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Doctor Frank, Daily Fantasy Sports Expert Will Give You The Highlights And How To Be Profitable

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Transcript:

Hi Frank please tell us more about yourself please? What's your story?

I am a veterinarian of 20 years now. I have always loved playing sports and enjoying it as a fan. Sports is like a hobby to me and up until a few years ago I never knew much about sports investing. I figured it was a game of chance and only big fish made any real money eating gamblers up and spitting them out. I vaguely heard about things like fantasy sports and figured it was just

the next way for media to create content for the masses. I assumed it was way too time consuming and intricate for someone to pick up easily. Then the ads for on TV for Fan Duel came out and I was intrigued. It seems to look so easy..

2. Great, the Fantasy Sports are becoming very popular. Now for a start on DFS 101, what daily fantasy sports is?

In a nutshell, you are investing on the performance of your favorite sports players. For many decades we have always had discussions or heated debates what a dream team would look like in our respected sport. This eventually evolved into a niche community of sports fans who would set up organized leagues to draft their sports figures into a team of their own. Then the league would set up a standard scoring system in which everybody agreed upon. The team that generated the most points won the league.

Until I think 2007 or so, where a group of people wanted to change things up. Instead of managing an entire season, why not have something where people can pick their sports heroes every day or every week? Someone on your roster gets injured, pick a new guy. Had some horrible early season performers on your roster? Just pick a whole new team today.

Your fantasy team is made up of the players you believe should do the best that day or week. Other people feel their team that they created is the best, and hence the competition begins and grows.

Why it is so popular lately and why is it better than regular betting?

Few reasons – First, the love of drafting itself. This attracted the forerunners of the industry. People loved to set up the ultimate roster of their dreams. Then throw in the thought of a dynamic process changing every day or every week. It is quite enticing.

The electronic age. Now it so easy to join a league to play with anyone across the world. It so easy to pick players and so easy to automate scoring. Ease of access is what got me interested in the idea and I expect it will continue.

Perhaps the biggest reason - now you just added an element to your love of sports.

A neat quote from Fan Duel CEO Nigel Eccles - It's not about the playoffs or the Super Bowl. We're driving people to watch the day-to-day, regular in-season games. We're driving attention (to sports) when fan interest is at its lowest.

This could be major reason why the casual market burst wide open. Stir the pot and throw in the mix of big money. In some instances, you can literally walk off with a million dollars with a small or even no entry fee. It happened as recent as 2014. Where a fella named Scott Hansen used a \$2 qualifier entry to get in a big tournament and WON \$2 million dollars.

Compared to your standard sports betting, how many bookies offer odds like that? Usually odds getting to that size are for longshot winners in an off season championship. How many bookies offer this proposition? We will let you pick whomever you want provided it is under a salary cap and only one player per position. Score the most points out of all these other players and we will give you a million bucks. Just ante up \$25 and you are good to go.

How do fantasy sites make money? They use juice just like your typical bookies do. The big contests are funded by the losers of the contest. The latest DraftKings 2.5 million payout contest had over 430,000 people put in a \$20 entry. So about 8 million in funds available to cover payouts, advertising, etc.. But your smaller DFS sites don't have that kind of cash flow. So perhaps they have a 100 man contest where the top 50% get paid by the lower 50% minus the juice. SO a \$5 entry fee wins \$9.50. 50 cents times 50 losing entries equals \$25 for one contest to the bookie regardless who wins.

So unlike typical sports investing, you are not guessing the outcome of a team or a single player or score spread. You are not playing against the terms a bookie lays out. You don't have to worry about changing Vegas lines to determine if your bet has value. You also don't push if a game ties or the terms change such as the game getting postponed. The only time the daily fantasy bookie refunds your entry fee is when your game doesn't fill to capacity. Even then, some games are labeled as Guaranteed Payouts and the bookie waives that requirement as well.

The way a typical game works is that you are given a budget. You have to roster a team and stay within the budget.

The odds of daily fantasy sports are cooked into a player's designated salary to "hire" them and put them in your roster.

For example,

The Los Angeles Dodgers may have ridiculous odds to win versus the Oakland A's when Clayton Kershaw is on the mound. So a sports better might just say it not worth to risk money for so little

return to pick LA to win. The issue a DFS investor has to decide is that if Clayton Kershaw's assigned salary is worth the risk to roster him in your lineup. Kershaw is usually assigned a hefty salary to put in a lineup. Sometimes he can cost almost 1/3rd of your entire budget to create a team of 9 positions. That means you have to find some players who have low salaries to put in on your team. What makes a cheap or low cost player? These players have cheap salaries because they have below average or no performances in the past. These guys bat 7th, 8th or 9th in a typical batting order or they have been doing performing cold for weeks.

4. Fantasy Sports are huge in America, because of that more and more countries are making adjustments in its regulations and being part of this industry. What's the reason behind those changes?

One of the biggest hurdles daily fantasy had to overcome was the idea that it is different from true gambling.

The Unlawful Internet Gambling Enforcement Act of 2006 set the stage of for Daily Fantasy. Legal mumbo – jumbo aside, the lawmakers basically said you can't look like internet gambling in any way or else we will shut you down.

In essence:

You can't roster an entire team. Looks too much like betting for a team to win.

List your payouts before you enter. Can't change the "lines" like Vegas does. This makes the game setting more perceived as a contest versus betting.

A DFS (Daily Fantasy Site) cannot have a progressively growing jackpot payout system like the lottery. Contests must fill a designated player pool amount or entry fees must be returned.

All DFS contests must be directly based on a player's real time performance instead of team parameters. Spreads, ties, team totals, overs / unders cannot be used to generate a fantasy score. That emulates typical gambling.

A DFS roster cannot be one player – that resembles Prop betting.

So the DFS Industry demonstrated they adhere to those regulations and come up with a fun and fair system for people to enjoy.

It is paying in spades. Estimated money paid out to people playing the games are in the in the billions of dollars for both Draftkings and FanDuel this year. All the Big Media Empires have invested hundreds of millions of dollars into these major DFS entities.

So Europe is finally realizing the potential and beginning to approve of daily fantasy. Mondogol is a daily soccer site that is open for business with a UK license. Soon to be followed by Draftkings

which will have a UK gaming license in the 4th quarter of this year. I also expect Starsdraft, a site recently bought by Amaya who is an international gambling giant will get daily fantasy up and running soon as well.

5. What are the most popular games, where newbies can participate?

There are 3 major types of games. The head 2 head where you put your lineup against another player. A 50/50 game is where the top 50% scoring lineups will roughly double your money. And the big elephant in the room is the Guaranteed Prize Payout or tournament type of game, where you put your lineup against hundreds to thousands of others that want a big payout.

Another difference between the standard betting sites and daily fantasy sites is that you can construct your own gaming event. You plug in the terms: what teams can people draft from, what will the payout structure be like, how many entries will be allowed and if you want it to be private or open it up for the public.

Freerolls are \$0 entry fee games. This is a great way to learn how it all works. You can play free head to head, free tournaments (many which do offer incentives such as a little bankroller builder cash, entry tickets to other events, etc) and free 50/50 events.

6. Tell us about the most popular bookies like Fanduel and Draft Kings, maybe some pros and cons of them. Also, do you have experience with other smaller bookies? Do they worth a try?

There may be small variance in betting odds among the sports investing world, but there are no two identical DFS sites. Fan Duel roster construction is different, your working fantasy budget is different and player salaries are different. Scoring is also different. Draftkings has a nice feature called "Swap" or something like that where you can change out your players before their game locks. That helps a lot if you learn last minute if coach benches a player (if you like NBA, See the San Antonio Spurs as typical doing stuff like that). Fan Duel doesn't have that so the minute the earliest game on your slate plays, you can't change your picks.

What I like Fan Duel has over DK is that you can click on a player and it shows you roughly on long they have been playing and winning. So if you want to jump in a H2H game, you want to avoid someone who has thousands of wins under the sport and perhaps play against someone with a similar win ratio as yourself.

I have small accounts on various venues, Fantasy Feud, Draft Day, Fantasy Draft are a few. One site that gives back to charity – Fantasyhub might be worth a look. I believe the charity angle to daily fantasy may be the next untapped market much like concepts like Crowdfunding that have hit the social media by storm.

7. What sports do you play? And of them, which one is your most profitable and why?

My favorite sports are NFL, and MLB. And believe it or not, I didn't know a single basketball player up until this year. Outside of LeBron James. Daily fantasy got me acquainted with the sport and I appreciate it a lot more. NHL is also a foreign sport to me, but the learning curve is improving! Soccer and esports are still goals for me to learn but it really is interesting to see markets like that emerge.

MLB has been the most profitable for me at this stage because I grew up playing it until my college years.

8. What is the process that you follow to get an ideal lineup? checkup stats, a hunch, personal experience?

Before z code I just trusted various sites and realized they more or less say the same thing. I never factored in concept of moving vegas lines, where smart money goes before game time and how valuable it is to have a host of sport investing experts to discuss outcomes of games.

Now I check the lines of games to see which ones are predicted to have a big over /under. Target hitters or players in those games. In under games that z code and the experts agree on, I use pitchers or team defenses if we are talking about NFL.

I also like to follow a trend – players are streaky. The Z code Predictor has that nice feature where I can see if that value guy is seeing the ball well or is it a punt pick .

9. How to resist the temptation of using players from your favorite team?

That is where your research has to come in. I am a Yankees fan and Carolina Panthers fan, but it has to make good gaming sense to use them or it will not be investing anymore.

10. Are u using a similar bankroll management that in conventional sports investment?

Play No more than 10% of your bankroll per day. Put 80% of that bankroll into safe contests like 50/50 or head to heads. Try to use the winnings for your tournaments. I can tell you from experience you will go through a bankroll very quickly if you get caught up in the hype of that big payday. If you have a steady money management plan you are already ahead of a lot of people.

11. The Zlab is always creating revolutionary tools and more, recently they launched the Zcode Fantasy Predictor. As an experienced fantasy bettor, could you give us some tips on how to make most profit of this tool?

50/50 single entry

Head to head

Work better for small slates – last night I enjoyed 3 wins thanks to the predictor. Many sites offer small slate options like late night slates - 9PM or later (eastern standard time). These games are smaller, but for some reason the predictor is able to give you just enough variance in your lineups so you can come on top for those safe contests.

12. What is the biggest win and also biggest loss you have had on the DFS?

I won some qualifiers to big contests, but couldn't cash the big one yet. My best win was \$100 from a \$10 entry and a ticket to a 250k contest.

Interestingly my worst loss so to speak was the first contest I ever tried on Fan Duel. I put up \$25 last year to try Fan Duel and I played in the Atlanta- Tampa Bay Game. I stacked Atlanta guys because I thought that is what you were supposed to do. I won \$90 and thought, gosh that was easy. Needless to say I lost a lot of money after that, because I didn't use any money management or had any projections or any strategy other than my gut and emotions.

13. Do you have any special gem of information you could reveal to those starting out sports trading? Something you feel that others might be missing?

Try to be mindful of those lineups before gametime. I lost many good lineups to benched, injured or sick players. Namely because I didn't have the patience to check and see if they were playing. If you don't have much time and you want some exposure to some safe plays, make a lineup through the Predictor and put it in a freeroll. If you are busy and want to pop in a few events, you can import that lineup quick and easy.

User those game filter sliders! You can get caught up putting in rosters and spend a lot of money if you are not careful.

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