

# What Really Wins Money

*An independent review of tipsters and betting systems*

May can only signify one thing: The end of the football season. With this in mind I have focused largely on the beautiful game this issue (the other beautiful game of course being Kelly Brook playing table tennis).

I continue my focus on trading with the 2nd part of my trading foundations article.

I discuss a simple system to lay short priced football teams which may give you some ideas. There's a quick synopsis on the methods that worked this season gone and that are likely to work again.

The Patriarch of course won't let horse racing go, and discusses FORM with two very interesting systems, and neither will I as I update you on the ongoing compounding experiment – more good news this month!

I take an in-depth look at the Protégé System and deliver the usual round-up of systems and tipsters to

follow and investigate further.

Regards,

Clive Keeling

**The Patriarch Presents...**

## A Simple Way to Use Form to Create a Winning System

Suppose most punters would agree that form is the main factor in deciding what horse to back (or lay). You look at the form figures – 23540, etc – and decide that a horse with 111 in its last three races is a much better bet than one with 444.

But is it?

Way back in April '06 I wrote here about the various systems that used these form figures as a basis for their ratings, the old Clive Holt Fineform Formula in particular, where 5 points were awarded for a win, 3 for a second, 2 for a third and 1 for a fourth, using the last two most recent races.

Thus 10 points was the maximum score available for placings and extra points were awarded for winning over course or distance or both (1 for course, 1 for distance and 3 for both). So, 13 points was the very top available rating. That very simple idea of backing 13 point horses made profits regularly then, and perhaps it still does today. But I felt it was illogical.

The 5 points for a win took no account of what kind of win it was. It might have been a race with only three runners worth £3,000 or one with 20 runners worth £20,000. Clearly, the wins are not of equal value though both would have been awarded 5 points.

I introduced then my own simple ratings idea taking into account the number of runners and value of the race, but I was fully aware that it didn't take into consideration other important features such as

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the distance by which a horse won, the time of the race, going, draw, etc, all of which, though important, could be very complicated to calculate and convert into ratings.

Then I had an idea, quite a good one I think, which simplified the whole process and indicated horses whose form was proven clearly good, and did not depend on points for wins, seconds, etc. Furthermore, as far as I'm aware, the idea is not widely used – always a boon in protecting the prices of selections – and the logic behind it is so obvious that it gives you a certain confidence in your choices. I'll come back to my idea later, but first an old system that also produces good form horses that win, and at good prices as you'll see, and with the Flat season now under way it is the ideal time to start operations.

I have results going back to 1952 and up to the 80s and 90s with winners at 20-1, 12-1, 100-9 (as they called it then), 10-1 and downwards. As I said earlier regarding my other idea, when you see the rules which follow, you'll appreciate the logic behind the selections:

1. Look for horses that have won two handicaps in the current season. These need not be in successive races.
2. In that second handicap win look at the horse which finished second.
3. Look to see what weight that second horse carried, and by how far it was beaten.
4. If it carried more weight than the winner, even 1lb more, note it and go on to Rule 5.
5. If it was beaten by no more than two lengths it becomes a listed horse.
6. Follow listed horses for up to three outings, but stop at a winner.

These are all the rules, and I'm sure you can see why it produces winners. A horse winning its second handicap has clearly put up a very good performance, and if the second in that race has given it weight and is not beaten too far then it also has produced a very good run. But being second it is not likely to be penalized by the handicapper and so in its next runs must have a good chance, and at reasonable odds since it won't necessarily have attracted the attention of the mass betting public. Here are some examples to show the plan in operation.

We'll go back to 1958 for a high profile winner. A horse called Rhythmic was second to Bannister Gate who was winning his second handicap of the season. Rhythmic was beaten by  $\frac{3}{4}$  length and gave the winner no less than 21lbs, so became a horse to follow. In its very next race it won the Ayr Gold Cup at 20-1.

More recently in 1983 Graphics Solar was beaten  $\frac{3}{4}$  lengths by Cavalier Servante who was recording his second handicap win. The second carried 2lbs more than the winner and so qualified to be followed in its next three races. It failed in its first race, but in the next won at Beverley at 12-1. I could go on, but I'm sure you can see from these two examples what we are looking for in this system. And a name for the system? In view of its long history, I think I'll call it The Half Century System.

## Using Racecheck to check race form

Now, let's get back to my earlier idea. The source, as is so often the case, is the *Racing Post* (newspaper version) and the form section for every race. There, in the results for each race, at the bottom, it gives very unobtrusively something called Racecheck, or as I prefer to think of it – Racecheque! For anyone not familiar with it let me briefly explain what it's all about. For that particular race it gives the number of winners, placed horses and unplaced horses that have come out of that race. Also, the winners are differentiated in this way. First, the number of winners, and then in brackets after it the number of winners who won in a better class race. So you might get something like Winners 5 (2), Placed 6 and Unplaced 4. That means that the race produced five subsequent winners, two of which won higher class races than the one producing these figures, six horses that were placed and four that were unplaced. That to me would indicate a race of good reliable form. So if my fancy had performed well in that race I would be encouraged by the Racecheck figures.

Conversely, Racecheck giving figures like Winners 0, Placed 1 and Unplaced 14 would be most discouraging, even if the horse I was interested in had run well in that race. The Racecheck figures indicate that the form of that race was very suspect and certainly could not be relied on. It's difficult to give hard and fast rules, but I'd certainly like Racecheck figures giving at least three winners, with perhaps one in a higher class race. In a later piece I

might produce more systematic figures as a guide.

Finally, and obviously, the Racecheck figures only become significant for races that have taken place some time ago, let's say a month or more, to give the opportunity for form to work out. For very recent races there are no results to go on.

NOTE – Racecheck seems to only be available with the *Racing Post* newspaper and is NOT currently online at [www.racingpost.com](http://www.racingpost.com).

## Compounding Update:

# One Blip At the End of April But Still a £400+ Profit!

I left you last month with the betting bank £1,187.93 compounding 2% of that betting bank each day. Has this growth been sustained, in the real world, from April to May using REAL selections in the place only market predominantly?

Indeed, how have these generally short priced selections performed using alternative staking methods as discussed in last month's newsletter?

### 15th April 2009 Betting Bank £1,187.93

Date	Odds	Target	Stake	w/l	New Bank
16/4	1.13	£23.76	£191	w	£1,211.69
17/4	1.09	£24.23	£282	w	£1,236
18/4	1.27	£24.72	£96	w	£1,260.72
19/4	no bet				
20/4	1.11	£25.21	£241	w	£1,285.93
21/4	1.09	£25.72	£300	w	£1,311.65
22/4	1.33	£26.23	£84	w	£1,337.88
23/4	1.12	£26.76	£234	w	£1,364.64
24/4	1.23	£27.29	£125	w	£1,391.93
25/4	1.21	£27.84	£130	w	£1,419.77
26/4	no bet				
27/4	1.15	£28.40	£199	w	£1,448.17
28/4	1.15	£28.96	£203	w	£1,477.13
29/4	1.28	£29.54	£111	w	£1,506.67
30/4	1.13	£30.13	£243	l	£1,263.67
1/5	1.25	£25.27	£106	w	£1,288.94
2/5	1.13	£25.78	£176	w	£1,314.72
3/5	1.25	£26.29	£110	w	£1,341

4/5	1.22	£26.82	£128	w	£1,367.82
5/5	1.16	£27.36	£180	w	£1,395.18
6/5	1.20	£27.90	£146	w	£1,423.08
7/5	1.20	£28.46	£149	w	£1,451.54
8/5	no bet				
9/5	1.21	£29.03	£145	w	£1,480.57
10/5	1.14	£29.61	£222	w	£1,510.18
11/5	1.13	£30.20	£244	w	£1,540.38
12/5	1.09	£30.81	£359	w	£1,571.19
13/5	1.31	£31.42	£107	w	£1,602.61
14/5	1.11	£32.05	£306	w	£1,634.66
15/5	1.13	£32.69	£264	w	£1,667.35

One blip this month at the end of April but we end the period from 15th April to 15th May with some £400+ profit. Onward and upward with the compounding.

## Points to note

There was a marked increase in football bets this month again, simply because they offered the greater odds without compromising on the chances of success. For example, Brondby at 1.27, Man Utd at 1.31 are generally a lot bigger than traditional place only bets.

The problem with this compounding again is that the stake increases as the odds decrease. A high of £359 staked can be uncomfortable for some.

## Any alternatives then?

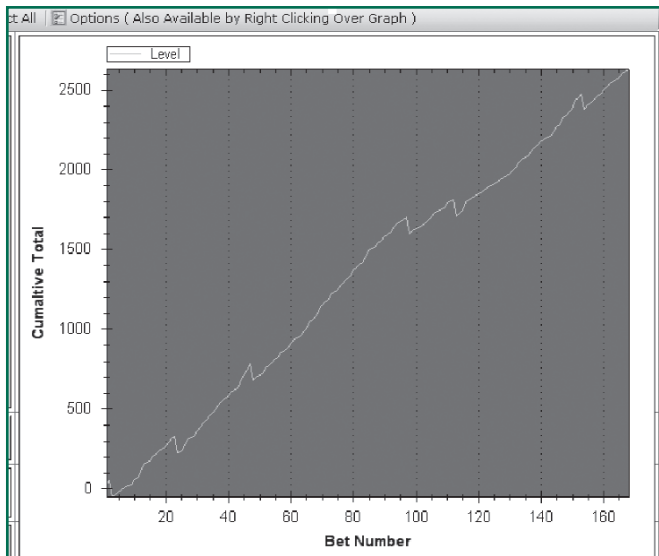
If you want everything stripped down and simplified, I hinted last month that level stakes betting, percentage of betting bank staking, and even safebet plan specialist staking can be very effective indeed.

## Level stakes betting

Despite the short odds, level stakes betting has still been worth doing. Here, we don't have to worry about calculating stakes, we simply place a level stake on every selection – ONE A DAY of course.

The graph over page is exactly what you want to see – a nice upward line, largely unbroken. Profit has exceeded £2,500 since November 2008. Again, considering the odds are generally poor, this is a return which comes with no rollercoaster rides at all

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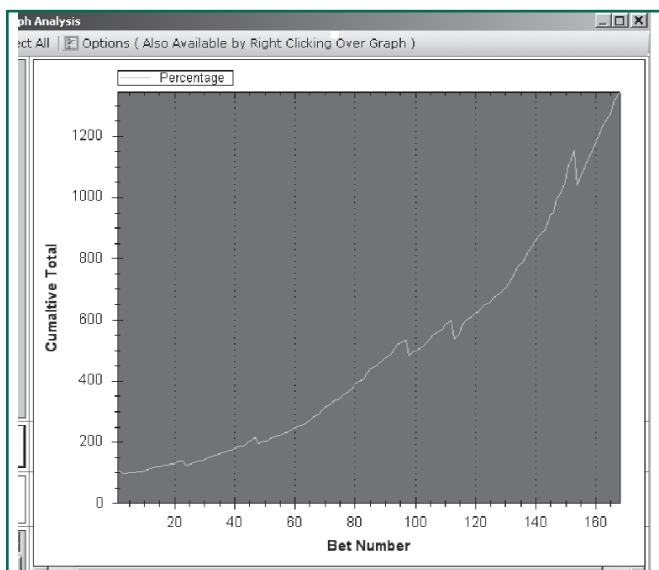
and a fair degree of comfort.

## Percentage of betting bank staked

This form of staking contains an element of compounding, and so actually outperforms level stakes.

The example below, is based on a single starting betting bank of just £100 and has, since November 2008, grown to £1,342. Perhaps not your main betting strategy, but certainly something to have running in the background as an investment vehicle type strategy. Compare this with a fund manager's performance with £100 in six months (during a world recession) and it looks rosy doesn't it!

I have used a 10% of betting bank staking plan here, so the first bet with £100 would have been £10. The stake now is £132 as the betting bank is £1,342.



## Specialist staking using the Safebet plan

As I mentioned last month, this staking calculator

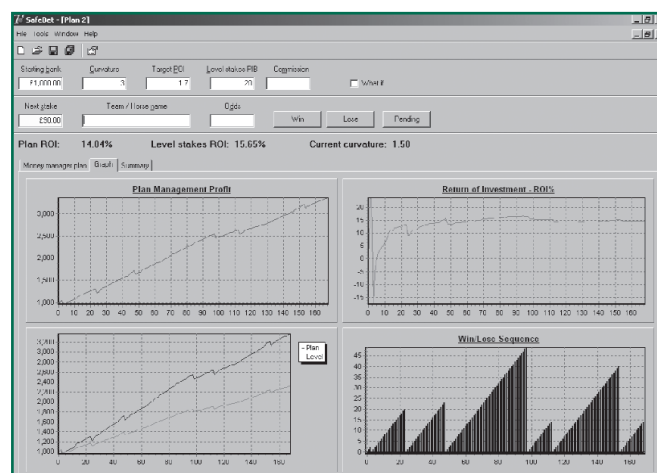
is perfectly suited to place only one a day betting.

Why?

Simply because the strike rate is so good at 96.43%.

The safebet plan allows us to base staking on a predicted longest losing run. I have set that longest losing run at three, although in reality we rarely go more than one bet without finding another winner.

A profit of some £3,200 now including April to May's results.

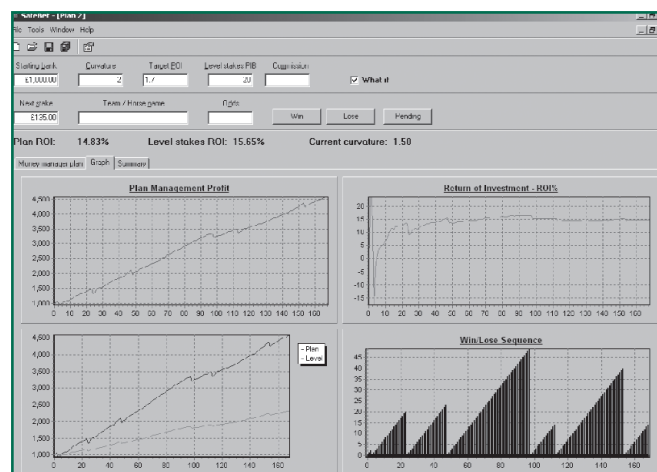


Curvature of 3

WHAT IF?

What if I trimmed the longest likely losing run to 2?

Well profits increase further to £4,500, which is highly impressive given the general stake has been £135, and the largest stake £317.



Curvature of 2

## Bottom line

I'm not advocating this as a stand alone betting strategy. That said, I would encourage you to set up

this investment vehicle type of betting with a wholly separate betting bank and start working on it whilst perhaps using more adventurous betting methods with your main betting bank.

It is clearly provable, workable and profitable; I'd go so far as to say that this REALLY WINS MONEY!

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## Betting Strategy

# Can You Really Profit From These Big Priced Selections?

The Protégé System is written by Tony Gibson, erstwhile betting system writer, and is being sold through Sportsworld Publishing.

Has the Sportsworld curse struck this system? (You know the one where the claims made simply don't materialise!)

Firstly, on looking at the marketing for this system, I had to step outside and take a few deep breaths as elements of the marketing are, shall we say, a tad misleading.

For instance:

“Ascot, twice through the card! Day 1 accumulator £54,561...

Day 2 accumulator £87,572.”

This is simply a lie and a misrepresentation. Why? Well, more often than not there is MORE THAN ONE selection in a qualifying race. So you could NOT have actually realised this accumulator unless you happened to have placed Harry Findlay-esque permutations for thousands of pounds stakes – because you are NOT BETTING IN SINGLE BETS PER RACE.

Rant over, and a few minutes of meditation and deep breathing, and I will return to the actual betting system itself.

## Characteristics of the Protégé System

Well, this system is certainly unique amongst all of the systems I get to see. Why? Well, its focus is on owners and their alliances with trainers in certain races.

## How can owners point us to winners?

Well, apparently they can.

The key to the system's success is the performance of high-class trainers when entering horses belonging to high profile owners in relatively high profile races.

These three elements married together enable protégé users to apparently nail those regular winners during the Flat season.

There is a great deal of logic to this system, and yes, during my trial, I have hit winners at 20/1 and 25/1 BUT, like the NH Super Trend Spotter, this does not tell the whole story.

## High volume bets

You see, there is a high volume of bets with multiple bets in one single race. For instance, one particular race saw six out of nine runners selected as potential bets. It follows therefore, that a 6/1 winner is required to just break even!

For example, the 8th May saw 22 bets in a single day which followed the 7th May which saw a 25/1 winner.

Results on the 8th May?

Out of 22 selections, one was a non runner, one a winner at evens, and the other a winner at 1/4.

So where does that leave the profits from the 25/1 winner? (Incidentally that race had six qualifiers so the returns in real terms, was 19/1.)

Generally, during my trial to date, winners have arrived, but they tend to be short priced. There is the odds big priced winner such as Bear Island at 12/1 and the odds day like the 17th May with 33 selections, and winners at 4/5, 13/2, 6/4, 6/1, 9/2, 11/2 and 6/4. Still, to level stakes, a profit is not made, so what's the point?

## It all hinges on big prices

Sometimes there is effectively blanket backing of horses in a single race and if we don't get a big priced winner then we don't profit.

One race had three runners and a winner at 5/4 – NET LOSS.

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Another had five runners and a winner at 4/9 – NET LOSS.

The day of the 12/1 winner saw other winners at 1 / 2, 7/4, 15/8, and 5/1 and 26 selection – NET LOSS.

### Can Betfair help?

Betfair's much vaunted bigger prices for outsiders were amply shown with Golden Sword who won at 25/1. This horse was available to back at prices up to 60 on Betfair!

It would make Betfair, I would suggest, an imperative really if this system is to work to maximum effect.

### Bottom line

As things stand, we are being outweighed by the sheer number of selections as compared to the prices of winners.

It becomes a frustration when you have bagged winners but simply not profited from the exercise.

May began spectacularly and profits shot up with Golden Sword's win at 25/1 following on from the 1000 Guineas winner at 16/1 BUT THESE WINNERS ARE A MUST to keep this system afloat.

### Will I profit?

You will profit if you keep faith that a big priced horse will win. At this early stage, the system seems flawed given the volume of selections versus the volume of winners.

Further, I feel the system will need rewriting at the end of the 2009 Flat season to account for new owners and the best performing trainers of 2009.

As things stand the remainder of the Flat season requires more big priced winners or, at least, winners in a race which ensure a profit (ie stakes against returns don't result in a loss).

The Flat season is only in its infancy and it is unfair to dismiss this system.

By the way, if you have it already, using the newspaper version of the *Racing Post* really does save time.

### Football Update:

## The Real Winners in 2008/9 and How We Can Profit From Them Next Season

As I write, ol' Red Nose has returned the Premiership to Manchester United...

And, more importantly, my betting bank is in the Mighty Black and not the Mighty Reds!!

I think there are a few select systems and strategies that have proven to be most effective this season gone. If included in your betting arsenal they could prove to be equally as profitable in the 2009/2010 Football season, when, of course, Wolverhampton Wanderers will knock Man Utd off their lofty perch and assault the Champions League the season after. I know you're a Wolves fan, Clive, but the glass seems to be more than half full for you (and said glass full of strong Russian Vodka! – the editor)

So here's what has worked from my perspective.

### The Simplex Trading Plan

From [www.simplextrading.co.uk](http://www.simplextrading.co.uk), this system has worked again this year producing another profit.

I mention it here only because it has worked. Alas, it will not form any basis for my football betting now or in the future.

The reason? Doubling up!

Even if starting with 10p stakes, one stake this season was as high as £1,638.40.

The writers behind this system also tell us to end around 16th December. This season, I decided to end as near to 13th December 2008 as possible. And I'm glad I did, because if the result this system required had not materialised near the above date, then we would have been looking at a huge five figure sum stake on one team in particular.

The risk of anomalous results is far too great for me to include this in my portfolio, DESPITE the fact it has worked well for two years now.

### Football cash builder

www.footballcashbuilder.com

Still being touted by affiliates who have never tried it at all, this system is simply unworkable.

So why have I included it here?

Simple. It works as a great lay system.

BUT you don't have to buy it. My lay system is my own invention and totally unique so I can share it with you.

I have mentioned it before, that accumulator bets can be the bane of the punter because almost inevitably one bet in that accumulator will let you down!

Here are the simple steps:

- 1) Go to [www.betfair.com](http://www.betfair.com) – click on sports – click on multiples. Multiples with [www.betfair.com](http://www.betfair.com) are the equivalent of traditional accumulators with the bookmakers apart from the fact that we can include LAY bets in our accumulators rather than back bets (and when you consider that the traditional layers (bookmakers) love these bets, this can tell you that football accumulators are not worthwhile long-term prospects – unless you hit a jackpot of course.
- 2) Click on the football coupon and make a note of all home teams priced 1.50 (or as near as possible to that price) and 1.34 (again as near as possible to it).
- 3) Select two home teams at 1.5 and one home team at 1.34 in a treble. Click on the “Back” bet for these teams
- 4) Instead of backing that treble, LAY the multiple bet. If any of these three teams loses or draws their matches, YOU WIN!

I came to this conclusion after the football cashbuilder, as a backing vehicle, kept disappointing

(and guess what, they're still flogging this system!).

Here is how the bet will look at Betfair Multiples (see bottom of page).

Note I have chosen to BACK the three teams BUT decided to LAY that treble. If all three teams win, I LOSE! If one team falters, I WIN!

## Laying the draw line

Oh no, not that old chestnut, I hear you groan. This method should not be dismissed as long as we maintain a couple of rules:

- 1) Look to lay only when the price to lay the draw is 4 or lower.
- 2) Go through all qualifying games and lay the draw only in a limited number of games where goals are expected, i.e. CHOSE specific games and don't lay ALL games. Chose suitable games – those YOU think will have goals – because as you read last month, GOALS MEAN PRICE FLUCTUATION!

It all goes back to personal choice, I suppose, in the games that you select in ensuring whether you make this method work. It may have been around for ages but should not readily be dismissed. Please look at the football trading article for a glimpse of lay the draw in action. Also, do not neglect trading in other markets!

The majority of manuals released this season have been trading based, and I am committed to spilling the beans to you here over the coming months.

### [www.oversandundersbetting.com](http://www.oversandundersbetting.com)

Yes, a collector's item, folks. A Brookes book that actually makes sense! Why? Simply because it is not written by the Shakespeare of the noughties.

The methodology for sniffing out (in particular)

<b>1 Trabzonspor v Konyaspor</b> (Backing Trabzonspor @ 1.51)			
<b>2 B Munich v Hannover</b> (Backing B Munich @ 1.39)			
<b>3 Marseille v Valenciennes</b> (Backing Marseille @ 1.65)			
<b>Trebles</b>			
<b>Selections</b>	<b>Odds*</b>	<b>Stake</b>	<b>Potential liability</b>
1,2 and 3	3.48	£100.00	£248.00
*Odds shown are indicative and may vary.			
			Total backer's stake: £100.00
			Your total potential liability: £248.00

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games with over 2.5 goals has proven to be consistent and, when married with trading – as suggested in a recent article – has proven to be an effective profit maker.

This is a methodology I put to use, but there is no need to really purchase the eBook to be honest. Just ask yourself what you would expect to see if looking for games with goals.

Simplicity is genius as Einstein said. Yes, you'd be looking for stats and trends which point at goals for BOTH the home sides and away sides.

REMEMBER, the key to success with this strategy (which is not covered in the eBook) is that element of trading.

This is something I will personally cover as part of my articles on football trading.

## Other football services

**[www.football-bets.co.uk](http://www.football-bets.co.uk)**

Well, I fail to see how this service has made a profit this season. Some of the bets have been, it seems to me, too clever rather than going for value bets when chances are obvious.

It has simply not delivered all season long

**[www.footballmaestrosystem.com](http://www.footballmaestrosystem.com)**

A football tipping service from you-know-who which has failed to impress me, simply because the bets he puts forward are very, very obvious and generally odds on shots (and very short odds on shots to boot).

£100 to £10,000 this season, shouts the blurb, but I'm afraid this has not been delivered thanks largely to the odds on bets and the small percentage of the betting bank attributed to these bets (whose returns, of course, are negligible if we started with said £100 betting bank and continued).

Good ideas regarding dutching the correct score in some matches (as we get good odds if these come in) but by and large these bets have not been put up as official recommendations.

Not something I would personally have been happy to pay for, and has not met the initial profit promises.

**[www.soccerbetting.info](http://www.soccerbetting.info)**

You may like to take advantage of this free tipping service. They have had a long winning run of late and the price is right!

I use these free services as additional information to strengthen my decision making.

**<http://www.footballbettingresults.co.uk>**

An excellent live stats site run by Oxon Press and a link into their Sports statistician service which retains quality this season.

Statistics are the key here – corners – yellow and red cards – that sort of thing.

Also incorporates [www.footballbettingdata.co.uk](http://www.footballbettingdata.co.uk) which is the online version of the original *Sports Statistician* newsletter.

## Bottom line

I have not included any permutations here as my betting is largely online using the betting exchanges.

If you would like to know about permutations and football, drop me a line – I would be happy to point you in the right direction as there are specialist programs to help you calculate permutations.

All in all though, the above services have proven to be effective this season, and I will be adding more as and when I come across them.

The football tipping (paid for) services have generally performed below expectations this term and do not seem worthy of investment.

Starting next season, though, with a focus on over 2.5 goals trading, and laying the draw, as well as some of the other ideas within this particular newsletter, will serve you well season long.

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## Football Strategy:

# Football Trading Foundations – How to Tap Into the Key Markets

As mentioned last month, I will be focusing here on the key tradable markets that we can use in Football In-running betting.

Here are the key tradable markets:



- Match Odds
- Correct Score
- Over/Under 1.5 Goals
- Over/Under 2.5 goals
- Over/Under 3.5 Goals
- Over/Under 4.5 Goals
- Next Goal
- Half-Time
- Asian Handicap
- Total Goals

## The best markets to trade

From the above tradable football match in-running markets, the following are the best markets to concentrate on, and will be most reactive to goals:

- Match Odds
- All Over/Under Goals markets
- Correct Score
- Total Goals

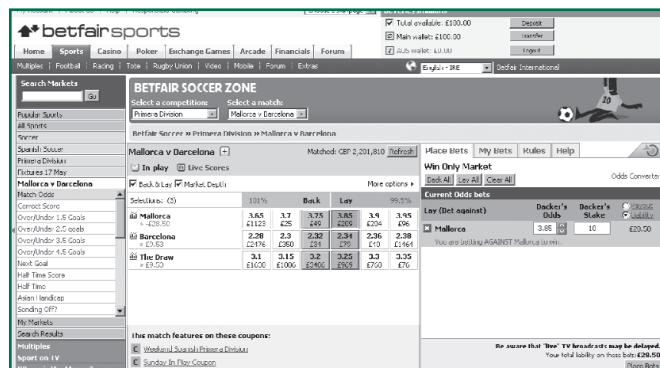
We have to think about liquidity when trading. If there is not enough market forces in a single market, then trading can be difficult.

## Focus on match odds

The main focus of this article will be on the match odds market which has no problems with liquidity and market forces.

The match odds market is the traditional market where we can back (or lay) the home team to win (or not win – we win with the draw) away side to win (or not win), or the draw.

It is important to remember that laying any of the above eventualities is actually the equivalent of having two back bets on the other outcomes.



As you can see above, by laying Mallorca we are effectively backing Barcelona and the draw.

## The match odds market and trading

Remember last month I spoke about GOALS being the key?

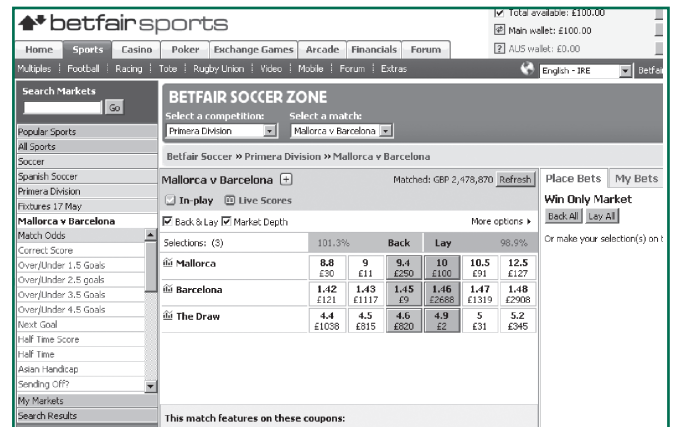
How would a goal affect the above market?

If Barcelona score first, their odds will reduce because the market believes their chances of winning AT THAT MOMENT IN TIME, are enhanced.

Mallorca's odds will increase because they now have to score two goals to win.

The draw odds will increase but not markedly because at 1-0 there is still a chance for opponents to score a goal and equalise.

This has happened here. Contrast the odds in the above screenshot with the odds in the first screenshot after Barcelona scored the first goal:



### MALLORCA

Original pre match odds 3.75

Odds after Barca score 9.4

### BARCELONA

Original pre match odds 2.32

Odds after they score 1.45

### DRAW

Original pre match odds 3.2

Odds after Barca score 4.6

## How can we take advantage of these price movements?

The first thing we have to decide when trading the match odds market is which bet do we place?

There are six options:

1. Back the home team
2. Lay the home team
3. Back the away team

*please turn over*

4. Lay the away team
5. Back the draw
6. Lay the draw

## Back the home team

This type of bet is ideal if you actually fancy a team pre match OR expect the home team to be strong and score the first goal.

It can allow for a quick trade – trading the price movement BEFORE the goal and after the goal.

Look for teams with distinct ability to score and score often – teams such as Barcelona spring to mind immediately. Although you are unlikely generally to get good prices, it is not the price that is the concern. It is the DIFFERENCE between the price you backed the team at, and the price after that team has, hopefully, scored first.

In the above game, Barcelona were 2.32 to back. They scored first. Their odds reduced to 1.45 allowing us a nice profit, as you can see below.

The screenshot shows the Betfair Sports interface for the match Mallorca vs Barcelona. The main market shows the following odds:

Outcome	Back Odds	Lay Odds
Mallorca	4.8	11.0
Barcelona	1.36	1.42
The Draw	5.1	5.6

The market depth for Barcelona shows a significant volume of bets, with the top order being a back bet of £100 at odds of 1.45. The total market value is £100.00.

We have a free bet now on Barcelona, BUT in this unpredictable world, it really is better to spread the profit on all outcomes. (In this example, Barcelona scored first BUT eventually lost the game 2-1 – hence the disciplined approach of “greening up”.)

In the above example, having backed at £100, we need to LAY at £100 to get our stake back and create a free bet.

BUT, if you want a “green screen” and a profit on all outcomes (because we never know!) then a simple rule is to lay using the stake you backed (in this case £100), and ADD the profit you would like on the draw and Mallorca win.

In the above example, if you had laid Barcelona at 1.4 after they scored for a stake of £166, you would have a profit on all outcomes of £62.

(This whole process is made a lot easier with bespoke software such as Fairbot.)

## Trading by laying a team

In this example, laying a team can provide us with a huge price difference between the lay price pre goal and the lay price after a goal is scored by the opposition simply because the team you have laid, AFTER GOING A GOAL DOWN, now need to score two goals to score.

Remind yourself of Mallorca’s lay price pre goal (3.85 in the first screenshot) and compare that price with the price to back Mallorca after Barcelona scored first – the price reached 11.

The screenshot shows the Betfair Sports interface for the match Mallorca vs Barcelona. The main market shows the following odds:

Outcome	Back Odds	Lay Odds
Mallorca	3.85	11.0
Barcelona	1.45	1.47
The Draw	4.0	5.4

The market depth for Barcelona shows a significant volume of bets, with the top order being a back bet of £100 at odds of 1.47. The total market value is £100.00.

If we lay at 3.85 we can effectively “buy back” our stake at much higher odds of 11 and, again spread the profit.

Again, note the right-hand side of the screen. We have nominally laid Mallorca for a stake of £100 with a liability of £275.

The idea with trading is to negate any liability or stake AS QUICKLY AS POSSIBLE.

Barcelona score a goal.

The market thinks that Mallorca will find it difficult to score two and thus win the match so the odds to back Mallorca reach 11.

Remember we have to NEGATE LIABILITIES OR STAKE AS QUICKLY AS POSSIBLE.

A stake of £34 backing Mallorca at the much greater odds than you laid them will produce a green screen of £62 ON ALL OUTCOMES.

AND REMEMBER...

Mallorca actually won this game 2-1.

## Lay the draw

The draw in this game was 3.1 to back and 3.2 to lay before any goals had been scored.

Now you have no doubt heard about laying the draw, and this is a good example of laying the draw.

Barcelona scored, and the draw price increased to 5.1.

Market	Back	Lay
Mallorca	10	10.5
Barcelona	1.36	1.37
The Draw	3.1	3.2

Note that this price difference is much shorter than you will find laying Mallorca – simply because it is entirely within the realms of possibility that, at 1-0 only, the losing team can equalise.

Again, the green up profit is lower than that found by backing Barcelona or laying Mallorca.

The advantages of laying the draw is that it involves BOTH teams. The hope is that the team the market favours will score first (in this case Barcelona scored first and they are renowned goal scorers).

If Mallorca scored first, the market would have expected a draw to be the next outcome simply because of the power of Barcelona.

In this case, you may not have seen the price rise you want to enable a profit, and may have to settle for a loss.

## How do we determine who is going to score first?

In a future article as part of this series I will be focusing specifically on techniques we can use to actually determine the trading decisions we are going to make. For a sneak preview, check out the article on actually laying short priced football teams.

## AN ADDED DIMENSION TO THE MATCH ODDS MARKETS

### Enhanced bets – the sole preserve of the match odds market

Let me use the above game as an example.

Let's say that, in this case, you noticed that Barcelona had already won La Liga (which they had and thus this game represented an unwelcome distraction with the match holding no real significance for Barcelona)... that Barcelona have a Champions League Final to prioritize with the League now wrapped up (which they did)... that Barcelona were playing with a weakened side minus Thierry Henry and Lionel Messi and without their usual first choice goalkeeper and defensive unit purely to keep these players fit for the Champions League showdown... and that Barcelona were playing away from home.

Barcelona's odds pre match of 2.32 are representative of the above factors (they usually are priced up at 4/9, 1/3, 1 / 4, 1/5).

A good argument then for perhaps taking a chance on Mallorca.

BUT, we decided not to get involved and see what happened in this game.

### BARCELONA SCORE FIRST!

Interesting given the above factors.

If you have convinced yourself that Mallorca can still play some part in this game despite being a goal down, you have two enhanced bets options:

- 1) You can lay Barcelona at 1.45 (their price to lay pre match being 2.32 – we, as layers, always want to lay at the lowest price necessary).
- 2) You can back Mallorca. Their price now is 11. Their price pre match is 3.85. Here you can place a tenner and hope for the best.

Even if Mallorca equalise we can still trade out for a profit at 1-1 because Barcelona are no longer winning (hence the 1.45 price at 1-0 will increase) and Mallorca are closer to winning at 1-1 as compared to 1-0 down (remember the price of 11 assumes Mallorca score two goals to no reply against a team renowned for scoring, albeit with a stronger squad and better

*please turn over*

motivation than was seen on this occasion).

FINAL SCORE – 2-1 Mallorca.

In this case the bet came in and you backed a team at nearly 3/1 pre kick-off, at a massive 10/1!

This is not an isolated incident as I have highlighted in my eletters:

Man Utd 1-0 down to Wigan – Man Utd go on to win  
Man Utd 2-0 down to Spurs – Man Utd go on to win  
Bordeaux 1-0 down to Le Mans – Bordeaux go on to win

### **A quick guide for enhanced bets success next season**

The key to this form of betting is not to plan for an enhanced bet, rather to stumble across an opportunity. I was following the Man Utd game against Wigan, and Wigan happened to score first.

**THEN I POUNCED!**

I did not expect Wigan to score first – then again I didn't expect Man Utd to be two goals down to Spurs either.

These surprises will happen and the key to success is not to plan the bets, BUT to plan in which matches these bets are likely to occur.

In the above two matches, the market was telling you it expected a Man Utd win in both cases. I expected a Man Utd win in both cases.

- 1) Go to [www.betfair.com](http://www.betfair.com). Go to Sports. Under Soccer click on Today's In-play coupon which will list all of the day's football matches which are in play and thus tradable!
- 2) Look for all home and away teams priced at 1.5 and lower (preferably 1.4 and lower). Expectation here is for those sides to win their matches.
- 3) Do some research at [www.soccerstats.com](http://www.soccerstats.com) along the lines found in the laying short odds football teams article, just to increase your confidence in the prices being justified.
- 4) If you want to, open up Betfair's unique LIVE SCORE facility – select the leagues you are interested in, and ensure the sound is on – this will alert you to a goal without you needing to constantly monitor. Simply react to the beep when

a goal is scored.

- 5) If any of your shortlisted “bankers” find themselves a goal down, consider either laying their opponents or backing them at enhanced odds.
- 6) HOPE TO GOODNESS SAID TEAM PERFORMS AS THEIR SHORT ODDS SUGGEST.

The opportunities are many and are not limited to the favourites going a goal down. No! What if it's still 0-0 with 80 minutes on the clock? You can still back the team then in the hope they will prevail (in the knowledge this is a game of 90 minutes) – or you could, of course lay the draw.

Last season, for instance, I backed Celtic at odds of 10 in the 90th minute against a team they were priced to beat. Shunsuke Nakamura took a last gasp free kick and **WON THE MATCH FOR CELTIC 1-0.**

Backing at such odds means stakes can be minimised and returns (potential returns) maximised! The bets will not always bear fruit because we are hoping for the unexpected – A SURPRISE – but at least we know we are getting good odds ALL THE TIME.

It's a simple bet based on the element of surprise.

I am sure you can recount your own personal experiences with late goals (prevalent this Premiership season) and you will no doubt recall 10 man Barcelona nick a late goal in THAT match – here you would have laid Chelsea to cover the draw OR backed the draw as late as possible in the game to get the biggest odds (if backing) or the shortest odds on Chelsea (if laying) – if you kept faith with Barcelona in the Champions League Semi-Final.

The unexpected can occur, and you can gain from it.

So next season, watch out (or rather don't watch out) and let the enhanced bets come to you.

– A favoured team goes a goal down

– It's a draw and the game is in the 80th+ minute

**GET ON AND MAKE A VALUE BET!** If you continuously back 1/3 shots at 5/2 you are always getting value!

## Bottom line

I hope you can see with the match odds market that there is scope for trading and profiting from trading.

I hope I have shown you the impact a goal can have for the backer or the layer and how you can profit from it, and I want to remind you that in this day and age there is software to do all the calculations for you – my preferred software is Fairbot from [www.binteko.com](http://www.binteko.com).

I hope, too, that I have shown you how the price fluctuations can lead to enhanced betting opportunities where your outlay in relation to possible return is huge.

Most recently, I backed Lokomotiv Sofia (originally 1.25 pre game) at EVENS when they went a goal down. I greened up for £25 profit BUT I could have made £100 had I kept this bet, and kept faith in the original price being reflective of their chances.

The scope is great here!

Next time I will focus on the overs/unders goal markets and show you the best resource websites and how to gather information from them to help you determine whether you are a backer or layer of certain goal numbers.

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## Laying Strategy

# REVEALED: A Faster Way to Lay Short Priced Horses

The focus on laying short priced horses has produced what I like to term “reference” eBooks such as False Favourites as far as horse racing is concerned.

Excellent written and perfectly suited to “building a case to oppose” but these eBooks have one problem, and that is that you need to make an investment in time to go through the thorough processes needed to find a solid lay at low prices.

## Is there a quicker way?

Well I think there is. Perhaps a focus on football instead?

After all, we only have two teams’ “form” to check out rather than reams of horses and their form.

And here in this article I will focus on football, for there are occasions where an argument can be made to lay a very short priced football team who the bookmakers may have priced up too short.

## Building a case for a short priced football season

With the football season come to an end now, and with the general theme of this newsletter being on football, how can we sniff out a football team at very short odds who have a good chance of drawing or even losing if we lay them (remember the advantage of laying with football is that we can cover the draw – it is effectively two bets).

Here are some areas I focus on regarding short priced football teams that I consider when seeking to oppose:

- CIRCUMSTANCE – incentivised to win or not?
- HEAD TO HEADS AGAINST THE OPPONENTS – potential bogey team?
- SHORT PRICED TEAM’S PERFORMANCE AGAINST THOSE TEAMS NEAR THEIR OPPONENTS IN THE LEAGUE TABLE.
- RECENT FORM FOR HOME TEAM AND RECENT FORM OF AWAY TEAM BOTH HOME AND AWAY.

### (1) CIRCUMSTANCE

Can include time of the year (read the trading article re Barcelona – won La Liga – Champions League Final looming – nothing to play for).

Can include “dead rubber” games – again, generally end of the year, or include games which are prior to big Cup competitions.

Is this a must win, to either qualify for Europe, or avoid relegation, or win a league FOR EITHER TEAM?

Is this a Cup game (the kind of Cup that big teams generally don’t take seriously and thus put out 2nd string sides).

### (2) HEAD TO HEADS

It is good to see how the two teams have done already this season, and historically. Some teams are just bogie teams for short priced favourites, for whatever reason. You will normally notice this

*please turn over*

historically – draws prevail, or tight 1-0 victories.

**(3) SHORT PRICED TEAM’S PERFORMANCE AGAINST THOSE TEAMS NEAR THEIR OPPONENTS IN THE LEAGUE TABLE. SIMILARLY, OPPOSITION SIDE’S PERFORMANCE AGAINST THOSE TEAMS NEAR THEIR OPPONENTS IN THE LEAGUE.**

Has the short priced team found it easy or difficult against teams who are at a similar level to the opposition they face today? For example, some teams find it difficult to get a result against bottom sides for some reason.

Has the bigger priced team performed well against teams in the same part of the league table as their short priced counterparts (see Hamburg v Koln below).

**(4) RECENT FORM FOR HOME TEAM AND RECENT FORM OF AWAY TEAM BOTH HOME AND AWAY** (also HOME? AWAY form in general season-wide and form in last six to ten games (be they home and away games)

Like the horse racing, are the teams in form or faltering slightly?

These are the four main criteria I look at when considering building a case to oppose a team priced to canter through the game.

**IN PRACTICE**

Check out the real life examples below and see how I formulate my decision making based on any one of the above four pointers or all four pointers. I have numbered these pointers **(1), (2), (3), (4)** to coincide with the four pointers above and will bracket them next to the real life examples below:

17/5

13:00 **Augsburg vs. Wehen** 4/11

Why is a team who are only 10th in German 2nd division, and who have only won two of their last 15 games, 4/11? Well, because they’re playing the bottom side who have only won five all season. But caution! Wehen have only lost by 1-0 recently and drawn 2 0-0’s 10 draws this season. (4)

RESULT 1-1

Look below at this table from [www.soccerstats.com](http://www.soccerstats.com). Would you back a side at 4/11

that is 11th in the league? NO? Me neither! ( **See FIG 1**)

13:00 **Hibernian vs. Celtic** 6/1 10/3 4/9

What I like to call an “incentivized” team – Celtic must win with Rangers winning yesterday (1)

1 point lead at the head of the table, Rangers look go have a goal in hand after today’s match.

Celtic away have won 1 (Rangers) drawn 2 and lost 2 against teams in the top six away from home. This includes a 2-0 defeat last time they were at Hibs. (2) (3)

Last 11 games have seen five draws and six wins. They must avoid a draw today and take maximum points

Four wins, two losses and three draws in Hibs last nine home games include that 2-0 win over Celtic. (4)

Whenever an Old Firm team are NOT quoted at 1/3, 1/4, 1/5 then it is usually a sign of a hard fought victory or draw with the opposition having a chance to score

RESULT 1-1

Again, by clicking on “Scotland” under “National Leagues” then clicking on the team of your choice (in this case Hibernian), we can see, at [www.soccerstats.com](http://www.soccerstats.com), that Hibs recent form is strong – four draws and two wins in their last seven matches formed the basis of my decision making.

(**See FIG 2**)

14:00 **Juventus vs. Atalanta** 1/4

5 score draws at home this season (4), Five 1-0 wins at home this season too, and two losses out of 17 matches is not much of a record to be 1/4 shots (4), but again we return to INCENTIVES! Third in the league, they will want a win to confirm status for Europe next term. (1)

Atalanta have not won away from home to any of the top eight sides, drawing only one of those games

They have nothing to play for.

Recent away form, one loss, one win and 2 draws could show they can be tight away from home, but you have to ask “what do they have to play for?” (4)

RESULT 2-2. Atalanta actually went 2-0 UP!

ALL	Home	Away	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
			<b>P</b>	<b>W</b>	<b>D</b>	<b>L</b>	<b>GF</b>	<b>GA</b>	<b>Dif</b>	<b>Pts</b>	<b>Last 8</b>		
1	SC Freiburg		33	20	5	8	56	33	23	65	■■■■■■■■		
2	FSV Mainz 05		33	17	9	7	58	37	21	60	■■■■■■■■		
3	FC Nurnberg		33	15	12	6	49	28	21	57	■■■■■■■■		
4	Aachen		33	15	8	10	54	38	16	53	■■■■■■■■		
5	Greuther Furth		33	15	8	10	56	44	12	53	■■■■■■■■		
6	MSV Duisburg		33	13	13	7	52	35	17	52	■■■■■■■■		
7	Kaiserslauten		33	15	7	11	50	44	6	52	■■■■■■■■		
8	Sankt Pauli		33	13	6	14	50	59	-9	45	■■■■■■■■		
9	SC Rot Weiss		33	11	9	13	35	50	-15	42	■■■■■■■■		
10	Rot Weiss Ahlen		33	11	8	14	36	53	-17	41	■■■■■■■■		
11	FC Augsburg		33	10	10	13	43	42	1	40	■■■■■■■■		
12	1860 Munchen		33	9	12	12	43	44	-1	39	■■■■■■■■		
13	TuS Koblenz		33	11	8	14	47	53	-6	38	■■■■■■■■		
14	FSV Frankfurt		33	9	11	13	34	45	-11	38	■■■■■■■■		
15	Hansa Rostock		33	8	13	12	51	52	-1	37	■■■■■■■■		
16	VfL Osnabruck		33	8	12	13	40	56	-16	36	■■■■■■■■		
17	FC Ingolstadt		33	6	10	17	34	54	-20	28	■■■■■■■■		
18	Wehen Wiesbaden		33	5	11	17	27	48	-21	26	■■■■■■■■		

Rank by: Points Wins Draws Defeats GF GA G-dif.

FIG 1

11 Jan 09	Juventus	1 - 0	Siena
18 Jan 09	Lazio Roma	1 - 1	Juventus
24 Jan 09	Juventus	1 - 0	Fiorentina
28 Jan 09	Udinese	2 - 1	Juventus
31 Jan 09	Juventus	2 - 3	Cagliari
8 Feb 09	Catania	1 - 2	Juventus
15 Feb 09	Juventus	1 - 1	Sampdoria
21 Feb 09	Palermo	0 - 2	Juventus
28 Feb 09	Juventus	1 - 0	Napoli
7 Mar 09	Torino	0 - 1	Juventus
14 Mar 09	Juventus	4 - 1	Bologna
21 Mar 09	AS Roma	1 - 4	Juventus
5 Apr 09	Juventus	3 - 3	Chievo Verona
11 Apr 09	Genoa	3 - 2	Juventus
18 Apr 09	Juventus	1 - 1	Inter Milan
26 Apr 09	Reggina	2 - 2	Juventus
3 May 09	Juventus	2 - 2	Lecce
10 May 09	AC Milan	1 - 1	Juventus
17 May 09	Juventus	2 - 2	Atalanta
24 May 09	Siena	-	Juventus
31 May 09	Juventus	-	Lazio Roma

FIG 3

FIG 2

National leagues								
-> Argentina	22 Nov 08	Motherwell	1 - 4	Hibernian	Since last draw	1	-	1
-> Australia	29 Nov 08	Falkirk	1 - 1	Hibernian	Since last defeat	-	3	-
-> Austria	7 Dec 08	Hibernian	2 - 0	Celtic	Since last goal scored	-	-	-
-> Belgium	13 Dec 08	Hibernian	2 - 0	Hamilton	Since last goal conceded	-	-	-
-> Denmark	20 Dec 08	Rangers	1 - 0	Hibernian				
-> England	27 Dec 08	Hibernian	2 - 4	Kilmarnock				
-> England2	3 Jan 09	Hearts	0 - 0	Hibernian				
-> England3	17 Jan 09	Hibernian	2 - 0	St Mirren				
-> England4	24 Jan 09	Celtic	3 - 1	Hibernian				
-> England5	31 Jan 09	Hibernian	1 - 1	Motherwell				
-> France	14 Feb 09	Kilmarnock	1 - 1	Hibernian				
-> France2	21 Feb 09	Inverness	2 - 0	Hibernian				
-> France3	28 Feb 09	Hibernian	0 - 0	Falkirk				
-> Germany	4 Mar 09	Hamilton	0 - 1	Hibernian				
-> Germany2	14 Mar 09	Hibernian	1 - 0	Hearts				
	21 Mar 09	Hibernian	0 - 0	Aberdeen				
	4 Apr 09	Dundee Utd	2 - 2	Hibernian				
	13 Apr 09	St Mirren	1 - 1	Hibernian				
	19 Apr 09	Hibernian	2 - 3	Rangers				

SCORING			
Goals scored	Home	Away	Overall
Goals conceded	21	17	38
Average goals scored	20	21	41
Average goals conceded	1.31	1	1.15
Goal scoring rate	1.25	1.23	1.24
Goal conceding rate	68 min	90 min	78 min
Clean sheets	72 min	72 min	72 min
Failed to score	37 %	23 %	30 %
Matches over 2.5 goals	25 %	35 %	30 %
Matches under 2.5 goals	43 %	29 %	36 %
	56 %	70 %	63 %

HOME / AWAY ADVANTAGE		
% Points	Home	Away
% Goals scored	54.8 %	45.2 %
% Goals conceded	55.3 %	44.7 %
	48.8 %	51.2 %

FIG 5

CHALLENGE TABLE			
1	Wolfsburg	Home	Away
2	Bayern Munich	1 - 1	2 - 1
3	Stuttgart	0 - 3	1 - 2
4	Hertha Berlin	0 - 3	1 - 3
5	Dortmund	1 - 2	2 - 1
6	Hamburger SV	0 - 1	3 - 1
7	Hoffenheim	1 - 2	0 - 1
8	Schalke 04	1 - 3	2 - 0
9	Leverkusen	1 - 0	1 - 0
10	Werder Bremen	1 - 0	2 - 0
11	Hannover 96	0 - 2	2 - 0
12	FC Köln	1 - 0	0 - 2
13	Frankfurt	1 - 1	2 - 2
14	Bochum	23 May	1 - 2
15	Mönchengladbach	2 - 4	1 - 2
16	Bielefeld	1 - 1	2 - 0
17	Energie Cottbus	1 - 0	0 - 2
18	Karlsruher SC	0 - 0	0 - 2

FIG 4

**Free Soccer Tipster Competition**

Free Soccer Tipster Competition OLBG

ITALY Latest Select stats ...

16 May 09 Att: 40000 Ref: Gava

<b>AS Roma</b>	<b>4 - 3</b>	<b>Catania</b>
Perrotta (12)	1 - 0	Tedesco (15)
Vucinic (17)	1 - 1	
Perrotta (30)	2 - 1	
	3 - 1	
	-----	
	3 - 2	Mascara (47)
Panucci (90)	3 - 3	Morimoto (72)
	4 - 3	
De Rossi		Silvestre
		Izco

please turn over

Thanks to [www.soccerstats.com](http://www.soccerstats.com), I noticed the number of games that Juventus had drawn recently, including their last three at home before drawing again home to Atalanta. Hence the reason I wanted to oppose Juventus. (See FIG 3)

16/5

14:30 **Hamburg vs. Koln** 1/4

Rock solid at home. (4) Have only lost to top of the league and drawn 2. Hamburg I think are out of contention for the title but could be in with a shout of 2nd or 3rd and Europe. (1)

Beat Koln at their place 2-1.

Home form is what has kept Hamburg going

Koln have lost eight of their last 10 (4)

Away to top five have managed wins at Bayern and Stuttgart so this must be accounted for. (3) 1.3 to win

RESULT – Hamburg lose 1-0. The key determinant here was Koln’s strong form against top of the table sides. Look on previous page at Koln’s away results to Bayern Munich and Stuttgart – a 2-1 win and 3-1 win (care of [www.soccerstats.com](http://www.soccerstats.com)). (See FIG 4)

17:00 **Roma vs. Catania** 1/4

Recent poor form for Roma (4) – where is their motivation? (1) Lost at Catania 3-2 (2) so could be another tightish game for late breakthrough goal?

Final score 4-3 to Roma, BUT the game was 3-3 until the 90th minute allowing us to trade in-running on our lay of Roma.

Indeed this game was 1-1 for a short time, and as you read in the trading article, the prices fluctuate, especially for a side priced 1/4. (See FIG 5)

## Bottom line

There are four basic pointers to look at when gathering evidence to back or not to back (if we wouldn’t back a 1/4 shot, then why not lay it! Liabilities are de minimis and, if the match is in-running, we may have a tradable opportunity).

Other pointers include the price of the team.

Look at Celtic’s match. Celtic and Rangers are normally priced at 1/3, 1/4, 1/5 and if they are priced bigger, this is usually the bookmaker’s way of telling you that this is not as comfortable as usual. (Again, I

draw your attention to Barcelona at 2.32 in my main trading article – followers of Barcelona season long will know they are very rarely priced above 1/2 – let alone 2.32 (over evens!) in a La Liga match, so formidable is their ability.

This sharp rise in price is a great signal that the bookmakers do not expect the usual rout!

## A step-by-step process

Go to [www.ladbrokes.com](http://www.ladbrokes.com) and click on their football coupon and make a note of all games where one team is priced ultra short (1/4, 4/11, 1/3, 1/5 – I rarely chose 4/9 or 1/2).

Go to [www.soccerstats.com](http://www.soccerstats.com) and look at the four pointers I have mentioned in this article.

If the league you are looking for is not at [www.soccerstats.com](http://www.soccerstats.com), go to [www.betdevil.com](http://www.betdevil.com) and click on “matches” and in the drop down box “leagues”. Go to that country’s league and click on the match you want.

You can garner some great information from this ratings site, although not as detailed and “clean” as [www.soccerstats.com](http://www.soccerstats.com).

The ideal, once you have done your research, is to lay the short priced team IN-RUNNING, allowing you to trade during 90 minutes (remember Roma actually won in 90 minutes BUT the game was 1-1 and 3-3 for nearly 20 minutes allowing you to actually profit from your lay!).

As you can see, there are many Europe wide examples throughout the season of short priced football teams whose price undervalues the strengths of the opponents.

# SYSTEMS AND TIPSTERS UPDATE

## LAY TIPSTERS

[www.quietachievers.co.uk](http://www.quietachievers.co.uk)

Due to change format come June, but focusing on the “CC” bets (chasing consistency) still shows a return for this reader’s lay service.

For CC, April posted 16 winning lays from 19 and a month’s net profit of 6.46 points. In May so



far it's 9 from 11 at +3.42 points, with a Year to Date total of 29.68 points net profit.

### [www.computapik.com/lays](http://www.computapik.com/lays)

You will recall my discussion that laying large priced horses is effectively the equivalent of backing very short odds on horses. The strike rate, I argued, then should reflect what we would find with, say, my place backing selections.

This service claims a 93% strike rate which would be expected if the above contention is accurate.

Since I began trialling, however, there have been winners (remember, we don't want winners) at 11, 9, 8, 6.5, 6.7.

Staking is to fixed liability, and again I remind you that the bigger the prices we are laying, the lower the return if we are fixing our liability.

So, the prices are irrelevant really with fixed liability staking.

IF this 93% strike rate can be replicated for the year, then of course (again as with place backing) a profit is assured.

At this early stage then, we see a 92% strike rate in April, but not so good in May.

£495 for 12 months is reasonable only if this 93% strike rate can be assured and you use a betting bank that enables you to actually retrieve the outlay and move on to profit quickly.

At this early stage improvement is required, and personally I am more comfortable with my place backing, than with laying big priced horses, although what we can garner from this service is a potentially new method of creating a ONE A DAY bet to run concurrently with place backing one a day bets.

Surely it is easy to select one horse a day to lose?

The key to success, as ever, is the use of FIXED LIABILITY (e.g. I want to minimise my losses to £100) staking rather than FIXED STAKE (e.g. I want to win £100 but my liability will increase with the size of the odds I lay a horse).

This service is best judged over a concerted period of time, because the strike rate, if maintained, will naturally ensure profit.

## Addendum

But why stop at horses? Why not look to lay a football team at odds up to, say, 10.5? (This would be the same as backing a horse at odds of 1.10.)

### [www.bettolose.co.uk](http://www.bettolose.co.uk)

A good month with a full house for bettolose this month. Remember, as always with loss retrieval and laying, the risks are there and are apparent, so faith remains with the selector of the lays to come up with that needed loser per day. IF you join a service like this, you must join with the knowledge that at any time, you could hit four lays who win their race on the same day, thus losing a large accumulated liability when compared with daily target profits.

So, the profits come, but the blow out day is always in the back of customers' minds.

## Back tipsters

### [www.thetradingplan.co.uk](http://www.thetradingplan.co.uk)

Thirty-seven point profit in the month gone continues an excellent Flat season thus far for this handicap-specific service. Some need to follow the live market. If you want to know whether this service will suit you, with that in mind, please email the person behind the system at [martin.blakey1963@btinternet.com](mailto:martin.blakey1963@btinternet.com).

### [www.pro-info.co.uk](http://www.pro-info.co.uk)

Very quiet for this insider information service, but one bet and one winner in "Kylladdie" at 7-2. This was the first horse this season that the yard have flagged up for Pro-info to get involved with, and it augers well for the rest of the season.

### [www.kachinaracing.co.uk](http://www.kachinaracing.co.uk)

Now results are fully viewable at the website which should help in your decision making as regards which of the services to join, if you are happy with performance.

As things stand, the standout service is the Pay as You Win, which has posted good profits since I last wrote.

A poor period across the board really with losses in all areas apart from Pay as You Win since last month. I hope this can change, as this is a personable service and one with great potential and

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low entry costs.

Inspect the site yourself. The low entry costs on each service are very appealing, and long-term profits have accrued over previous yearlong periods.

## CURRENT TRIALED SYSTEMS

### The NH Super Trend Spotter

From [www.mdprofessionalsportsbetting.co.uk](http://www.mdprofessionalsportsbetting.co.uk)

Not a system I would personally use because the long losing runs can leave you pondering when the next winner will arrive to negate some of the lost stake.

The same pattern still seems to emerge. A nice priced winner, followed by a losing run which all but wipes out the profit made on that winner.

The key to this system's success would seem to be to find a "cluster" of winners within a short period of time.

Another recent winner at 25/1 on 2nd May has helped to negate the losses but you must be aware (quite like the Protégé System) that these big prices inevitably just negate previous losses.

One for the faith followers – faith that a winner is on the horizon!

### [www.backtipster.com](http://www.backtipster.com)

As seems typical in this industry, systems come and go, tipsters come and go, and it would seem that this tipster has gone, having seemingly showed some flicker of promise last month.

### [www.bettertipster.co.uk](http://www.bettertipster.co.uk)

As I have hinted at in my eletter, this looks like a tipping service worth following.

#### Account Bets

Date	Horse	Advised	Comments
7 March 2009	Capeability	2	2nd
10 March 2009	Quevega	2	1st
11 March 2009	Gone To Lunch	8.42	lost
12 March 2009	Tranquil Sea	7	lost
12 March 2009	Imperial Commander	14	1st Ante post bet E/W@ Won
13 March 2009	Cockney Trucker	8	3rd E/W@7-1
13 March 2009	Cape Tribulation	4.57	lost
13 March 2009	Starluck	25	4th Ante post bet E/W@ Won
15 March 2009	Floras Pride	4	lost
19 March 2009	Peachey Moment	2.76	lost

19 March 2009	Mizen Raven	2.45	1st
19 March 2009	Quarl Ego	5.18	1st
23 March 2009	Sulas Legend	3.25	1st
23 March 2009	Know the Law	2.5	lost
24 March 2009	Latin Scholar	18	2nd E/W @17-1
26 March 2009	Benanddonner	24	
31 March 2009	Special Cuvee	3.34	1st
7 April 2009	Hawaas	2.75	2nd
7 April 2009	Can't Remember	22	1st E/W @ 20/1
12 April 2009	Striker Torres	2.5	5th
12 April 2009	Saga De Tercey	2.1	1st
16 April 2009	Delegator	1.8	1st
16 April 2009	Aakef	2.5	1st
28 April 2009	Rosika	3.5	1s
29 April 2009	Red Jazz	Treble	1st
29 April 2009	Native Ruler	Treble	1st
29 April 2009	Dunguib	Treble	1st
3 May 2009	Rainbow View	2.2	5th Lock in Profit
6 May 2009	Kings Destiny	4	4th
6 May 2009	King Cyrus	5	1st
12 May 2009	Dr Mcfab	18	trade
13 May 2009	Sariska	4	1st
15 May 2009	Cape Express	3.2	5th
16 May 2009	Riggins	2.5	8th Worst Ride in History
17 May 2009	Sariska	4	1st

Sariska tipped at 14/1 for the Oaks. Price now 3/1 Favourite. Over £260 profit to a £100 stake!

As you can see, these are an impressive set of results for [www.bettertipster.co.uk](http://www.bettertipster.co.uk) in the time I have been monitoring them. This does not include "unofficial" bets – mentioned in the emails and SMS services which advise horses worth keeping an eye on and backing if you want to.

These unofficial bets have seen winners at 5/1 and 6/1.

£20 for the first month does allow you to dip your toe in the water, thereafter reverting to £50 per month.

An ideal scenario for those who want a low entry initial cost to sense the service for themselves.

I have a good feeling that the information provided is generally solid, but, since I split up with Mystic Meg, I am unable to tell you whether the promising start can be replicated consistently in the future. I can only go by what I have seen thus far.

### Bernard Hibbert's Sharp End System

[www.thechesterclub.com](http://www.thechesterclub.com)

Selections from year start have been as follows

Jan 1st 1st 1/6

Jan 2nd 2nd 4/6

Jan 3rd 1st 5/6

Jan 13th 1st 2/5  
 Jan 17th 1st 13/8, 3rd 11/10  
 Jan 24th 2nd 10/11  
 Jan 28th 3rd 4/11  
 Jan 30th 3rd of 7 10/11  
 Jan 31st 2nd 8/11 4th 15/8  
 Feb 13th 1st 5/4  
 Feb 14th 1st 10/11, 1st 10/11  
 Feb 19th 1st 4/11  
 Feb 26th 2nd 1/3, 2nd 8/11  
 March 13th 1st 4/11  
 March 21st 1st 4/9  
 April 2nd 2nd 10/11  
 April 9th 3rd 5/6  
 April 17th 1st 4/9  
 April 18th 2nd 11/4  
 April 23rd 5th 6/4  
 April 25th 1st 15/8  
 April 30th Faller 13/8  
 May 8th 3rd 8/11  
 May 11th Faller evens  
 May 14th 2nd 2/9  
 May 15th 1st 8/11  
 May 16th 1st 5/6

This really is poor and there are no excuses – it is simply not reflecting the advertised strike rate and returns. Prices are too short and winners too infrequent.

I quote:

“A high strike rate. We all hate the dreaded losing run. The Sharp End is very selective and waits for the right opportunity when a good thing presents itself. Consequently we are looking for a strike rate of around 80% with minimal losing runs.”

All this for £95!

A strike rate since year start of less than 50% and generally poor odds mean NO PROFIT. Yes, the flat season has many months to run, but we cannot continue to blame poor performance on the transitional period from the jumps to the flat season.

[www.final-furlong.co.uk](http://www.final-furlong.co.uk)

A unique payment structure means “NO MONEY DOWN.”

Readers of my eletter will be fully aware of my initial reservations regarding this web-based tipping service, but the feedback received thereafter seems to have assuaged my natural suspicions.

To recap on said suspicions, here were the key factors on my first inspection of this website:

- At sign up, you are asked to submit name/address/date of birth. This made me suspicious as this is NOT REQUIRED information
- No mention whatsoever of any losses – (fancy that)
- Unique payment structure means you have to deposit funds into a separate account and be debited on a winner only basis (this could have been open to abuse. Note that [www.backtipster.com](http://www.backtipster.com) disappeared suddenly as did [www.autolays.co.uk](http://www.autolays.co.uk).)
- There was no name of the person/people behind the site.

These initial suspicions made me very wary (and quite rightly so, in my opinion), but the feedback I have received since tells me that there are actual WRWM readers who are benefitting and profiting from this service.

Let me recount the feedback I have received thus far. This is reader Phil’s feedback, with specific attention to the unique payment structure hinted at above:

“The account is forward pay – you don't get it back at all, (unless, like me, you claim it back from ClickBank).

What happens is you “buy” points at £1 per point (for minimum £10) but this gets less the more you buy down to 50p when you spend £200, they have a half price offer now – they also did at Xmas (so it seems wise to wait ‘til an offer is on if you are going to buy...).

I am pretty sure it used to be £2 a point and extra were given due to the x2 offers but now the pricing looks like it includes the offer so it is effectively £1 a point.

A point is then deducted when a recommended win comes in; no points are deducted from your account for a loss.

So your “account” is in points not pounds money.

They do get some quite good wins, half the recommendations are each way bets and they don't have too many obvious short priced favourites, some surprising (at least to me) recommendations do come in so they must have some outside links or are quite good or just plain lucky... Depends on how you see it, eh...

I do not follow all their bets but tend to stop the

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day when in profit with their system (I run others too – separately of course) which seems to work for me, I may miss another winner that day but more likely give some of the profit back... I have been using them since July last year and am £859 in profit to £20 stakes and I have been working away offshore half the time not betting and have had three months off recently so say £859 in four months to small stakes... not fantastic but not too bad for small bets... Really still testing with them...

One good thing is that you can stop your account – i.e. put it on hold if you are away on holiday or work like me so they do not send bets and do not take points off until you log in and activate again.”

Go to the website and look at their unique payment structure and the above will make sense.

Another reader has been using Final-furlongs for some 18 months and made very good profits.

So, it would seem that my well-founded suspicions may stand in the way of a service worth investigating.

More to follow on this one for sure!

### [www.winnerstolosers.com](http://www.winnerstolosers.com)

Just to let you know you CAN follow the results at the website and the selections are accurate. There is no room to hide as every system buyer will be selecting the same horse (and I have already mentioned the difficulties this may bring).

Prices quoted are not realistic when compared to those on Betfair which are generally higher.

### **DODGY FAVOURITES**

Some concern that my selections don't mirror those published at [www.sportsworldpublishing.co.uk](http://www.sportsworldpublishing.co.uk). This may be down to ground changing from the ground officially mentioned at [www.racingpost.com](http://www.racingpost.com) when I do the selections as against the ground conditions for those who do the official selections.

Selections on the website have improved because March was poor.

A long-term system then that needs constant use.

Focus is on short priced favourites generally so liability issues are negated and level stakes laying

can be used without any real concern.

Worth continuing with.

### **ONES TO FOLLOW**

#### <http://www.system-preview.com>

Virtual horse racing and make me £120 per day?

Hmm, I'm not so sure but I will be following this up and reporting back.

#### <http://www.thebettingblueprint.com>

Looks like the usual template website from the usual affiliate crowd and I want to investigate whether the results shown via video can be replicated.

#### <http://www.thebetdoctor.co.uk/the-winners-circle>

He calls himself Wes Malin for this service BUT Wes Antonio for the main [www.betdoctor.co.uk](http://www.betdoctor.co.uk) service

This is a greyhound specific service and I am aware that there are readers who like going to the dogs so I will be following up this system and will report back in due course.

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### **And Finally...**

## **“The Closest I Will Ever Get to Owning My Personal Money-printing Machine (£840 in 15 Days for Doing Nothing?) I Love it!” Romuald N**

If you have always fancied financial spread betting but don't have the time or can't be bothered sitting at a screen for hours on end, then this is for you. Finally, I have found an evening-based trading system that I am happy to endorse. It takes just five minutes to set up after 9:30pm each evening (Sunday–Thursday) and has the potential to make great tax free income.

Take a look at the report accompanying this issue for full details or go to [www.surefiretrader.co.uk](http://www.surefiretrader.co.uk)

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