 0.75	Win by 2+	Win	+ 0.75	Win	Win
	Win by 1	Half win		Draw	Win
	Draw	Lose		Lose by 1	Half Lose
	Lose	Lose		Lose by 2+	Lose
- 1.00	Win by 2+	Win	+ 1.00	Win	Win
	Win by 1	refund		Draw	Win
	Draw	Lose		Lose by 1	refund
	Lose	Lose		Lose by 2+	Lose
- 1.25	Win by 2+	Win	+ 1.25	Win	Win
	Win by 1	Half lose		Draw	Win
	Draw	Lose		Lose by 1	Half win
	Lose	Lose		Lose by 2+	Lose
- 1.50	Win by 2+	Win	+ 1.50	Win	Win
	Win by 1	Lose		Draw	Win
	Draw	Lose		Lose by 1	Win
	Lose	Lose		Lose by 2+	Lose

- 1.75	Win by 3+	Win	+ 1.75	Win	Win
	Win by 2	Half win		Draw	Win
	Win by 1	Lose		Lose by 1	Win
	Draw	Lose		Lose by 2	Half lose
	Lose	Lose		Lose by 3+	Lose
- 2.00	Win by 3+	Win	+ 2.00	Win	Win
	Win by 2	refund		Draw	Win
	Win by 1	Lose		Lose by 1	Win
	Draw	Lose		Lose by 2	refund
	Lose	Lose		Lose by 3+	Lose

Overs and Unders

You will often see phrases like “Over 1.5 goals” or “Under 2 goals”.

The general principle:

Let's ignore the '.5' bit of these phrases for now. These bets that are stating that over (or under) a certain amount of goals will be scored.

If you were to bet that on a certain match “Over 2 goals” would be scored and the final score was 2-1, you would win as the total amount of goals scored amounts to more than 2!

Why .5?

Normally over/under bets will include '.5' – whilst this seems confusing (how do you score half a goal?) it actually makes the bet much easier because it removes the possibility of a draw.

If betting that Under 1.5 goals will be scored the following score lines would mean a win;

0-0, 1-0, 0-1

This is because if you add up both teams goals, no result scored more than 1 goal.

If a game ended 1-1 I would lose, because 2 goals is larger than 1.5. There is no way for me to draw.

Not just goals

Overs and Unders don't just apply to goals, you could have “Over 2.5 yellow cards”, “Under 20.5 throw ins”. Pretty much any event that can be easily counted could have an Overs or Unders bet associated with it.

Staking plans

Inplays – We recommend going up to a maximum of 10% of your pot. Depending on the size of your stake, it may be that you risk waiting for the odds to change further for better returns during the game. Throughout the month we aim to have at least 80% hit rate of winning tips, 80% hit ratio on inplays would leave you in profit even after the 20% which lost.

No lumping is necessary as we thoroughly research our target tips so patience is the key. With inplay betting you can bet on the little things what happen within a game such as number of yellow cards, or the number of corners conceded. Many customers have found this to be useful and profitable. Within the group instant notifications will be sent to you so you will be able to jump onto the bet as the game plays live and not miss out on a single tip!

Inplay Strategies

Each day we focus our attention on games based on statistical research. If like us, what intrigues you most about football betting is the prospect of making easy money, and limitless betting possibilities then the in-play betting market is the one for you. Betting on inplays offers a way to make serious money.

The goal of any bettor should be to get the most value from each bet, and with ever-evolving markets and incredibly smart bookmakers, that may often seem like a tall task. Hence the popularity of people on the lookout for professional tipsters to do the work for them. Why Choose King Tips?

Believe it or not, statistically, the markets offering the best odds are none other than in-play bets. This is because traders don't have time to set their prices based on days or weeks of research, like they do with pre-match markets. Meaning here at King Tips we aim to exploit this so we will have an edge to become extremely

profitable.

But there are hundreds of in-play markets to bet on, how do you choose the best bet?

Worry not! We're here to give you a little insight on the ins and out on what strategies we use to help us rise to the top.

What we consider day to day at King Tips are the 4 core principles

VALUE

Finding a pre or inplay bet which is worth pursuing

01

POTENTIAL RETURN

Making the bet worthwhile, we don't want to risk £30 to just make £5

02

PREVIOUS RESULTS

Looking thoroughly at the teams previous statistic's which including H2H

03

CONFIDENCE OF OUTCOME

Looking for bets that we feel have a high likely hood of winning

04

So how do we find a good tip? Each day we research teams and fixtures across the markets which help us make judgments on how we think a particular game will pan out. We closely observe all the games during play and watch the adjustment in odds. Most book makers use algorithm to adjust their odds during play so if we see a game that we have a high certainty of the outcome and the odds have adjusted enough in our favour we set in a bet.

We do all the hard work during inplay markets and work out what scenario is likely to happen based on the stats and whether the odds on offer are favourable.

An example of what we could be targeting would be a game where both teams have usually scored regularly in the second half and we wait for the odds to reduce on over 0.5 match goals. We do the research, we do the monitoring to ensure the bets we place in the group have the backing to help us achieve our hit rate percentages, you don't have to put the work in.

Examples of our in-plays

19/08/2017	01:49:52
Over 0.5	4/5
Single, £10.00	
Stake 10.00	Return 18.00
Bet Details	>

19/08/2017	00:12:39
Over 0.5	4/7
Single, £14.00	
Stake 14.00	Return 22.00
Bet Details	>

18/08/2017	19:10:45
Union Furstenwalde - No	8/11
Single, £11.00	
Stake 11.00	Return 19.00
Bet Details	>

The first inplay tip (stake £10.00, return £18.00) was Criciuma vs Oeste. The first thing you may notice is that they are not European league teams. A lot of our inplays are within foreign markets, we like to focus on these because they are usually high scoring games.

The odds originally at high scoring games over 0.5 match games are poor. As game day progresses we focus on games that should be high scoring but are currently 0 – 0 this means that the original odds change in your favour to be much more profitable, with the likelihood of a goal still being scored.

The second game was EC juventude vs Villa Nova, two Brazillian teams. We Looked at their previous 5 games leading up to this fixture. In every game that both these teams had there was at least one goal scored. Both these teams were battling near the top of the league so we expected it to be a competitive game. Taking this into account we would expect goals to be scored. Once the game reached half time and still had no goals scored the odd adjusted to be much more lucrative and we it was a good time to place the bet.

The third bet was for Union Furstenwalkde to concede against Bablesberg. To come up with this tip we collected data and analysed all the games that were at half time with a 0-0 scoresheet. Bablesberg were controlling this game, had a high amount of possession and were hammering at the oppositions goal. We felt out of all the 0-0 options throughout all the leagues at that time this was one of the games we were most confident. Once the game reached half time and still had no goals the odds then adjusted to be much more lucrative we decided it was a good time to place the bet.

Challenges

Challenge bets are very attractive to new and old gamblers; it gives you a great chance of winning large amounts of money from a small stake. The idea behind it is you start with a set amount of money, you then invest this whole stake in one bet, if this then wins you reinvest the whole stake plus your winnings on your next bet. You keep doing this until you have hit your desired target or wish to stop. The idea is you pick bets which have a very high possibility of success to increase your chances of winning regularly. Some people change this up slightly to reduce the risk and may take back their initial stake after a few bets, meaning they only risk the bookmaker's money after that. This takes longer to achieve your goal but reduces the risk.

The most important thing to remember though is that to achieve your target every bet must win, if you have one loser, then the chain is broken, and your stake is lost. We spend a lot of time researching for the very best tips which may often be the same time and time again. All members will receive notifications when the challenge bet is posted preventing anyone from missing out on the next challenge tip.

The £20 to £1,000 challenge is incredibly popular, the idea of starting with £20 and turning it into a huge amount of money for most people this is a dream come true. Small consistent profit will turn into long term success.

Our tips may include Pre-Game or Inplay selections to give us the greatest chance of success. As previously discussed in the inplay strategies we will use our time effectively to pick out between 10-12 bets to be successful based on our research methods. Don't forget Rome wasn't built in day.

With regards to inplays we tend to look at No Clean Sheets, Double Chance, To Win Either Half, Over 0.5 Match goals & Over 1.5 Match goals. So picking out the right

games and using our time to analyse will give us the best chance to effectively post the tip to the group.

Below is an example of how the £1000 Challenge would work if all the bets were placed at 1/2 odds:



Accumulators

An accumulator bet is one of the most common football wagers made by punters.

An accumulator is a single bet that links together two or more individual wagers and is dependent on all of those bets winning together. The benefit of an accumulator bet is that there are much higher payoffs than placing each individual bet separately although the likelihood of all the selections winning is much lower.

We personally place low stakes each weekend as long as the fixtures give us confidence to do so. Our method is to place a select range of accumulators on various games without having to stake a huge amount, but with the chance of large returns. All tips are placed within the group for members to choose from well in advance before the games kick off. We aim to vary them so we have a good chance of winning at least our stake back but at the same time aiming for a chance to win some ridiculous amounts from small stakes placed.

Below are two examples of our accumulator bets.

Accumulator example one

08/08/2017	20:07:26
Real Madrid	11/10
Single, £10.00	
Stake 10.00	Return 21.00
Bet Details >	

08/08/2017	19:41:32
Aldershot	13/20
Norwich	2/7
Wolverhampton	2/7
QPR	4/6
Millwall	8/15
5 Folds, 1 bet * £10.00	
Stake 10.00	Return 69.71
Bet Details >	

The above example was taken from the start of the season when typically it's hard to predict how teams will perform. So we edged towards 5 strong teams that were playing at home who did quite well towards the end of last season.

From the above 5, the first 3 (Aldershot, Norwich, Wolverhampton) were teams we comfortably expected to win and the odds reflect that. QPR and Millwall were 2 sides playing at home who were not clear favourite, but we still expected them to win against their opposition with generous odds given. We paired 3 "safe" bets with 2 more risky bets with better odds giving the accumulator a much better return but without too much risk.

From this bet the initial stake of 10.00 the return was 69.71

Accumulator example two

05/08/2017	14:39:32
Bristol City	3/5
Sheff Utd	13/10
Bradford	8/11
Portsmouth	19/20
Exeter	13/10
Luton	13/20
Peterborough	11/10
7 Folds, 1 bet * £2.00	
Stake 2.00	Return 197.57
Bet Details >	

For our weekend accumulators we tend to divide £10 into a range of high risk, high return bets. The 7 fold above is based on odds which we felt were generous for teams which were capable of winning once again at home.

Even though the season had just started some of the above teams had good home form last season and we felt bet365 had overlooked that fact with the odds they had given.

From this bet the initial stake of £2.00 the return was £197.57

Do's and Don'ts

A guide to football betting wouldn't be complete without sharing some dos & don'ts! Here are some generally accepted good tips that we like to follow!

Don't bet with your heart, bet with your head

This means don't bet because you want a team to win, bet because you think they will win!

Likewise don't bet against teams you don't like just because you don't like them, bet against them because you think they are going to lose.

Try not to get greedy

First is adding extra teams into an accumulator just because it will bump up my maximum pay out. This is almost always a terrible idea!

The second thing is don't add extra teams to challenges to increase your pay outs. We only recommend what we believe will win.

Have patience

You are not going to win every bet, if you want to become successful at betting on football you need to be patient and follow the tips within the group. Try not to jump the gun as we will only post with bets we are confident with.

Never bet more than you can afford to lose

Before you place a bet always think about the money you going to be placing on it and think, if I were to lose this money right now would I be OK with that. If the answer is no then don't place the bet.

Q&A's

What's do King Tips do?

We are football tipping service focused on Football as that is what we pride ourselves on and have a successful history in achieving profitable returns. We are not a bookmaker, we are a team of tipsters that sells betting advice, known as "picks" or "tips" We work hard and research relentlessly to find the best tips for our customers.

Why are you not charging a monthly fee?

We felt we wanted to grow our community so by not charging a fee will give people the confidence to join and see what our group is all about.

What do you get from joining?

You will receive regular inplays. In addition, at weekends you will receive a selection of accumulators. Plus we will be posting £25-1K Challenges throughout the year. Plus the group will be expanding month to month which will include regular banter plus member tips.

What would you recommend as a starting bank?

As always it is the member's decision but a minimum of 50 points would be our recommended minimum starting value.

How do I know when a Tip has been posted?

Once you have joined our service the tips are posted direct to our secret group on Facebook in which you will be notified once a tip is posted.

How do I get notifications?

To get instant Facebook notifications every time a new tip goes live, please follow the below instructions.

- o Wait until you are accepted into the group by one of the admins.
- o Once you have been accepted to the group, click 'Notifications' and set it to 'All Posts'. This will make sure you get a notification every time a tip is posted.

What sort of a return can you expect if you join us?

At the time of publication our hit rate was 80% we aim for members to walk away with a healthy profit each month along with their deposit back.

Always Gamble responsibly

Join our community, visit our website www.kingtips.net



