



Ross from Frontline Lay here, I hope you are all enjoying my free reports and advice I am giving away, in this free report I am going to mention the most common mistakes regular punters make when laying, also the benefits of lay betting regards to ordinary backing. I am also going to talk about liabilities and other varying factors to consider, enjoy.

## **Introduction**

Too many gamblers are still living in the 'dark ages' and will only ever place a bet with a traditional bookmaker. They either can't be bothered to learn how the exchanges work or simply don't realise the features and value that can be had when betting within an exchange environment.

Believe me, using a betting exchange is very easy, and if you are not already using at least one exchange you should join one immediately after reading this free report.

I'm not saying that a betting exchange should be used for all your betting. There will still be occasions when a traditional bookmaker will offer more desirable odds than those that are available on the exchanges. However, in the majority of cases you will find better value on the exchanges and additionally there are other VERY IMPORTANT features that only the betting exchanges offer. This is what we will be focusing on, the lay aspect of the market. This is how I make my living and if followed correctly, how you will make your living.

## **Laying To Lose - A Major Advantage Of The Betting Exchanges**

Probably the most important feature of a betting exchange is the ability to LAY a selection. But what does laying a selection mean?

Laying a selection is often referred to as 'Playing the role of a bookmaker'. Like a bookie, you offer a price against a selection (e.g. a certain horse to win a race). You only do this if in your opinion there is a great chance that the horse won't win. The betting exchanges simply match your lay bets with other customers who think the opposite of you (e.g. they think the horse will win).

## **Lay Liabilities**

The odds that you offer determine how much money you will need to 'pay out' if the selection actually wins (just like the bookie does when you have a winning bet with them). So if you were to place a lay bet of £10 at 5.0 (4/1) against a selection, you would be liable to pay out £40 from your account if that selection won (The other punter gets their £10 back plus £40 profit). If however, the selection does lose you get to keep the £10 staked by the other punter (just like the bookies have done with all your losing bets all these years!). It's as simple as that.

Now, you might be thinking 'great, I'll simply lay all the rank outsiders and clean up'. STOP! Don't even go down this route. If you keep placing lay bets on selections trading with very high odds (e.g. 50/1), you will win regularly but when 1 of them comes first you will probably wipe out all your winnings and more! A single £10 lay bet at 50/1 would see you liable for paying out £500 should the selection win!

Therefore, I strongly recommend that you decide upon a sensible upper limit for lay odds and stick to it no matter what. Just think about how many favorites get turned over in horse races every day of the year that are perhaps available to lay at very short odds like 1.5 (1/2). Your liability on a £10 lay bet at these odds is only £5, or £50 on a £100 lay bet. I like to keep my lay bets at odds below 6.0 (5/1) but that's just my own personal choice but it gives you something to go on. When you read through the Frontline Lay manual you will have a valuable money making tool. As well as the 12 filters, there is also a section on staking and money management, these are all essential tools required to becoming a Pro Layer.

### **Benefits of Laying**

- Only 1 horse can win a race so in a field of 10 you have a 9/10 chance of your selection losing.
- The same as backing odds on which in turn will yield a higher strike rate.
- Playing the role of the bookmaker
- Pick and chose which horses to lay (unlike the bookmaker we can chose which horses we accept bets on)
- Limit you liabilities (decide how much you are willing to expose)
- Target Profit (decide how much profit you want to make per selection)

### **Common Pitfalls Of The Regular Punter**

- Emotionally Involved (emotions cloud your judgment, stick with the plan and you will be sure to profit)
- Too Greedy (expecting to win too much too soon)
- No Patience (A key ingredient when laying horses for a living)
- No Plan (without a solid plan you may as well throw your money away)
- Liabilities too high (laying at high odds will send your account into ruins)
- Quality not quantity (we are looking for quality selections, i.e. false favorites)

I hope you have enjoyed this free report and check your email regularly for more excellent free stuff. If you require more information on laying horses like a Pro then head over to [Frontline Lay](#).

I wish you well on your future success.

Ross



Ross the author of the [Frontline Lay](#) ebook which shows people how to lay race horses successfully. With experience in a wide variety of sports betting Ross has made a living as a Pro gambler for the last 7 years. As well as horse racing, Ross has profited from football, boxing, tennis and golf. Ross's share's his experiences and current sporting activities giving advice on what it takes to get the job done.