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# YOU WON'T LOOK AT SPORTS BETTING THE SAME WAY EVER AGAIN



## Overview

I Love Sport Betting would like to welcome you to a whole new way of looking at sports betting. It's our very own formula that we call Sports Betting Reinvented. You're about to discover a completely different way of making money from betting on sports.

There's nothing else like this on the market. We've repositioned things in the right perspective and where they should be, which is approaching the sports betting world through a business standpoint. You'll see as you read through the ebook why we chose the word "Reinvented" to name our formula.

The only way you can compete with all the bookmakers out there is to treat your sports betting endeavour as you would a real business. You have to beware of regular sports betting. If you do what everyone else is doing, you'll end up with the same results; you'll lose all your betting capital (and quick) exactly as most of them do.

Throughout this ebook, we will highlight the main traps to avoid, how to spot and tell apart systems/programs/formulas that work from scams that don't, and give you pointers about the way we do things so that you understand why we manage to generate consistent profits while a vast majority of sports bettors keeps losing every year.

To make everything clear right from the start, we're telling you that the formula Sports Betting Reinvented puts forward will work no matter if you've been involved in the sports betting industry for a while or if you have no idea about what sports betting really is.

This comprehensive ebook will have you realize that you really need a clear understanding of that whole industry that is sports betting if you want to make consistent money. We'll show you how.

The first thing you want to do is to remove the gambling aspect completely. No one makes money in the long run when gambling. You even have to go beyond the "Betting" part of it. As a matter of fact, we don't even call the money we place on different games "bets" because this is not betting from now on. You'll be achieving Sports Investing and the term we use to define the money placed on games is "wagers". It's a little like using the expressions <win money> and <earn money>.

You can win money when you gamble on a game or take some lottery ticket but when you're earning money, it means that there's a special skill that you have that's involved. In the real world, you'll earn money from a job or from your own business you have because of what you know, that's why we emphasize the difference here.

With Sports Betting Reinvented, from now on, you won't be winning money anymore you'll be earning money and sports betting will be the tool you use to earn that money.

Sports betting is a huge industry. There are over 40 million sports bettors throughout the world and, sadly, most of them lose money. You won't be a part of that group anymore after reading this ebook and applying the proven business principles you'll discover

Most people are only focusing on the picks, but great picks are not nearly enough anymore. The Sports Betting Reinvented formula goes way beyond that. After years of refining, we came up with something using three more very important things. Others try to build a house using only one cornerstone; the picks. We're using four cornerstones to build ours.

We all know that if you don't have a solid foundation, you won't be able to build a quality house. You need 4 sturdy cornerstones to do so. The Sports Betting Reinvented formula is based on the following 4 solid cornerstones;

- 1 – The best picks in the industry
- 2 – An odds reversal method
- 3 – A sound money management technique
- 4 – The right mindset towards this whole operation

In the following pages, we want to achieve two things. The first one is to help you realize that you absolutely need to take your sports betting activity seriously, as a business. If you don't, chances are that you'll end up with no more wagering money pretty soon and having to pour in some more of your hard earned cash again!

The second one is to show you there's a way to beat bookmakers at their own game by reversing the odds totally in your favor. By avoiding the common traps and with the help of the formula laid out in this ebook (using the four cornerstones mentioned above), you'll become profitable in no time!

If, at first, we can prevent you from losing a lot of your money by not doing what all the losers out there do, half of our goal will be accomplished.

Our main goal, however, is definitely to have you make a considerable and consistent amount of money from anywhere you want in the world using the right formula and eventually enjoy the time and financial freedom you've always dreamed of.

We have been in the sports betting industry for years and we think it's about time that someone tells it like it is. We will tell you how to avoid the common traps and what concepts we're using that make you profitable.

The value of knowledge in this industry is pretty much priceless because once you know how the whole thing works and understand how to benefit from it; you're set for unlimited success.

You'll see that some of these concepts will be familiar and you'll probably kick yourself for not thinking of applying some of the stuff mentioned in here before. Once you go through this ebook, you'll understand why so many sports bettors are deemed to failure, why those same people keep repeating the same mistakes over and over again, and how to become one of the select few who actually profit from betting on sports.

We're happy to have the opportunity to share our hard earned knowledge with you. Hopefully we get to hear back from you letting us know how well you've done. Without further ado, let's get it started!

## Introduction to the formula

What we preach is a totally new approach to sports betting. It's unlike anything you've ever seen. It brings sports betting up not one but several notches. Not only are we generating the best picks you possibly can, but we also use our odds reversal technique together with a way of managing money that's unheard of in the sports betting world. When you combine that with the right mindset to allow you to base your decisions on real facts using a precise plan and sticking to it, you get something pretty special.

In this document, we will share with you the concepts we're using every day, highlight you what traps not to fall into, and what kind of mindset will allow you to grow your capital without risking losing it all over night.

The title we give our formula, Sports Betting Reinvented, really is the perfect description. It reinvents the way sports betting can be utilized as a part of a real profit producing endeavour. Notice that we're not using the term "system" here. That's because this is much more than a system, we're talking about a proven formula and this is where the word REINVENTED takes all its meaning.

Sports Betting Reinvented **is** the formula and the sports betting scene is the vehicle used for reaching your financial goals. Sports betting is only the "Tool" if you will. Basically the formula would work in other business circles just as well by modifying a few variables. Our way of doing things has nothing to do with regular sports betting systems.

A better term for describing it would be "Sports Investing". For those of you who are familiar with the game of Blackjack, a pretty good analogy would be to say it's almost as if you would play Blackjack at a casino where you would see the down card of the house before deciding to hit or stay.

It sure would be an unfair advantage and the Sports Betting Reinvented formula comes as close to that as can be.

Now that you know we're talking about a real business concept, we'll obviously be using some business related terms which you'll encounter throughout this document. At first, you'll likely not make the connection between those business terms and the sports betting world, but just bear with us and everything will become crystal clear by the end of this document.

The connection between sports betting and the stock market or Forex trading or other prediction based businesses is a whole lot closer than most people imagine. And you're about to understand in what way right now!

## **Business Terms Used**

- Inventory
- Operating Costs
- Money Management
- Corporate Entities
- Market Study
- Profit Margin
- Year Round Operation
- Insurance Costs
- Balance Sheet
- Assets
- Making a Sale
- Working Capital
- Inventory Write Off
- Cash Flow

We'll be getting into more details on how this all works a little further down in the section called: "[Sports Betting Reinvented Explained](#)". We've also included an [Appendix](#) at the end of the ebook listing all of the above mentioned terms with their exact meaning in relation to the Sports Betting Reinvented formula.

## **Developed Completely From Scratch**

We created this formula completely starting from scratch. We didn't want to look at any other so-called "Systems" out there or anything else related to sports betting. We had some clear goals in mind for what we wanted to achieve and we didn't want our method to be biased by flawed systems.

Here were our initial goals:

- Generating profits year round
- One person operation
- Using sports where there was large volumes of wagers and as much parity between all the teams as possible
- Sports available at most bookmakers
- Had to be done from home or anywhere in the world requiring only an internet connection (even from iPhones and iPads)
- Didn't require more than 90 minutes a day
- Had the eventual possibility of generating a sizable full time income
- Could be started with as little as \$5,000
- Would be scalable over time
- No need to be a sports fan or even knowing anything about sports
- Would be completely white hat and not bothering or annoying any sportsbooks
- Be run as a real business using facts, not hunches, feelings or emotions

We've duplicated the same sound and proven business principles we've used over the years in our different regular businesses while incorporating the very useful experience we had in the stock market.

Saying it was easy and cheap would be a huge understatement. It took us over three years of time and efforts crunching numbers, statistics and all kinds of data coupled with real life betting (that really was "betting" at first) and ending up investing a lot of real money testing the different possibilities and fine tuning everything before coming up with what we wanted.

In reality, this was no different than starting any other business, we put 100% of ourselves into it until we got it to work up to our expectations.

It finally met all of the above targeted goals and ended up becoming a reliable business using sports betting as the vehicle for generating interesting and consistent profits. Luckily for you, that's something you won't have to go through since you'll be able to use our experience to your profit.

After everything was working perfectly, we then had a look at what was available elsewhere and realized that starting from scratch allowed us to reach a point where sports betting as it is known had nothing to do with what we had created.

Most of everything others are doing revolves around the picks; using sports betting as the end. Instead, we're using sports betting as the tool for achieving profitable results and generating consistent profits year round. And for years to come!

We realized that what was available on the market was basically people claiming to be "experts" selling their picks to sports bettors. Although some of them are legitimately good at predicting winners (far from being a majority), they are not good at making money with those picks! The reason is they don't offer any kind of money management to their clients (probably because they have no clue how to manage their own).

Even the best picks without proper money management is simply worthless. It's just as if someone gave you the ingredients to a recipe without giving you any instructions to follow. There's a lot more to it in the real world of sports betting if you want to consistently make profits.

## How Do You Tell Apart Legit From Scam?

We would like to take some time at this point to tell you how you can generally easily differentiate the “systems” (or strategies or whatever the term used is) that are worth something from the many scams operating on the market.

The truth is that it’s a whole lot easier than you would imagine exposing the scammers. First what we mean by “scammers”; it’s important to define the term so that we are all on the same page here.

We classify as scammers all the pick providers that knowingly provide their clients with worthless picks. We exclude from the list the ones who simply run into a bad streak, get unlucky timing, or that kind of stuff. Basically, a scammer is someone who never had the intention to have their clients making any kind of money.

Scammers all operate the same way:

1. They gather as many clients as possible by claiming their expertise (often showing made up, after the fact, graphs and results)
2. They provide those clients with their terrible picks that always end up turning into a loss for the buyers
3. They gradually lose the clients because they get tired of paying for losing more money than they would have betting on their own
4. They then recruit more clients and the wheel keeps turning for them until they lose all credibility thanks to reviews, forums, and word of mouth.

Those people know the picks they offer are completely worthless, but they don’t care since they don’t use the picks themselves; all the money they make comes from the memberships they manage to sell. They are very good marketers, but still horrible at having their clients profit from their picks.

Not all services that don’t work are scams. Some of them are just not good. It happens, you can have all the best intentions in the world, but you still need to have proper knowledge and experience to offer a good product!

Here’s a good rule of thumb to know if the pick service you’re looking at is legitimate quality or not. It should be providing you with:

- Daily picks
- Clear wager-to-wager money management instructions
- Some kind of free trial period or a money-back guarantee (proof of their confidence in their service and a way to remove the risk from your shoulders)
- Reliable customer support

## ESSENTIALS

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It's only normal to offer those components if you have a legitimate service, don't you think? Look for those 4 things in a pick providing service and you won't ever be cheated. If one of them isn't there, don't waste your time and move on to something else

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## **Why Is Ours The Most Profitable Formula Out There?**

Let's take the example of a real brick and mortar business for a moment. As you're aware, starting in business today is not easy. You need to find the right product or the right service of course; but that's only the starting point. You then have to invest heavily in all that's needed as a start-up company with no guarantee of success.

You can try starting or buying a company and work your butt off 80 hours a week for the next 5 to 10 years hoping to resell it with a hefty profit while making a decent living in the meantime. You normally can't start those kinds of businesses while keeping your current job; you have to jump in with both feet and hope for the best.

You have to negotiate a bank loan with a commercial line of credit for which you'll have to agree to lots of personal guarantees, find a place to rent, hire and train employees, deal with some of them thinking that if you, as the owner, are making good money, they're entitled to a big chunk of it as well, deal with all the fixed and variable costs of your business, find customers, offer customer service, deal with payables and receivables, government taxes, suppliers, market evolution and the list goes on and on.

I won't bore you with all the other details, but you get the gist of it. You have to make a heck of a lot of sales only for reaching your breakeven point. So for anyone motivated in operating his or her own business (be their own boss) that's a major road block, especially when you add the fact that 95% of all those new businesses will be closed within 5 years of their launch!!

In the technology world we're living in, with the never ending evolution of convenient and lightning fast communications, we have to look at how to make money from a totally different angle and that's exactly what Sports Betting Reinvented is doing.

More and more people want to have freedom and set their own hours, work less while earning more as well as having control over the maximum amount of money they can earn. Many individuals want to spend more quality time with their family and live a less stressful life and do what they love.

People are tired of commuting to work every day only for picking up a pay check which is only allowing them to barely have both ends meet at the end of every month. All of that with no more job security.

This might very well be your situation too (as it was ours in a not-so-distant past) and, in our humble opinion, the only place left where you can make good money while also having the opportunity to enjoy life and having lots of free time (because you don't need to work at it 8 hours a day at it) while getting the money for sustaining that lifestyle could very well be through Sports Betting Reinvented.

## ESSENTIALS

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An important thing worth mentioning is the fact that you can operate all of this from home or from anywhere on the planet where you have access to an internet connection either using your laptop, your tablet or even your smart phone.

Another interesting dimension is that you can start it while keeping your current job. You can scale it to whatever amount you decide and it doesn't require more time on your part to do so. Once you reach a certain income, you're in a position to fire your boss!

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## Why This Formula Works

The reasons why this formula works are quite simple. We've had a totally fresh look at that sector and started completely from scratch. We've then worked hundreds of hours and invested lots of money for trying and testing all kinds of different possibilities until we had the expected results we were aiming for.

Not being from the sports betting community to start with actually worked to our advantage because we did not have any preconceived ideas about the industry, how it was "supposed" to work, or what the standards were. We went in researching all we could to really understand the mechanics of it and went from there developing our own unique way of going about it.

We observed, looked up, studied, calculated, and researched everything about sports betting; from our "newbie" perspective. We wanted to know all there was to know about the dynamics of sports betting, the current mindset of the community, the history, the habits, the authority people, the way sportsbooks make their money... EVERYTHING.

We never gave up until we achieved our goal which was to create as close to the perfect business as possible. We also wanted it to be sustainable for years to come and be able to adapt to all the eventual technological improvements.

We can now say: Mission Accomplished.

We can also state that the way we've done it will work for as long as there will be bookmakers on the planet and we can assure you that they're here to stay. The reason we're saying that is because of their business model. As long as people will place wagers with them, they'll make money and will keep on operating their very lucrative business.

The nice thing about it is that as long as they're there, you'll be able to rake in your fair share!

You'll learn more about [how sportsbooks make their money](#) in a chapter dedicated to that.

## **Sports Betting Reinvented Explained**

We'll start by explaining the formula as a whole and we'll then drill down to each of the four cornerstones thereafter.

Let's start with the global concept which is what's setting us apart and light years ahead of the regular sports betting systems. We'll then go through all the details in each of the sections explaining the four cornerstones, highlighting the key principles.

Most people focus exclusively on the picks; mixing and matching all kinds of ways for placing their bets. They use things like total points (over/under, spreads), moneylines, and parlays. They're all focusing mainly on the picks and on which kind of bet to place for a given game. They have no other plan than hoping they'll come out ahead at the end of the day.

That's the best way to fail in sports betting. This industry is a lot more sophisticated than that. Picks are not enough and, in general, even the best picks, without a plan, won't make you consistent money in the long run.

We're exclusively dealing with the moneylines which simply means we're placing wagers on the teams we think stand the most chances for winning their games. We generate our picks by analyzing every team separately and assessing their overall performance. We don't even bother with who's the favorite or the underdog. Our algorithm generates those top quality picks.

Aside from exclusively dealing with moneylines, we've also narrowed down the sports we're using to run even better. For one thing, we're not dealing with sports where there's a possibility of a draw.

## **Which Professional Sports Leagues?**

For achieving what we wanted, we needed professional leagues where the parity between all teams was as close as possible. Close parity between teams means affordable odds most of the time. We also wanted our operation generating profits all year.

We've had a look at the four professional sports leagues in the USA where there are no tie games which are the NFL, MLB, NBA and NHL.

In the NFL, there are 32 teams and each of them is only playing 16 games during the whole season and the parity is not very good. Verdict: no appeal.

In the NBA, there are 30 teams playing 82 games each during the regular season, and the parity is also not too good. You sometimes get odds as high as -1800 meaning you have to invest \$1,800 for making \$100 and we've seen that favorite teams losing to underdog quite often. Odds at -500 to -900 are fairly common. Verdict: no appeal.

On the other hand, the MLB has 30 teams and each one is playing 162 games. The parity is very good so that the weakest teams are winning about 35% of their games and the best ones, 65% to 68% of theirs. They're having 3 or 4 games series against the same team and very often, either team wins at least one game during a given series. Verdict: very appealing.

As for the NHL, there are 30 teams each playing 82 games. This is the professional league where parity is the best. Verdict: very appealing.

## **Year Round Operation**

We've then decided to go with the MLB and the NHL which each respective season is complementing the other perfectly thus covering the whole year. This is more than enough for making virtually all the money you want.

A point that's worth mentioning here is that you don't have to like either sport, nor do you need a working knowledge of the rules. These are the best two professional sports leagues to use as our tools for generating your desired income. All you need to do is to use the right formula and the results will materialize.

You can be located anywhere in the world and even if the MLB and the NHL are operating in the USA and Canada, there are tons of sportsbooks offering odds for all of those games.

You can look at it as having 30 different corporate entities (30 teams); all located in different parts of the United States and Canada, independently operated using the same sound and proven business principles.

Most will experience very profitable periods during their respective season. The algorithm always spots them and you'll be profiting by placing wagers on those. When some are going through a tougher time, you won't spend unnecessary money into them (you won't place any wagers) until they prove you that their business is back to normal.

## **Generating The Best Picks**

The algorithm together with the odds reversal method and the money management technique do the entire job and tell us exactly when to place wagers, on which teams, and the amount to invest.

Each and every pick generated is the result of all the data used behind the scenes including years of analysis which is all reflected in the picks.

It takes away all sentimental attachments to remain totally impartial towards the teams going through a bad streak while waiting for their situation to get better even if we're the greatest fan of that particular team.

We know that among those 30 different corporate operations, a good number of them are doing very good at any given time. Those are the ones you'll be profiting from.

We give you in depths look at the importance of [generating the best picks](#) in its dedicated section.

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