What Really Wins Money

An Independent Review of Tipsters and Betting Systems

Hi,

Welcome to the last *WRWM* of 2013 (he said, wiping a tear from his cheek). It can only mean one thing: mince pies are a-coming!

This month we start with a couple of seasonal lay strategies for the All-Weather programme this winter. These lay strategies focus on favourites and have been profiting well.

We had an 'emotional' time with Lucy Collins last month, but this month she gets right down to business: her Third Pillar for betting success looks at the ideal money-maker which will keep your emotions in check, while making consistent long-term profits.

I update you on the progress of my 'Home-Grown' betting systems through 2013, and profits have been made. I'll also put forward some ideas to tackle in 2014; and if you have any ideas you want me to follow up, then please get in touch. Remember, all Home-Grown system selections are available for you daily at www.whatreallywinsmoney.co.uk, as well as selections pertinent to all articles this month.

The Statman turns myth-buster this month as he finds out whether blindly backing last-time-out favourites

will actually make you a profit; and the Patriarch offers a killer 'banker' bet system of his own.

The Patriarch and Statman have their own page at www.whatreallywinsmoney.co.uk, where I share selections for their articles in September, October and this month's newsletter. So if a particular betting angle put forward by these guys is of interest, then check the selections that go with the article.

Lastly, there's a round-up of what's hot and not this month in the Systems and Tipsters Update. In December, I'll be posting a round-up of these selections on a daily and weekly basis, so check out the website regularly.

Now without further ado, let's look at those All-Weather favourites…

BETTING STRATEGY

Make Profits Opposing All-Weather Favourites

The All-Weather and jumps dominate horse racing this winter, and it is with the All-Weather races that I'd like to begin this article – more specifically with a laying idea for the All-Weather racing season.

I'm looking at laying favourites, because laying favourites ensures that liabilities (the money at risk) remain low.

So what's the best race to lay a favourite in? Why not begin in those races where said favourite historically performs the worst.

Follow these steps…

- » Go to www.racingpost.com. Click on 'Cards > Today's Cards'.
- » Look for a race meeting with the letters '(AW)' (in brackets). In the screenshot below, note 'Dundalk (AW)'…

please turn over…

- » Make a note of the race type where the favourites perform the worst.
- » Simply click on 'FAVOURITES' (which you'll see arrowed above), and this will bring you to the following screen. Look for the lowest % figure (as indicated below)…

At Dundalk, therefore, the races where favourites perform the worst are two-year-old Handicaps ('2yo' stands for 'two-year-old horses') where only 16% of favourites win (I acknowledge that only 32 races of this type have been run in the last five seasons).

We then head off to the race card (see the accompanying video on the members' area of the *WRWM* website) and make a note of any two-year-old Handicaps (which, incidentally, are also known as 'Nurseries').

If there is a two-year-old Handicap at Dundalk, we would have a qualifying race, and thus lay the favourite.

Here is an example of a two-year-old Handicap:

I have arrowed the identifiers for the race: this is a Nursery, a Handicap, and in brackets you'll see '2yo',

which indicates that this is a race for two-year-olds.

We therefore have a qualifying race and would lay the favourite.

Initial impressions are good. Please note that I do not lay joint favourites (simply because you double your chance of hitting a winner).

Simple level stakes laying (looking to win, say £10) has produced a 15.5-point profit from 9 October to 13 November 2013. Only 41 bets, so hardly conclusive, but with a current 81% strike rate I remain optimistic.

Laying favourites in the worst performing races on the All-Weather seems to be working. It is early days though, and I would recommend that, for your peace of mind, you follow the daily performance of these favourites at www.whatreallywinsmoney.co.uk.

Here's another strategy we can use this All-Weather season…

Laying favourites in certain races

The races I choose to focus on are Maidens, Claiming Stakes races, and Selling races. My idea was to choose races with a reputation for inconsistency on surfaces which are, well, 'marmite' to some horses.

Some horses thrive on All-Weather surfaces; others do not. Put into the mix two-year-old maidens new to racing, Claiming Stakes races with reputations for shock results, and Selling races (next stop Blackpool beach for these donkeys), and we could have a recipe for a successful lay system.

A 28-point profit has accrued since the start of this year, which is impressive for such a simplistic lay system and a simple level stakes staking plan. Please do watch the accompanying video on the members' area of *WRWM*, where I'll go a little more in-depth with regards to staking options (I know some of you want the chance to make quick money at greater risk and there are staking plans that offer that potential).

It's easy to find Maidens, Claimers and Sellers on All-Weather venues…

Simply go to www.racingpost.com, click on 'Cards > Today's Card', and make a note of any race meetings with an '(AW)'. In the example below, Lingfield is

an All-Weather track as it has the '(AW)'.

Now simply look through the race card presented for Maiden Stakes races, Claiming Stakes races, and Sellers…

And that's all there is to it (remember to avoid joint favourites)!

A 28-point profit for the year, but be warned that this is no smooth profit progression. There are down sides, which I suppose goes with the territory (favourites will win and could run up a sequence – for instance during 2013, there were eight consecutive winning favourites). As the focus is on the long term though, this approach should profit given time, as it has done in 2013.

Bottom line…

You now have at your disposal two ideas for laying favourites exclusively at All-Weather venues. The All-Weather racing really picks up now, so there will be plenty of bets available, and I will be highlighting qualifying selections for you at www.whatreallywinsmoney.co.uk in the Home-Grown Systems Updates section. As there is no newsletter in December, I'll be updating performance of these lay strategies at the website too.

Add these two laying favourites strategies to the Irish Bumpers which you'll read about in the Home-Grown Systems Updates (it's been successful this year), and you have on your hands three simple level stakes laying strategies, each of which should profit in the coming year.

Now let's take a look at the third instalment in Lucy Collins' fascinating Seven Pillars of Betting Wisdom series.

So far in this series on betting fundamentals, Lucy has introduced us to the concept of value (are you ensuring you spend that little extra time now looking for the best price, or using best odds guaranteed [B.O.G.] bookmakers?) and emotion (long losing runs can really hit you where it hurts, can't they?).

In this third instalment, Lucy will introduce you to a betting plan which ensures value and calms the emotions. Over to Lucy…

Pillar Three – Making Simple, Easy Profits

Making money at betting is easier than you think! In fact, it can be so easy that people often don't believe you. It's so tempting instead simply to sign up to the 'next big thing'!

As humans, we seem pre-programmed to reject anything that, on the face of it, looks 'too good to be true'. But we also need to recognise that this (very understandable) feeling is essentially an emotional assessment; not a rational one.

As we discussed in Pillar Two, emotions are notorious for clouding good judgment, especially where betting is concerned.

What I will share in this article is a way of making money from betting. But it won't have any complexity about it.

What I'm proposing works, based on several years of accumulated results data. It really is as simple as that. I do it, and you can do it too.

If you recall in Pillar Two, we concluded that we simply need a sensible, long-term selection plan to deliver profit, and a reasonably comfortable ride via a decent strike rate, so we don't have to put up with unpleasant long losing runs that screw our emotions around.

There is also a third and final piece of the jigsaw: namely a sensible staking plan, which, if you remember, I suggested should not be based on 'stop at a winner' (SAW) or similar forms of loss recovery.

Instead, I recommend you always bet a small percentage of your original bank, which in practice will mean your stakes stay flat no matter how you're getting on.

However, there's also an important twist. Once our betting banks have grown or shrunk by 50%, we reset our stakes to the same percentage of our new balance.

So for instance, if our initial bank is £1,000, and we are using, say, 5% level stakes, we would place £50 bets until our bank reached either £1,500 or £500. We would then change our stakes to £75 if we hit the

please turn over…

£1,500 target, or £25, if the bank falls to £500.

You keep making the same adjustments at each £500 threshold. So, assuming we progress to £2,000, our bets would be increased to £100.

This is a technique called 'stepped ratcheting', and it is designed to accelerate your profits after a strong run, and protect your bank and emotional well-being following a bad one.

It is more effective than basic ratcheting, where you change your stakes every bet, as the latter runs the risk of some unfortunate mathematics (whereby your smallest stakes tend to win and your largest tend to lose; clearly, the very opposite of what we want).

Stepped ratcheting combines the control and protection we need on bad days with an in-built 'growth accelerator' to boost our wealth during good days.

If we put the whole jigsaw together then, what we need is a 'boring' old 'banker' betting system with a relatively high stepped ratcheting staking plan of around 5% of our bank. (A 'banker bet' is a term for a bet that we can 'bank on'.)

We can live with a percentage as high as 5%, because the strike rate of a good banker system will be around 50% or more, and our staking plan will provide downside protection in the event of a poor run.

The best thing about banker systems though, is that they are relatively easy to live with. They deliver lots of short-priced winners, and their success or failure is determined primarily by the quality of the tipster's expertise.

As I've indicated above, this approach more or less puts you out of a job. Your only contribution is to obtain the best price available, which, as we have discussed in Pillar One, will typically be from a bookmaker offering best odds guaranteed (BOG) prices, but may, on occasion, be via Betfair.

Obtaining the best odds possible is very important in achieving long-term capital growth.

Banker systems are pretty dull on the face of it…

- » You receive a tip by email;
- » You obtain the best available price (probably with a BOG bookie);
- » You place your bet;
- » You return to whatever it was you were doing before opening the message!

Canonbury Publishing actually provide their own banker tipping service, details of which can be found at http://www.canonburypublishing.com/race2profit/

specialoffer. The doors are closed at the moment, but it does fit the profile of the kind of service which can allow a nice, emotionless long-term profit.

There are a couple of featured banker systems within the Systems and Tipsters Update in this month's newsletter, which I'll alert you to. Take a look at the banker bets service offered by www.zerohype.co.uk for you backers, and something like www.diamond racinglays.com for you layers.

Choose a service whose past results you can personally verify, or whose results have been independently proofed over a sustained period of time.

A service such as that found at www.valuebacking. com would not be suited to a banker bet system, as these services (and the likes of www.price-power. com and any golf tipster) live off the occasional big-priced winner to assuage any long losing runs (which are de rigeur when tipping at big odds [remember what long losing runs can do to the emotions?]).

So, your job is to find or create that 'banker bet' service; ensure you get the best odds available; and place your bet…

And that's it!

Realistically, if you start with £1,000, and use a 5% stepped ratchet, you should end up with a good return after a year (provided the strike rate for the system remains consistent over the long term).

You could even aim to withdraw your entire initial start-up capital after a year or two, and carry on betting with zero liability.

- » No clever accumulators!
- » No Fibonacci staking plans!
- » No studying form!
- » And certainly no loss-chasing!!

Instead, we simply ignore daily ups and downs and stay focussed on long-term growth.

Just 30% capital growth on a bank of £1,000 every year would theoretically make you a millionaire in less than 28 years. In practice, it won't, because you'll never get those bets on.

Now, I'll hand you back over to Clive…

Thanks to Lucy Collins. She is the author of the blog www.laybackandgetrich.com. Her next instalment in this newsletter will be in January 2014. In the meantime, I will be providing a 'banker bets' post at www. whatreallywinsmoney.co.uk with some daily ideas for you for systems which meet the criteria in this article.

Speaking of systems…

Home-Grown Betting Systems Update

Do follow the daily selections for these featured Home-Grown betting systems at: www.whatreallywinsmoney.co.uk.

Laying the favourite in Irish Bumpers

I must say how pleasantly surprised I am with this lay idea, and I am confident that it is something you can move forward with.

To recap, we look at Irish racing only, and specifically the Jumps meetings.

Make a note of any race that has the words 'INH Flat Race' in the title. This indicates that this race is a National Hunt Flat race; more commonly termed a 'Bumper'.

Laying favourites in these Irish Bumpers has ensured a nice profit-progression, as you can see in this graph:
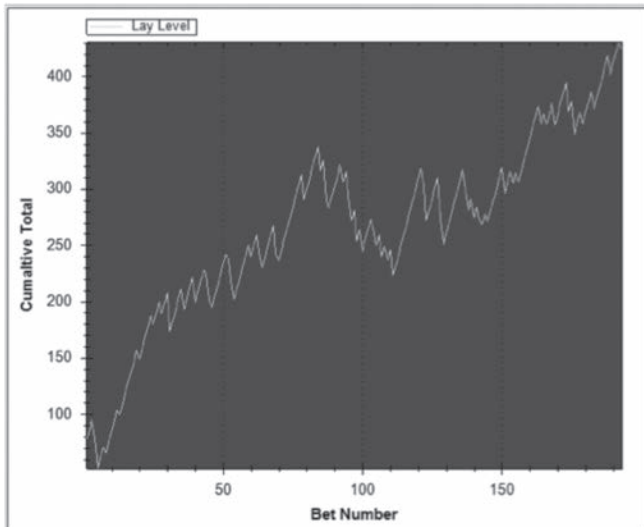
I have been following this idea for a year now: using level stakes of just £10 per lay (i.e. we are looking to win £10 per lay) has turned a £100 betting bank into £424.60.

This represents a 32-point profit for the year.

For those of you who want to lessen risk even further, consider laying these Irish Bumper favourites, looking to lose a maximum of £10 per lay (this is known as fixed liability laying).

Even with this very risk-averse laying strategy, a £100 betting bank has turned into £293, which represents a 19-point profit for the year.

There are other staking plans which produce truly exciting returns, and I will feature these in the accompanying Home-Grown System Updates video on the members' area of *WRWM*.

With a general theme this month of profiting from laying favourites in horse racing, I feel these Irish Bumpers are worthy of inclusion into your betting portfolio.

To give you an idea of what to expect, there have been 193 selections from November 2012 to date, with 70% losing their races at average odds of 3.05 (which represents 2/1 in fractional terms). The longest losing sequence over a year was 3, and the longest winning sequence was 10.

Please do look at the graph above again, and you'll note a period of losses at the very beginning. I would therefore not be too concerned if hitting a period of losers. Remember: we are dealing with favourites and we also have our focus firmly on the long term.

Laying the favourite in the last race of the day

All in all, laying favourites in the last race of the day in the UK/Ireland at odds of less than 4.00 seems to be producing a reasonable profit in the long term. It's been a year now and still in profit for the month laying at less than 4.00.

Novice Hurdle third-favourite laying

This is another lay system which is simplicity itself as far as the rules are concerned. We look to lay the third-favourite in all Novice Hurdles races in the UK and Ireland. We will now see a marked increase in the number of qualifying bets as the Jumps season takes over from the Flat and summer Jumps.

I will show you how to identify qualifying races in the Home Grown Systems video on the *WRWM* website.

Laying the third-favourite in the betting market to win £10 has turned a £100 betting bank (14 December 2011) into £1,077 as of 13 November 2013. This profit was realised without any price restrictions. This is, however, impractical in the real world. We recently had two third-favourites priced at odds of 262.95 and 687.35 Betfair SP, and, of course, liabilities would have been astronomical.

I have settled on an odds limit of 6 – that is, we do not lay any qualifying bet above odds of 6.00.

This has produced a good profit and a smooth profit-progression from December 2011 to date:

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Lay Staking Plans Cumulative Total Graph
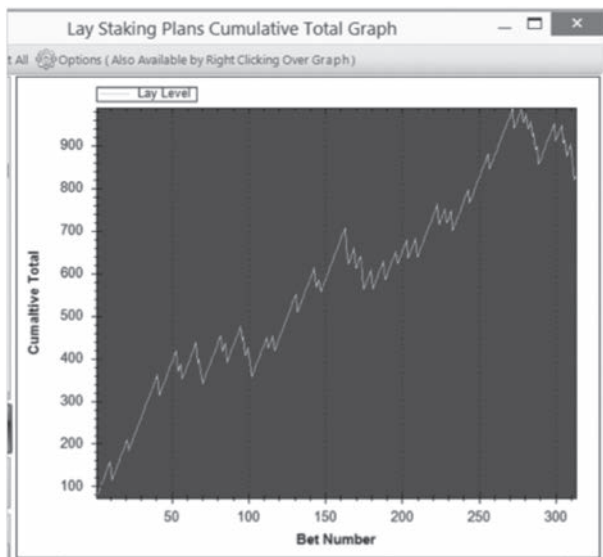
This has reduced bets considerably to only 313 and has produced a 72-point profit over the period.

If this kind of performance can be replicated in the future, we have a nice smooth profit maker.

I will discuss other more adventurous and profitable staking plans in the accompanying video for those who are interested in higher risk = higher reward ventures.

Laying vulnerable favourites

In August's *What Really Wins Money,* I introduced you to two 'Overwhelm' betting systems. How have these progressed?

By setting the following odds limits – those of laying qualifying bets between the odds of 4 and 14 only – the profit has increased to 58 points for this year, following a bad run of seven consecutive winning lays priced between 4 and 14.

This is a strategy with a long-term focus and may not suit all. I recount it here as it is profiting well long-term, but since 1 November to date it is showing an overall loss.

I remind you how we find selections in the Home-Grown video and selections are produced daily for you at www.whatreallywinsmoney.co.uk. Despite a good run of losing horses, the system tends to find that one winner daily to curtail profits. I hope this will change; I still have faith that this impressive profit can be added to.

Two-horse race placers

To refresh your memory regarding this system, we look in the *Racing Post* betting forecast for apparent two-horse races, like the one highlighted below. In this betting forecast, we see Arvika Ligeonniere

inserted as the 6/4 favourite. Rubi Light is next in the betting at 10/3 and then there is a marked price gap to Texas Jack at 6/1…

BETTING FORECAST: 6/4 Arvika Ligeonniere, 100/30 Rubi Light, 6/1 Texas Jack, 7/1 Mikael D´haguenet, 7/1 Toner D´oudairies, 8/1 Foildubh.

This would be a qualifying race. The horse we back in the Betfair Place Only market would be the bookmaker's favourite (which might differ from the betting forecast favourite).

Performance has continued steadily to level stakes, laying selections priced between 1.1 and 1.5:
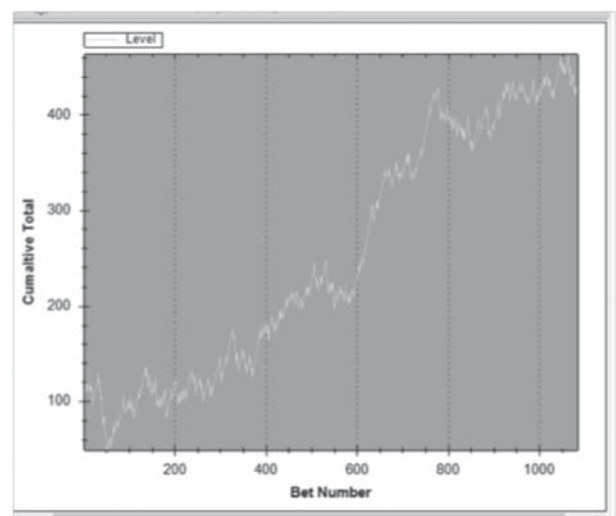
Over the long term, the system has provided a good profit graduation.

I'll be discussing the 'devastating' staking plan in the accompanying video on *WRWM,* which has skyrocketed profits. It is the restricting in odds of selections to between 1.1 and 1.5 which has smoothed out the graph for this year, so I'll continue monitoring results in this area as well as supply qualifying races at www.whatreallywinsmoney.co.uk.

New ideas for the New Year…

I have plenty of ideas for backing and laying systems for the New Year…

The 3-5-8 plan – I have been diligently recording the results for favourites in the third, fifth and eight races of the day. One system creator advocated backing the favourites in these races on a 'stop-at-a-winner' basis. (Yes, the staking plan so beloved of Lucy Collins… Not!)

With the performance of favourites being so poor (30% strike rate overall), can we lay the favourites in the third, fifth and eight race and stop when we hit a profit? This is certainly something for me to look into in the Betting Lab.

Market leaders in Novice Chases and Handicap Chases – Following on from my All-Weather idea about focusing on races where the favourites would seem to be vulnerable, I have begun recording the performance of first, second and third-favourites in Novice Chases (the clue is in the title – these horses are novices), and Handicap Chases (Handicaps are notoriously competitive – more so when the larger obstacles have to be tackled).

I will soon have a sound collection of data with which to report back on.

EVA races – Those of you already reading the posts at www.whatreallywinsmoney.co.uk will have been following my each-way betting selections. I'd like to introduce you to these EVA (EVA stands for 'each-way value alternatives') races via the website initially, and in a follow-up article in the newsletter soon.

I am focusing with EVA races on the absolute ideal race conditions for each-way betting.

The first point of focus is on the size of the field: I focus exclusively on eight or nine-runner races. These are the smallest field sizes which pay out on the first three places for the place only part of an each-way bet (an each way bet is two bets: on a horse to win and on a horse to place).

We immediately make the task easier in eight-horse races, because a chosen selection only has to beat five horses to place in the first three.

What, then, if we focus on races where there are two or more apparent outsiders? Here is an excellent example of the type of race I think is ideal for each-way betting:

BETTING FORECAST: 11/8 Maypole Dream 9/4 Poetic Verse 11/2 Magic Skyline 8/1 Uganda Glory 9/1 Magic 9/1 Swans Lodge 66/1 Yourselves 33/1 Turning the Tweet 66/1 Bargainsuresearch 20/1 anyfly

This betting forecast comes from an eight-runner race. Note the following:

» A short-priced favourite will inflate the odds of the rest of the horses.
» There are four horses priced at 20/1 or higher.

The inference here is that we can shortlist the following horses: Poetic Verse, Maypole Lass, Uganda Glory, and Magic Skyline, for each-way betting, all the while assuming that the outsiders priced at 20/1 or bigger will play no part in this race.

Immediately we have considerably reduced the field of likely each- way 'players'.

Please get in touch if you have a horse racing or football system idea you'd like me to track for you. You never know, we could find another long-term profit maker as we have done with several Home-Grown betting systems this year.

Now it's time to take a look at the Statman's recent discoveries…

The Truth About Last-Time-Out Winners

Regular reader 'Tony C' has been in contact asking what seems to be a relatively simple and obvious question: 'What would happen if you backed any horse that won last time out?'

Now I would imagine that bookmakers would cotton on to a horse that is clearly on form, but Tony showed me winners at all sorts of prices.

However, losers must obviously come with the territory, so what can we find out to try and streamline the selections?

What would happen if we simply backed every horse which won last time out on their next run? Would we make instant easy money or would we lose money hand over fist?

Let's find out…

I advise using the *Racing Post* (either the newspaper or the website – www.racingpost.com).

i. Look at every race, with the exception of any with the word 'Maiden' in the title, at any meeting. Maiden races feature horses which have not won a race before.

ii. Look to the set of numbers, or the number to the immediate left of every horse's name.

iii. Look for any horse with the number '1' nearest to its name; i.e. the figure furthest right of the set of figures. This tells you that horse won on his or her last visit to a racecourse.

In the example below, Havelovewilltravel won its last race (the bold font indicating that the race was won on the All-Weather as opposed to the turf).

please turn over…

The first step is to look at all races – over all tracks and all going.

The stats began from 1 January 2003 to date (which is around 10+ years of data). Staking in our table is a nominal £1 per point.

Number of Selections	Number of Winners	Strike Rate	Profit/Loss at Starting Price	Profit/Loss at Betfair Starting Price
108,898	19,480	17.89%	-£16,956.27	-£3,740.84

This seems to be an emphatic answer to Tony C's question as to whether backing last-time-out winners indiscriminately will produce a profit.

It will not!

As is traditional, I'll add some filters to see whether we can find a profitable angle. Will the going (ground conditions from firm all the way to heavy) influence the performance of these last-time-out winners?

My reasoning? Last-time-out winners could be carrying a penalty (more weight) and so their running could be affected over various ground conditions.

Here's the table showing the performance of last-time-out winners on different ground conditions:

Going	Number of Selections	Number of Winners	Strike Rate	Profit/Loss at Starting Price	Profit/Loss at Betfair Starting Price
Fast	14	2	14.29%	+£2.25	+£5.59
Firm	1,665	318	19.10%	-£435.17	-£311.24
Good	29,463	4,974	16.88%	-£4,405.20	-£398.48
Good to Firm	23,495	4,176	17.77%	-£4,160.64	-£1,521.84
Good to Soft	15,845	2,638	16.65%	-£2,532.62	-£496.16
Hard	7	2	28.57%	+£0.50	+£1.07
Heavy	5,305	1,117	21.06%	-£646.95	+£5.31
Slow *	217	39	17.97%	-£31.45	-£6.17
Soft	13,851	2,588	18.68%	-£2,068.93	-£354.79
Standard*	19,036	3,626	19.05%	-£2,678.05	-£664.13

*indicates ground conditions on All-Weather tracks.

The stats still offer little hope for Tony C…

Having looked at whether ground conditions positively influenced performance, I'll look at the performance of last-time-out winners with regards to their Starting Price Order (where, in the table below, the favourite = 1, second favourite = 2, and so forth)…

Starting Price Order	Number of Selections	Number of Winners	Strike Rate	Profit/Loss at Starting Price	Profit/Loss at Betfair Starting Price
1	31,424	10,533	33.52%	-£2,352.96	-£941.02
2	20,183	3,924	19.44%	-£2,545.80	-£1,292.29
3	15,192	2,122	13.97%	-£1,918.34	-£450.94
4	11,806	1,236	10.47%	-£1,705.67	-£170.28
5	8,607	663	7.70%	-£1,915.50	-£582.23
6	6,557	407	6.21%	-£1,705.50	-£462.12
Others (7 or higher)	15,129	595	3.93%	-£4,812.50	-£803.37

This is as expected: the strike rate for winners diminishes as the odds for the horses increase. Still there is no profit for Tony C.

I looked next at the number of days since the last-time-out winner last ran…

Days since last run	Number of Selections	Number of Winners	Strike Rate	Profit/Loss at Starting Price	Profit/Loss at Betfair Starting Price
1-7	11,023	2,725	24.72%	-£506.37	+£398.82
8-14	24,237	4,434	18.29%	-£3,561.82	-£1,035.97
15-21	21,839	3,836	17.56%	-£3,204.32	-£630.08
More than 21	51,799	8,485	16.38%	-£9,683.75	-£3,064.02

There is a marginal profit to be had if backing last-time-out winners to Betfair Starting Price (BSP) who last ran within a seven-day period.

So far, we have looked at the stats with the following filters:

» ground conditions;
» the position of the horse in the betting market;
» number of days since the horse last ran.

With none of the above providing that elusive profit, I decided to look at one last filter: that being the actual race courses themselves.

Having crunched the numbers across all of the race courses in the UK and Ireland, I drew up a table which I share with you below, showing the most profitable racecourses where you can back last-time-out winners and make a long-term profit:

Track	Number of Selections	Number of Winners	Strike Rate	Profit/Loss at Starting price	Profit/Loss at Betfair Starting price
Ayr	1,944	349	17.95%	-£171.89	+£138.93
Bath	961	189	19.67%	-£38.02	+£91.03
Beverley	1,141	202	17.70%	-£114.17	+£37.49
Carlisle	1,163	239	20.55%	-£3.99	+£142.29
Cork	466	85	18.24%	-£64.76	+£31.46
Curragh	1,129	180	15.94%	-£177.15	+£153.69
Down Royal	288	60	20.83%	-£15.58	+£28.73
Dundalk	846	151	17.85%	-£52.27	+£152.27
Exeter	911	189	20.75%	-£87.39	+£65.60
Folkestone	801	195	24.34%	-£48.83	+£31.80

Galway	593	91	15.61%	-£97.75	+£52.20
Haydock	2,679	427	15.94%	-£330.00	+£69.53
Kilbeggan	202	38	18.81%	-£7.73	+£17.78
Killarney	359	64	17.83%	-£54.16	+£6.97
Leopards-town	1,091	194	17.78%	-£166.23	+£159.30
Ludlow	762	169	22.18%	-£63.20	+£4.77
Market Rasen	1,320	271	20.53%	-£117.37	+£52.63
Naas	503	99	19.68%	-£42.60	+£50.50
Navan	489	99	20.25%	-£77.78	+£0.30
Newmarket	4,893	671	13.71%	-£664.11	+£112.52
Newton Abbot	1,067	256	23.99%	-£54.69	+£76.98
Plumpton	676	194	28.70%	+£2.53	+£46.30
Pontefract	1,136	190	16.73%	-£92.25	+£40.42
Ripon	857	141	16.45%	-£90.13	+£19.85
Sligo	157	38	24.20%	+£33.94	+£69.64
Stratford	1,298	247	19.03%	-£125.55	+£42.47
Thirsk	878	149	16.97%	-£74.68	+£43.26
Tramore	193	48	24.87%	+£36.38	+£128.22
Uttoxeter	1,445	305	21.11%	-£115.64	+£22.32
Warwick	1,233	233	18.90%	-£112.41	+£13.97
Yarmouth	1,064	222	20.86%	-£69.45	+£43.76
TOTALS	32,545	5,985	18.39%	-£3,056.93	+£1,946.98

It seems now that we are seeing the profit Tony C hoped for – as long as we are betting at Betfair Starting Price (BSP). Clive will be showing you how to place a bet at BSP in the accompanying video on the members' area of the *WRWM* website.

Finally, we have something which will answer Tony C's question!

Follow these simple steps:

1. Go to the *Racing Post* website (www.racingpost.com).

2. Make a note of any horse that won last time out: i.e. has the figure '1' nearest to the horse's name in the form figures to the left of the horse's name (see Havelovewilltravel from earlier).

3. Make a note of where the horses won last time out. This can be achieved by clicking on the horse's name at www.racingpost.com and bringing up its past form. (Please refer to the accompanying video.)

4. If the race course at which the horse last won at was Ayr, Bath, Beverley, Carlisle, Cork, Curragh, Down Royal, Dundalk, Exeter, Folkestone, Galway, Haydock, Kilbeggan, Killarney, Leopardstown, Ludlow, Market Rasen, Naas, Navan, Newmarket, Newton Abbot, Plumpton, Ponte-

fract, Ripon, Sligo, Stratford, Thirsk, Tramore, Uttoxeter, Warwick, or Yarmouth, back the last-time-out winner AT BETFAIR SP (NOT with bookmakers), and expect to make a long-terms profit, assuming the past indicators are repeated in the future.

5. If the horse you have annotated last ran (and won) at any track other than those listed, you can LAY the horse on Betfair (TO BETFAIR SP), and expect to make a long-term profit, assuming the same past indicators are repeated in the future.

Backing last-time-out winners indiscriminately is not profitable. Tony C now knows this, and so do you.

Please do make use of the race course table and back last-time-out winners who ran last time out at only those race courses specified. Please ensure that you log into the members' site at www.whatreallywins money.co.uk, where we will be providing you with any selections for November's Statman article.

Thanks for that, Statman. Now it's over to the Patriarch…

THE PATRIARCH

The 'Bet-and-Go' Profit Maker

Here we go – as promised last time: something for the workers.

Those of us busy at home with our computers can profit too, I hope. This plan has a long history, making its first appearance when I was a newbie (a word that didn't exist then), and reappearing a few times over the years. Its latest appearance on the market has been quite recent. There have been tweaks here and there along the way, but what I'm now presenting is, I believe, the best version.

Although it was designed originally for use with the *Sporting Life* and the famous Dick Whitford form ratings, we'll have to use, I suggest, the *Racing Post*.

I'll give the full rules in short tabulated form later, but here I'll go through them with comments and explanations.

It can be used for the present winter season, and indeed for all racing throughout the year: Flat, NH (National Hunt) and All-Weather; and there is no need to distinguish between types of races – Handicaps or Non-Handicaps, Maidens, Claimers, Sellers, etc. But we concentrate on the Principal meeting of

the day. The Principal meeting is the meeting which offers the greatest prize money. Later on, I will show you how to quickly find this meeting.

We are looking for one selection per day, and most days it should come from the Principal meeting, but if there is none there then we go to the meeting with the second-highest prize money and try there. If still no selection, then we go no further and we have no bet for that day.

Why the concentration on the Principal meeting? It's generally accepted, I believe, that the better the class of the meeting, the better the horses run to form – and that is what we're looking for.

Next, we're looking for races with 8–12 runners inclusive. This is a requirement of many systems and I remember in my newbie days asking an old professional if there was any good reason for this. His answer has remained in my mind, and to this day, I have a preference for such fields. He said that in small fields of less than eight, you tend to get tactical races where the winner can be the horse given the best tactical ride, and not necessarily the best form horse in the race. And in races with more than 12 runners, there is always the chance that, with the greater numbers, the best form horse will not get a clear run or can be hampered, and so not win. With eight to 12 runners then, there's perhaps the best chance for the form horse being successful. I realise that the eight and 12 figures are somewhat arbitrary, but at least they're useful in giving some guidance on the best size of field in which to bet.

That's the background to the system – now for the rules: how to apply them and a walk-through a recent example…

» All racing, all year in GB.
» Principal meeting and next-highest-prize-money meeting the only ones to be used. The Principal meeting and second-highest-prize-money meetings can be most easily found at the *Racing Post* newspaper. Look on page 2 and you'll see a list of the day's races and, importantly, the corresponding prize money:

In this example, the Principal meeting would be Bangor-on-Dee and the meeting with the second-highest prize money would be Exeter (£51K after Bangor-on-dee's £68K).

» Only use races with 8–12 runners inclusive.
» Note horses that are clear top rated, not joint, on RPR in the *Racing Post* (or whatever form figures in the paper being used).
» To be a selection it must be in top-three prices in *Racing Post* Betting Forecast (or paper forecast).
» Must also be 2-1 or more in the betting.
» Must be selected by both Postdata and Spotlight (or top-two tipsters in other papers).
» Must have won last time out.

Start with the first race at the Principal meeting and if you find a selection there using the rules, then that is it for the day. If no selection, then go on to the second race, and so on until you find a selection. Stop there when you do. If none is found at the Principal meeting, go on to the meeting with the next highest prize money. Continue the same process there, stopping when you find a qualifier. If none, then there is no bet for the day.

As you can appreciate, this is a very exacting betting strategy, and as such, there will not be qualifying selections every day.

Here is an example of a horse which meets all of the criteria stated above, bar one. Can you see in which rule this selection failed?

In the example above, Pool House is so very nearly a selection. This is a 10-runner race; Pool House is the Spotlight selection; is in the first three in the Betting Forecast; is the Postdata selection; and is top-rated RPR.

Where the horse falls foul is in having not won his last race. Pool House came second, and in the current odds, the selection is not priced at 2/1 or higher in the Betting Forecast (but may very well be priced at 2/1 or higher in the live betting market).

The first day I tried the idea, I found a qualifier quickly, which I'll now show. I've tried on further

days – not regularly – but have not been able to find another selection. On 31 October, the day's Principal meeting was Lingfield. The first three races produced no selection, but in the 2.20 with 11 runners, Horsted Keynes looked possible. It was clear top-rated on the RPR and was tipped by both Postdata and Spotlight. So far so good. It had won last time out and was favourite in the Betting Forecast at 5-2. That made it a selection.

I had to back it and it was heavily supported into a SP of slight odds on. It won.

The easiest way to find a selection, I would suggest, is to look firstly for the correct number of runners, and then for the clear top-rated horse. It's easy to see in the *Racing Post* paper: the black dot for top-rated – if there's more than one black dot, you can move on quickly to the next race. With its single black dot, look to see if it has won its last race. Again, if it hasn't, you can move on smartly to the next. If it has won, then a quick glance at the Betting Forecast will show if it is in the first three prices at 2-1 or more. In that same area of the paper, you'll also find if it has been tipped by Postdata (in its box) and by Spotlight in his race analysis there.

This last rule is very often the one that disqualifies a possible selection. Today, for example, we'd have had a selection, except that Postdata didn't tip it. The possible selection didn't win but Postdata's tip did – at 11-2. Maybe there is something to consider there.

That's it from me – back over to Clive.

Make sure you follow the Patriarch and Statman's selections from September, October and November's editions of *What Really Wins Money* exclusive for readers at www.whatreallywinsmoney.co.uk. If you don't have a username and password for the *WRWM* members' site, please get in touch.

Now let's take a look at how the current testing crop of systems and tipsters has been faring…

ROUND-UP

The Systems and Tipsters Update

These are a handful of what's hot, what's not, and what's new. With no newsletter in December, I will be using the time to eat mince pies and look at various ways of posting the daily or weekly records for the featured Systems and Tipsters at the *What Really Wins Money* website. So do ensure you visit www.whatreallywinsmoney.co.uk on a regular basis

throughout December.

What's hot…

www.diamondracinglays.com – This service comes under the umbrella of www.betsfortoday.com, who currently operate six tipping services. I am proofing five of them.

Like the majority of lay systems at Bets for Today, there is a price restriction on horses layed of 3.99. This equates to 3/1 fractional odds, so the layer will need an element of skill to keep a strike rate which will ensure a profit. Any horse which exceeds 3.99 odds is not bet on.

The lower the price of a horse, the greater its chance of winning, or so the conventional wisdom says.

As the odds are so low, you can bet to fixed-stake, and if doing so, from 2 September to date, a level-stakes profit of 15 points would have accrued.

At £29 per month, the service is delivering at a reasonable price. This is a service I would definitely shortlist at present. Will it eventually fulfil the criteria we need for that banker bet system? Only time will tell.

The Gambling Don – The Gambling Don is another horse racing tipster from www.betfan.com. Subs are £58 per month, £130 per quarter and £199 monthly. With November's current 18-point profit, this service is delivering, but is inconsistent. An 11.18-point loss for August was followed by a 51-point profit in September, then a 24.35 loss for October.

A profit to date of 33 points since August is reasonable, but really has to be put in the context of the staking plan of between 1–10 points per bet. Three 10-point bets losing and it's goodbye to the profit. It's no wonder the return on investment (ROI) is in negative territory each month (-9.47% for October for instance).

Still, it's in profit.

www.favouritelays.com – Favourite Lays is another tipster under the www.betsfortoday.com umbrella. It is a very simple lay tipping service, usually selecting one short-priced horse a day, and with the standard Bets for Today rule of not laying any selection over 3.99.

The liability on a service like this, at least since we started testing, seems to be around double the stake.

October saw a marginal losing month of 1.78 points loss. November has been a good month in contrast,

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with 11 consecutive winning lays, all below 3.99 odds.

This is good stuff at the moment. These Bets for Today layers seem to be delivering at present. I will be following this simple, easy-to-follow service with interest.

One thing to note is that services like this can be automated via a betting bot, which allows you to set an odds limit and place the bet just before race time.

www.valuebacking.com – 'Harvard graduate and racing expert shares winners at 50/1, 40/1, 33/1, 25/1, 12/1 and 7/1': so shouts the website, and I may be inclined to agree with them if they can repeat the heroics of 19 September.

I left you in September with a 10/1 and 12/1 winning bet (Betfair odds of 15.5 and 21) which sky-rocketed profits during the trial.

Since September, the Value Backing Extra bets have realised a 20-point profit, down from the 32 points reported last month.

The main service focuses on high-profile races on Channel 4 and is yet to produce a winner.

This looks like a service worth following, but as with any tipster targeting big prices, there will be some downtime. At present, and at £29.95 per month, Value Backing has a positive feel about it. Carl Nicholson has shown in the recent past that he can really pick some big-priced winners.

This is not a service for the 'emotion-free' ride we speak about in Lucy Collins' Seven Pillars articles. The cost of the service is £29.97 per month.

Zero Hype – www.zerohype.co.uk provide a variety of tipping services. A full list of services is available at www.zerohype.co.uk/products.php. We are currently testing The Banker, ZH Ratings, Lay of the Day and One-On-One. The 'hot' services from those four are The Banker and Lay of the Day. I have put all Zero Hype services together here…

The Banker – The Banker is run by Alex Cole, costing £20 per month or £200 annually. This service seems to be about quality over quantity. A 1,000-point betting bank is required with 5% of the bank on each selection. This is the kind of service which complements the idea of the Banker bet system proposed in Lucy Collins' article in this month's newsletter.

October ended the month with a 6.46-point profit. November to date has started with six no-bet days and no advice apparent for 12 November. The current

points-tally for November lies at 2.31 points profit. The service was oh-so-close to nailing an 8.01 odds (7/1) winner on 9 November.

The Banker is of obvious interest in the context of this month's articles; so do look out for regular updates on its performance at: www.whatreallywinsmoney.co.uk.

Lay of the Day – http://www.zerohype.co.uk/lay-of-the-day.php is run by Ryan Phillips and costs £10 per month, or £60 per year. There's a 14-day risk-free trial. As is the tendency with the team at Zero Hype, they are a thorough lot. The Lay of the Day has been added to with all sorts of weird and wonderful betting and staking angles.

£10 per month is fair enough, I suppose, for a service with a large number of betting days and, to be honest, rather obvious horses to oppose ('obvious' given their odds – the last six horses layed were priced at 10.58 [won], 17.44, 11.44, 12.05, 8.62, and 11).

There are some new staking options, alluded to earlier, including Place market fixed liability (which automatically reduces the odds of those horses mentioned above), Win market fixed liability (which will be akin to watching paint dry as far as accumulating profit with these high prices), in-play trading fixed liability, and pre-race trading fixed liability.

I told you they were thorough.

There's a 14-day free trial which is worth taking. This service will not suit everyone. It has a strong historical record of profits, the most interesting for me being fixed-liability laying with an initial £1,000 betting bank and 10% of bank. The quickest way to accumulate profits is through the level stakes laying, but the fluctuations in liability (from big to, well, bigger) may not suit all. The risk with joining Lay of the Day is if you join as a long winning sequence ends and hit a big-priced losing bet. That's the luck of the draw. If you have the patience (in spades!) for such a small outlay, this service will be a valuable addition to the betting portfolio.

www.mymagicmoneysystem.com – £197 is a little pricey for any kind of a betting system, so what – if anything – justifies the price for this lay system? Apparently, this was reduced from £497, but I suspect this is a marketing ruse.

The results at **http://www.mymagicmoneysystem. com/results.html** would seem to suggest that the purchase price can be returned after a couple of months.

Note these results are to 10% of rolling betting bank

fixed liability. This is the safest, most risk-averse staking plan, and guards against the occasional bigger-priced lay which actually wins the race. The end of September, for instance, saw an 8.06-odds horse win the race. To level stakes, this would have been a nasty blow; to fixed liability, we are ensured of no major surprises.

This lay system focuses on Handicap races, and I suppose that is the logical starting point for any lay strategy. Handicaps are, after all, the most competitive races.

Seven weeks of testing has produced a 25-point profit: a £1,000 starting bank has increased to £1,275. There are two systems within the manual; we are focusing on System 1.

The insistence upon liability laying is a good one, as you can use Betfair SP, and therefore 'bet and go'. Pleasing results to date.

The Greyhound Master Tipster – This is a tipster under the www.betfan.com umbrella. It is obvious from the outset that Kevin Dear, the Greyhound Master Tipster, is passionate for the dogs, as well as being very knowledgeable. His tips are always explained in detail.

October ended with a 32-point profit overall, thanks to the ante-post big-priced winner I spoke about last month. November has begun well with a current 11.75 points profit, helped by a 33/1 each-way placed dog.

Kevin Dear continues to impress with his knowledge.

What's not hot…

Make sure you visit www.whatreallywinsmoney.co.uk, as the performance of these tipsters could improve between now and the next newsletter.

www.lowlays.com – This is a rather ambitious lay service, in that they never lay horses above decimal odds of 3.00 or 2/1. This requires some skill to pull a consistent profit. Another lay tipster offering one bet a day. Historical profits have been accrued with only two losing months in the last 12 claimed. Our trial began on 10 October 2013, and to date Low Lays has had 16 horses winning, out of 26 qualifying bets.

Yes, there is a caveat within the rules, to set the maximum lay of 3.00 in running on horses who do not go off at Betfair SP of 3.00 or lower, but I have been unable to follow this practically, and have approached this service as a bet-and-go lay strategy, which it should be really, as it is only one bet a day.

The service has not been in profit since the test began

(currently 13 points down since 10 October 2013), and I must say, I would be rather uneasy as a customer laying continuously below 3.00 or 2/1. The tipster doesn't half make life difficult for himself. I'll continue to monitor.

UK Racing Lays – http://tipsterwarehouse.co.uk/tipsters/uk-racing-lays. UK Racing Lays testing began on 27 July 2013. There are two rules they insist upon: the first rule is that there are no lays above 8.00 odds; the second rule is that races of less than six runners do not qualify.

Since 27 July 2013, a profit wasn't realised until 17 August, and the bank reached a high of 16 points profit by the end of August. August therefore was a very good month with a monthly profit of 19.58 points.

September continued in a positive vein, with a profit of 8.29 points on the month. October ended nearly 3 points in loss, and since 7 November, performance has been terrible; 11 November saw four horses out of five winning their races, and this was exacerbated with another hefty loser at Betfair SP 5.62.

The monthly loss for November now stands at minus 35 points, which has meant that the profit since testing began is at a 14-point loss. Add the subs of £39.95 per month, or £79.95 per quarter, and we are in negative territory. The tipster has chosen to limit lays up to odds of 8.00, but when a horse wins at near this price (and when several win in a small space of time), the bank is decimated and all previous hard work and profits prove redundant.

Historical profits are consistent and if viewed on a long-term basis (over a year), this service is delivering a profit, but if you had joined this month, you would not be happy.

Football Bets – www.football-bets.co.uk. £1 will get you two weeks test membership, which will revert to £34.99 per month thereafter. They claim that: 'Bookmakers trained Phil as a football odds compiler. Now he helps you to take cash from them.' Bets cover the whole range of typical football markets, from Both Teams to Score (BTTS) to Over/Under 2.5 Goals; and Asian Handicap bets and Win Only bets appearing in a recent email.

Instructions are clear: a number of bookmakers are listed (presumably with the best odds for the particular betting market) and a points structure is set up. Our test began with a nominal £1,000 betting bank, which currently stands at £719. It must be said that all bets advised have been recorded in this figure, and this includes the TV match betting specials, which

tend to engender losing runs of around nine bets.

Add to this the errant increasing in stakes to 4 points (Roma v Torino – backing Roma which lost) and a 6-point accumulator (accumulators are loved by bookmakers) which went awry, and the betting bank has taken a bit of a hit.

www.football-bets.co.uk has also started tipping darts, and most recently golf, which is a slight departure. If it results in a profit, then I won't mind.

Golf Profiteer – Golf Profiteer is a tipping service from www.tipsterwarehouse.co.uk, and seems to be dining out on past glories. The betting bank, since testing began, is clinging on to profit thanks to the huge returns when Tommy Fleetwood won the Johnnie Walker Classic on 21 August 2013.

This catapulted August's profits to 105 points. September saw a loss of 32 points and October a further loss of 28 points.

Since Tommy Fleetwood won, there has been a 70-point loss to the end of October. This is largely due to the consistent 2-point eroding of the betting bank by what seems to be a misguided insistence upon Win/Top 10 Finish bets. Of course, when the wins come in, Golf Profiteer's profits will rise considerably, but the Top 10 Finish bets are simply not performing, and when the occasional pick finishes in the Top 10, this makes absolutely no dent on losses accrued from this single form of betting.

I wonder how the betting bank would look if these Top 10 bets were done away with? Golf Profiteer is still in profit as I write, and, after all, that's what we're after, but it's rated as 'not hot' for the above reasons. It is a service very much for those enjoying the thrill of a big-priced winner. At £19.95 per month, I think the cost factors in the 'bumpy' ride.

Golf Bet Profits – http://golfbetprofits.com and http://members.betfan.com/services/?oppid=47. Subscription costs £35 every 28 days, £175 every six months, or £315 every 12 months. Subs are not refundable but will be looked at on a case-by-case basis. Simon Holden is the man behind Golf Bet Profits. He sends out his tips, usually on a Wednesday (golf tournaments start on a Thursday and run until a Sunday), and while the tournament is in play, Simon will send emails with any Two Ball and Three Ball bets with stakes increasing up to 10 points.

August's performances were excellent, with Jason Dufner in particular sky-rocketing the betting bank. Back down to earth, alas, in September, with a 20-point loss. October sees a 93-point loss and

November to date sees a 52-point loss.

This is based on general 2.5 points each-way bets on the big-priced win-only selections; other bets – predominantly match bets (player x to beat player y) – have seen anything up to 10 points staked on them.

It's simply another waiting game for this service: waiting to hit the big winner, and in the meantime watching a slow erosion of the betting bank. Golf betting does not fit in with my style of betting, I must say. I prefer a steady flow of wins. These big odds tipsters are rather 'faith'-based: faith on your part that while the losing bets continue, there'll be a nice-priced winner just around the corner.

Racing Gold – http://tipsterwarehouse.co.uk/tipsters and http://tipsterwarehouse.co.uk/tipsters/racing-gold. It costs £29.95 per month (half-price for the first month), or £59.95 quarterly. Racing Gold provides three to five bets per day, simply detailing the horse, the race and the price. Some horses have a win and a place-only bet attached to them (this is because Racing Gold primarily quote Betfair and the only way to put an each-way bet on at the exchange is via the Win Only and Place-Only markets).

The large turnover of bets daily means a strike rate of some consistency is required. A 16-point profit since August is good, but the service is inconsistent.

Stable Line Gold – http://stablelinegold.com and as part of BetFan at http://members.betfan.com/services/?oppid=130. At first glance, a rather expensive service at £247 for three months, £397 for six months and £597 for 12 months. Stable Line Gold have 'inside contacts in every major training centre in the United Kingdom… Newmarket, Lambourn, Epsom, Malton, The West Country and Scotland'. Well-placed therefore to hit the bookies with some insider info? Stable Line Gold, like a lot of BetFan services, uses a 1–10-point staking plan, which can make monthly profits look impressive (i.e, 54 points for this month). This is because bets are placed at 10 points, so do bear that in mind if you are struck by the profit.

A 30-point loss for October and 46-point profit from September sees a reasonable return, but in real terms, these are 4.6 points profit September, 3 points October, and 5.4 points for November. Ask yourself how much you'd have to stake to realise a profit once the rather expensive subs were accounted for?

Key Racing – http://keyracingsystem.com is the site for this service. It's another BetFan service and is a straightforward one-a-day horse racing backing service, with the occasional day where several

selections are made. August saw a 23-point profit, September a 21-point profit, October a 26-point loss and November is seeing a 4-point profit to date. Stakes are generally 2 points per bet. The key racing system is profiting currently, but as with the majority of www.betfan.com systems, subs are a little pricey at £65 every 28 days. Reasonable stakes are therefore required to ensure a monthly profit, and down-months like October do hurt the betting bank.

We'll be looking at a whole range of other tipsters and systems at www.whatreallywinsmoney.co.uk, so make sure you check out the website this month (and next) for a fuller description and more in-depth study of these systems and tipsters.

REVIEW: SOCCER STATS TRACKER

Free Software to Boost Your Football Profits

This is a superb piece of free software which helps you with your football research, soccer betting statistics and analysis.

Oh and did I mention it was free? That's right. The software is free to download at www.soccerstat stracker.com.

The software contains information on a whopping 845 teams in 51 leagues, and its data mining facility can find you stats on any betting market you care to look at.

I am currently using the software to create some betting ideas specific to certain leagues in Europe. I also use the software to look at niche betting markets.

Here's an example… I want to look at the Top 10 teams in the German Bundesliga who, when playing at home, have the best record for winning at both half-time and at full-time in their matches.

I can use these statistics for Half-time/Full-time niche betting.

Here's how I would ask the software to look into the stats for this niche market in the specific league I have chosen (the German Bundesliga)…

In the 'Betting Statistics – Query' box I asked the software to 'Find the Top 10 teams from Bundelsiga that have more than 50% occurrence in all games for betting game 45/90 (HT/FT) tip is Home-Home when they are playing at home in season 2013/2013' The English is a bit mangled there but I hope you get the gist.

The result is impressive. The software tells me that Monchengladbach have won four home matches, leading at both half-time and full-time this season alone.

The half-time results are shown above, along with the full-time results.

The software also points to Dortmund as a team who could be backed in the Half-time/Full-time betting market when playing at home. They too have won four matches this season, leading at half-time and at full-time (see below).

Team	League	Games	Come Out	Perc	s.Odds
Monchengladbac	Bundesliga	6	4	66.66 %	1.5
Dortmund	Bundesliga	6	4	66.66 %	1.5

Soccerstats Tracker allows you to query the following betting markets:

- » Half-time match odds market
- » Full-time match odds market
- » Half-time/Full-time (as you see with the above example)
- » Under/over 2.5 Goals market
- » Total Goals market
- » More goals (e.g. more goals in the first half or second half)
- » Goal/No goal (better known as the Both Teams to Score market)
- » Even/odd – will there be an even or odd number of goals at full-time?
- » Handicap markets (ideal for Asian Handicap betting)
- » Exact Score markets (also known as the Correct Score markets)
- » Double Chance market (a bet favoured by some bookmakers, for example coupling the win and draw as a 1X, or the home win/away win (12)).
- » Half-time Goals markets (such as the Over/Under 0.5 Goals and Over/Under 1.5 Goals markets as featured at www.betfair.com)

These are some of the key betting markets which are featured within a typical in-play football match at www.betfair.com and with in-play bookmakers, so the potential for using these statistics is limitless.

please turn over…

I hope you're as excited as me by this: we have to not only focus on a specific league, but also only on a number of really niche betting markets.

Here's a list of some of the markets I will be using Soccerstats Tracker on over the coming season (and make sure you follow me at www.whatreallywins-money.co.uk where I'll be sharing my findings using this software)…

Half-time Score market

I like the Half-time Score market. The odds for laying the 0-0 in this market are shorter than the Correct Score market (for full-time) and there is a nice niche market in laying said 0-0.

This is something I have written about before as a great market to focus on. Now Soccerstats Tracker can enable us to highlight the best teams at scoring goals before half-time.

I have asked the software in this instance to list for me the best Premier League teams this season who tend to have at least one goal scored before half-time. My intention is to use the results to lay the 0-0 score line in the Half-time Score market.

Team	League	Games	Come Out	Perc	s.Odds
Liverpool	EngPrem	11	10	90.90 %	1.1
Sunderland	EngPrem	11	9	81.81 %	1.2222:
Man. Utd.	EngPrem	11	9	81.81 %	1.2222:
Arsenal	EngPrem	11	9	81.81 %	1.2222:
Norwich	EngPrem	11	8	72.72 %	1.375
Newcastle	EngPrem	11	8	72.72 %	1.375
Man. City	EngPrem	11	8	72.72 %	1.375
Hull	EngPrem	11	8	72.72 %	1.375
Chelsea	EngPrem	11	8	72.72 %	1.375
WBA	EngPrem	11	7	63.63 %	1.5714:

I would now make a note when any of these listed teams are playing each other, and look at laying the 0-0 score line in the Half-time Score market. Soccerstats Tracker tells me that these teams tend to see at least a goal before half-time in a vast majority of their matches this season.

Over/Under 2.5 Goals market

The Soccerstats Tracker can immediately highlight the best teams in a specific league for bringing in Over 2.5 Goals bets (where three goals or more have been scored). For instance, I asked Soccerstats Tracker to list for me any team whose matches finished over 2.5 goals, 70% or more of the time. The only team listed is Manchester City, and the stats show me that on seven occasions, Manchester City matches have seen a total of four goals or more. As you can see, this is useful information to 'go to war with'.

In which half are there more goals?

Soccerstats Tracker tells me that in seven of Sunderland's 11 matches this season, there have been more goals in the second half. This is worth knowing for in-play traders or correct score layers at half-time.

Both Teams to Score market

The Both Teams to Score market is a real niche market, and the Soccerstats Tracker can immediately highlight the teams who have shown a very recent pattern for scoring and conceding.

For example, the software immediately highlights Manchester United and Arsenal as having the most matches for both teams scoring.

This software allows you to be creative and allows you to instantly see the key statistics in any number of betting markets.

One final great use for the Soccerstats Tracker is its 'Current Sequences' feature. This feature allows you to find the best teams with the best sequences in any number of markets.

I like to use this feature to highlight teams with standout streaks. Manchester City, for instance, have had seven consecutive matches without a 0-0 at half-time. They have also won their last five home matches. Manchester United, on the other hand, are on a three-match winning run at winning at both half-time and full-time. This is a sequence I feel could end soon, as it is awfully hard to continue winning at half-time and full-time in the Premiership. Perhaps begin laying Manchester United in this market beginning with their next match?

Bottom line…

This is free software and is quite superb in its depth of coverage and quality. Do make sure you read my posts at www.whatreallywinsmoney.co.uk, where I'll be highlighting for you the best stats at the weekend, the strongest sequences, and some novelty betting ideas, all based around the findings using this superb software.

That's it for November and for 2013!

All that leaves me to say is to wish you all a very Happy Christmas and a prosperous and win-filled 2014!