

Tennis Trading Patterns



Tennis Profits

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Welcome

Hi, I'm Paul Shires. I have taught a huge number of people how to trade the 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 2 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.

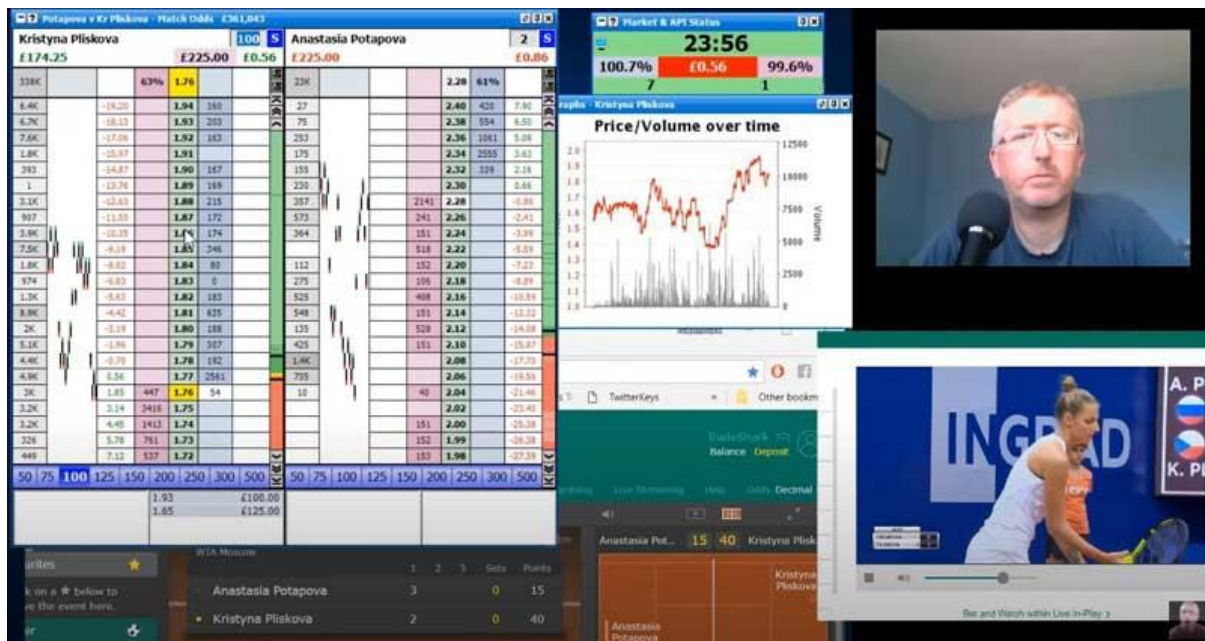
I set up many teams from scratch and instilled my own standards in them. That experience makes me the ideal person to teach you how to trade tennis on Betfair.

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.

Early in 2021, I teamed up with Steve Brown from Goal Profits and Matt Bisogno from GeeGeez with the aim of building the very best tennis trading resource online. Between the three 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, plus 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 and you're not locked in until the end of the match.

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

[Click here to read more about tennis trading.](#)

How do Betting Exchanges Work?

You've probably heard of Betfair as 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 Roger Federer is going to win his next match, you would 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 Federer loses, then your lay bet wins. If Federer 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, 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 damn tough and inexperienced traders are often easily tempted into chasing losses, which does nothing but make 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. Live in the real world.

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 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.

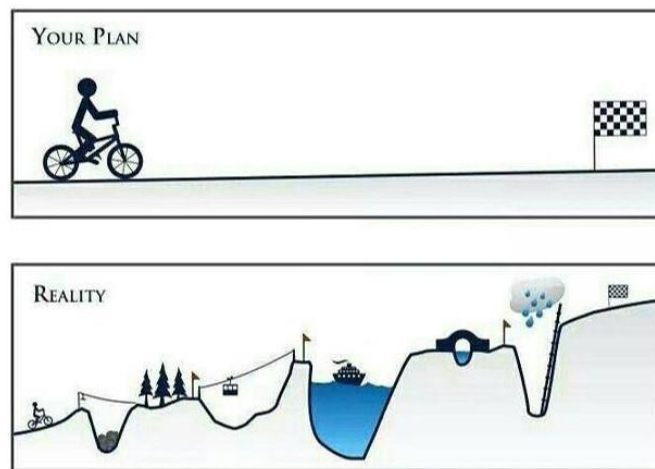
In order to be even remotely successful with any sort of trading, you have to be determined enough to make it work.

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



Your perfect plan will go wrong 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?



A number of Tennis Profits members have gone from complete beginners, all the way to competent and profitable traders.

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. Such a shame when just a 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 and there are Tennis Profits members doing it 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 crap it's a great life!*

[Click here to read more about trading for a living.](#)

Introduction to Tennis Trading Patterns

Ok... are you ready to start trading?

Remember not to dive in head first, but to take your time and paper trade some selections at first 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, but the tennis markets are very different because every point affects the price.

Unlike football markets, 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!



PREVIOUS SETS		PLAYER	SETS	GAMES	POINTS
6	•	Miss S. ERRANI	0	1	15
7		Miss D. HANTUCHOVA ¹⁰	1	5	30

Slazenger

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.
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 losing player 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.



I make regular profits by taking advantage of repeating 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 and help them to take full advantage.

Before play starts, I use the pre-match stats at Tennis Profits to identify particular strengths or weaknesses.

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.

Have a go at trading some of these simple patterns, you'll be amazed at how often they end in a profit!

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!



Start on the Road to a Winning Tennis Trading Strategy

I hope you enjoyed reading about tennis trading. Now it's time to take the first steps on your trading journey.

Whether you're looking for a useful second income or you're aiming higher and striving towards a full-time career, Tennis Profits can help you get there.

Our members get everything they need to trade profitably:

- Exclusive Match Stats and Trading Stats Report that make trading very quick and easy.
- Live in-match trade alerts via our Live Stats page.
- A growing library of trading strategies with daily selections.
- Additional tools that quickly highlight trading opportunities.
- In-play support from professional tennis traders in our exclusive chat room and by email.
- Unparalleled customer support by live chat and email.

This is a fantastic opportunity for you to achieve what you want from trading. **And you can try it out for a week for a pound!**

Get access to all the membership resources and the most successful Betfair tennis trading community around...

[SIGN UP for £1 HERE](#)

I look forward to trading alongside you in the chat room!

Paul Shires, Professional Tennis Trader

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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.

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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/>