



**HELP ME BET**  
Need to know? We'll tell you how!

## How to place a Bet

Gambling may seem a more complicated pastime than it actually is. It has a lot of strange terminology but it's easy to learn the basics, which are all you need to understand how to make the best bets.

These days, you can bet on anything and everything so learning what it's all about will come in handy if you fancy a flutter on the Grand National or even a bet on Big Brother.

### Understanding odds and placing a bet

Whether it's at the racecourse, in the bookmakers or online, placing a bet is the same and very simple.

You choose the outcome of an event, hand over some money (your stake) and get it back plus winnings if you're right.

Bookmakers want you to bet with them and so offer you the best odds they dare on every selection of an event.

They try to take into account every factor that could affect the outcome but it's not an exact science and they don't always get it right. The key to understanding betting is knowing how to read the odds.

Simply said, odds represent the chance of a particular result happening, but in gambling they also contain all the information you need to know how much you could win.

Traditional format odds, like you see at the racecourse and mentioned on television, are always 2 numbers separated by a slash.

### For Example

Let's say the odds are a 1/3 on a horse as an example.

If you add the 2 figures together and imagine that the race could be run over and over that many times ( $1 + 3 = 4$ ), then the 2nd number (3) is the number of times that horse would be expected to win.

So, for every 4 times the race was run that selection would be expected to win 3 times. Similarly, odds of 33/1 suggest that if the same race was run over and over then that selection would only be expected to win once every 34 times.

[Ready to Place a bet?](#)

## How much money should I put on?

As for the money involved, it's good to remember that when you place a bet, the shorter the odds the better chance of winning, but also smaller returns from a winning bet.

With bigger odds, you don't need to stake very much to win a lot.

Think of the 2nd figure in traditional odds as being what you are staking and the 1st figure as the profit you'll get back.

### For Example

So, odds of 1/3 show that for every £3 you stake, you get £1 profit back if you win. However, at 1/1 (Evens), you would double your money - £1 back for every £1 you stake.

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## How to beat the bookies

Understanding odds may mean you understand betting better but how do you make better bets? Well, the idea is always to try and beat the bookmaker. Here's how:

1. **Do your homework.** You may know more about an event than they do which suggests their odds are wrong - a little bit of research can be very profitable.
2. **Shop around.** You may find better odds on what you want to back elsewhere. Different bookmakers often offer different odds on the same events.
3. **Act fast!** If you have a feeling something is going to win, then the chances are a lot of other people do too. The bookmaker's odds change all the time according to the volume of bets coming in and new information coming to light. If you get wind of a good thing, then the favourable odds aren't likely to last long.

Ready to Place a bet?