The goal of this project, and the reason I sought out the very best statisticians I could, was to find inefficiencies in the market. As is the case with the stock market, the best way to do this is to thoroughly examine all the data and that’s what we did. Sometimes though, numbers can be overwhelming if you add too many factors in. So we boiled the numbers down to an easy-to-follow, foolproof system. After mining all the available data for the last 20 years, we found the keys to a successful betting system: If you follow this system exactly, you can expect to hit 90% of your bets. To guarantee the high winning percentage of the Sports Betting Professor you have to stick to the system exactly as it is laid out here. Remember, to be a successful bettor takes discipline and patience.

Now let’s go over the money management of the bets. For the purposes of our example, we’re working with 5 cent juice, or ‘vig.’ This means you risk $105 for every $100 you want to win. In the past, every sportsbook would charge you $110 to win $100 on both sides. That comes out to a 20 cent spread. But because of the competitive nature of the business, reduced juice is now almost the standard. Without looking very hard you can find a book that only has a 10 cent spread. This means if it’s -105 on one side, it will be -105 on the other side. Over the long run, this really helps you in terms of the winning % you need to turn a profit.

There are 3 bets in the system.

**Bet A** – Your normal bet amount. If you bet to win $100 or $500, this is what you want to start with. At Sports Betting Professor, I recommend using between 2-5% of your starting bankroll for each wager. Fluctuations in your standard bet will most likely cause more damage during the lows than it will help during the highs. **If you win this bet, you do not need to progress to Bet B. Your next bet will once again be a Bet A.**

**Bet B** – If you lose Bet A, you make the Bet B ‘to win amount’ equal to the sum of any loss you’ve suffered from Bet A, plus the profit you would have achieved from winning Bet A. **If you win Bet B, your next bet reverts back to your original Bet A amount.**

**Bet C** – In case Bet B fails, you make Bet C ‘to win amount’ equal to the sum of any loss you’ve suffered from Bet A, plus the loss from Bet B, plus profit you would have achieved from winning Bet A.

* * If you lose a Bet C, this is considered a loss for the system. There are no losses counted for a loss on Bet A or a Bet B. But over the last 15 years our research shows there is almost no chance of that happening. **There is NEVER a BET D** – It doesn’t matter if you win or lose a Bet C; for your next bet you revert back to your original win amount from Bet A.

I guarantee my results over the course of the season and this approach requires bettors to be steadfast with their betting amounts. Spreading the risk around in the sports betting marketplace is similar to building a diverse portfolio in the stock market. It lessens the damage done by a rough stretch in the market. If a bettor is starting out with a $100 bankroll, and decides to use $25 wagers, there is a good chance the bankroll would be decimated by an early cold streak. However, if that same bettor makes $2 wagers, he can withstand any early cold streaks to remain in the market and realize positive gains.

The goal of the Sports Betting Professor is to make you a winner at the end of the season. **If you follow the system above, I guarantee that you will finish the season winning over 90% of your bets.**
However, as you can see, you have to wait until your first bet goes final before making another bet. By utilizing the system as outlined above, you will guarantee a winning percentage of 90%. But the point of this whole exercise is to win $$$, right? That’s why, it’s crucial to point out:

***You do not need to stick to the system exactly to enjoy profitable results***

I’m not sure if you’re aware of this, but the MAGIC NUMBER to remember is 52.4%. This is the win percentage you need to achieve to make a profit betting on football and basketball with typical 10 cent juice. If you prefer to move outside the system and bet all the games individually for your normal bet amount, stick to betting on the parameters I have given you and you will profit.

This way you can have more bets and you’ll still guarantee yourself profit. There are individual point spread numbers that return much higher than our magic number of 52.4%. If you stick to these numbers you will also make a nice profit at the end of the season. Keep in mind though, the further you stray from the formula, the lower your winning % will be. However, your win amount might actually be higher.

If you are looking to only bet one game and I release multiple selections for that night I will place an * next to the game that is the strongest (and therefore the System) play.

The reason I don’t assign A, B, C to each game is because I don’t want to mislead people or try and tell them how they should bet because both methods are successful. For instance: strict system plays in the NFL have had a winning percentage of 94% over the past four seasons, whereas if you had bet every game given out you would’ve achieved a 60% success rate. Also, there are new members joining every day, so what may be your Bet B would be their Bet A.

Our strictly straight bets (not using a progression system) have never failed to hit at least a 58% strike rate over the course of a season. And as you know, if you hit even 55% of your games, your sports book will be out of business in a hurry! There are only a few handicappers in the world that can hit higher than 55% on straight bets. Anyone who tells you differently is just bold faced lying. I should know; I worked at an offshore sports book for years. If everyone hit 55% of their games the sports books would eventually go out of business.

Think about it: If you bet $1,000 a game, over the course of 1000 games with 5 cent juice available at a reduced juice sportsbook, and you hit 55% you would profit $77,500. If you hit 58% of those same games you would profit $139,000! My picks hit 58% in the NFL last season and 65% in NBA and that’s what I base my results on - an entire season, not a few days. If you want to make money in this business you have to be in it for the long haul.

In my E-books, I outline the key findings of our research. I have discovered key numbers that are turning the gambling world on its ear and have been statistically proven to turn a profit over the last 20 years. That’s a considerable track record. I have listed the point spreads with their corresponding win % and I’ve also included how those numbers turn even more in your favor when you buy a ½ pt.

Purchasing the systems removes the mystery and gives you a window to all the research that went into the project. But for now, rest assured you are going to receive all my picks that fit the system without having to do another thing besides checking your email every day.

All the best,

Rich