



**PROFIT FROM
SPORTS**

Make Money from Betting or Trading on Sports

Tap into years of experience and start making money from informed decisions

TIPSTER CHECKLIST

KEY THINGS TO CONSIDER WHEN YOU DECIDE WHETHER TO SUBSCRIBE TO A TIPSTER

TIPSTER NAME: _____

TIPSTER PLATFORM: _____

Points to consider	Your notes	Comments
Sports they bet on		Are you interested in the sports? Do you care? Do you have time and will you want to watch the bets?
Events selected		Do they bet in mainstream markets so prices will be readily available? If not, will your usual bookmaker have prices for the market? If the events they tip are very obscure then consistent successful bets will raise red flags with the bookies Does Betfair have the markets available as an alternative?
Free or Paid service		Nothing wrong with Free services provided they still pass other criteria. Some good tipsters are happy to offer quality tips for free without the hassle of running a paid service Equally, they might be free now and trying to build a following before switching to a paid service
Price per Month / Cost per Point?		2 things here: 1) they better be good if asking for more than c.£30 per month 2) what stake are you planning to use and therefore how many points per month will you need to make just to cover your subscription? I call this the Cost Per Point (CPP) rating - say the tipster results show an average level stakes points return of 12 points per month and they charge £24 per month then the CPP is £2

		(£24÷12 pts). So if you were only planning on placing stakes of £2 per bet then you'll only cover your monthly costs if the tipster continues to achieve their average points return
Trial period available / Money back guarantee		If a free or low-cost trial is available you can see whether the service works for you. One week of results is unlikely to be enough to check the results but you can check if the timing of tips works for you. Are the advised prices still available when you check on your bookie's site?
Profits to level stakes (LSP) (Monthly / Annual)		If their website / sales blurb doesn't say, be very wary. If they claim to never have losing months / never make less than 50 LSP per month then you've either stumbled on the Holy Grail or more likely you need to do some delving Be suspicious of sites showing screenshots of historic wins and no losses but claiming an overall level of profits.
Backing or Laying Service		The vast majority of tipsters provide Back tips. Some focus on Laying results which will need the lay bets to be placed on betting exchanges. For Lay services you need to understand what the Level Stake Returns are to properly evaluate them (Click HERE for more info)
Transparency – have their results been proofed to a reputable site/platform?		Just because the tipster shows you a list of results it doesn't mean they are true. Anyone can obtain historic results and create a list of advised tips Ideally the tipster will have proofed their selection on a platform for at least 3 months
Longevity		How long has the service been running? Less than 6 months and I'd be wary, particularly with horse racing tipsters. Consider putting them on a Watchlist and track results. There can be very unpredictable months as the flat & jumps seasons transition so ideally you would have a year's worth of results to review
Does the website/sales material show pictures of expensive cars & holiday destinations?		Nuff said.... Reputable tipsters will focus on their service, their selection method etc rather than enticing potential customers with all the riches they'll have if they sign up!
Do they explain the process used to make selections?		You may or may not care how a tipster makes their selections. However, a tipster that does explain their approach does suggest they are legit, particularly if they 'write up' each selection when issued
Number of Daily / Monthly Selections		Check previous results to ensure you know how many selections a tipster normally advises. Some might provide 2 or 3 tips a week, others might tip 10 a day. What will work for you? If you have a Portfolio, you don't want to spend all your time backing and tracking your bets! A tipster with a high number of tips per day will mean that when they go through the inevitable losing runs, your betting bank will take quite a hit. Can you cope with that even if the long-term return is worth it?
Strike Rate		This is the ratio of winning tips – if a tipster has 6 winners from 10 tips then they'll have a 60% Strike Rate. There will be losing runs! You might prefer to join a service that tips at lower odds so they have a higher strike rate (like the example 60%). Who doesn't want to back lots of winners? A profitable tipster with a lower Strike Rate will be advising tips at higher odds so you will then get

		some big winners if you're prepared to wait. BUT if the results depend on a handful of big winners how likely are they to occur again and what if you miss placing a bet on the days they come in?
Average Odds		If a tipster's selections are typically at high odds that isn't necessarily a bad thing. However, you MUST be confident that you will be able to place your bets at similar odds. Higher odds will also mean a lower Strike Rate
Yield		A very important measure to consider. Yield is the amount of profit divided by the amount invested. If using level stakes, say 120 bets are placed at 1 point stakes and the profit is 12 points then the Yield is 10%. Any tipster with a Yield above 15% is either very good or likely to see a correction soon
Betting Bank Required		This links to Strike Rate and Average Odds. Many profitable services tip at quite high odds (say 16/1+) so they will naturally have long losing runs. You'll need a larger betting bank to cope with those losing runs
Price Availability (Horses & SP / BSP)		When evaluating a horse racing tipster I will always look at some recent results and compare the prices quoted to the actual Starting Price (SP) and Betfair Starting Price (BSP). The BBC racing results site shows the last 2 weeks if you want to do a quick check against SP (https://www.bbc.co.uk/sport/horse-racing/uk-ireland/results). See the Stats page for links to a variety of relevant sites including daily BSP data
Early Prices Required for Profit		This links to price availability. Are the tips sent out the night before racing and take advantage of early prices? There's nothing wrong with this as winning is all about getting value but if the prices shorten significantly by the race start you need to be confident you can get the early prices as well. Also, bear in mind that bookies may limit accounts solely betting on early horse racing prices
Profitable to Betfair Starting Price (BSP)		If the tipster results show that they are profitable to Betfair Starting Prices (BSP) then you can be confident you can mirror their results 😊 BUT check that they quote BSP results net of commission.
Consistency		Is the tipster consistently profitable or there's a mix of good & bad months but overall profit? They may show profit over a year but that profit might have been made in the first 6 months and they've lost every month since. Look at any graphs showing performance – is there a steady profit progression or a roller coaster?
Does it Fit with your Portfolio?		Every tipster is different but they all hit winning or losing runs. Taking a portfolio approach can help even out the inevitable peaks and troughs. Also, you might want to spread your interest across sports – for example, I like to place a mix of football and horse racing bets.
All checks completed ok? Ready to sign-up?		GO BACK THOUGH THE CHECKS ONE LAST TIME BEFORE COMMITTING