What Really Wins Money

***** An Independent Review of Tipsters and Betting Systems *****

Hi, and welcome to August's *WRWM*.

We're on the cusp of the new football season and jumps season proper, and what better way to start than with a look at a football strategy that can enable you to back a 1.07 shot at 29/1? I call it D-R-T, and it's nothing to do with the Hairy Cornflake, DLT from the radio, and nothing to do with the sandwich BLT.

The next focus this month is on laying. Did you know that the *Racing Post* is available for free online and it is a perfect place in which to construct horse racing lay systems? The Statman digs deeper into the laying game with an interesting three-point laying plan, which has profited well over the last 10 years, and is perfectly suited for the new jumps season.

Our ever-faithful Patriarch offers an ingenious alternative to the Yankee Multiple Bet, which incorporates all sorts of guarantees… and that's all topped off with the latest updates from the Cash Master.

WAIT! There's More!

Unable to cram any more content into this month's issue we've had to spill over onto the web!

Not only will you find your regular dose of accompanying videos from yours truly, over on our WINs Resource page… BUT! There's more football, with an accumulator betting strategy that allows you to back two out of three selections in a betting market

with Betfair, and my Home Grown Systems updates to boot – the latest results of which I think you'll find very interesting indeed!

So, don't forget to head over to www.whatreallywinsmoney.co.uk/resourcepage so you don't miss out!

Oh, and remember, this new football season I'll be providing football research at www.whatreallywinsmoney.co.uk each weekend and some days during the week. So bookmark the site and have a read!

Football Betting

Profit This Football Season Using The D-R-T Strategy

The football season will have just started as you receive August's *WRWM*. And this is as good a time as any to hone your D-R-T skills.

D-R-T stands for Delay, React, Trade and seeks to exploit in-play football matches at www.betfair.com.

Why D-R-T? Well, let's take a look at why this could be a potentially profitable strategy.

**Delay –** We do not bet at the beginning of a match but "wait and see".

React – We react to the unexpected, either to something happening or nothing happening.

Trade – We have the option to trade because we are using the In-Play Coupon.

And it is with the In-Play Coupon that I will begin.

In order to access the in-play football coupon go to www.betfair.com, click on SPORTS, then Football, Coupons, and then Today's day In-Play Coupon (in the example I have used Friday's In-Play Coupon):
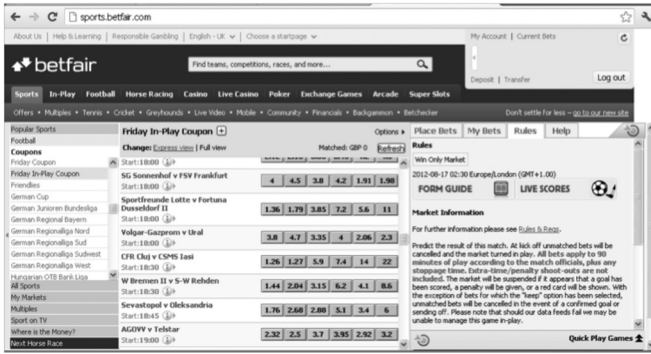
The screenshot above is a typical In-Play Coupon screenshot. By choosing football matches from this In-Play Coupon, we can follow the matches as they go in-play and actually employ what I call a "wait and see" policy to our betting. In days gone by, you would of had to make a bet before the match kicked off, and then checked back at 4.45pm to see if you were successful or not.

But you don't have to do this any more! This is a different "wait and see!"

Why do I recommend my "wait and see" tactic?

Have any of you been in this position before? Imagine you've backed a sure thing in a football match, pre match, and that sure thing has won... but not before struggling during the 90 minutes. I would define a struggle as:

- Going 1-0 or 2-0 down before eventually winning.
- A concerted period of 0-0 before eventually scoring a winning goal.
- A score draw for a long period during the match before eventually winning.

With the Delay-React-Trade (D-R-T from here on in) philosophy, we wait and see, and only then do we back said sure thing at, for instance, 2-0 down at far better odds than we could have got in the pre match betting market. (At 2-0 down, for example, the team's odds will increase in the Match Odds Coupon because the betting market rightly assumes that said team's chances of winning this match are lower than they were at 0-0.)

Before I take you through a real world D-R-T example, you will need to lay the foundations.

There are two key elements you need to look for

when looking to use D-R-T. These elements are:

✓ Focussing on apparent "sure things" in the In-Play Football Coupon.

✓ Researching these "sure things" to see if they will justify their short price.

Here's how I would tackle the Friday In-Play Coupon above using these two key elements.

In this Friday In-Play Coupon there are two matches which I would shortlist for further inspection. I have arrowed them below:
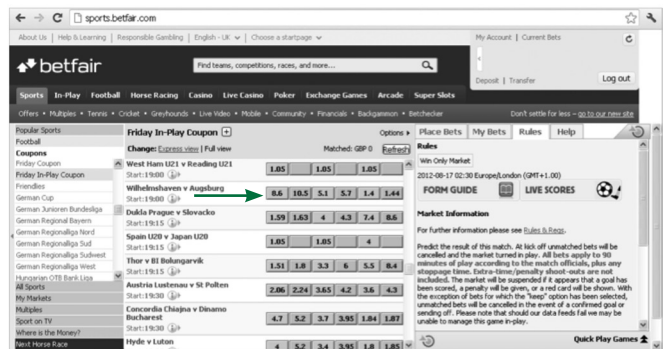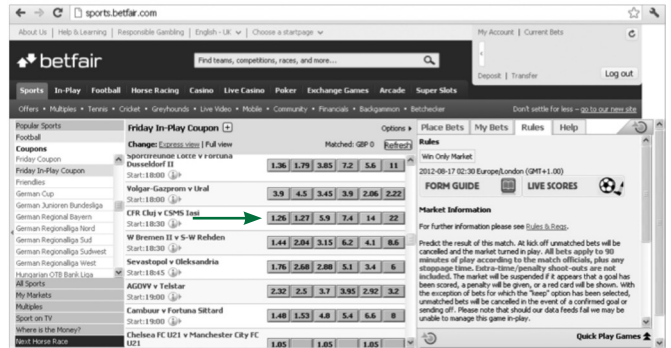
Why have I singled out the Cluj Match and the Wilhelmshaven match? I have singled out these matches because they feature two short-odds teams, one is playing at home (CFR Cluj) and one is playing away from home (Augsburg).

CFR Cluj's odds of 1.26, and home advantage, suggests they will win this tie easily. Augsburg's odds of 1.4 are short for a team playing away from home. The suggestion, then, is that they should win their away match.

The first key element has been done. It wasn't so hard, was it? We have shortlisted short-priced teams in the In-Play Coupon. A simple rule – the shorter the odds the better for the purposes of the D-R-T strategy.

The next step is to research these matches. I have written extensively about football research in the past, and have a great introductory article on the subject at www.whatreallywinsmoney.co.uk.

On the website, use the search box in the top right corner and type in "Betting research template". This will take you to the article and my Betting Research Template.

Throughout the coming season, I will be doing football betting research on key matches, and this research will be shared, for free, at www.whatreally winsmoney.co.uk. You'll see the Betting Research Template in action and see how research can high-light possible D-R-T opportunities.

Research is key here because it will tell us the type of match we have shortlisted, and the strengths of the short-priced teams. Our objective is to justify those short odds because, if either CFR Cluj or Augsburg concede first, or it is a draw for a long period during the match, we want to make sure both teams are capable of eventually winning. By doing so we can back these teams, using our delay tactics, at much better value odds than were available pre match.

A very basic look at CFR Cluj's form shows that they are unbeaten in their last 11 league matches. www.soccerway.com is a great website for research-ing leagues which are not featured at www.soccerstats.com (the accompanying video goes into greater detail regarding researching these particular matches).

When there was a draw, it was a score draw. In all of the three score draws, CFR Cluj were behind during the match (Steaua Bucharest scored first, Gaz Metan scored first, and Ceahlaul were 2-1 up before CFR Cluj scored an equaliser.) Why is this good news for possible D-R-T'ers?

It shows that if CFR Cluj go a goal behind, in recent league matches, they tend to equalise or win their matches.

A quick look at CSMS, Cluj's opponents, reveals some interesting facts.

This team look to be newcomers to the top flight of Romanian football. Opponents have scored 2-5-1-2 against them. There would not seem to be any evidence here for a giant killing. This is good news for D-R-T'ers because it means that we should be confident that if CFR Cluj were to concede first, CSMS are unlikely to hold on to the lead.

Let's now look at the 2nd shortlisted match from the Friday In-Play Coupon.

Quick research on the Augsburg match tells us it is a German Cup match. Using www.soccerway.com we can look at German Cup form for both sides. Wilhelmshaven have lost their two German Cup matches 0-4:

Augsburg's German Cup form is not that strong:

In 90 minutes, in their last six Cup matches, Augsburg have won only one of these matches within 90 minutes. In the three extra-time matches against Sandhausen, Greuther Furth and Rot Weiss, Augsburg went behind during the match. Wilhelmshaven have not scored yet in their two German Cup matches. If they score first in this Cup match, won't they be vulnerable to an Augs-burg fight back?

These are the two key elements in laying the foundations for your D-R-T'ing: shortlisting "sure things" from the In-Play Coupon and researching the teams involved to determine whether the short-priced team will be dominant, or be able to stage a fight back if going a goal or two down.

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Check Out This Stunning D-R-T Match Featuring Arsenal

The following match is an excellent example of the Delay-React-Trade philosophy in action.

The match was a pre-season friendly between Malaysia XI and Arsenal. Looking at the In-Play Coupon, I noticed that Arsenal were priced at 1.07, which means if you back Arsenal pre match for £100, you will win a princely sum of £7.

A "sure thing" wouldn't you agree? A premiership team featuring the majority of first team players against a South East Asian, ahem, powerhouse.

That's the first key element. We've spotted a "sure thing" and shortlisted it. Now some quick research.

www.soccerway.com shows an Arsenal side, in friendlies, who don't have the best record:

Sat	31/07/10	CLF	Arsenal	1 - 1	Milan
Sun	01/08/10	CLF	Arsenal	3 - 2	Celtic
Sat	07/08/10	CLF	Legia Warszawa	5 - 6	Arsenal
Sat	16/07/11	CLF	Hangzhou	1 - 1	Arsenal
Sat	23/07/11	CLF	Köln	1 - 2	Arsenal
Sat	30/07/11	CLF	Arsenal	2 - 2	Boca Juniors
Sun	31/07/11	CLF	Arsenal	1 - 1	New York RB
Sat	06/08/11	CLF	Benfica	2 - 1	Arsenal
Fri	27/07/12	CLF	Arsenal	0 - 2	Manchester City
Sun	29/07/12	CLF	Kitchee	2 - 2	Arsenal
Sun	12/08/12	CLF	Köln	0 - 4	Arsenal

Arsenal's losses were against Benfica and Manchester City, two teams of much better pedigree than Malaysia XI.

Of interest to me, is the Hangzhou v Arsenal friendly in July 2011. In this match, Hangzhou scored first:

16/07/2011 13:30	International - Club Friendly		
FT	Hangzhou NG	**1-1**	Arsenal FC
16	Vazquez	1 - 0	
45+1		1 - 1	Vela
HT		1 - 1	
FT		1 - 1	

Arsenal equalised in the first half.

In July last year, Arsenal beat Malaysia XI 0-4 in the corresponding fixture:

13/07/2011 14:45	International - Club Friendly		
FT	Malaysia SL Allstars	**0-4**	Arsenal FC
6		0 - 1	Ramsey
38		0 - 2	Walcott
HT		0 - 2	
58		0 - 3	Vela
90+1		0 - 4	Rosicky
FT		0 - 4	

This shows that Arsenal historically have beaten the same side under the same circumstances at the same time of year.

Returning to Arsenal's friendly form, have you noticed the score draws? They suggest that Arsenal can score if they fall behind.

That's enough evidence for me to be confident that Arsenal can fight back if they get into trouble in their match against Malaysia XI. They are vulnerable to conceding in friendlies so we can hope that Malaysia XI can score first.

Now we employ the DELAY aspect of the D-R-T strategy, a "wait and see" policy once Malaysia XI V Arsenal goes in-play.

And I wasn't disappointed.

Who scored the first goal?

Malaysia take the lead. The screenshot above tells you that it is 1-0 at half-time.

Look at Arsenal's odds at this time:

Delaying entry into this match could pay off. How do you fancy backing a 1.07 shot, who have beaten today's opponents 4-0 already this time last year, at evens, and with the 2nd half to go?

Reacting

It is here that, after delaying our entry into the betting market, we can react to what has happened during this match and back Arsenal at evens, which offers extreme value under the circumstances.

Imagine if you had backed Arsenal at 1.07 odds pre match, when you could back them at evens at half-time.

The Key to Success and Huge Returns

This is the rule for big profits using the D-R-T strategy:

The longer you delay and react the bigger the odds. If you want huge odds about apparent "sure things", then play a waiting game in-play.

Let's return to the Malaysia XI v Arsenal match.
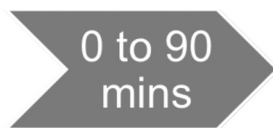
The clock ticked.

60 minutes... still 1-0 to Malaysia XI

70 minutes... still 1-0 to Malaysia XI

80 minutes... still 1-0 to Malaysia XI

85 minutes... still 1-0 to Malaysia XI

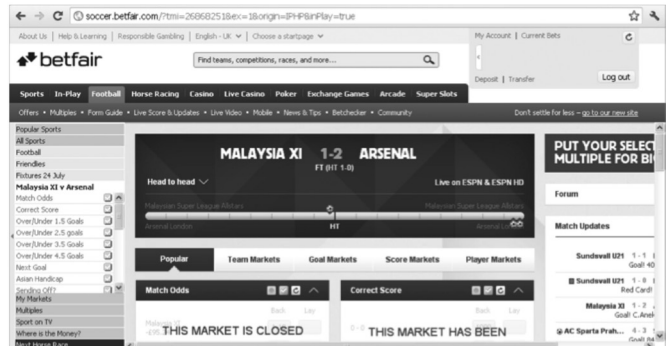In fact, look at the the Betfair Price/Volume graph for Arsenal:

The match progresses from left to right. The longer the match goes on with Malaysia XI 1-0 up, the bigger Arsenal's odds will get. Quite simply, they are running out of time in order to get an equaliser and even win the match. Look at the arrowed odds on the left-hand side – 30 in decimal is the equivalent of 29/1.

Let me remind you that, pre match, Arsenal were 1.07, meaning that if you had backed Arsenal

pre match with £100, you would win £7.

At around the 87th minute of the match, if you had backed Arsenal at this stage with £100, you would win £2,900!

And what was the final score?

Arsenal won this match:

This match is a perfect example of the D-R-T strategy in action. We delayed entry into the match until something interesting happened in-play, we reacted to a shock 1-0 score line for Malaysia XI, and to increase returns, we delayed entry further to as late as possible during the 90 minutes.

This strategy is excellent to put into practice in the new football season, with the Domestic and European Leagues.

In summation, there are four easy steps:

1. Shortlist short-priced "sure things" from the Betfair In-Play Football Coupon.

2. Research the teams to determine whether the short-priced "sure things" can fight back if they concede first, or win if the match is a draw until the final few minutes.

3. Delay entry into the betting market instead of using the pre match betting market.

4. React to shock events during the match. React too to Nothing Happening (no goals) and expect the "sure things" to eventually win.

Further examples of D-R-T in action…

5

please turn over...

Reacting to Nothing Happening

This Delay-React policy can also be employed in matches when *nothing* has happened.

I want to take you to the Celtic v Aberdeen match which kicked off the SPL for the 2012/2013 season. Celtic playing at home are priced at 1.25 to win this match.

The match remains 0-0 at half-time. It's 0-0 come the hour mark. It's 0-0 after 70 minutes.

My contention is that a team such as Celtic, at home, at those odds, should win this match in 90 minutes.

In this particular match, it took Celtic until the 79th minute to score their goal:

Sat	04/08/12	PRL	Celtic	**1 - 0**	Aberdeen
			K. Commons 79'	1 - 0	

With this match in-play, we can delay our entry as late as possible, react to the 0-0, and back Celtic at much better odds than they were pre match in the hope that they will score before the 90 minutes is up. Further, we have alternatives such as laying the draw, laying the 0-0 score line or backing the 1-0 score line.

Half-time Betting

Half-time Betting falls under the umbrella of the Delay-React-Trade concept (the trading element being recommended but not obligatory.)

In this case, we wait until half-time before beginning our betting on particular matches. A superb example of this was found with Manchester City's first match of last season, against Swansea City. Anybody watching this match knows that Manchester City did everything bar scoring in the first half.

15 Aug	**Manchester C.**	4 - 0	Swansea City	+
21 Aug	Bolton	2 - 3	**Manchester C.**	+

Manchester City	**4 - 0**	**Swansea City**
E. Dzeko (57)	1 - 0	
S. Agüero (68)	2 - 0	
D. Silva (71)	3 - 0	
S. Agüero (90)	4 - 0	

0-0 was the score line come half-time.

Now is the time to enter the betting market. In this case we delay entry into the in-play betting market at a specific time. Your options here include:

✓ Backing Manchester City at much better odds than you would have got pre match.

✓ Laying the 0-0 score line at much lower odds than you would have got pre match.

✓ Backing over 2.5 goals in the hope that Manchester City convert their "oh-so-near" shooting into goals – again at better odds than you would have got pre match.

Manchester City won the 2nd half easily. And that is what we are betting on with this delay tactic. We are betting, effectively, on the 2nd half result.

I would also advise you to lay any team, especially in the Premiership, who are 3-0 up at half-time (I suppose we could include 2-0 but the lay odds would not be as short at 3-0).

Why would I advise this? Well, the match odds betting markets will reflect the dominance of a 3-0 score line at half-time by offering extremely short odds.

As layers, short odds are our friends. In the Premiership in particular, 3-0 does not necessarily translate as "job done", especially with 45 minutes of football remaining (ask Newcastle and Arsenal). It only takes the team 3-0 down to score the next goal and the reflection of the game changes.

A 3-1 score line immediately signals panic, especially when that goal was scored early in the 2nd half. Imagine a 3-2 score line following that!

Bottom Line

Add D-R-T to your football betting armoury this season. In seasons gone by, Celtic have been backable at odds of 20/1 or bigger, and won! Chelsea on numerous occasions exercised a late-late escape act in matches. Manchester United are famous for late escapes.

The later we delay and react to "apparent" shocks, the bigger the odds, and we can get potentially huge returns on teams who, remember, were "sure things" in the pre-match betting market.

Make sure you visit www.whatreallywinsmoney.co.uk this football season for my football research on key matches. I will highlight potential D-R-T matches so you can follow and pray for shocks and late recoveries.

On the subject of www.whatreallywinsmoney.co.uk make sure you download the free report *Betfair Trading Made Easy* which is a perfect introduc-

tion to the world of Sports Trading at www.betfair.com and comes at the perfect time, just as the new season is kicking off.

Racing Post: the Layer's Best Friend

The *Racing Post* is the only really established newspaper dedicated largely to horse racing. It follows, then, that the *Racing Post* should be a great source of information for both the backer and the layer.

In this article, I'll be focussing on how you can use the *Racing Post*, for free, in helping you select horses to lay on the betting exchanges.

In order to use the *Racing Post* for free, simply go to the online version at www.racingpost.com. In order to access the race cards, you don't have to be a paying member of this website.
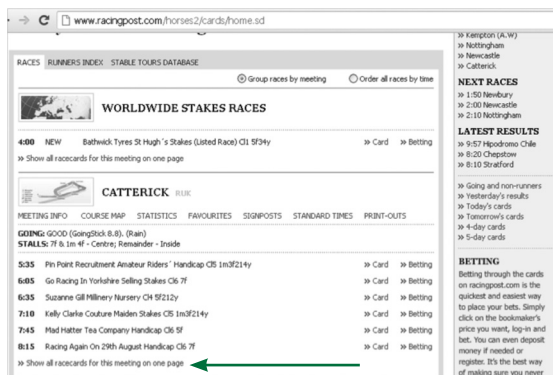
It is the race cards at www.racingpost.com which will provide you with a number of "angles of attack" for laying horses.

Here's where they are found at the website.

Go to www.racingpost.com. Click on CARDS.

Clicking on "Show all race cards for this meeting on one page" will bring up the detailed race cards for each meeting.

For this introduction to laying using *Racing Post* race cards, I'll be focussing on the *Racing Post* Betting Forecast and on the "letters" next to horses' names, as you can see below:
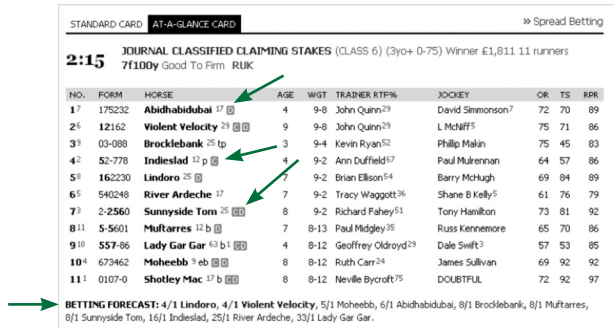
The Racing Post Betting Forecast

The Betting Forecast is a journalist at the *Racing Post*'s idea of what the likely odds will be for a particular race. The Forecast is wholly independent of the actual odds for a race, and may offer us a good laying angle into prospective favourites in races in two distinct ways.

Short Odds Favourites and Price Gappers

Because the *Racing Post* journalist has to submit his Betting Forecast the night before, he/she is at a distinct disadvantage. The journalist may not be in full receipt of the facts, of any changes in jockey, or in going. The latter is extremely important.

Imagine if the *Racing Post* Betting Forecaster priced up a short favourite horse based on its ability to handle a certain ground condition, such as good to soft. What if that ground was to change to heavy after a deluge of overnight rain? Would this make the betting forecast favourite vulnerable?

Below is an example of a very short-priced Betting Forecast favourite (we must make the distinction between a Betting Forecast Favourite and the actual Betting Market Race Favourite – they could be different).

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please turn over...
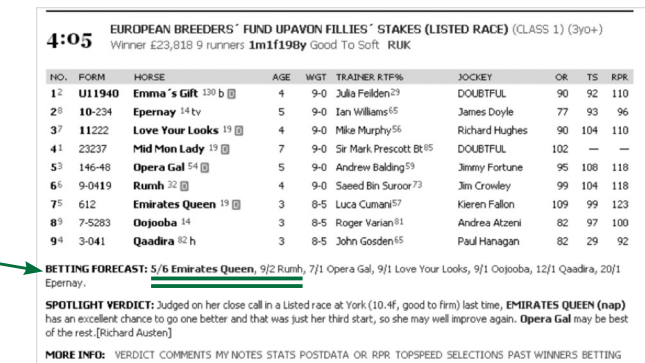
The Betting Forecaster has chosen Emirates Queen as hot favourite here, predicting that the horse will be odds on. Note too the price gap to the next horse. This infers that Emirates Queen is alone as strong favourite.

My research has shown that these horses do not win as often as you would think. In the coming weeks, I will be sharing my lay ideas at www. whatreallywinsmoney.co.uk so you can track the performance of betting forecast favourites as well as constricted odds races and vulnerable favourites

Constricted Odds

The Betting Forecast odds can also suggest a competitive race. Look out for "constricted odds" when the odds for the first four or five horses are very close together. The inference here is that the Betting Forecaster sees this as a very competitive race where the favourite seems to be there under sufferance.

	STANDARD CARD	AT-A-GLANCE CARD						» Spread Betting		

2:15 JOURNAL CLASSIFIED CLAIMING STAKES (CLASS 6) (3yo+ 0-75) Winner £1,811 11 runners
7f100y Good To Firm RUK

NO.	FORM	HORSE	AGE	WGT	TRAINER RTF%	JOCKEY	OR	TS	RPR
1[7]	175232	Abidhabidubai 17 [D]	4	9-8	John Quinn[29]	David Simonson[7]	72	70	89
2[6]	12162	Violent Velocity 29 [C][D]	9	9-8	John Quinn[29]	L McNiff[5]	75	71	86
3[9]	03-088	Brocklebank 25 tp	3	9-4	Kevin Ryan[52]	Phillip Makin	75	45	83
4[2]	52-778	Indieslad 12 p [C]	4	9-2	Ann Duffield[67]	Paul Mulrennan	64	57	86
5[8]	162230	Lindoro 25 [C]	7	9-2	Brian Ellison[54]	Barry McHugh	69	84	89
6[5]	540248	River Ardeche 17	7	9-2	Tracy Waggott[36]	Shane B Kelly[5]	61	76	79
7[3]	2-2560	Sunnyside Tom 25 [C][D]	8	9-2	Richard Fahey[51]	Tony Hamilton	73	81	92
8[11]	5-5601	Muftarres 12 b [D]	7	8-13	Paul Midgley[35]	Russ Kennemore	65	70	86
9[10]	557-86	Lady Gar Gar 63 b[1] [C][D]	4	8-12	Geoffrey Oldroyd[29]	Dale Swift[3]	57	53	85
10[4]	673462	Moheebb 9 eb [C][D]	8	8-12	Ruth Carr[24]	James Sullivan	69	92	92
11[1]	0107-0	Shotley Mac 17 b [C][D]	8	8-12	Neville Bycroft[75]	DOUBTFUL	72	92	97

BETTING FORECAST: 4/1 Lindoro, 4/1 Violent Velocity, 5/1 Moheebb, 6/1 Abidhabidubai, 8/1 Brocklebank, 8/1 Muftarres, 8/1 Sunnyside Tom, 16/1 Indieslad, 25/1 River Ardeche, 33/1 Lady Gar Gar.

Let's look at the Betting Forecast for this race again. The odds are 4/1 – 4/1 – 5/1 – 6/1 – 8/1 – 8/1.

Does Lindoro look like a standout favourite with this in mind? Add to this the competitive nature of this race as suggested by all of the course and distance winners in the field (C stands for course winner, D stands for distance winner, and CD stands for course and distance winner) and logic dictates that Lindoro is no sure thing. These course and distance winners in this field have been proven as past winners at the venue, or over today's distance.

A 5th place for Lindoro proves that the Betting Forecaster forecast a tight competitive race, and the *Racing Post* race card showed us that the race comprised of a number of past winners over the distance and at the course.

Practical Issues When Laying

When laying short-priced horses such as short-priced betting forecast favourites, there is no real concern with the liability. What we are concerned about is the strike rate. Naturally, a focus on favourites will bring about more winners (and layers do not want winners). Here is where staking plans come into their own. The accompanying video will show you unique staking plans which help us profit from laying odds-on favourites.

When looking to lay horses such as Lindoro at higher prices, we can approach this from three angles:

i) We can lay the horse to level stakes and hope that the strike rate will ensure a long-term profit.

ii) We can lay to a fixed liability. This means that, at any stage, we know how much money we could lose if a horse wins its race. Fixed liability laying also allows us to lay without any odds restrictions.

iii) Lay to a fixed liability only on bigger priced horses, thus ensuring that anomalous 14/1 winner will not wipe out a huge proportion of profits. I would use fixed liability laying for instance above 9.00 odds and lay to a fixed stake from 9.00 odds and below.

Racing Post-Based Lay Systems for Sale on the Market?

There are two services I am aware of which focus specifically on the Betting Forecast, which I have begun trialling:

1. http://sportsworldpublishing.co.uk/bookies-lays.php

This service is called Bookies Lays by Tony Gibson. It gets its selections from the *Racing Post* Betting Forecast and uses what I call an "odds governor", i.e. Tony does not lay above 3.00 odds. Because the focus is on short-priced betting forecast favourites, there has been a smattering of winners in the period I have trialled (since August) and I hope that a long-term profit can accrue. This system is very easy to implement and uses the freely available information at www.racingpost.com. A more sustained trial period can hopefully yield positive results.

2. http://www.charityracing.co.uk

This is an interesting service which, again, specifically looks at *Racing Post* betting forecast horses, under 3.00 in the odds. An 80% strike rate is claimed and, on a positive note, results are available for inspection at the website (and that is something I am really keen to see and, to be fair, should be obligatory!)

The growth rate is slow and steady, but consistent. I will be reporting back on these two *Racing Post* Betting Forecast lay systems as the months progress.

And finally...

There is an old system that I have found which again gets its lay selections from the *Racing Post*, but in this case, the *Racing Post* Postdata Box.

The Postdata Box has been the mainstay of a number of laying systems over the years, and a typical layout is seen below. The Postdata Box compares horses by Trainer Form, Going, Form Over Today's Distance, At the Course, whether they have a negative or positive draw (if applicable), Ability, and Recent Form.

Postdata assigns ticks to horses who excel in any or all of these areas, and Xs against horse's with bad data in these areas.

The idea is that the Postdata Box at the *Racing Post* can uncover competitive races when horses share a number of ticks (for example, for Ability and Recent Form).

This lay system also looks at the performance of the trainers and the types of races horses have run in before and, again, has an "odds governor".

I will continue trialling these three specific lay systems and let you know their performance.

In the meantime, take a look at www.racingpost.com, and see if there are races where you can find competitive fields and a potentially vulnerable favourite.

Exploit Selling Hurdles This Jumps Season With This 3-Point Lay Plan

With the new National Hunt season nearly upon us, it is a good time to have a closer look at ways to turn jumps races in to profitable wagers (be that lay or back). As I have stated before, I never back fit anything – that is not my place – I simply come up with an idea, run with it, and see how it unfolds!

For reasons I can't explain, I have always been obsessed with both claimers and sellers if only because of the way they are weighted. This month I have decided to look at all sellers over hurdles (did you know they no longer seem to run selling chases, because I was going to start there?) – to see if we can make any kind of sense of either who wins them or what happens if you back the winners next time out.

The first thing we need to do is to look at each horse in each race over hurdles and keep a notebook of who wins these races so that we can watch for them next time out – the race title will include the words **"selling hurdle"**, possibly with the word handicap added. For ease of use, in the future I recommend making a list and then keeping an eye out for them next time they run – this can be easily done via various website reminder services (www.sportinglife.com do one called Nag Me for example), or simply by looking at the alphabetical list of runners each day. Clive will cover this in the accompanying video.

The alternative for the more impatient is to look at any last time out winner (has a 1 to the left of the horse's name on any race card) in any race over hurdles or fences and then look at the form of its last race – was it a selling hurdle that it won in, in which case it becomes a qualifier – any other race can be ignored for the basis of this concept.

Personally, I decided it would be best to concentrate on the main jumps season from 1st September to 30th April each year, thus ignoring the summer jumping, because I feel the results are more reliable during the jumps season proper – all sorts try their luck at the jumping game in the summer months,

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believe me!

For those interested in WHY I am looking at these figures, I am naively assuming the majority of betting shop punters may over bet any horse that won last time out – regardless of the grade – but was I correct and were there any good stories to be told from my findings?

Let's have a look! The table below shows the profit/loss to backing and laying a selling hurdle winner if you were to follow them on their next outing during the winter season – be that hurdles or chases.

Year	Number of bets	Profit/Loss Back	Profit/Loss Lay	Returns on investment
2002-2003	105	-23.14 points	+23.14 points	-22% back, +22% lay
2003-2004	104	+38.96 points	-38.96 points	+37.5% back, -37.5% lay
2004-2005	113	-36.25 points	+36.25 points	-32.07% back, +32.07% lay
2005-2006	96	-27.75 points	+27.75 points	-29% back, +29% lay
2006-2007	98	-12.5 points	+12.5 points	-13% back, +13% lay
2007-2008	95	-19 points	+19 points	-20% back, +20% lay
2008-2009	97	-8 points	+8 points	-8% back, +8% lay
2009-2010	78	-11.75 points	+11.75 points	-15% back, +15% lay
2010-2011	48	-5.5 points	+5.5 points	-11.5% back, +11.5% lay
2011-2012	54	-14 points	+14 points	-26% back, +26% lay
Totals	888	-118.93	+118.93	-13.4% back, +13.4% lay

Now I have to say these figures shocked me a little as I was pretty much convinced that the negatives would be a lot bigger and we would have a cast-iron basis for a decent laying system – after all, these are pretty much the worst horses out there and likely to be campaigned at a level beyond their abilities, so what could we do to fine-tune and increase our possible profits?

The answer wasn't as simple as I hoped, as removing anything priced over 10/1 did remove a lot of the expensive winners (remember, we are looking at a laying system here), but also most of the losers as well and actually reduced the overall figures!

My next step was to look at things from the other perspective and reduce the shorter-priced winners

but, to be honest with you, that made precious little difference either, so what to do?

After a few tweaks and new sets of figures I looked at removing all bets under the price of 4/1 and although it was hardly a eureka moment, it did increase laying profits.

Year	Number of bets	Profit/Loss Lay	Returns on investment
2002-2003	78	+26.25 points	+29.8% laying
2003-2004	91	-25.0 points	-27.47% laying
2004-2005	87	+35.333 points	+40.61% laying
2005-2006	68	+38.0 points	+55.88% laying
2006-2007	71	+14.5 points	+20.42% laying
2007-2008	63	+18.0 points	+28.57% laying
2008-2009	82	+11.0 points	+13.41% laying
2009-2010	57	+13.75 points	+24.12% laying
2010-2011	35	+6.75 points	+19.28% laying
2011-2012	28	+13.0 points	+46.42% laying
Totals	660	+151.5833	+22.97% laying

One other thought I had was what effect did horses switching from hurdles to chases have on the results – I did notice during my research that quite a few selling hurdle winners went chasing next time out and did win far too often for my liking.

My last filter for now was to remove all the "next runs" that were over chase fences and NOT over hurdles, which gave us less bets to deal with and a very small increase in return on investment, but the fact that it is easier to handle that way may well appeal to some of you.

Year	Number of bets	Profit/Loss Lay	Returns on investment
2002-2003	65	+26 points	+40% laying
2003-2004	79	-23.0 points	-29.11% laying
2004-2005	76	+27.666 points	+36.40% laying
2005-2006	61	+22.0 points	+36% laying
2006-2007	62	+19.5 points	+31.45% laying
2007-2008	53	+19.333 points	+36.5% laying
2008-2009	75	+13.0 points	+17.33% laying
2009-2010	51	+16.75 points	+32.84% laying
2010-2011	31	+5.75 points	+18.54% laying
2011-2012	24	+11.0 points	+45.83% laying
Totals	577	+137.999	+23.91% laying

As you can see from the above, we have increased our percentage profit quite considerably, though do note this does not take in to account any exchange commission payable from laying as this will vary from punter to punter.

In conclusion, the historical statistics taken over a full 10-year period do show that the following lay system rules could deliver long-term profits and increase the return on investment. Follow this simple three-point plan:

1. Lay every winner of a selling hurdle (handicap or otherwise) on their next run **over hurdles and chase fences and regardless of race type.)**.

2. Do not lay at odds below 5.00 decimal odds.

3. To reduce the number of bets and increase the percentage return on investment, ignore any selling hurdle winner if his or her next run is over fences (chasing).

A Profitable Alternative to the Yankee Bet?

I'm not the greatest fan of multiple betting, although I have written here before about the attraction of the Yankee and the Lucky Fifteen, especially with the bonuses that many bookmakers add on. But now I'm going to present a rather special multiple bet based on an old perm with surprisingly good guarantees.

We'll start with the basic details. We have six selections in the bet, two more than the Yankee, and they are covered in this perm with 11 bets, exactly the same number as the Yankee. We'll come to our method of making the six selections later, but here is how we arrange the six horses. Numbering them 1 to 6 we have five doubles – horses 1 and 2, 2 and 3, 3 and 4, 4 and 5, 5 and 6. We then have four trebles – 1, 3 and 5, then 1, 3 and 6, then 1, 4 and 6, then finally 2, 4 and 6. Finally, we have two four-folds. These are 1, 2, 5 and 6, and 2, 3, 4 and 5. That makes up our 11 bets. That arrangement contains some remarkable guarantees which I'll now detail.

If we have only two winners out of the six then we may have a double – a one in three chance. With three winners we get at least one double or two doubles or a treble. If we have four winners from six then we must have two doubles or three doubles or two doubles and a treble or a double and two trebles or two doubles and a four-fold, or three doubles and

a four-fold. If we have five winners then this is what we win – three doubles and three trebles, or four doubles a treble and a four-fold, or three doubles two trebles and a four-fold. With six winners we have, of course, the lot – five doubles, four trebles and two four-folds. Altogether, a rather cunning and profitable alternative to the Yankee.

All we have to do now is find our six winners. If you have your own methods then just make your own six selections and apply our 11 bets to them. For anyone needing any assistance with their six selections here is what I'd suggest. Bet only when there are at least four meetings taking place to give yourself a better chance. Then, using the *Racing Post* betting forecast, note the prices of the favourites in all the non-handicap races of the day. To start with, we are looking for prices of evens or bigger. We then select the six favourites whose prices are closest to evens.

The six might be something like evens, 5-4, 6-4, 7-4, 15-8 and 2-1. Should there be two (or more) quoted equal in sixth place then we apply our tie-break rules to find the one. We choose the one (a) in the smallest field. If still equal then (b) the one with the best form figure last time out. If they still can't be separated (and this would be very unusual) then (c) choose the one that ran most recently.

That is the basic plan but now we can offer three extra levels of safety should you wish them:

For the first level, make five selections according to the basic plan (again using the tie-breaks if necessary) and this time we are taking the sixth selection from forecast odds on favourites. We choose the odds-on favourite that is closest to evens, 10-11 for example, or 5-6 etc, again using the tie-break rules to reduce to one if that is necessary. Don't make any selection that is shorter than 1-2.

Should here be no qualifier then revert to the basic plan.

For level two safety, make four selections from the favourites at evens or greater and two from the odds-on idea.

And finally, for the third level, the safest approach, choose three horses from the evens or bigger favourites and three that are odds on, but not shorter than 1-2, and again using the tie-break rules if required.

You may not always get three odds-on favou-

rites that qualify, so if there were only two and you wanted to use them, then you'd have to use four at evens or odds against. Similarly, with just one or none available, then you'd take five or six from the basic plan.

There are two final things to say about the idea. Of course, prices will be fairly short, but as we are dealing with forecast prices there is always the possibility of them drifting to surprisingly big SPs. The other thing to point out is that the plan is certainly versatile. It could be used for football betting as an entry for two, three and four draws, or indeed for any combination of results, all with the same guarantees.

Systems and Tipsters Review

I have 12 reviews and updates for you this month. All past reviews can be found over at: http://www.cash-master.com/blog

Beaumont's Bets

The webpage states "Probably the most profitable tips you'll ever use".

The reality is "Definitely the most profitable tips you'll ever use!".

Since my last update it's had two more profitable months making it one whole year with an astonishing profit of 786.45 points on the Back/Lay75% method, which works on an 80-point bank.

That's a 983% return in one year and an astonishing £39,322 profit at £50 stakes.

The back lay 75% system has very low drawdowns meaning that a small bank of only 80 points is needed and that was never stretched at all during the year.

Those that prefer even higher profits simply back each selection without laying it off. A higher bank of 200 points is required to do this and it's been known to have a loss of 100 points in one week, so it's more of a rollercoaster ride but certainly more profitable too.

Results for the year, backing only, were 1,341.12 points which is a clear profit of:

£67,056 to £50 level stakes.

In March, Paul introduced a new variation to the Back/Lay75% method which is proving even more profitable as it can be operated on just a 50-point bank. That variation made 34.88 points (70% return) in March, in April it made 33.78 points (68% return), in May it made 72.87 points (146% return!), June was 36.71 points (73%) and July 27.7 points (55%).

If you ever wondered if it were really possible to make a living from horse racing, then here's the answer. £67,000 profit, tax free, for working from 10.30am-12.30pm, and then taking the rest of the day off.

Can't be bad can it?

You can try Beaumont's Bets here: http://www.beaumontsbets.com

Soccer Bet Oracle

We've now been following this service for two months and it's time to call a halt, although I do think that this might well be worth a re-visit in the new season.

The selections arrive via an email which can be received pretty much anytime between midnight and lunchtime. I did have cause to contact support a few times with queries and am pleased to say I always received a reply.

Admin-wise, this service is pretty good but not perfect. I've had several occasions where a bet is given out on the wrong day. One wasn't their fault really as some bookmakers did have it listed for the day but it was in reality a week later, other examples were just given out incorrectly by the service and you needed to search Oddschecker to find out exactly when the game was being played. It's a bit annoying but hardly a hanging offence.

The odds they advise their bets at are usually gettable and very often you can find better so they are certainly not cheating with those.

Performance-wise, we started like a train (a Japanese bullet one at that) and quickly shot 160 points into profit with two weeks of the start. Sadly, that was the high point and it all came off the rails.

By the end of the trial we were still 36.15 points in profit but the nose-dive is very worrying and the strike rate has dropped to 48.48%. The average odds are 2.26 but that has been slightly inflated by a few

recent bets being Goalscorer and Result doubles; the R.O.I. is a rather anaemic 1.94%.

Although this trial has finished in profit, I really do not feel comfortable with Approving it due to the fact that if you'd joined anytime after the first two weeks you would be looking at a large loss.

I'm going to file this one under Neutral for now and plan to have another look once all the big leagues are back in the swing of it.

You can try Soccer Bet Oracle here: http://www. cash-master.com/soccerbetoracle.php

High Strike Lays

High Strike Lays profits from laying selections and achieving the all-important strike rate that so few laying systems in the market actually achieve. It is a tipping service, and the historical results are certainly impressive with seemingly no losing months since the start of the year.

Subscription to the service is via a monthly recurring fee of $115 (approx. £70) to your PayPal account.

The selections are emailed before 10.30 am. each day – UK and Irish races – Monday to Saturday (Sunday is a no tip/betting day for this system), you simply lay the selections off at a time to suit or load into your bot. They suggest using a 5% liability staking plan but do say that impressive results have also been achieved with level staking too.

So, when to take the price and what staking method you employ is a personal choice. Personally, I used a fixed liability plan as when I compared to the other options this gave the best return for a comfortable staking liability, which must be considered given that some of the lay prices historically have been as high as 25.8. So, you will either need the comfort of limiting your losses using a sensible liability staking plan or a pair of steel "kahunas" to be laying selections at that level! I took BSP pricing too.

The results of this service... disappointing to say the least – with the three most recent days having a tough time of it taking a good chunk (and more), of previous profits with it... with a winners to losers ratio of over 3:1, too many losers to make good the bank which has gone too far "south" to be able to recover in the remaining few days of this trial.

Start bank: £1,000 / Fixed liability stake £30

Current bank: £559.49 (£440.51 loss)

(125 winning / 166 selections) = 75.3% strike rate

Despite, the poor results during this trial, historically the service has provided sound results and as luck would have it, the worst results have been experienced during this trial period. So, I am not going to condemn this service on the basis of the horrendous results we have seen here. I am sure judging by the earlier successes, better days will return soon.

On this basis, I am going to award this service a Neutral rating with consideration for a re-trial at another time when, hopefully, it will be proven to be a "blip" – which most systems go through from time to time.

You can try High Strike Lays here: http://www. cash-master.com/highstrikelays.php

Value at the Races

Value at the Races is a horse-racing backing service providing win and each-way tips. These tips are believed to be overpriced horses in morning markets that go on to win or place at inflated odds. The overprice provides the value.

A 500-point starting bank is recommended. Advice on how many points to stake on each bet is provided. Usual bets will be 10 points win bets or 5 points each-way bets. On an average day, one to five different bets are given.

Bets take about five mins to place. About another five mins to document. I used Oddschecker to get the best odds available and best odds guaranteed where possible.

Tips usually arrive between 9 am and 11 am each day. Tips are also available on a website.

Subscription to Value at the Races is currently £40 a month.

Looking at the Winning Information Network Proofing Site: the service overall is in profit +737.4 points since proofing began on 31st October 2011. However, during the last 90 days of this trial, this service has lost 129.0 points (25.8% of its starting bank of 500 points) with two out of three losing months. Value at the Races thereby receives a FAILED rating.

Number of betting days 85.

Return on third 30-day period +7.6 pts

Return on second 30-day period -50.7 pts

please turn over...

Return on first 30-day period -85.9 pts

Number of winning 30-day periods 1/3

Number of losing 30-day periods 2/3

Starting bank   500 pts

Highest bank   661.5 pts

Lowest bank   254.0 pts

Current bank   371.0 pts

Running P/L   -129.0 pts

Return on bank   -25.8 %

Total time investment for 90 days = 850 mins

Average return on time for 90 days = -0.15 pts/min

(Time calculations assume an average time of 10 mins to place and record bets for each betting day)

You can try Value At The Races here: http://www.cash-master.com/valueattheraces.php

DreamLays

DreamLays is a subscription service providing horse racing lay selections at odds below 3.00. Subscriptions are £59 for one month, £139 for three months, or £399 for 12 months.

The review ran from 1st May to 30th June inclusive and produced a profit of £38.90, or a fraction under 4 points at £10 per point, from a 50-point bank. Selections are posted on the website members area by 11.30 am at the latest, so it is not suitable for anyone who cannot access the Internet during the working day. I was fortunate as I received the selections via email, but this appears to be a courtesy given me as a reviewer.

With one exception, which was caused by the server and there were no selections for that day, all selections were available well before the first race.

Results were recorded to BSP, so my results should be not only consistent with but identical to DreamLays and Racing Index. There is, however, a small difference, but I attribute that to how the results are displayed on Betfair against what would have been achieved if live bets had been placed. I have a minor concern with recording to BSP because as lays are to liability rather than level stakes it would be very difficult to achieve lays of precisely £10 stake, as used in the trial.

There is also a bonus service with three different staking plans, but that fell over and if it had formed

the main part of the trial I would have had to fail it.

Under 4 points profit over two months is not brilliant, but it has to be taken in context and many services appear to be struggling at the moment. I shall award this a Neutral rating, with the suggestion that it could be well worthwhile visiting the DreamLays site (or Racing Index) from time to time to see how the service is faring.

You can try DreamLays here: http://www.cash-master.com/dreamlays.php

GGL Sports: New Review

This is a horse racing and golf tipping service run by a lady called Georgina Green-Lane. It's been proofed live over at the Winning Information Network for the last 11 weeks and has managed an incredible 558.6 points profit, which is of course £5,586 to £10 level stakes.

I've signed up for this and will report back on progress over the next month or so. Let's hope this level of success continues.

You can try GGL Sports here: http://www.cash-master.com/GGLSports.php

Football Value Selections

Football Value Selections has just had a sixth consecutive profitable month. June returned a profit of 22.88 points to level stakes. It wasn't all plain sailing: the majority of the profit was made in the final week after a difficult start to the month.

However, having confidence in the selections paid off as the return for June brought the total for this year to 140.69 points. The Euro 2012 selections that were run alongside the main selections for people wanting an interest in the tournament were rewarded with a profit of 4.74 points.

The Euro 2012 selections were popular and the lower number of selections has given them the idea of setting up two additional options for Football Value Selections. You can still subscribe each month for the price of £45 for the first three months then £45 every month after that, or £275 for the first 15 months then £275 for every year after that. However, you can now subscribe for Barclay's Premier League games only, for a cost of £99 for the full season or for the UEFA Champions League games for £99 for the 2012-2013 season. There is a special offer of a subscription to both services for £149.

You can try out Football Value Selections here:

http://www.cash-master.com/footballvalueselections.php

Russell Gibbs

Russell's service did well in June and made £245 laying at £100 liabilities to BSP, and on the backing side it made a very impressive 29.3 points profit, or £293 to £10 bets.

You can try Russell Gibbs here: http://www.cash-master.com/russellgibbs.php

Betting Pros

Exactly a year ago, I did an update on this football service and re-categorised it as a Neutral rating because it had had some bad losing months and ended up making a loss on the season (compared to the 2,183 points profit the season before that).

So how did it do over the 2011/12 season?

Well, much better, with 948 points profit on the year. There were still two or three losing months but overall it did well.

So in the three years this service has been running, it's made a good profit on two of them, including last season, so I'm happy to put this back in the Approved section.

Now, what's really nice about this service is the price. At the moment you can get the whole year's subscription for a single payment of £39.99. You can't say fairer than that!

You can try the service here: http://www.cash-master.com/bettingpros.php

Smart Racing Trader

I wanted to give you an update on this trading package that I reviewed and approved earlier this year.

The reason for this is that the method that can (in theory) be used most days (method 1 from the trial) has been more problematic during the flat season than I anticipated. It's true that it has not been helped lately by the number of meetings abandoned due to bad weather as this method relies on races going off at set intervals but, even when all factors fall into place, this method is just not really paying its way. It's not really losing much but it's not making any gains, literally a few pounds up or down using £100 stakes on the odd day you can use it at all.

Method 2 is only for use on National Hunt flat races (bumpers) and it did make very good money during the trial but is obviously of limited use during the summer flat racing season. I'm still perfectly confident that this part will continue to perform well if used carefully in accordance with the manual.

The one small quibble I have is that, given Method 1 is not really proving itself worthwhile long term, this is now quite an expensive product when you consider that method 2 (as can be seen from the sales page) is only really a guide to which range of the betting market you should be watching out for odds movements on those specific races. Having said that, it did work very well during our trial and there's no reason to expect that to change. It easily paid for the purchase price using the recommended staking level and was never in any trouble as you set a sensible stop-loss point.

This now leaves the product between two verdicts for me. It's either a Neutral but with very positive comments for Method 2 or an Approved but with a mention that Method 1 is probably worth knowing but will not set the world alight and that Method 2 is of real value and use only during the National Hunt season.

On balance, I think the latter option fits better and I will leave it on the Approved list but I wanted to make you aware of all factors.

You can get Smart Racing Trader here: http://www.cash-master.com/smartracingtrader.php

Each-Way Profits

Looking at the Winning Information Network Proofing Site: the service overall is in profit +309.9 points since proofing began on 31st October 2011. However, during the 90 days of this trial, this service has gained only 10.1 pts (5.1% of its starting bank of 200 points) with two out of three winning months.

At the start of the trial, a 90-day purchase of the system cost £90. Betting £10 a point, you would have made about £101, a profit of only £11.

The Winning Information Network Proofing Site shows a gain of 42.6 points over the same period as my trial. Emails with the daily selections arrived at many different times during the morning and I was rarely able to get the Betfair betting odds that the service providers obtained.

On the plus side, little effort is involved as there is only one or usually two selections a day.

please turn over...

Because this service showed little profit, but no loss, I've given it a Neutral rating. If one could get the odds the providers get, the service would deserve serious attention and warrant an approved rating.

Here are the 90 days' results and comments below:

Number of days of review 90

Number of betting days 83

Return on third 30-day period   +28.3 pts

Return on second 30-day period   +21.1 pts

Return on first 30-day period   -39.3 pts

Number of winning 30 day periods   2/3

Number of losing 30 day periods   1/3

Starting bank   200 pts

Highest bank   220.6 pts

Lowest bank   144.0 pts

Current bank   210.1 pts

Running P/L   10.1 pts

Return on bank   +5.1 %

Total time investment for 90 days = 415 mins

Average return on time for 90 days = 0.024 pts/min

(Time calculations assume an average time of 5 mins to place and record bets for each betting day.)

A profitable third 30-day period and over the three-month trial period Each-Way Profits is in profit by 10.1 pts. Neutral rating.

You can try Each Way Profits here: http://www. cash-master.com/eachwayprofits.php

Matched Betting

No doubt you are aware of the classic matched betting technique whereby you can withdraw bookie bet match bonuses without risking any of your own funds by laying off the bets on Betfair.

Easy to do but if you want to make it even easier then use this online matched betting calculator, pro-grammed for us to use for free by a kind reader:

http://www.cash-master.com/Matched%20Betting. html

How to Make £500+ Per Month Exploiting This Free Bet Loophole

I'm sure you've come across those free bet promo-tions that bookmakers are always advertising... "Get a £50 free bet if you sign up with us... get £100 if you use our website..."

It sounds like money for nothing, but the problem is you have to gamble in order to claim them. No surprise that it's normally the bookies who come out on top...

But I've found a clever way to bank this free money without gambling, taking any risks or having to do any work.

With the Bonus Bagging service you get a daily email telling you how to place your bets in such a way that you can secure the free bet money every time. No need for research, study (or even betting knowledge for that matter) it's just a simple two to three minute process each time.

So how much can you realistically make from this? In your first month you should easily clear £500. And if you follow the simple rules there's zero risk.
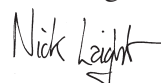
This is money the bookies are bound (by their own terms and conditions) to pay out and Mike (the guy behind the Bonus Bagging service) has figured out the easiest and fasted way to secure it.

For a very low one-off fee Mike does everything for you. He emails you the bets and that's it – it takes just a few minutes each day.

I cannot recommend this enough. In fact, I've even got my mother-in-law doing it!

Just take a look at the enclosed report for more details.

Best Regards,

Nick Laight

Nick Laight