

BEATING THE SPORTS BETTING MARKET

HOW TO NAVIGATE THE DIGITAL LANDSCAPE IN 2022





If you've downloaded this pdf hoping to understand the basics of how to bet on sports, the different types of wagers across the various sports betting markets, and are interested in a lower risk, higher upside strategy to **beat the market**, you've come to the right place.

TYPES OF BETS: The below “types of bets” are universal across NFL + College Football, NBA + College Basketball, and MLB, with some nuances across each sport (as detailed below). **We have a separate section on GOLF BETTING, which we believe is the most lucrative market to truly attack.**

\$ Straight Wager – This is simply placing a wager on the team you believe will win or cover. You can place a wager in NFL, NBA, and College Football or College Basketball either Against the Spread (ATS) (Eagles -4, or Cowboys +4, for example), or you can choose to bet the moneyline (Eagles -210 or Cowboys +150, for example).

In MLB, there are no “spreads”, as you pick the moneyline for either the favorite or the underdog (Red Sox -195 or Yankees +140, for example).

PRO TIP: We love to play outright underdog winners, meaning, the underdog will win outright (especially for home teams in baseball, against an average pitcher, or home teams in the same division in the NFL or NBA, or across College Sports).

\$ Parlays – This is where the magic happens @ The Longshot Report. A parlay is simply combining multiple wagers into the same bet. This can be a 2-team parlay (picking 2 outcomes in the same bet) all the way up to a 12-team parlay (some online sportsbooks may allow more, but 12 is usually the cap).

We love 4-team and 5-team parlays @ The Longshot Report, and if you mix in a few underdogs, you can see payouts as high as 50-1, 70-1, or even 100-1.

While parlays are seen by many in the industry as a sucker bet, we believe that staying the course on parlays with lower risk wagers, and higher rewards.....**are the way to go.**

Below is an example of where the #'s make sense:

Straight Wager - \$1,000 on the Packers -6 over the Bears –
You lose, you lose \$1,000

Parlay \$100 to win \$4,700

- Warriors -5
- Heat +5
- Clippers -5
- Nets -8
- Trailblazers +110
- 76ers -7

In the above scenario, you can lose 9 parlays in a row, and win ONE, and be up +\$3700!

\$ Teasers – Teasers are NOT something we typically involve ourselves with here @ The Longshot Report.

Teasers vary across the major sports, but involve adding points to the spread with a minimum of (2) games. For example, if the Raiders are +4.5 against the Broncos, and the Ravens are -7 against the Texans, you can tease the Raiders to +10.5, and the Ravens to -1 in a traditional 2-team teaser.

The payouts will vary depending on how many games you tease at a time, and the new online sportsbooks (see our note on DraftKings in the below section) will generally allow you to tease (or buy) any point combination you like.

Football is typically a 6 or 7 point teaser option, and Basketball is typically 4 points.

Again, you can buy more or less these days, so teasers in general have been fundamentally changed.

The one teaser option we do occasionally like is in the NFL, and it's a 4-Team Sweetheart Teaser, where you get 14 points added to the line.

For example, if the Eagles are -2, the Packers are -3, the Colts are +10, and the Bengals are +13, you can take these lines all the way to Eagles +12, Packers +11, Colts +24, and Bengals +27.

The payout here will be 1 to 0.83 or so, so \$100 wins \$83, but it's a conservative bet in the NFL where blowouts aren't as likely. I especially like these on home teams that are big

underdogs already, and, you can do them on the totals (over / under 50 points can be teased to Under 64 or Over 36, for example).

GOLF BETTING: Golf (PGA, European Tour, and sometimes



the Korn Ferry Tour) is a GREAT way to find inefficient odds, and high upside betting opportunities. Below is the way to make big money in golf betting.

Longshots: Every week, we like to pick 6-7 longshots in each tour that we think have a chance to win at odds as big as 50-1, 100-1, or even 500-1. You look at course history, recent form, and in our case, we have on the ground intel from caddies and swing coaches, and you look for extreme value that the oddsmakers miss.

For example, Marc Leishman could be 120-1 due to poor recent form and a crowded field of star golfers, but if he's playing at a course in windy conditions, where he's finished in the top 10 before, it's a wise bet to take him at 120-1 as \$100 wins \$12,000! This is just an example, as we aren't big fans of Marc Leishman 😊

Head to Head

(or Group) Matchup Parlays: As you learned above, a parlay is a bet where you combine multiple wagers into one formula. Same is true with golf, where you can pick multiple golfers to beat their opponent for either 1) the entire tournament; or 2) round by round. The sportsbooks (see DraftKings below) will have the Full Tourney matchups posted usually by Tues/Wed of each week, and the round by round matchups (either head to head or Groups of 3, where you pick the 1 golfer to beat the entire threesome) are posted each day.

This is a **great** way to leverage course history, recent form, and even round by round form (if someone shoots 7 under on a Thursday, most likely you would fade them on Friday).

WHERE TO BET? Simple Answer: Draft Kings.



We have no bias to DK other than the fact that – hands down – they have the best:

Customer Experience: Instead of waiting for 28 minutes on hold for a robot, or dealing with chatbots at places like FanDuel, get a real life support pro to return your email in 2-5 minutes max! If you're a VIP (and play a lot in the sportsbook or online casino), you can expect world class service, gifts sent to your home, and immediate response from a 1 to 1 concierge.

Betting Options: If Experience is # 1, flexibility in betting options is a close second. Most sportsbooks are scared. FanDuel, Barstool, and so many others don't allow you to mix big parlays together, once the payout exceeds \$100,000.

On DK, you can combine Golf + Football + Nascar + whatever you want, and they aren't fearful of even a \$100 to win \$1M+ parlay! **They are the only book like this.**

Credits / Free Bets: As eluded to above, the service is exceptional. Based on deposit activity, you will accumulate site credits, free bets, and other perks. The other books simply don't make these things possible, despite the hype.

For more info on DraftKings, or the best of the rest (Barstool would be # 2, and FanDuel is only relevant because of their Same Game Parlay capabilities), feel free to reach out!

To get our day by day picks, parlays and reports with the winning formulas and step by step instructions to capitalize on all of the above, upgrade to our Ultra Premium Report and for the limited time save 75% on your first month!

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