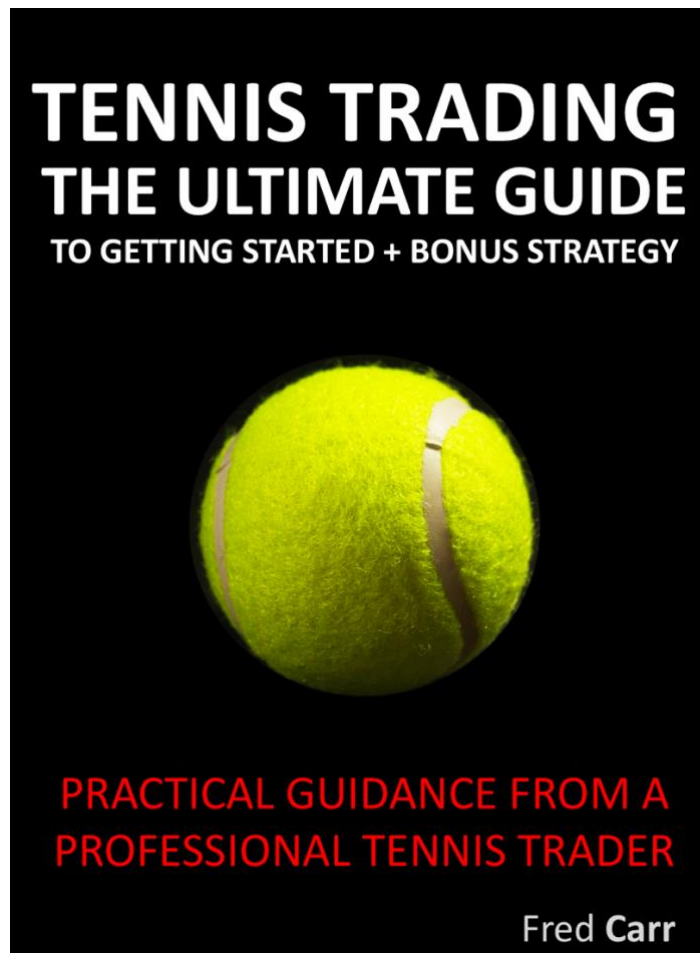




Pro Tennis Trader



Tennis Trading:

The Ultimate Guide to Getting Started + Bonus Strategy

www.protennistrader.com



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Chapter 1: An Introduction to Tennis Trading

Welcome to this ultimate guide to getting started in tennis trading. This guide equips you with a comprehensive introduction to tennis trading with the purpose of giving you an insight into the world of this great “potential” profit generator. So why do I call it a “potential” profit generator? Well, very simply, if you get it wrong you won’t make any profit and in fact you will lose money. Perhaps you have even lost money trading already and if that is the case, I am sorry to hear that. I would like to make this clear right from the very start, that, lots of traders start their journey in the world of tennis trading by losing large amounts of money because either they get it wrong, they use a flawed trading strategy or they approach trading with a betting or gamblers mindset. These are the main reasons why most traders fail and a number of them simply give it up because they believe that it doesn’t work. I have some good news for you. It does work, if, first of all, you can find a strategy which works over the long term, secondly, you apply that strategy in the correct way and, thirdly, you approach tennis trading with a trader’s mindset and not a betting or gamblers mindset.

Now, I have read numerous books from traders and entrepreneurs who begin their books with some amazing rags to riches anecdote or a tale about how they lost god knows how much money in the early stages of their trading career. Well, if you are looking for such a story, you won’t find one here I am afraid. Granted, I did not become a professional tennis trader overnight but I did not lose thousands of pounds testing out strategies and negligently entering into “chance” trades which “made me the person who I am today” as is often the tone of such a story, cringe. So how come I wasn’t one of those guys who lost all of their money and came from nothing to eventually become a professional trader? Well, there are number of reasons for this but the main one being that I came from a Forex Trading background and I learned very early on from some incredible teachers and traders how to approach trading with the right attitude and mindset. I knew that I would not make tonnes of money overnight when I began trading tennis matches and I would like to make it clear to you that you will not make tonnes of money overnight either with tennis trading nor will you with any type of trading unless you are carelessly risking a shed load of money on a trade. Of course, I was fortunate to have had this education early on and was also fortunate to spread my learning of trading over a relatively extended period of time whilst I was working for a large corporation and so I was in no immediate rush to start out making a lot of money. Yes, I had the desire to make a lot of money, but there was not really a sense of urgency as I was warned by my mentors, much like I am warning you, that, if you do want to succeed in the trading game, then it will take time, work and patience, but it is achievable. If you are looking to start tennis trading in order to make some money quickly and provide yourself with a salary almost immediately then I can honestly advise you now not to bother. Go and get a job and learn tennis trading on the side. It does work, but it does not happen overnight. Anyway, I think I have drummed this point in enough now. If you were expecting me to tell you that I can show you how to start making £5k a month within a couple of weeks, I am sorry I have somewhat negged you out, but I am not going to lie to you. However, on the plus side, your learning of tennis trading and your journey to becoming a profitable tennis trader will be made much quicker and easier than mine was because I am here to show you exactly how it is done. I have been there and done it and continue to do so. I wasted months of my trading journey trying to sort the wheat from the chaff in terms of seeking out strategies and approaches that actually worked from the numerous “charlatans” on the web who, I now realise, did not have a clue how to become a profitable tennis trader. From my years of testing out various strategies, dismissing the majority of them and adapting and developing those that did have some success, I now teach my students these



strategies and support and guide them in the right direction to making their tennis trading dream a reality.

So, who is this book for? Basically, whether you have dabbled in sports trading or any other type of trading before or whether you are a complete novice without the faintest idea how it all works, I have full belief that this guide will provide value to you and in some cases, it may be life changing. Not because I will turn you into a tennis trader from you simply reading this book, because I won't. But I will shed the light on it and show you that it is possible and I will point you in the right direction to becoming a profitable tennis trader.

This eBook is designed to be a simple to read and understand introductory guide to tennis trading and will guide you on the steps to getting started in this great venture. This eBook alone is **NOT** designed to turn you into a professional tennis trader, I am a professional tennis trader and have taught over 6000 people to trade the tennis markets. I offer a full video course on my website www.protennistrader.com which is designed to get you up and running and making consistent profits trading the tennis markets. If I am completely honest, I believe that nobody can learn to become competent in any discipline from simply reading a book, which is why I do not offer such a publication. I have a reputation to uphold and would not wish to tarnish it by claiming to transform you into a profitable trader simply by turning a few pages in a book. To be successful in a venture such as tennis trading, you need fully comprehensive guidance and support as well as practice and dedication. It does not happen overnight but is more than possible when you are prepared to put the work in.

It may be the case that perhaps you are not necessarily looking to become a professional tennis trader but would simply like to learn how to trade tennis markets for fun and the making money part will just be a nice bonus for you. I have had a number of students enrol on my courses over the years for this very reason. Believe me, tennis trading is fun. Unlike other forms of trading where you are inundated with figures, data, statistics and economical influences, tennis trading is a great way to spend your time, especially if you enjoy watching and/or playing tennis yourself. If you do not enjoy watching tennis however, do not let this put you off. Have faith in me when I say that once you are up and running trading the tennis markets, you will enjoy the whole experience not to mention the money you will make from it.

Is tennis trading a get rich quick scheme? The internet is flooded with schemes (or in many cases scams) promising to make you rich in next to no time. Whilst I will very honestly state that tennis trading can make you lots of money, it takes time and practice to move up to a level where you will be making huge amounts of money, as I think I have made myself very clear on from the start of this book. My advice, as you will see if you ever decide to enrol on one of my courses in the future is to start small, practice, learn from any mistakes (nearly all of which will be avoided if you follow my guidance properly) and build up your confidence. However, this is a money making business and you will start to make money straight away. Okay, I just contradicted what I said earlier about making money straight away. Just to clarify, you will start making money very early on, but these will be small amounts of money as initially, you will only be trading with small amounts of money when you start your tennis trading business. Notice how I just called it a business. This is exactly what it is. Please remember the following statement throughout your tennis trading journey.

Treat tennis trading like a business and it will pay you like one.

Chapter 2: Why Tennis Trading?

So why tennis trading and not any other type of trading? First of all, let me just say that I have nothing against any other form of trading and many people do very well indeed from trading all sorts of markets be it stocks and shares, foreign exchange or binary options etc. In my experience, having dabbled in various other markets, I chose to go lock stock and barrel into tennis trading for a number of reasons, however, I do also still actively trade forex alongside tennis trading. But these are, in my opinion the reason why tennis trading is one of the best methods of trading out there.

- 1) You are able to start trading with small amounts of money and progress as your knowledge, experience and confidence grows. This is the opposite to many other types of trading where there are minimum amounts of money you can trade. You can, and I will insist you do initially, begin to trade with a demo bank account which does not use real money. This is a great way to see how it all works and avoid any common errors without the risk of losing a single penny.
- 2) Risk is very minimal. You will discover this to be even more true when you read about how to incorporate stop losses into your trading strategy and minimising your risk in every match. Many other types of trading are high risk where you can in some extreme scenarios lose all of your trading bank in one trade. This will **NEVER** happen if you follow my guide.
- 3) You will make your money quickly. There is no waiting around on a trade with sleepless nights wondering if a price will go up or down. With tennis trading the trading is finished during the game and it very often doesn't even matter what the final result is as in many cases you will be out of the market with your profit before the game is even finished.
- 4) You do not need to spend hours wading through data and statistics and watching the news to determine how a certain economic event could affect the market. You will find out later that it can enhance your trading success by making yourself aware of some statistics but the time spent doing this will be minimal.
- 5) It is fun. Whether you already have an interest in tennis or not, you will undoubtedly find trading the tennis markets a fun and exciting past time. You will learn a lot about the psychology of tennis players and also about your own psychology. It is important to have the right mind set when trading the tennis markets and this is why I have included a chapter on this.
- 6) It is predictable. Now I am not saying here that we can predict what will happen in tennis markets as this would make it too easy and the whole world would want to know the secret. What I am saying is that the price movements during a game of tennis are mechanical. What I mean by this is that by the very nature of tennis and the way the scoring works, we can determine where prices will move to when specific events occur i.e. When one player wins the first set. This will become clear as we progress through the eBook. To the best of my knowledge, and I stand to be corrected if somebody knows otherwise, I do not believe there is any other sports market that has this degree of predictability of price movements. And I can hand on heart say that this is definitely not the case with the stock market or foreign exchange market.



- 7) You can trade from home or just about anywhere in the world as long as you have an internet connection. Fancy a gap year whilst earning money as you travel? This is exactly what I did.
- 8) 7 Days a Week Trading. Unlike trading the financial markets which are only open on weekdays, you can trade tennis matches 7 days a week. This is especially beneficial if you work during the week and just want to trade part time at weekends.
- 9) It's tax free! Yes, that is right. As trading the tennis markets is technically classed in the same bracket as gambling as we are using a betting exchange to trade from, there is no tax to pay on any winnings. This means that every penny you make from trading is yours to keep and spend how you like. Need I say more?

Please note that this eBook was originally designed to be viewed as a PDF document. If you find it difficult to see some of the images if you have purchased the kindle version, please visit www.protennistrader.com and submit a request on the contact us page to send you the PDF version via email.

Chapter 3: The Basics:

The Game of Tennis:

Firstly, it may come as no surprise that in order to succeed in trading the tennis markets, you do need to understand the rules of tennis and understand how the scoring works. I am not a tennis coach and it would be crazy for me to spend a whole chapter explaining the rules of tennis when there are so many great resources on the internet. If you are not familiar with the game of Tennis then please do check out the following website that I have suggested. I would also suggest you spend some time watching some tennis matches to familiarise yourself with the game. For the purposes of training I would avoid men's grand slam matches as these go into 5 sets rather than the usual 3 sets and can go on for some time.

Check out this website to get up to speed on the rules of Tennis: <http://protennistips.net/tennis-rules/>.

As you are learning about the rules of tennis here are some things to pay particular attention to:

The importance of a break of service (When the player serving loses a game on his or her service).

The fact that whether it be points or games, you can only ever win a game or set in tennis by winning by 2 clear points or 2 games.

How often players change ends and have a short break (After the first game of a set and then after every odd score in games, i.e.: 3-2, 4-1, 4-3 etc as opposed to after even games, i.e.: 2-2, 4-2, 5-1 etc).

How tie breaks work. These occur when the score goes to 6-6. Tie breaks were a great invention to prevent matches going on indefinitely.

The basics of pricing for the purpose of tennis trading.

With tennis trading we are essentially trading the movement of prices that can be backed and layed on the betting exchange. We can compare this somewhat to the prices bought and sold on the stock exchange or Foreign Exchange. Prices rise and fall in tennis markets and we can take advantage of this rising and falling and can profit from any which way the price moves.

Before we get any further in depth, we need to become familiar with how this pricing works. In tennis trading, unlike traditional betting odds which are usually priced in fractional odds format i.e. Horse number one is the 2/1 favourite, we use decimal pricing odds as this makes life so much easier when trading the prices. Decimal pricing is just a different way of stating a certain price. For the purposes of trading the tennis markets, prices will always be in decimal format. However, for your information at this point it is very easy to convert a fractional price into a decimal price. In the example above with horse number one being priced at 2/1 the decimal price would be 3. Here is how you convert fractional odds to decimal. Very simply, you divide the first number by the second number and add one. Easy as that. However, this is purely for your general knowledge so do not concern yourself too much with that at this stage. If you have never been exposed to any form of betting and have no idea what I am talking about do not despair. It will all become second nature to



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you in no time at all. The table below will assist you further in your understanding and it also includes the implied probability of an outcome occurring.

Fraction	Decimal	Implied Probability
1/5	1.20	83.3%
2/9	1.22	81.8%
1/4	1.25	80%
2/7	1.29	77.8%
3/10	1.30	76.9%
1/3	1.33	75%
4/11	1.36	73.3%
4/9	1.44	69.2%
1/3	1.33	75%
5/4	2.25	44.4%
11/8	2.38	42.1%
9/1	10.00	10%
10/1	11.00	9.1%
20/1	21.00	4.8%
50/1	51.00	2%
100/1	101.00	1%
1000/1	1001.00	0.1%

If you are completely new to the concept of decimal pricing, then I would suggest checking out the website below which can provide you with a comprehensive understanding of decimal odds pricing.

<https://betting.betfair.com/decimal-odds-converter-fraction-odds-betfair-explained.html>

Now that you understand how decimal pricing odds work, let's move on to the next stage.



Chapter 4: The Betting Exchange.

Just like stocks and shares are traded on the stock exchange, we trade betting prices on a betting exchange. The betting exchange we use is called Betfair which was a revolutionary invention in 1999 which changed the betting industry forever. Whereas with traditional bookmakers you could only ever bet on an event happening or a team or player winning, Betfair changed the goalposts by enabling punters to bet against an event happening, or a team or player to lose. This developed into a huge betting exchange which contains solely the money of other traders and punters and not the money of bookmakers. In this sense it is a true exchange where you can buy and sell prices on any sports market with all of the money provided for by the general public. The amount of money in the exchange at any one time will depend on the particular market you are looking at. For example, a first round tennis match with little known players may only have around £5,000 in the exchange whereas the grand slam final with big names may have upwards of £20,000,000. Depending on how much money you are trading on the match, you will rarely have the problem of there not being enough money in the exchange to make trading worthwhile. We call this the liquidity of the market. The more money in the exchange, the greater the liquidity in the market. I only ever trade tennis matches with sufficient liquidity as you never want to be in a situation where you would like to take your profit, but there is not enough money in the market for you to enter a trade. This will never happen when you follow my guidance.



Chapter 5: Tennis Pricing.

In this chapter I will provide you with information about tennis pricing for the purposes of trading tennis matches:

So, I said earlier, that in tennis trading, we only ever use decimal odds pricing, so I will only be referring to decimal odds pricing in this chapter.

First of all, the prices start at 1.01 and go up to 1000. The more likely a player is to win, the closer to 1.01 the price will move and the losing player will move closer to the 1000.0 mark. When players are very evenly matched they will both be close to 2.0 or evens as we call it. For example, player one might be at 2.0, player two might also be at 2.0 or player one might be at 1.95 and player two at 2.05. You will discover, as you watch the price movements of tennis players during a match that due to price balance, when one players price moves, the other players price moves proportionately in the opposite direction. Think of this as just like a set of old fashioned weighing scales. When you put more weight on one side, that side moves down and the other side moves up.



This is yet another beauty of tennis trading as there are only ever 2 possible outcomes, either one player wins or the other player wins. This would of course be very different if you were to try and trade a football or rugby match as the prices would not move proportionately and it would be extremely difficult to predict where prices would move to.

To further build upon the foundation of knowledge needed for successful tennis trading I will now demonstrate how decimal pricing relates to real money.

If you were to place a back bet (or trade) of £1 at 1.01 and the player went on to win, you would make a profit of £0.01p. This shows you that the price of 1.01 pretty much implies that the player is on the verge of winning the match. If you were to place a back bet (or trade) of £1 at odds of 2.0, you would make £1 profit, a profit of 100% as you would also be returned your £1 stake. Basically, you multiply your stake by the price remembering that the amount you get will include your stake. So, in the above examples, £1 at 1.01 will mean a profit of £0.01p and £1.01 returned when you include your stake. If you were to back a tennis player at odds of 5.0 with a £1 stake you would make a profit of £4 plus your £1 stake returned. Again, this is all for you to increase your familiarity with decimal odds pricing. Believe me when I say that all of this will become second nature to you in no time. And don't worry that we are currently talking about small sums of money which perhaps do not excite you very much. This is purely for training purposes.

Here are some typical pricing scenarios for some tennis matches to help you become more familiar with pricing odds. These are real prices from last tennis season based on pre-match prices.

Svitolina 1.90 vs Schmiedlova 2.10 – This pricing scenario suggests that both players are very evenly matched. By the very nature of tennis pricing being mechanical and the typical tennis trading characteristic of price balance we can actually predict to within one or two points where the prices



will move to when one of the players wins the first set and this enables us to enter into a trade in which we can make some nice profit.

Kvitová 1.25 vs Konta 5.0 – This pricing scenario suggests that Kvitová will be the likely winner and so is priced as a strong favourite. With strategies of mine such as “Backing drifting favourites” and also “Short priced favourites” we can take advantage of these types of matches and profit very handsomely from them.

Williams 1.55 vs Vinci 2.5 – In this match Serena Williams is the favourite but not as strong a favourite as in the match above with Kvitová vs Konta. There are numerous trading possibilities in this match depending on how either player is performing.

Djokovic 1.05 v Dolgoplov 20.0 – In this match, Djokovic is priced as a very odds on favourite with Dolgoplov predicted to almost certainly lose. However, in this match Djokovic did not win comfortably and by following the “Short priced favourite” strategy you would have made some excellent profit in this match. How we do this will all become clear and fall into place as we progress through the e-book.

I would recommend you spend some time looking at the starting prices of some tennis matches that are going on in the next few days to further increase your familiarity with how the pricing works. As you look at these prices, have a think about who is the odds on favourite and then take a look at their current rankings and also the results of their previous 5 matches. You will then begin to see why they are given the starting price they have. A useful website to use when looking at a player’s previous form is <https://www.flashscore.com/>.



Chapter 6: Backing and Laying instead of Buying and Selling.

In many other trading markets, you typically buy and sell prices. In tennis trading, instead of buying and selling prices we back and lay prices. Backing, like in the examples above is when you place a stake of an amount of money to back a certain outcome. For example, you place a £10 back bet on Serena Williams winning at odds of 2.0. If Serena Williams went on to win you would receive £10 profit plus your stake of £10 which means a total of £20 (100% return on investment). In tennis trading you typically want to back at high odds to ensure you get good value. Value is something that you will hear me mention frequently when explaining how tennis trading works. Value refers to gaining a decent return from your initial (trading) stake. **In order to gain value in our tennis trading strategies I will advise you to never back a player below odds of 2.0.** If you were to back a player below 2.0 this represents poor value. As you would receive less in profit than your original stake.

Laying on the other hand, is the opposite to backing. When we lay, we are placing a trade wishing a player to lose. We only ever lay at low prices in order to gain value. **In order to gain value in our tennis trading strategies we will never lay a player above odds of 1.25.** If you were to lay a player above 1.25 this represents poor value.

You will notice when you look at the prices on the Betfair exchange, that there will always be a back price and a lay price. The lay price will always be slightly higher than the back price. This is designed in this way to avoid the situation whereby you could simply make immediate profit by backing a player for a price of say 3.0 and then straight away laying that player for a price of 2.8. This would essentially be a straightforward arbitrage trade, where you can profit from laying at a lower price than you backed for. Take a look at the calculation example below.

Back Stake	£ 100		
Back Odds	3.0	Back Commission	0 %
Lay Odds	2.8	Lay Commission	0 %
Results			
At odds of 2.8 you could lay £107.14			
Liability will be £192.85			
Overall profit will be £7.14			

You can see that if you were to place a £100 stake at the price of 3.0 and then lay at 2.8, you would make an immediate profit of £7.14. It would not take long before the whole world caught on to this and the system would simply collapse. So therefore, you will only ever see the lay price as higher or in some very rare cases the same as the back price. Now, this concept of laying at a lower price than you backed, is of course the main basis of trading and it is how we make profit. When placing a back trade on a player, we will always be looking to lay that player at a much lower price. The greater difference between the back and lay price, the greater the profit. In very simple example, let's say



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Stan Wawrinka, lost the first set in a match had a price of 4.0 at the start of the second set. You placed a back trade of £100 on Stan Wawrinka at the start of this second set at the price of 4.0. He then won the second set and so his price moved down to 1.6.

Back Stake	£ 100		
Back Odds	4.0	Back Commission	0 %

Lay Odds	1.6	Lay Commission	0 %
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Results

At odds of **1.6** you could lay **£250.00**
Liability will be **£150.00**

Overall profit will be £150.00

By backing Wawrinka at the price of 4.0 and then placing a lay trade at 1.6, you would make an overall profit of £150. This is a very simple example of a tennis trade. The strategies I teach are more complex than this and involve a number of other elements, however, this is purely to show you the basis of how a tennis trade works in simple terms.

You can only ever place a back trade by clicking on the back price and only ever lay when clicking on the lay price. When you begin to trade you will be using a trading platform but the basics of backing and laying are the same. This trading platform that I predominately use is called Fairbot and is linked directly to the Betfair exchange.

The screenshot displays the Pro Tennis Trader software interface. At the top, there is a menu bar with options: File, Market, Bets, Tools, Help. Below the menu bar, there are several tabs and sections. The left sidebar shows 'Current Events' with a search for 'T Pereira v A Ivanovic' and a list of search results. The main area displays a grid of odds for various markets, including 'Match Odds', 'Number of Sets', 'Set 1 - Correct Score', 'Set 1 Winner', 'Set 2 Winner', 'Set Betting', 'T Pereira +6.5 Games', 'T Pereira To Win A Set?', 'Tie Break Played?', and 'Total Games'. The right sidebar shows 'Account' information, 'Total Matched: £13,775', and sections for 'My Bets', 'Pending Bets', 'Unmatched Bets', and 'Matched Bets'. The interface is designed for real-time trading and monitoring of tennis matches.



The screenshot shows the Betfair website interface for a tennis match between Teliana Pereira and Ana Ivanovic. The top navigation bar includes links for Sportsbook, Exchange, Casino, Live Casino, Poker, Exchange Games, Arcade, Vegas Slots, Macau, Bingo, Pools Betting, and Virtual Sports. The main content area displays the match details, including the players' names, head-to-head record, and current odds. The odds are presented in a table format with columns for Back and Lay bets. The right sidebar features a Betslip section and a Live Stream section.

Match Odds	Back	Lay
Teliana Pereira	8	8.8
Ana Ivanovic	1.13	1.14

Set Betting	Back	Lay
T Pereira 2 - 0	14.5	19.5
T Pereira 2 - 1	13.5	18.5
A Ivanovic 2 - 0	1.41	1.47
A Ivanovic 2 - 1	5	5.8

Set 1 Winner	Back	Lay
Teliana Pereira	5.1	6
Ana Ivanovic	1.2	1.25

Set 2 Winner	Back	Lay
Teliana Pereira	5.1	6
Ana Ivanovic	1.2	1.25

Above, I have included screenshots of the Fairbot trading platform that I will suggest you use and a screenshot of the Betfair webpage for the tennis match between Pereira and Ivanovic. You can see that the Fairbot trading platform is directly linked to the Betfair exchange and so the same prices are stated. You can download a free 15 trial of Fairbot here: <http://bit.ly/fairbotfreetrial> or you may also like to try Geeks Toy which is an alternative trading platform. They also offer a free trial here: <http://bit.ly/thegeekstoy>

Please always remember the following:

Back High, Lay Low



Chapter 7: Registering with Betfair.

Now is an appropriate time for you to register for a Betfair account. You will need a Betfair account for all of your trading as this is the exchange that we use through our trading platforms. Please go to <https://www.betfair.com/exchange> and register for a free account.

Now that you have registered with Betfair, I would recommend you spend some time looking through the tennis markets and taking note of the starting prices of various tennis matches to identify who are the favourites and which are close matches. Just browse through the website and make yourself more familiar with the site. Please ensure you are using the Betfair exchange and not Betfair sportsbook. The sportsbook is more intended for every day betting whereas the exchange is predominantly used for trading.

Chapter 8: Trading vs Gambling.

I feel it is important to drop in a short chapter on the subject of trading vs gambling and why it is important to distinguish the differences between the two of them. I have lost count of the number of times over the last 10 years when somebody has asked me what I do for a living and I tell them that I trade tennis matches. After the initial explaining to them what on earth tennis trading is, I frequently get the response “oh so you are a professional gambler then?”. Yeah, okay mate, I think to myself. Very often I can’t be bothered to correct them so I just give them a smile. However, lately, I have started to correct a few of them or at least put forward the notion that what they said was utter bollocks (in a polite way of course) and could even be construed as quite insulting when you consider the stereotype of a gambler. When I think of a gambler, I picture that chap sat in ‘Whetherspoons’ on his own browsing through the racing post on a Tuesday lunchtime. Although I don’t like to blow smoke up my own arse, I do see myself as quite far removed from “that chap”. So lately, I have been responding to these people by asking them; “would you consider an entrepreneur to be a professional gambler?” I would then often get a response along the lines of “well, no they are a businessman who has started up some sort of business” as if they are a completely different species to a trader. So, this response then brings me on to my point that I like to bring up about risk. So, I begin “now, in actual fact, most entrepreneurs I know have risked a hell of a lot more money on their business than I have ever risked on a trade. Does that not in fact make them the professional gambler?” Cue puzzled look on the other persons face as they ponder this assertion. I go on:

“What about the fact that you are married?” I ask.

“Huh?” an even more puzzled expression appears on their face.

“Well, getting married is probably one of the biggest risks that anybody can take in their life. If it goes belly up, you will lose half of your assets”

“Erm, yeah but that’s different” They respond in a defensive tone.

“Oh, is it? Have a think about that for a moment”

Okay so these conversations can enter in to some really interesting discussions about what constitutes a gambler and I think you can gather where this is going. A trader is most certainly not a gambler. Or, if you want to look at it from another perspective, he or she is no more of a “risk taker” than a business owner or that person who has made a small fortune and decides to risk half of it in deciding to get married.

So what is the difference? Well, the answer comes down to a degree of risk. Myself as a trader, risks money on a daily basis to make back more money over the long term. A business owner, risks money in starting up their business and often time and time again by investing in things such as a new employee, a piece of machinery or an advertising campaign with no guarantee that he will make back more than he put in. And the person getting married has taken the risk of things potentially going belly up and losing half their fortune if they were to get divorced. But the thing is that they have all made a sensible and calculated risk by assessing all of the factors present in the given situation and over the long term, they know, on probability, that they will get much more back in return than they risked in the first place. I myself as a trader have assessed the situation and made an informed decision to enter into a trade which, given the same situation previously or at least a previous similar situation has been profitable, not every time, but profitable over the long term and therefore has returned more than I risked. I know that by following that same process, the risk will



pay off over the long term. The businessman will also be following a set of rules to ensure his risk has more chance than not of paying off over the long term. The person who got married, loves his spouse and feels strongly that there is a much higher chance of things going well than not. A gambler on the other hand, although he may feel like he has one up on the markets and feels his bet has an edge over the market is not making that same fully informed and calculated risk and will not, on probability make profit over the long term, therefore he will receive less over the long term than he is risking. The only difference which can vary this stat is the “chance”. Yes there is a chance that one gambler may be profitable over a month or year or maybe even 2 years. But eventually, he will lose money, this is a fact. Many gamblers will argue until they are blue in the face about this but it is a fact. The gambler who claims to be profitable is only profitable at that moment, if of course, he is even telling the truth. Eventually, he will lose money.

Let’s look at an example of a gambler taking a punt on a football match between Man City and Liverpool. Now, Liverpool are priced at 1.6 so they are the odds on favourite. If he places a bet on Liverpool to win, then yes, his bet has more implied chance of winning, however, he will make back less than he risked. On the flip side of this, if he decided to bet on Man City to win at their price of 2.5, then he will make back more than he risked but the bet has less implied chance of winning. So essentially, he is an lose / lose situation.

Let’s now look at a trader who is trading a tennis match. The amount that he or she aims to profit from the match will at the very least be equal to the amount that he or she risked, very often it will be more than double the risk. The trading strategy used in the tennis match also has more chance of being successful than not, it has a higher probability of winning based on past performance. Therefore, you can clearly see trading is profitable over the long term and why gambling or simply “betting” on sports is not profitable over the long term. This comparison pretty much says it all in black and white: a trader is not a gambler.

Chapter 9: The 5 Most Common Mistakes New Traders Make.

I have decided to include a chapter in this book about the 5 most common mistakes that new traders make when starting out in tennis trading with the purpose of making you aware of these so that you do not fall in to the same trap. The sad fact is that if you do approach tennis trading in the wrong way from the outset, then the chances of you becoming a successful and profitable trader are greatly reduced. However, if you are aware of the pitfalls that some new traders make, you can take steps to ensure that you avoid these in order to give yourself the best chance of becoming a successful and profitable trader and you can enjoy a long and prosperous career in this incredible venture. So let's get started.

1. Information overload. This is very common for many people when they are exploring a new subject. The eagerness to learn and explore all of the new ideas and various opinions will simply fill your head with too much information and much of that information will not only be useless but will actually damage your chances of becoming a profitable trader. Nowadays, I am relatively well known in the world of tennis trading, however, in the early days of launching Pro Tennis Trader, new traders would often stumble across my programme having tried out lots of tennis trading courses and followed other traders and basically learned lots of conflicting ideas. They would often try to merge those strategies and ideas with the new ones that I taught them. And this simply does not work. Most of them admitted that they were just simply drowned out with information because they were trying to apply everything that they had ever been told about tennis trading, much of which, sorry to be blunt, was utter crap. Some of these traders had spent years watching YouTube videos of traders claiming this and that and then falling in to the trap of buying crappy PDF courses for a load of money. They had joined forums and listened to the opinions of random people claiming they make £500k a year trading tennis matches. This all leads to the inevitable information overload. It doesn't have to be this way and this is why I created my programme to be as clear and concise as possible without any unnecessary "fluff" to try to make it sound more impressive. Don't get me wrong, it is impressive because it works, it just doesn't need to sound complicated and highly technical to make me sound more intelligent than I am. The main principles of all of my strategies are actually relatively simple in comparison to the strategies that I use in Forex trading and therefore, anybody can be successful using them. But my advice to a new trader is to forget sifting through hundreds of YouTube videos and asking the opinions of "anonymous" traders on forums and simply use a proven system. You don't have to use my system, there are others out there that you can try, but I only know about the success of my system and not the others available, however, I am sure there are some good ones out there. But my point is, stick to a system and don't get drowned in information overload.

2. The wrong mindset. Now, I touched on this earlier when talking about the mindset of a betting person or gambler, but it is important to discuss this further in terms of approaching trading with the mindset of a trader. Some of my courses attract students to them who have never even considered the idea of becoming a trader but have liked the idea of it by exploring what I offer. This is great, and offers a very wide variety of new students in comparison to the early days when it was often veteran traders or people who had dabbled in trading who were mostly getting in touch with me. However, I can very quickly spot those students who have the completely wrong and, in many cases, slightly worrying idea of what trading is all about. Here is an actual email that I received last year from a new student:

"Hi Fred,



Pro Tennis Trader

I want to take your course and start trading tennis full time.

How much money will I need in my trading bank to make £2500 per month? I want to be making this every month from the start, can you guarantee this?

I will be planning on starting fulltime in 1 month time so I need confirmation from you that I will make this amount each month.

Cheers,

*****"

Now, if this had been the first of such emails like this that I had received from a new student, I'd have probably reacted with something like "what the f*ck?". However, this was not the first time and most certainly will not be the last time that I receive such an email. This is a student who has no idea how trading works and is approaching trading with the completely wrong mindset. There are just so many things wrong with this email, where do I start. Don't worry, I'm not going to labour on this, but I will just make a couple of points here. Firstly, I will NEVER make any guarantees to anybody that they will even make money. If you were to come and sit in my house for every single trade and I can ensure you do everything 100% correctly, then maybe I could offer you some confirmation that you will make money over the long term, but I will never "babysit" a student like that. How would I even though that this student would be applying the strategies in the correct way? Utter madness.

Secondly, trading does not work like that. Even I cannot be sure myself on the exact amount of money I will make each month. If you want to make a fixed sum of money every month with the guarantee that you will be paid, then go and get a job, trading is not for you.

And thirdly, if your aim is to go full-time as a professional trader from complete novice in 1 month then don't bother with it. My advice with all of my students is to start trading with a demo account or in simulation mode initially and then using small amounts of money. Even if you were to perfect the strategies in a very short space of time, you would not be trading the required amounts to make £2500 consistently after 1 month.

So to conclude this point, please ensure that you understand the concept of trading before deciding on whether tennis trading might be for you or not.

3. Using a demo account for too long. I mentioned in the point above that I will insist that you use a demo account or "simulation mode" on Fairbot when you start out with your trading strategies. This is to ensure that you can play around with different features and test out the strategies without the worry of making mistakes as you will not be using real money. However, too many new traders use their demo accounts for far too long. The reason why many do this, I believe, is the fear of losing money. Here are the facts. If you have used your demo account for the length of time that I have suggested, you fully understand how to use the strategies and feel confident using them and you have made profit using your demo account, then you are ready to start trading with small amounts of money. When you trade using a demo account, there is a completely different emotional response to wins and losses because it is not actually your money, it is fake money. The moment you make a loss with your own money, even if it is just a £2 loss, this will often trigger a different emotional response in a new trader. You need to learn early on to deal with these losses and you can only do this by using a real account with small amounts of money. On the flip side of this, when you make a great return on a match, let's say you make £10 from a £2 trade, you may experience excitement when you are using real money. You also need to learn to control this emotion. Although



trading is fun, it should be relatively mechanical and emotionless. It should not involve extreme highs and dark lows when you win trades and lose trades, that is not what trading is about. But my advice is to work on this right from the outset, so therefore, as soon as a new trader is comfortable and confident with the strategies, they should begin using real money.

Another danger of using a demo account for too long is that some traders get tempted to place higher stakes so that they can pretend (only to themselves) that they are making big wins. It will do you no good at all to place £100 stakes on your demo account and be consistently making a few grand a month to then start placing £2 stakes with your real account. This can cause conflict in your mind and will be damaging to your trading progress. So when using a demo account, I would always recommend using the same stakes that you will start using with your real account.

4. Overtrading. Picture the scene. You have completed the course, understood the strategies and feel confident in using them so you want to get out there and start making money. With so many tennis matches going on every day, there is a lot of potential to make money. So you end simply trading as many matches as you possibly can in the time you have available. Maybe you even spend all day trading matches with some of these matches not quite fitting the criteria that was outlined in the course. However, you convince yourself that they are still good matches to trade and it will all help you with gaining experience. Wrong. I hear this a lot from new traders, that they often select matches which do not fit the strict criteria that I provide simply because they want to “gain experience in trading different scenarios”. There are strict criteria in selecting matches for a reason and very often when new traders do go “off-piste” with their match selections, the trades don’t work out and of course they lose confidence in trading. Even if a new trader does stick strictly to the match selection criteria, overtrading can be damaging to their progress in becoming a profitable trader. My advice is to always trade matches in moderation otherwise if you do end up trading too many matches in one session, it is more likely that mistakes will occur. It is much better to give your full attention to a handful of matches than to try to jump between matches or even try to trade 2 or 3 matches simultaneously. This method should be reserved only for when you are a very experienced trader and in exceptional circumstances.

5. Being a Tight-arse. If you are not a native English speaker, you may be wondering what on earth a “tight-arse” is. Very simply, it is somebody who spends as little money as possible and is often reluctant to spend any money at all. If you are tight-arse, then unless you are prepared to work on this aspect then your chances of becoming a successful trader will be greatly reduced. There are two elements to this idea of being a tight-arse that I would like to discuss.

Firstly, the tight-arse who is reluctant to spend money on learning a system that works is unlikely to ever actually make money. This is actually quite ironic if you think about it. Somebody who is a tight-arse would presumably like to have more money, but because they are such a tight-arse, they won’t spend money to discover how they can make more money. Sure, if you are tight-arse you could spend a couple of years sorting the “wheat from the chaff” and try to beg, steal or borrow knowledge from searching YouTube channels and trading forums in the hope of discovering the holy grail in trading secrets. But here lies another irony. The chances are, that because of your reluctance to spend money investing in a proven system that works, you have inadvertently lost a huge amount of money by trying and failing with all of the other systems that you have tried out for free. I have one so-called tight-arse, whose name shall remain anonymous who emails me approximately every 6 months with similar themed emails. Here is an extract from the latest one:

“Hey man.



Okay, I'm serious about getting started with tennis trading now as I've now blown 3 banks in the last 2 years on betting and am fed up with it, I need to make some money. Could you send me a Free promo code for your course please?"

I politely reply to emails like this explaining that I do not provide free access to my courses for a number of reasons, one of which being that it would be highly unfair to those students who have paid for it. In a further exchange of emails it became apparent that he was prepared to start trading with a new trading bank of £2000. This kind of says it all. If you are prepared to "risk" £2000 in trading, then why not spend a fraction of that amount on a system that will help you to make profit rather than risk losing another shed load of money? Please do not be a tight-arse as it will not help you in any way if you would like to become a profitable trader.

The other type of tight-arse is the one who is reluctant to raise their trading stakes even though they are making profit and their trading bank is growing. This is a rather self-destructive behaviour that believe it or not is very common with new traders and the basis for the behaviour lies in fear of losing money. The new trader has proven to himself or herself that the strategy works and they have made profit. They may have even made consistent profits for the last 6 months, so why not simply raise the trading stakes and increase these profits? There is a common fear that if a new trader does start to raise their stakes then for some reason they might start to lose money. But why? This is not a rational thought process, but it is to do with our attitudes towards money and risk. One of the greatest advantages of trading and what makes it so awesome to do as a career is that scaling is incredibly easy. If you are making good returns month on month using £10 stakes, then you just simply increase these returns by staking £20, then £40, then £100 and so on and your profits can go through the roof. But, you need to have the right mindset to be able to deal with risk and this is actually what led me to develop my mindset course: "Think Like a Trader" which has transformed the mindsets of many of my students. At the end of the day, to be successful in trading, you need to be prepared to send money out there into the market in order for it to make a profit. If you are reluctant to enter trades and increase your stakes then your profits will be limited as will your career as a trader. So to conclude this point, just don't be a tight-arse.



Chapter 10: A Day In The Life Of A Tennis Trader.

I get a lot of new students asking me questions such as what does my day consist of? Do I sit in front of tennis matches and trade all day? How many tennis matches do I trade each week? And frequently, they would like to know because they feel they should be doing the same as me in order to become a professional tennis trader. However, I have been trading tennis matches for almost 10 years and a day in the life of mine nowadays is rather different to that of 10 years ago when I started out. When I tell students that I only trade 1 match per day, they sometimes respond by asking how I can possibly make a living just from trading one match per day? And this is because a new student, as I was, will be using a small trading bank and making small profits relative to the size of their trading bank and there is absolutely no way they can make a full-time living just from trading one match per day. I trade one match per day because I use a large trading bank with a relative staking strategy. This, as I mentioned earlier in the book is the beauty of trading. When you are consistently profitable, why would you simply spend more of your time trading more matches when you can more easily raise your staking plan and make larger returns with less matches. But, this comes with time and experience. In the early days, you should aim to trade a fair number of matches but also be mindful not to overtrade.

So what does my day consist of? Well, every day is different and it differs even more so depending on where I am. I spend between 6 – 9 months of the year travelling with much of my time spent in South East Asia. In addition to being a full-time tennis trader, I run my tennis trading website www.protennistrader.com and I also run www.sidegigjunction.com. So why do I bother running websites as additional businesses if I can make a living as a tennis trader? This is a common question I get from people and many are suspicious in asking this question. The answer is very simple. I come from a business background. I have always run businesses, even when I was at university and working in the corporate world. I love business and it is my passion so I will continue to build and run businesses alongside trading tennis matches. As you already know as well, I also trade Forex, so yes, sometimes my days can be quite busy, but that is how I like to live. So, here is a typical day in the UK summer during Wimbledon.

7am: I wake up, drink some coffee and eat some breakfast whilst scanning over the emails that I need to respond to that day. I have students from all over the world and so I receive messages any time of the day or night.

8am: I scan the Forex markets for any trade signals and place one trade on GBP/USD. I use a “set and leave” strategy and so I do not need to be constantly watching the market once I have entered my trade.

8.30am: I go to the gym for a workout. I usually hit the gym about 4 times per week. I would highly recommend getting into an exercise routine as I strongly believe it helps you to have a clear head which is hugely beneficial for a trader.

10.15am: I meet a friend for coffee at the gym to discuss some ideas for a new project for Side Gig Junction.

12pm: I am back in my home office and respond to emails and do my usual administrative tasks (no I don't have a PA). I grab some lunch at my desk while I work.



Pro Tennis Trader

1 pm: I scan the Forex markets again and check on the scheduling of the tennis match that I selected the day before that I am going to trade. I run through some further stats and confirm the approach I will take depending on what happens in the match.

1.30 pm: I spend a couple of hours working on a new course that I am bringing out for Pro Tennis Trader.

3.30 pm: It's time to trade. I have selected the match between Wawrinka and Opelka for today. This match goes into 5 sets but I am done and dusted by the end of the third set. When the match is completed, I check on the progress of my earlier Forex trade and adjust the stop loss level to reduce my liability.

6 pm: I have a skype call with a new contributor for Side Gig Junction about writing some articles on various small business ideas and side hustles.

7.30 pm: I drive into town to meet some friends for dinner at a local Italian restaurant.

10 pm: As all of the Tennis at Wimbledon is finished for the day I now select which match I will be trading the following day. I write a match review of the earlier match that I traded for my Platinum members and email that out to them along with tomorrow's trading match selection.

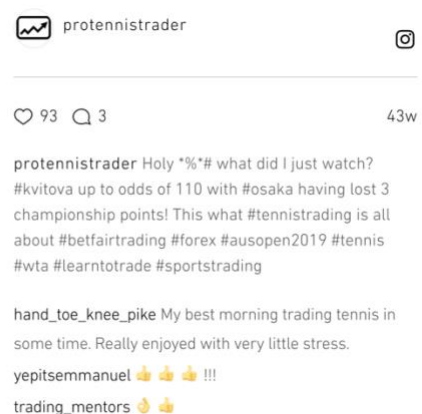
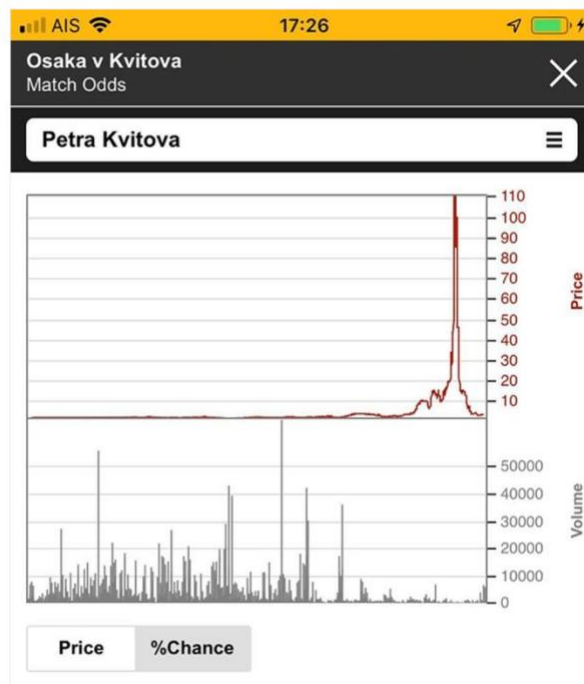
11.30pm: I go to bed.

Okay, so it's not the most exciting day in the life, but it is a real day in the life. Sure, I could have included a day in the life of mine when I am in Thailand or on a Greek island but that is probably not going to be relatable to most of my students, at least not at the beginning of your trading journey. And if I wasn't such a keen businessman you can see that I would actually have a lot of spare time during my day. About 5 years ago, I spent around 4 months just trading one match a day and not doing a lot else apart from lying on a beach and I can tell you, it got pretty damn boring and that's not for me which is why I keep as busy as I do.

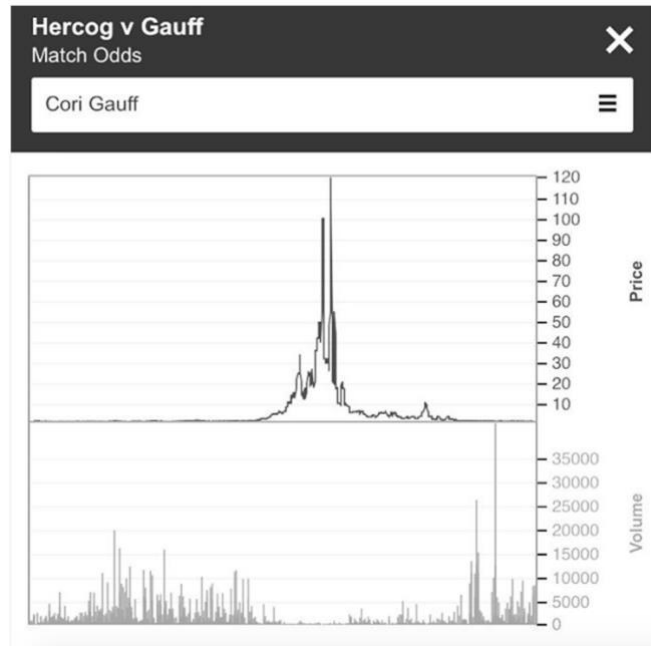
Chapter 11. When Tennis Trading Can Be Insane! (in a good way!)

I would like to throw in a short chapter on when tennis trading can be insane. Now, usually, my profits from matches throughout a typical month are quite stable and consistent, they are good but in a lot of the matches they are quite modest. However, every so often in tennis trading, I get an insane profit. I would love to tell you that this happens quite frequently but I would be lying, but it does happen. Let me give you an example.

It is the match between Naomi Osaka and Petra Kvitová in the Australian Open Final 2019. Osaka won the first set and had 3 match points at 40-0 in the second set. So, of course Kvitová's price sky rocketed up to 110.0. Now usually at 40-0 and match point, you would not usually enter a trade unless you had already secured plenty of profit on the match and so are happy to risk a small stake to take a punt on an enormous price like this. And so I did. I was happy to wave goodbye to that small punt if Osaka did hold to take the set, but in my opinion, it was essentially a free bet because I had already made profit in the match. Long story, short, Osaka's game went belly up in that set and Kvitová stormed it and won the second set bringing her price of 110.0 back down to 2.0 at the end of the second set. Now of course, if you were incredibly greedy and a bit daft you might have decided to leave the trade open to see if Kvitová could win the match, but why risk a profit of 55 times your stake in order to double it. I didn't, I took the money, thank you very much. Here is my Instagram post from that day.



And a similar scenario occurred during Wimbledon in 2019 in the match between Polona Hercog and Cori Gauff with Gauff coming from a price of 120.0 to beat Hercog. This was the literally one of the best matches I watched all year, simply breath taking.



So, there it is, proof that tennis trading can at times be insane (in a good way). As I have made clear, this does not happen all of the time, but the times when it does happen are awesome and although I often preach that you should always keep a level head and trading should not be an emotional rollercoaster, I do allow myself to feel pretty smug when I hit profits like these and I am sure you will too.

Chapter 12: My Trading Set Up.

So before we move on to the bonus strategy that I have included for you to get a little taster of what tennis trading is all about, I would like to explain my trading desk set up. If you had visions of my desk looking like a city traders' desk with multiple screens displaying charts and newsfeeds all over the place, I am sorry to disappoint you. On my desk, I use a MacBook Pro to trade and then an iPad to stream the live tennis match. Some traders do have multiple screens, but for me, my strategies and the way I like to trade, this is unnecessary. Admittedly, it would look quite cool to post an awesome looking set up on Instagram but this simply not the case. I never really even entertained the idea of having a multiple screen set up, as for a very long time I have been travelling the world and so apart from the obvious inconvenience of having to lug it all round with me it would make me quite a target for thieves and I would probably spend the majority of my time doing insurance claims and buying new laptops. And that is just not conducive to making money trading tennis matches.

On my MacBook, I have my trading platform, Fairbot open. I also have Flash Scores and the Betfair exchange page open. I find that Flash Scores is often slightly quicker to display the score than Betfair and Fairbot so I like to have it open so that I can be one step ahead. On my iPad I just have Bet365 or Amazon Prime Video displayed to stream the tennis. Bet365 show the majority of matches and although it only displays a small picture, on an iPad you can simply zoom in to make this full-screen without losing any quality. In order to watch the tennis on Bet365, you just need to have funds in your account, you don't even need to place any bets. So my advice would be to just deposit £10 in to your account. Amazon Prime video now have major contracts to stream live tennis so it is worth subscribing to them and the quality and commentary is generally better than on bet365. You can get a free 30 day Amazon Prime free trial using this link: <http://bit.ly/primefreefor30days>.





Chapter 13: Bonus Strategy.

For the purposes of this eBook, I have kept this introduction to tennis trading relatively compact and concise, but I have provided you with enough information for you to competently use the free strategy below.

In my full online video tutorials, I go into much more detail on pricing, predicting price movements and other in depth information which is essential for trading professionally and using the other strategies.

I promised that I would include a bonus strategy with this eBook so here it is. Please be aware, that this is a simplified version of the full strategy that I include in my full online course. The reason why I have simplified the strategy is that you will most probably not yet have a trading platform which is essential for most of my strategies and you will also need a lot more in depth knowledge to implement other elements of the full strategy, which cannot simply be taught in a book. However, this strategy is still very profitable without the need for a trading platform.

This is a nice, simple and very profitable strategy which I often use particularly if I am not in front of my MacBook. The theory behind this strategy is that very often in tennis matches, the favourite will have a slow start to a match and may fall behind their opponent initially. There can be many reasons for this, either the opponent is having a good day and getting off to a strong start but often you see a favourite have a slow start as often they are playing many more matches than the outsider and therefore in some cases may be slow to get going. Whatever the reason for it, it often happens and very often the favourite pulls back to win the second set and then the third set if they have initially lost the first set. This strategy has been given the name: **Backing Drifting Favourites**.

To be clear from the outset, we will most commonly use this strategy when the favourite has lost the first set or their price has drifted above 2.0 in the first set but not yet lost the first set. The rationale for backing the player at their new higher price of above 2.0 is to gain much better value. In all of my strategies, I never back a player below 2.0 as this represents poor value. We are referring to a favourite as a player who has a starting price of under 1.60.

So here is what we do. Say for example, player A (the favourite) has a starting price of 1.40 and the outsider, player B has a starting price of 4.5. Player B wins the first set 6-4. Player A is now at a price of 3.0 and player B is at the price of 1.45.

Very simply, what we do here is back player A with the view of taking some profit on the favourites service game. Again, this strategy works much better if you have a trading platform, however, here are the rules for this strategy when just using the Betfair exchange. There are essentially 2 ways of trading a drifting favourite.

Strategy 1: The laid back approach. This is the simplest (and most lazy) way of utilising this strategy. Basically, when the favourites price has moved above 2.0 in the first set or they have lost the first set with a price of above 2.0, you just back your stake on the favourite at their new better valued and higher price. You then have the option to either “cash out” if they win the second set or you may want to leave the trade open until the end of the match. My approach is always to cash out at the end of the second set taking some nice profit so that it does not matter what the final result of the match is. If you were to wait until the final result, this for me is too much like a gambling approach. I am not a gambler, I am a trader. I often use this strategy when I am out and about and not in front of my trading platform. I will often just log into my Betfair app on my phone and keep an eye out for



drifting favourites. You can identify drifting favourites by checking their starting prices on the graph icons next to the names of each player on the Betfair app. See the image below.



In this screenshot from my phone, you can easily identify that Roger Federer began the game as an extremely odds on favourite. Notice how his price shot right up to 11.0 and then closed back down. There are numerous opportunities for making great profits in matches such as these which are explained in my full course on Tennis trading.

Strategy 2: The hands-on approach

If the favourite is serving second in the second set, we wait for the first game to be played out before placing a back trade on the favourite. If the outsider was to serve first and was broken by the favourite, we would only continue this strategy if the favourites price was still above 2.0. Remember, that we never back a player below 2.0. What we are basically doing here is backing the favourite on his or her service game.

Here is an example of how a match could potentially play out and how to back the drifting favourite.

Player A (favourite, starting price of 1.40) v Player B (outsider, starting price of 4.5)

Player B won set 1, 6 games to 4.

Player A is serving first at a price of 3.0. We back player A for our stake of, let's say for example £10 at the price of 3.0.

Player A wins the first service game, player A's price now moves down to 2.2. So what we do here is lock in some profit by laying player A. If we want to lock in all of the profit and essentially create a free bet on player A, then we will lay the full stake of £10 on player A at the price of 2.2.

If, however, we feel confident that player A could very possibly break player B's serve in the next game, then we may decide to lay just half of the stake, so we would lay £5. This locks in some profit



but also leaves £5 in the market to capitalise on a larger price movement for when (or if) player A breaks player B's service game.

Player B is now serving at one game down in the second set. Player B wins their service game. This takes player A's price back up to 3.0. We just simply back another £10 on player A again at the price of 3.0 and then lay either the full stake of £10 or a half stake of £5 at his new price of 2.2 again when player A has held his service game for the second time.

If you had opted to lay the full stake of £10 after each service game hold by player A, then you would see some nice guaranteed or "locked in" profit by now. If you opted to lay half stakes after each hold by player A, then you would be seeing a lower "locked in" profit but you will make more profit if player A then goes on to win the second set.

You can continue to back player A before his service games as long his price is still above 2.0. If player A was to break player B's service game then it is unlikely that player A's price would still be above 2.0. If this does occur, and player A is a break up, then all he has to do to win the second set is to hold serve. So you can either choose to keep your trade open to gain more profit or simply cash out to take the profit you have already made.

What about when things don't go to plan? Not all of your trades will win, this is a fact and a fact that you really need to accept right from day 1. Let's say that at the start of the second set, Player A is serving first having lost the first set and has the price of 3.0. You place a back trade of £10 on player A. However, player A loses his service game and you are now in the red. You simply cash out the remaining amount of money left in your trade. If player B was then to lose his serve, then you can re-enter the same £10 stake at the price of 3.0 again as before. If player B was to win his serve, then player A would have a much higher price and if you felt confident that he could still make a comeback, you could place a back trade of £10 at his higher price of around 5.5. If you were to place a back trade at this higher price of 5.5 and he did make a comeback, then of course, you would make a larger profit. If you did decide to place a £10 trade at this higher price of 5.5 and he once again lost his serve, then you should simply cash out any money left in the market to cut your losses. Essentially, with this strategy, if the player you are backing loses his service game, then you should cash out for a loss.

How many service games should you keep on backing the favourite? If the (drifting) favourite is holding well but so is his opponent, then I would tend to repeat this same trade for up to 4 service holds or 3 service holds if the opponent served first in the second set. If after these 3 or 4 service holds, there is no sign of a break of service by the favourite, then the probability of the opponent winning the second set increases. So my advice would be to cash out your profit after the favourite has held 3 or 4 times with no break on the opponents serve. You should only ever cash out just after the favourite has held his service game. If you waited until the opponent held, then you would be cashing out for a lot less profit as the favourite would be at a higher price. You want to cash out your profit when the favourite is at his lowest possible price.

Please remember that this is a simplified version of one of the strategies I offer in my course. With the more comprehensive strategy in the full course, there are certain things you can do to increase your profit and lock in profit creating risk free trading but you need to have a more thorough understanding of tennis trading in order to do this. Having said that, this "simplified" version of the strategy is profitable over the long term, if it was not then I would not provide it in this guide.



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It is important to note, that you would only ever adopt the “hands-on” approach if the favourite is serving well in the game. If their service game is weak, then the “sit-back” approach would be more appropriate.

Below is a classic example of a drifting favourite. Here Eugenie Bouchard has a starting price of 1.55. She gets off to a slow start and drifts out on price to 2.25. Notice how her price comes back in to almost exactly her start price of 1.55 after the initial drift. By backing Bouchard at 2.25 you would have gained some nice profit on the movement back down to 1.55. You would have had the opportunity to do this twice in this match. Again, notice how the two peaks up to 2.25 and down to 1.55 are very similar. We call this support and resistance. In my full course, I explain concepts such as support and resistance in a lot more detail.

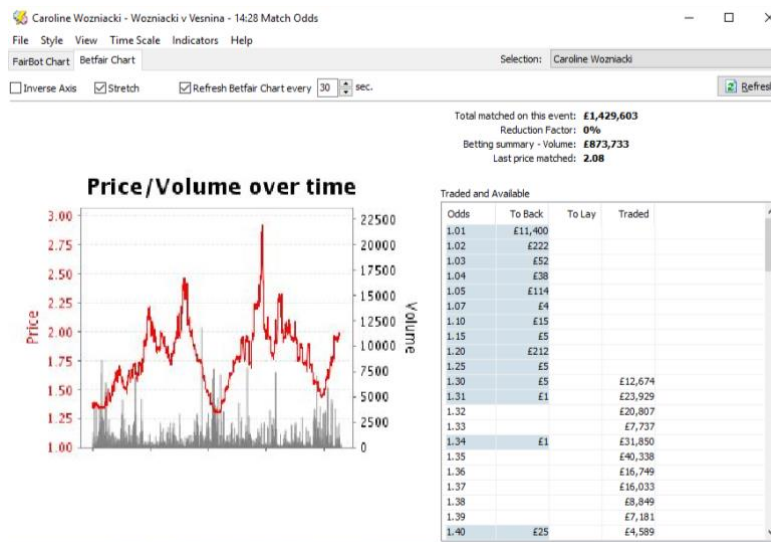


So there you have it, a very simple but yet very profitable strategy. I would like to emphasise, that this strategy should be used as a taster into tennis trading. I am sure you will have discovered from my explanations above, you really need knowledge of the additional strategies for when things don't go to plan. Yes, this strategy alone will make you money, but the success rate is greatly enhanced when you can incorporate additional strategies and the comprehensive background knowledge that my course will give you. Below are some more examples of this strategy in use in real matches where a favourite has drifted out on price only to shorten back in and bring us some profit.





In this match, Makarova started the game at a price of 1.50 so she fitted the criteria for a drifting favourite. You can see how after losing the first set, her price drifted to 3. She then won the second set very easily, so we could make some great profit by backing at 3.0 and hedging out at the end of the second set back at her initial starting price of 1.50. You can then see how her play went downhill in the third set as her price drifts up to 11. However, this does not matter as we took our profit at the end of the second set.



In this match, Caroline Wozniacki started the game as a clear favourite priced at 1.30. We can then see how her price drifted out to just below 2.5 as she lost the first set. Again, Wozniacki then comfortably wins the second set and predictably her price drops back to her starting price of 1.30. Some nice profit to be made here by utilising the drifting favourite strategy.



Chapter 14: Next Steps.

I hope you have enjoyed this introduction into Tennis Trading. The aim of this eBook is to give you an insight into the world of Tennis Trading. I want to make it as clear as possible that the strategy that I have provided you is a simplified version of one of the strategies included in my full course and is not designed to replace any of the strategies provided in the full course that I provide. The strategy that I have provided for you is profitable and offers long term value. However, the strategies that I offer in my full course offer much more profit and are used by professional traders such as myself.

If you would like to take the next step into Tennis Trading and start making some great profits, then please visit <https://www.protennistrader.com/> to sign up to the full video version of “The Complete Guide to Tennis Trading. The course contains all of the strategies that I use on a daily basis as a full time tennis trader. I also provide you with a **completely risk free method** of making up to **£100** to begin your trading journey so you will not only recoup your initial investment but be in profit before you have even started trading. You can also enrol in my Free online video Introduction to Tennis Trading course which I would highly recommend taking if you are serious about becoming a tennis trader.

If you are completely new to the world of sports trading or even using betting exchanges, then I would recommend that you sign up with our partners at Profit Accumulator to start matched betting. They will guide you through the simple steps to make RISK FREE money with the free bets offered by online bookmakers. This will not only provide you with some great profits but will also help you to become much more familiar with how betting prices and in particular the Betfair Exchange work. You can sign up for a free trial and make £45 Risk Free here: <https://bit.ly/matchedbettingfreetrial>. This is a great side hustle to tennis trading and many of my students do matched betting alongside tennis trading as it's so easy to simply grab some free cash. You will need to be a UK or Ireland resident to do matched betting.

Disclaimer: Pro Tennis Trader accepts no liability for any losses incurred from following any of my strategies. Tennis trading carries the risk for potential losses as well as large potential rewards. You must be aware of the risks that Tennis Trading carries and accept them. I do provide comprehensive rules for minimising potential losses in the full version of my course but ultimately, you must accept the risk of potential losses. I also insist that you use a live demo account for a period of time to practice the strategies that I offer before using real money.

Have fun and go make some money!

Fred

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