

BETSWITHBJ · FREE GUIDE

The +EV Starter Guide

The 5-step process behind my $34K+ in tracked profit. Stop guessing who wins and start betting prices that are wrong.

$34,330	10.06%	17,211	76.6%
Lifetime profit	ROI	Bets tracked	Beat the close

By BJ · @betswithBJ101

What is +EV?

Expected value (EV) is what a bet earns on average if you could make it thousands of times. A **+EV** bet is one where the price you're getting is better than the bet's true chance of winning.

Think of a coin flip. The fair price is even money (+100). If someone pays you +110 on heads, you'll still lose plenty of flips, but over a thousand flips you come out ahead. Sportsbooks make that same kind of pricing mistake every day, especially on player props.

The mindset shift

Stop asking "will this bet win?" Start asking "is this price wrong?" You can't control results. You can control the price you take.

Same bet. Better price.

Here's one real-style example: Under 58.5 points, with a true win chance of about 42.3%, priced at five books for a $10 bet.

BOOK	ODDS	PROFIT IF IT WINS	YOUR EDGE
FanDuel	+120	$12.00	-6.9%
DraftKings	+115	$11.50	-9.1%
BetMGM	+110	$11.00	-11.2%
Caesars	+105	$10.50	-13.3%
Novig	**+147**	**$14.70**	**+4.5%**

Same bet, same outcome. Only the best price is a winning bet over time. That's why line shopping matters so much.

For education and entertainment only. Example uses an illustrative win estimate. 21+. Gambling problem? Call 1-800-GAMBLER.

My 5-step daily process

1

Find the fair price

Take the line from a sharp book and remove the vig (the book's cut). What's left is the bet's true probability, or "fair odds." Free no-vig calculator: betswithbj.com/calculators

2

Scan every book for a better number

Compare that fair price against sportsbooks, DFS pick'em apps and prediction markets. Tools like Upside do this across 30+ books in seconds.

3

Only bet real edges

If the price beats fair odds by a meaningful amount (I look for 3%+ on most markets), it's a bet. If not, pass, even if you "like" the side.

4

Size it with your bankroll, not your gut

Bet a small, consistent slice of your bankroll, usually 1–2%. Bigger edges can get a little more, using a fraction of the Kelly Criterion. Free Kelly sizer: betswithbj.com/calculators

5

Track everything and check your CLV

Log every bet (I use Pikkit). The number that matters most is closing line value: did you get a better price than the final line? 76.6% of my bets do. If yours is positive over hundreds of bets, you're winning.

Remember

You'll have losing days and even losing weeks. That's normal. Over time, the volume of good prices is what produces profit.

For education and entertainment only. Past results don't guarantee future profit. 21+. Gambling problem? Call 1-800-GAMBLER.

Bankroll rules that keep you in the game

- ✓ **Only bet money you can afford to lose.** Your bankroll is separate from rent, bills and savings.
- ✓ **Bet 1–2% per play.** Small, steady bets survive the swings that come with any edge.
- ✓ **Never chase losses.** A bad day doesn't change the math. Stick to the sizing.
- ✓ **Spread action across books.** It gets you the best prices and keeps you from getting limited quickly.
- ✓ **Use promos and bonuses.** They're some of the best +EV spots there are. Bet bonus bets on plus-money odds.
- ✓ **Track every bet.** What you don't measure, you can't improve.

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