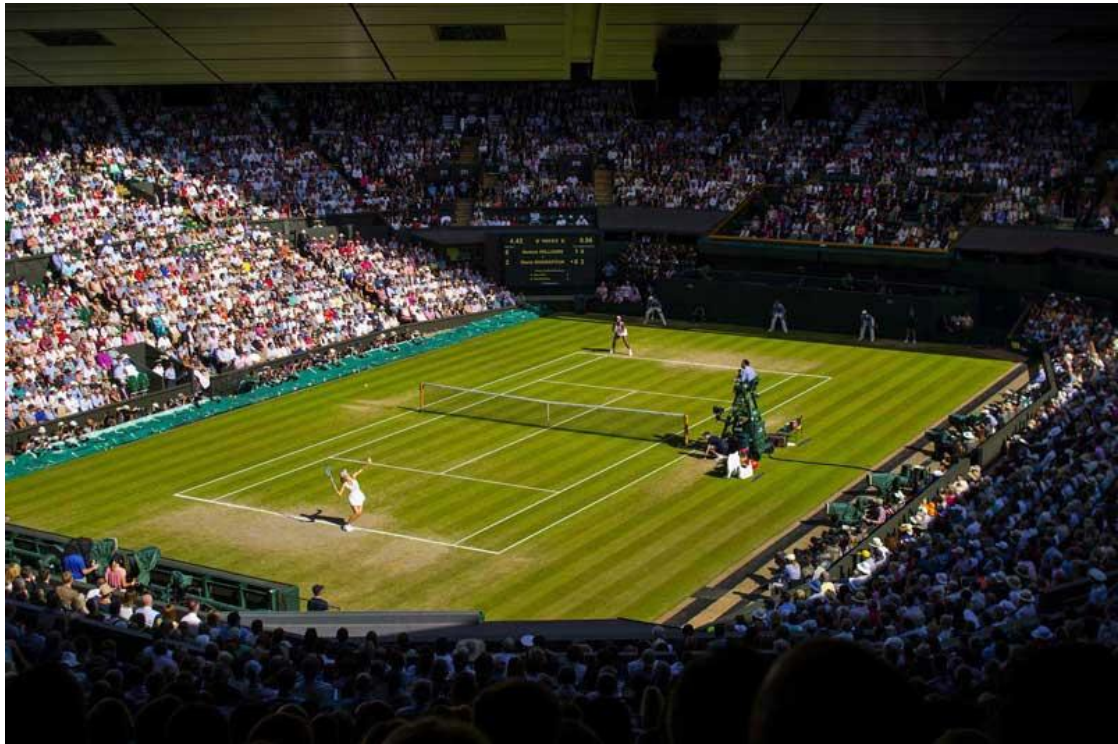


Profiting from Wimbledon 2026



Tennis Profits

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Welcome

Hello again, I'm Paul Shires. That's me at my trading desk in the picture. For more than a decade, I have taught a huge number of people how to trade tennis markets on the Betfair Exchange.



Many have gone on to trade full-time and a lot more make a second income from home.

I discovered Betfair trading in 2008 and soon decided that tennis would be a good fit as the best sport to trade. I played tennis to a decent standard as a teenager and have always loved the sport.

In the early days, I just found ways to get money consistently without a huge amount of thought about value. I learned fast and, in a little over two years, I left my job to trade full-time.

During my 20 year career in retail management, my biggest strength was training and coaching others.

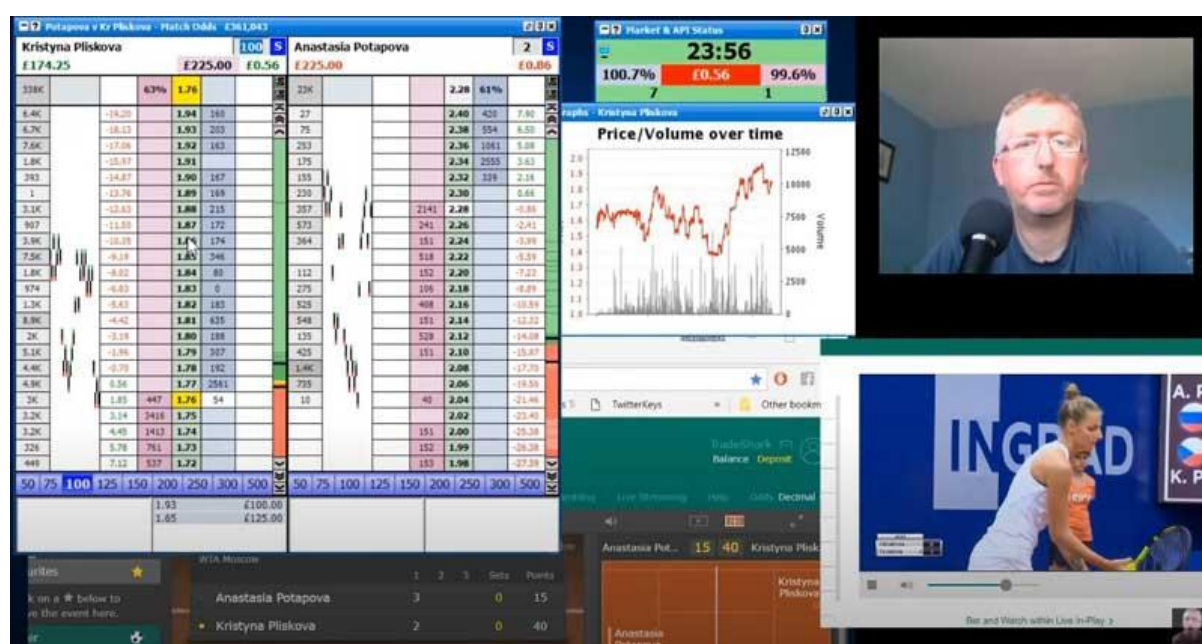
I set up many teams from scratch and instilled my own standards in them. That experience makes me the ideal person to teach you how to trade tennis on Betfair.

I'm a typical Yorkshireman as you'll see from my no-nonsense approach to trading, teaching and life. I was brought up to have very strong ideas of right and wrong and of how things should be done, which you will appreciate as you learn how to trade tennis with me.

I have a good head for numbers and am perhaps the most stubborn person you would ever meet. I just don't quit!

In 2008, I set up TradeShark Tennis which quickly became one of the most recognised and trusted brands in Betfair tennis trading.

I had been frustrated in the early months that there was no one who was prepared to share their knowledge, so I started to pass on what I was learning myself.



I released my first Trading Guide back in 2009 and spent more than a decade adding to it. I had no idea that it was going to be so popular for so long and I took great pride in saving people the time that I wasted learning everything from scratch.

About five years ago, in 2021, I teamed up with Matt Bisogno from the racing data site Geegeez with the aim of building the best tennis trading resource online. Between the two of us, we have a wealth of knowledge which we're going to share with you.

In this eBook, you'll find plenty of quality information to read through, as well as some simple strategies to get started with. Enjoy!

What is Tennis Trading?

Tennis trading is similar to betting, except that you don't have to place your bet before the start of the match, and you're not locked in until the end.

With trading, you can adjust your position - *while the match is being played* - to lock in a profit or, sometimes, manage a loss.

Imagine being able to lock in a winner and avoid the agony of a late collapse spoiling your bet!

The best way I can think of to explain trading is to imagine that a tennis match is a very short-term stock market.

Let's say that Dave is a financial trader looking to buy shares in Coca-Cola. He checks the financial history of the company, strength of the competition, current market conditions and so on.

Based on all the data he can find Dave makes an informed judgement about future profit and growth potential. He looks at the share price and, if it shows some value, he decides to buy.

If Coca-Cola release some good news – *perhaps a new flavour which starts selling very well* – the price rises and Dave can sell his shares.

The difference between the price Dave bought his shares at and the price he sold them for is his profit.

Switch out Coca-Cola for a tennis player and the same applies.

As a tennis trader, Dave checks previous performance, strength of the opposition, recent form and any other useful statistics that he can find.

In exactly the same way, he makes an informed judgement about the player's likely performance in their next match and looks for value in the various markets.



It may be that Dave expects the player to win the match, but perhaps struggle in the first set. He then has a number of options to trade.

Dave will likely know the outcome of his investment before the match even ends.

It's as if a stock market has been shrunk into a small amount of time.

So that's a very brief introduction to tennis trading, but there is a lot more information at [Tennis Profits](https://tennisprofits.com) for you to read.

Wimbledon... and Trading 5 Set Matches

This is a great time of year to get involved in tennis trading!

A lot of people in the UK think that tennis is all about Wimbledon, perhaps because there is limited coverage of the other tournaments.

But... there are tournaments being played *virtually all year round*. And Sky now covers many of the major events, albeit with a slight delay in the transmission.

Wimbledon is a little different to most of the other tournaments.

It's on a much bigger scale with 256 men and 256 women taking part in the singles events. Smaller tournaments may have just 32 players.



One of the biggest differences is that the men play the best of five sets rather than the best of three sets. The women still play the best of three sets.

A common question I'm asked before a grand slam tournament is, *"How do you trade a best of five sets match?"*

Well... the price movements will be slightly different. Perhaps the best way to explain it is that the price move for a point or a game being won depends on how significant that point or game is to the outcome of the match.

If you have traded a deciding set in a best of three set match, you will know how volatile the market can be. Prices can move from 1.40 on one player to 1.40 on the other in the space of a couple of games.

In the first set of a five set match, the price move for a break of serve will be a little less than it would be in the first set of a three set match.

If a player wins the first set and then gets the first break in set two, the price move will be less than it would be in a best of three sets match.

Obviously, the player needs to win three sets to win the match.

If the match goes to one set all, we can then treat it as if it is now a best of three sets match. The prices in a third set of a five set match will behave the same way as they would in the first set of a best of three sets match.

If this doesn't make any sense to you yet, don't worry! We're going to help you understand it all so that you can start making profits.

Later in this trading guide you will read about some patterns in tennis matches. They are also relevant to best of five set matches.

An extra pattern is that if a player goes two sets ahead, they often relax, and their opponent will be more likely to have chances in set three.

This also applies if the player who is ahead by two sets was a very strong pre-match favourite.

Finding Trades at Wimbledon

So... how do you manage to pick which matches to trade when there are so many matches being played at the same time?

Watching all the scores of all the matches can be overwhelming even for an experienced trader. You don't want to miss opportunities.

I remember my first grand slam tournament...

I was trying to keep an eye on every match. After a couple of hours, I realised that I hadn't actually traded anything!

Be realistic and accept that you can't follow every match in detail.

To help you, at Tennis Profits we have developed a fantastic Live Stats tool which makes following many matches a **lot** easier.

Tennis Profits

Scheduled Matches (37)

LIVE Matches (10)

Finished Matches (91)

My Matches (0)

WTA

ATP

Challenger

ITF

Player Search

☐	WTA: Berlin (Germany), Grass			Sets	Set Scores	Aces	DFs	1st %	1st W	2nd W	BPS	Alerts
☐	QF	Set 1	O. Jabeur 1.24	15	0 1	0	0	100%	100%	0%	0%	
			A. Sasnovich 4.45	0	0 1	0	0	83%	60%	100%	0%	
☐	ATP: London (United Kingdom), Grass			Sets	Set Scores	Aces	DFs	1st %	1st W	2nd W	BPS	Alerts
☐	QF	Set 2	R. Peniston 2.54	0	1 6 1	7	1	53%	83%	69%	0%	
			F. Krajinovic 1.57	0	0 4 2	2	1	69%	63%	50%	90%	
☐	ATP: Halle (Germany), Grass			Sets	Set Scores	Aces	DFs	1st %	1st W	2nd W	BPS	Alerts
☐	QF	Set 2	P. Carreno-Busta 4.00	0	0 4 0	0	1	67%	50%	69%	67%	
			N. Kyrgios 1.28	40	1 6 1	8	0	66%	89%	80%	0%	Set and a Break!
☐	Challenger (M): Parma (Italy), Clay			Sets	Set Scores	Aces	DFs	1st %	1st W	2nd W	BPS	Alerts
☐	QF	Set 2	C. H. Tseng	15	0 3 2	0	2	58%	48%	56%	67%	
			M. Cecchinato	40	1 6 2	5	1	67%	70%	63%	88%	C. H. Tseng has broken back!

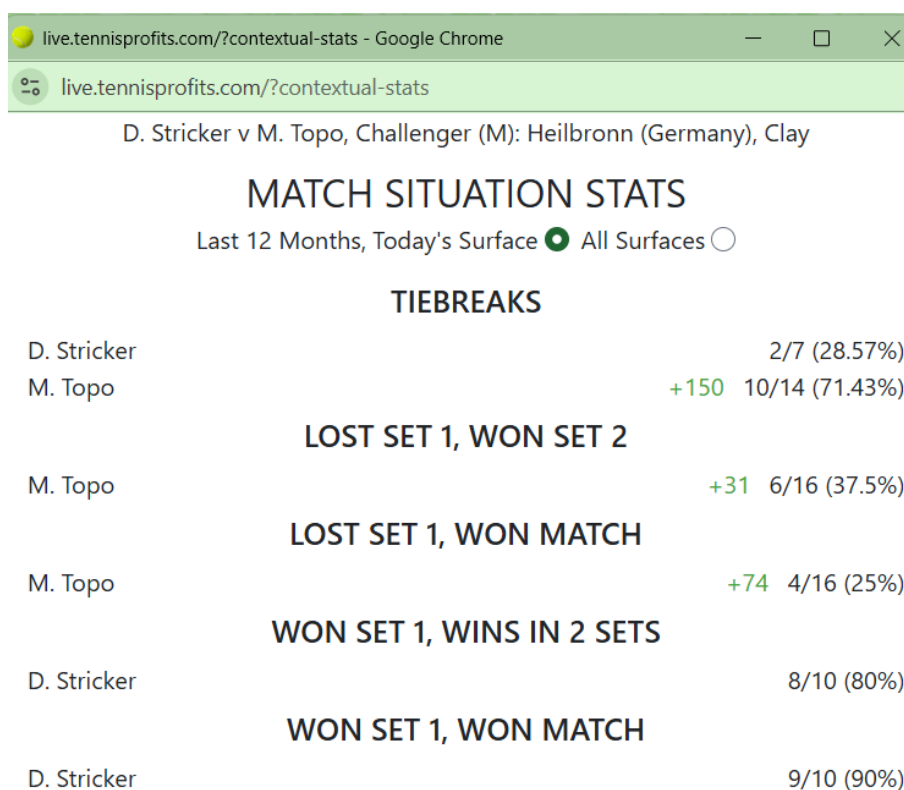
As well as all the relevant stats that we need to trade effectively, there are also “Alerts” that provide quick insights into each match.

Live Stats Alerts will tell you if a player has broken, a player has broken back, or if they are a double break ahead.

It displays information such as, the underdog missed 3 break points in the last game (which means they are more likely to struggle on their own next service game).

Immediately, you have help picking out the very best opportunities. But there's more...

We've added 'contextual stats' that display at the relevant point in a match. First set gone to a tiebreak? You'll see something like this, showing not just the players' performance in tiebreaks but also how they perform in set 2 based on winning or losing the opening set. This is incredibly powerful information, presented to you in real time as you're trading a match.



But... even with our Live Stats tool giving you a huge helping hand, I would still advise picking a small number of matches that you would like to be involved in and concentrating on those.

In fact, I rarely trade more than one match at a time.

Also... once the first round is over, the number of matches that are on at the same time reduces and things don't feel as hectic.

Remember, there's no rule that says you *have* to trade full matches! Pick and choose your trades to suit you.

Often, you will get a quick trade and be happy with your profit. If that's the case, take the profit and move to a new match.

Try to avoid over trading a match (backing and laying multiple times in the same match) as it usually results in you losing some - *or all* - of the profit that you have built up.

Enjoy the tournament and ask as many questions as you need to.

My time in the chat room will be limited in the first few days of the tournament, so it's best to email longer questions to me.

I'm always happy to help though, so get in touch!

Ok... let's continue.

How do Betting Exchanges Work?

You've probably heard of Betfair. It's the biggest and most popular betting exchange. But you may not know exactly how it works.

A betting exchange is where you can place bets against other traders, rather than against a bookmaker as in traditional forms of betting.

Very simply, you can bet *on* (back) or *against* (lay) something.

For instance, if you think Jannik Sinner is going to win his next match, you place a **back** bet.

But if you think he's not going to win, you place a **lay** bet against him.

By placing a lay bet, you're taking on the role of the bookmaker by offering odds that can then be taken by another trader.



If you are right and Sinner loses, then your lay bet wins. If Sinner wins the match, your bet loses and you have to pay out.

The exchange is simply acting as the middleman, allowing you to set a price for your bet and finding someone else who wants to take it.

They make their money by charging traders a rate of commission, usually on winning bets only.

When trading, you will use both backing and laying.

If you back a selection and the price comes in, you will be able to do the opposite (lay) to guarantee a profit no matter what else happens.

Similarly, if you lay a selection and the price drifts, you will be able to do the opposite (back) to guarantee your profit.

For example, if you back Iga Swiatek to win and she goes a break up, her price to win will come in (go lower) because now that she is in the lead with her own serve to follow, she's more likely to win the match.

You will be able to lay at a lower price and the difference will be your profit (just as in the example with tennis trader Dave earlier).

If this doesn't make sense to you right away, don't worry! Once you start trading it will soon become second nature.

A key benefit of exchanges is that they typically offer better odds. In fact, it is believed that they can offer up to 20% more value than traditional bookmakers.

They also do not restrict or close winning accounts, which is a real problem with online bookies these days.

Bank Management

A betting bank is an amount of capital that has been set aside exclusively for the purposes of betting and/or trading.

It should **never** be more than you can afford to lose.

A disciplined trader who employs good bank management will be safe enough, but many who are new to trading blow a bank or two before the 'light bulb' moment when it all starts to come together.

This is perfectly normal. Trading is tricky and inexperienced traders are often easily tempted into chasing losses, which only makes a bad situation worse.

Think about it... if you hit a large loss, how many profitable trades do you then need just to get back to where you started?!

Small losses are acceptable and they are unavoidable.

There are various websites which will try to convince you that they have some sort of magical betting system which never loses, but that's mathematically impossible. You have to live in the real world and accept that not trades, or bets, are winning ones.

Your aim is to increase your bank over time as safely as possible. Set reasonable, long-term targets and break them down into smaller, manageable amounts.

As your bank compounds, things get very exciting!

Trading Psychology

When I first started trading on Betfair, I used to get **very** excited at the thought of using new systems.

I couldn't **wait** to get started... and made expensive mistakes.

Imagine two guys go online and buy the same trading system:

1. Andy picks out three matches which start within the next hour. He hasn't fully read the trading strategy eBook but if he gets stuck, he'll have a look.
2. Bill spends the first day reading the eBook a couple of times and by the time he's done, there are only a couple of matches left to be played. He decides they're not quite good enough to trade, so he leaves them alone.

I'm sure that you will agree with me that Bill's approach is far better than Andy's. However, there are a huge number of people out there just like Andy and not nearly enough Bills. Which one are you?

1. Charlie knows the new trading strategy back to front, but he makes a loss on the first day and decides that the system is not for him. However, there was a different eBook he almost bought so he goes to take another look at the website.
2. Dave also makes a loss on the first day. He goes back to look at his selection process and all seems fine, so he puts it down to one of those things. He knows there has to be losses along the way, so he's not worried long-term.

Again, you will agree more with Dave's attitude and yet I see so many Charlies. They simply give up at the first sign of all not being perfect and, let's face it, nothing is.

Nothing is perfect... the sooner you accept it, the happier you'll be.

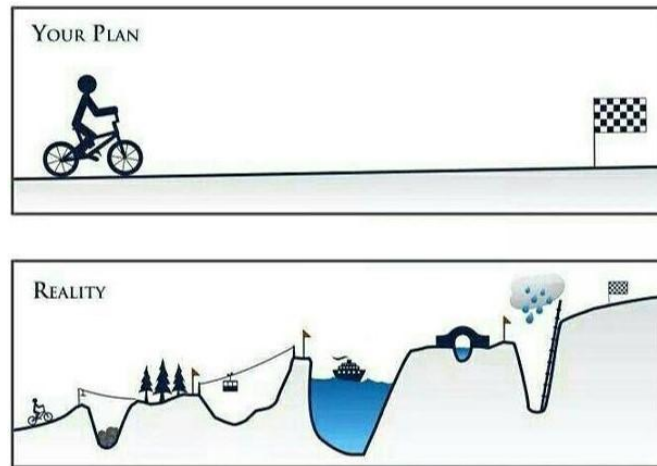
In order to be even remotely successful with any sort of trading, you have to be determined enough to make it work.

Success isn't easy, it looks a little like this...



Your perfect plan will go wrong at some point, probably early on, and how you react will determine your future success.

Do you find a way to make it work or do you accept failure and quit?



Every year, new Tennis Profits members have gone from complete beginners all the way to competent and profitable traders, some even making a job-replacing income from their efforts.

None of them had it easy though, they all had to be determined enough to find success when things didn't go their way.

Quitting is easier, of course, which is why so many accept failure and bail out. That is such a shame when just a little bit of determination and drive would produce very different results.

Remember, if others can be successful at trading, **you can too.** The only thing stopping you is your own mindset and attitude.

Decide that you're going to be successful and do it!

Trading Tennis for a Living

If you dream about trading for a living, you're certainly not alone.

Is it possible? Absolutely it is, I'm living proof; and there are scores of Tennis Profits members doing the same right now.

Will **you** become a professional trader? That's impossible to answer.

Think about how difficult it is to make consistent profits on Betfair when it's just a hobby, but now imagine that trading is your main source of income and your mortgage payment is due next week...

Could you handle that pressure?

How about if you worked part-time doing a job you enjoy, then trading income is on top of that? For many people, that's a much more reasonable target.

There's a lot more to professional trading than you probably realise.

For a start, there's no salary paid into the bank at the end of each month, no sick pay, no boss making sure that you're productive with your time. In fact, there's no guarantee of anything at all.

But... *holy cow it's a great life!*

Introduction to Tennis Trading Patterns

Ok... it's time for the good stuff! Are you ready to start trading?

Remember not to dive in headfirst, but to take your time and paper trade some selections to begin with until your confidence builds.

A huge part of learning to trade tennis on Betfair is learning how the action on court affects the prices of the players.

You may have experience of trading football markets or another sport, but the tennis markets are very different because every point affects the price.

Unlike football, if nothing is happening on a tennis court, the price remains the same.

In tennis trading, the idea is to try to find situations where you have the potential to win more on a trade than lose.

Lay the Double Break

Here's a great trading situation that happens regularly and one which you can take advantage of right away.

Let's say there's a player who starts the match priced at 1.80. This will be in the Match Odds market, which often has great liquidity.

If they break their opponent's serve their price will drop to around 1.40 and, if they then go on to win the set, their price will drop to around 1.18.

Now, if the player breaks serve and then breaks again before the end of the set – *a double break* - their price will be around 1.22.

So, if you were to lay the player at 1.22 and they went on to win the set, you could trade out of your position in the Match Odds market and lose 4 ticks (1.22 to 1.18). That's not too much risk.

This price is so short because the market assumes that when a player is a double break ahead, he or she is very likely to win the set.

What makes laying the double break so effective is that the player may also assume that they will win the set. They often relax or reduce their intensity and lose their own serve at least once.

In this example, their price when broken once would be somewhere around 1.37-1.40.

So, if they were to break back once, you would be able to trade out of the Match Odds market with a profit of 15 to 18 ticks compared to the potential loss of 4 ticks if they lose the set to the double break.

That's great risk/reward!

CENTRE COURT				
MEN'S SINGLES - 2 ND ROUND				
1ST MATCH				
	Sets:	1	2	3 Fed
▶ J. MILLMAN (AUS)	1	6	4	3
	↑			
N. MARES (ESP)	1	3	6	2
MATCH TIME: 2:03 CURRENT SCORE: MILLMAN leads 6-3 4-6 3-2 (serving)				

Once you get a break back and the market price moves in the direction you want, you have a few options:

1. Hedge the trade with even profit on both players (called 'greening up').
2. Remove your liability on the player who was a double break ahead to leave a free bet on the other player.
3. Back the player who is leading with the same stake that you used to lay. This moves all profit to the player who is still a break of serve ahead.

This is a great example of how trading is vastly superior to betting. You will see a lot of other patterns in the tennis markets, and these can help you to make some of your trading decisions.

Here are a couple more that I personally use a lot.

A Set and a Break

When a player wins the first set and then gets the first break in set 2, they will often relax because they feel that they have almost won the match.

Their intensity drops a little and allows their opponent to get the break back. The break back is very often immediate, especially in WTA matches.

This pattern can potentially bank a decent profit. Often if the player who lost their serve gets the break back, they go on to hold their own serve and may even get another break themselves.

Missed Multiple Break Chances

This one can give you a decent entry point or it can, perhaps, give you confidence to stay in your trade a little longer.

When a player has more than one break point but they fail to take them, their next service game will often come under a lot of pressure. They can even get broken themselves.

It seems to be that the more break points they failed to convert, the more likely they are to get broken in the next game.

There is nothing surprising here. Especially if the match is very tight, missing break chances is a huge disappointment for a player. Their mind is still on the last game, and they are not concentrating fully on their own serve.

It can be a great opportunity to lay the player, then trade out once the game is complete. You will either make a good profit or a small loss. Again, excellent risk/reward.



Good Luck!

I make regular profits by taking advantage of repeated patterns like these and it's a great way for you to get started.

Of course, I make my living from tennis trading so I also use other strategies. I share these with Tennis Profits members inside the membership area and personally help them to take full advantage.

Before play starts, I use the pre-match stats at Tennis Profits to identify particular strengths or weaknesses. These match pages are highly configurable and contain our own unique 'surface ratings'.

This means I often have a good idea of the type of trade I will get involved with once a match starts, but I'm always on the lookout for in-play situations that I know offer great risk/reward.

So now it's over to you. Have a go at trading some of these simple patterns, and you'll be amazed at how often they end in a profit! Paper trade to begin with – write down your stake/liability, and then watch how the market moves before deciding on your notional exit point and calculating your profit, or loss.

Even when they don't work out, the risk is small. Just make sure to trade out each time... don't be tempted to stay in longer.

Good luck and keep an eye out for my next email!

LEGAL NOTICE

Disclaimer & Terms of Use

We've put this free e-book together for educational purposes only; it's not a guarantee that you will make a profit from tennis. Traders who have the correct mindset can make a very good living from tennis, but trading decisions must be made with a view to long-term profits and steady bank growth rather than a hope to "get rich quick".

In this book, we are sharing a trading strategy which can be highly successful, but if you decide to trade using the ideas contained in this manual you are taking full responsibility for your own actions. We cannot guarantee your success or income level.

The authors shall in no event be held liable to any party for any direct, indirect, punitive, incidental or other consequential damages arising directly or indirectly from any use of this material which is provided "as is" without warranties.

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You are not permitted to distribute this e-book and it may not be altered in any way. It may not be shared or sold.

If you think you may have a problem with gambling, there is plenty of help available to you.

All these websites offer advice and assistance:

<http://www.gamcare.org.uk/>

<http://www.gambleaware.co.uk/>

<http://www.gamblingtherapy.org/>

<http://www.gamblersanonymous.org.uk/>