ULTIMATE BETTING SECRETS

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PART ONE – BETTING GUIDELINES

1. <u>Betting Systems Introduction</u>

> *"Luck is what happens when preparation meets opportunity."*
> Seneca

Whilst everybody likes a flutter on their favourite sport, whether it be the horses, football, tennis golf or anything else, nobody likes to lose their hard-earned money to the bookies. Now imagine if you could increase your chances of picking winners? Sound too good to be true? Well it's not. Betting systems have been around for as long as people have been betting on horses – and the best betting systems can definitely help increase your chances of winning. The trick however is knowing which system to pick or avoid by looking at its long term results and the methodology used to choose the selections. Is the system based on solid foundations? Is it something that is likely to continue winning? What is the strike rate and return on investment (ROI)?

What Are Horse Betting Systems?

Most people – whether they realise it or not – use a system of sorts when making a bet on the horses. Whether you choose a horse name that reminds you of your wife's stunning looks or your son's cheeky charm, you are using criteria that help you to select your horse. Horse betting systems, at their most basic, are just that – a systematic approach to choosing horses based on a set of criteria. Not only do they aim to reduce the odds of losing but most importantly raise the possibilities of winning. Through careful analysis and sophisticated systems of rules, horse betting systems promise to help you pick the winners.

Other Betting Systems

There are many other betting systems out there including football betting systems, tennis betting systems, cricket betting systems and many more. As with horse racing systems, these systems attempt to identify a strategy that gives you an edge over the bookie – or to put it another way – over other gamblers. If you just bet the same way everyone else does by studying the form, you are unlikely to have an edge. Good betting systems look for a different angle that is not used by the majority of punters, thus providing a chance to achieve odds that are above the selection's true chances of winning.

Do They Work?

It depends! There is no shortage of betting systems available. Unfortunately, many of these systems do not work. Often making outrageous claims regarding guaranteed success and promised profits, they can sadly leave you uncomfortably out of pocket. When they do work however, they can really make a difference.

How to Choose the Best Systems?

So how can you sort the "wheat from the chaff" and select the best betting system for you? One way to avoid spending lots of money on subscriptions to services that don't work is to consult a reputable and trustworthy betting system review site. Often, these sites will test out different betting systems, paying the subscription fee, placing bets on the received horse tips and reporting back on the results. To make sure the reviews are fair and balanced, look for a site that posts a mixture of reviews that are not only positive, but also negative and neutral.

At www.honestbettingreviews.com we can help you find a horse betting system that works. By thoroughly reviewing each betting service and showing those that make clear profits, we identify not only the diamonds on our winning systems list but also the scams.

Some Great Betting Systems

Not only do we review betting systems on an ongoing basis, we develop our own betting systems to produce long term profits. Some of these systems are included in this guide in Part Two.

But before we get to those, it is important to cover the key principles to becoming a successful – or even professional – punter.

2. <u>Staking & Money Management</u>

> *"Rule No.1: Never lose money.*
> *Rule No.2: Never forget rule No.1."*
> Warren Buffett

The essence of a successful investor in any walk of life is money management.

Whilst it would be great to follow Warren Buffett's maxim to the letter and never lose money, the key is to minimise the downside whilst maximising the upside and always within safe investment levels. If you are risking the right amount each time you wager, trade or invest, then you will never be in danger of wiping yourself out and it should be relatively stress free.

The wrong money management however is likely to lead to high levels of stress and a real possibility that you could lose more than you can afford.

For many years, I bet without much thought to how I was managing my money and staking levels. I would put £20 on one bet, £50 the next, £10 the next, without thinking about what this meant in the longer term scheme of things.

Probably worse than that though, I never thought about the possibility of increasing my staking over time if I was successful, of running a "betting bank" so to speak.

Figure 2: Sound money management is the bedrock of any investment strategy

The key to really making your betting or investing pay is to set aside a fixed amount that you want to risk on betting or trading.

Let's say for example you had £1,000 that you were prepared to risk on making money from gambling, trading or another form of investing.

What you would then do is stake a set percentage of that bank on each bet or selection. So you might decide you want to stake 1% of the bank on each selection, which would equal £10 per selection.

Betting Bank Example		
Bank Size: £1,000	Risk per trade: 1%	Stake: £10
Bank Size: £2,000	Risk per trade: 1%	Stake: £20
Bank Size: £5,000	Risk per trade: 1%	Stake: £50
Bank Size: £10,000	Risk per trade: 1%	Stake: £100

Figure 3: an example of how a betting bank can grow when sticking to fixed percentage staking

Now let's say you win a few bets or trades, and your bank grows to £2,000. With your 1% staking, you are now betting £20.

With this form of staking, it is possible to build a very successful and profitable income if you have a consistent edge over the bookies or gambling market. Although things grow slowly at the start, after your bank has grown a couple of times suddenly you will see the numbers increase significantly and really to start to push on.

The other good thing to staking in this way is that it gradually increases your staking level, always to a fixed percentage of your bank.

If you were to move straight away to staking £100 or £200 per selection, you would probably become very anxious when you hit a few losers and there would be a great temptation to give up quite quickly. You may well have endured quite a few sleepless nights along the way and probably taken a bit of stick from your other half – and bank manager!

But if you have built up to staking £100 or £200 over a long period of time from originally staking £10 or £20, you will be much more comfortable with it and you will know that it only represents a fixed percentage of your bank, so a few losers in row are not going to wipe you out.

How much should I stake on each selection?

The question of how much of your bank you should risk on each selection depends a lot on the strike rate of your system or strategy.

Below is a table which illustrates the maximum likely losing run from a given strike rate:

Strike rate	Highest likely losing run for 1000 bets
5%	135
10%	66
15%	43
20%	31
25%	24
30%	19
35%	16
40%	14
45%	12
50%	10
55%	9
60%	8
65%	7
70%	6
75%	5
80%	4
85%	4
90%	3
95%	2

Figure 4: Expected maximum losing run based on given strike rate

So for example if a system has a strike rate of 50% then over the course of 1000 bets you could expect to have a losing run of 10 bets at any stage.

Now obviously things do not always go according to plan! The numbers in this table are just based on mathematical formulas about percentage chances. We all know that in the real world we can have horrendous bad luck and run up losing streaks much longer than the statistics would say we are supposed to have. Sods law I think they call it!

So to calculate your stake per bet you should multiply the maximum losing run by at least 2.5 and some people would say at least 3 to be on the safe side. This is up to you based on your aversion to risk.

So taking our example of a system that has a 50% strike rate, the table above tells us that you are likely to have a losing run of 10 for 1000 bets placed. So you might want to treble this, giving you a level of potentially 30.

Let's say your bank was £1,000. You would then divide £1,000 by 30 giving you £33.33, or 3.3%, to stake on each selection.

Let's have a look now at the key elements that make up a successful betting strategy.

3. The key elements of a betting strategy

When evaluating a betting strategy, there are many elements to consider. It is not just a case of looking at the profit/loss as any system could hit one big priced winner that makes it look successful but if you took that out then it would be running at a large loss. Or a system may produce a profit but have a very low strike rate, meaning staking will be small and bank growth slower.

Below we assess the key elements of a betting strategy and how you should weight them when judging the merits of a system:

- **Strike rate**

Strike rate means how often the system wins. So for example, if a system had a 100 bets and 53 of them won, we would say it has a 53% strike rate.

Strike rate is one of the most crucial elements of any betting system. As mentioned above, a system with a low strike rate means low staking and slow bank growth, where as a high strike rate means high staking and fast bank growth, all else being equal.

Just as in cricket, strike rate is crucial in betting systems

It is also generally easier to handle psychologically when you have a system with a high strike rate. Systems with low strike rates can generate long losing runs which most people find very difficult to deal with.

- **Frequency of bets**

When we say frequency of bets we are talking about how many bets a system generates on average over a given period.

So for example one system may produce just a couple of bets per week whilst another produces 10 bets per day.

The number of bets a system generates is a crucial factor in how fast your bank will grow. Many people are put off by systems that produce a lot of bets, not liking having to stake a lot of money at once on various bets, fearing they could all lose.

Placing lots of bets in one go can be a scary prospect – whether it be in a casino or elsewhere

However, this is generally a mistake. If you are sticking to sensible money management and risking a safe, fixed percentage of your bank each time and a system works, then it shouldn't matter if you are placing 10 bets per day.

If you are getting nervous about placing lots of bets in one day, then you are probably staking too much.

All else being equal, a system that has 10 bets a day will grow 10 times faster than a system with 1 bet a day. That will have an absolutely massive impact on how much money you make.

Now at the same time, generally systems with high numbers of bets do not obtain as high a return on investment (ROI) as systems with low numbers of bets.

This is because really good opportunities, where the bookies have misquoted the odds on a selection by 30% or more, are pretty rare. This may only happen a few times per week. But they get the price wrong by 10% much more often – indeed many times per day, so that explains the difference in returns.

The key point though is that if a system can maintain a reasonable ROI whilst having a high number of bets then it will produce good returns in the long run and you should not be put

off by a system that generates large numbers of bets – it can increase your bank much more quickly than a system that has a higher ROI but lower bet volume, as we will see below.

- **Return on investment (ROI)**

Return on investment, or ROI as it is usually referred to, means how much return you get on your money.

So for example when someone says a return on investment of 30%, what they mean is that for every £100 you invested on a particular system, you would get £130 back (i.e. £30 profit).

Many people consider ROI to be the most important figure when deciding on the merits of a betting system. I used to think this myself.

Now I would strongly argue that it is **NOT** the important statistic.

Imagine one system that has a great long term ROI, say 30% (which is outstanding) but a low bet volume and strike rate. It only sends out three bets a week and these are at high odds, meaning a low strike rate, of let's say 10%, meaning you decide to stake a fixed 0.5%, or £5, on each selection,

Even with such a great return on investment, at fixed staking levels it would take over 4 years to double your bank of £1,000.

Now take another system that has a much lower ROI of 10%, generally considered good but not that special.

However, it has a high bet volume of 3 bets per day and a very high strike rate of 85%, meaning you can bet a fixed 10%, i.e. £100, on each selection.

At fixed staking levels, it would take just over a month to double your bank of £1,000, compared to over 4 years with the system with 30% ROI.

Now which one would you prefer?

I know which one I would prefer. This is illustrated in the example below.

	System A	System B
ROI:	30%	10%
Strike rate:	10%	85%
Bet Volume:	3 per week	3 per day
Bank after 2 years:	**£1,468**	**£22,840**

- **Profit and loss**

Profit and loss simply means how much a given system has won or lost in a given period.

It is usually calculated on a "points" basis to account for the fact that people wager at very different levels.

Whilst wealthy banker Bob may like to wager £1,000 on every bet he has, average Joe might prefer to bet just £1.50 on his selections.

To account for this and also to level the playing field between different systems that might like to wager at different levels, we talk about points invested.

For example, a system might say "We recommend using a 100 point bank for our system."

Let's say you had £1,000 you wanted to invest. That would mean you would divide £1,000 by 100, giving £10.

Each point would be £10, so if the system says "back all selections for 1 point" you would bet £10 on each selection. Or if it said put 2 points on certain selections, you would bet £20, and so on.

It goes without saying that profit and loss is very important. However, don't be fooled into thinking it is the only thing that matters.

A system could have notched 50 points profit in a month and be shouting from the rooftops about how brilliant it is.

But when you delve into its results, you discover it got lucky and tipped one 100/1 winner. If you took that out of the results, it actually finished 50 points down. What if you were in an urgent meeting at work and had missed that 100/1 winner? How would you feel then?

It is important to look closely at the results and see overall trends. Was this month just a lucky one or are they regularly producing profitable months? How long is the track record of results – the longer the better.

- **Bank growth**

When we say bank growth we mean if you started off with a given amount of money you decide you want to risk – a "betting bank" so to speak – how much has that grown over a given period?

So for example, if you started off with a £1,000 to invest in a betting system and after a year you had £1,500, you would say you have achieved bank growth of 50%.

Bank growth is ultimately the most important question and should be the number one factor in deciding whether to follow a betting system. The bottom line is:

If I started off with £1,000 and followed this system for a year, how much money would I have? Would it have doubled and be £2,000? Would it have quadrupled and be £4,000?

All of the other elements will go into determining the answer to this question, but ultimately this is the most important question.

Most important factors in assessing a tipster's record (most important first)

1. Bank Growth
2. Profit / loss
3. Strike rate
4. Frequency of bets
5. ROI

4. <u>Psychology and Losing Runs</u>

Probably the most difficult aspect of any form of gambling or trading is handling the losing runs.

Sadly the reason 98% of gamblers lose is not because they are not able to select winners or judge form. It is because they give up on a strategy when they hit a losing run.

So in essence the vast majority of punters are getting out at the bottom of the curve so to speak. As soon as a system loses, they give up, exiting at a loss and moving on to the next big thing or in-form tipster. Then when that one hits a losing run, they give up and move on to the next one and so on.

All this means is that they are continually running up losses as they jump from one thing to another.

The 2% of gamblers or traders who succeed are those who have a good strategy and stick to it over the long term. They accept the losing runs and don't go chasing their losses or jumping on to a new strategy. They know their approach works but that statistically you are guaranteed to hit a losing run at some point.

This, coupled with good money management, is the most important lesson people can learn when trying to become a successful investor.

Even though the systems in this manual have good strike rates, they will hit losing runs on occasion. It can be immensely frustrating and there will be a temptation to give up.
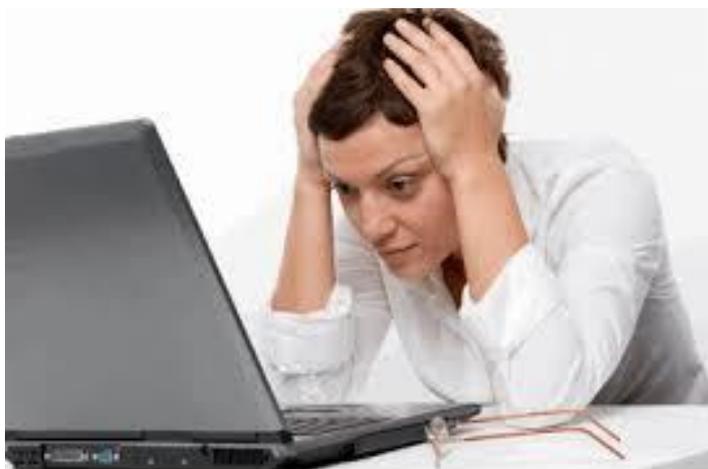

Figure 5: a losing run can be frustrating and tough to handle. It is important to remain calm and stick to your system

My advice is to keep calm, stick the rules, don't go chasing losses and wait for the next opportunity to come along. Most important of all, always stick to safe money management and never risk more than you can afford to lose.

If you aren't able to do these things, then you will probably need to ask yourself if betting is for you.

5. <u>Compounding</u>

> *"Compound interest is the eighth wonder of the world. He who understands it, earns it … he who doesn't … pays it."*
> Albert Einstein

Albert Einstein declared compound interest to be the eighth wonder of the world. When you think about what is possible, he is probably right.

Take an example – imagine you had a bank of £1,000 and doubled it every three months. After 6 months, your bank would be £4,000. After a year, it would be £16,000. And after two a half years, you would have over a million pounds!

Compounding Example: £1,000 into £1,000,000	
Start	£1,000
3 months	£2,000
6 months	£4,000
9 months	£8,000
1 year	£16,000
15 months	£32,000
18 months	£64,000
21 months	£128,000
2 years	£256,000
27 months	£512,000
2 ½ years	£1,024,000

Now doubling your bank every 3 months is extremely good going and you wouldn't normally expect to be able to do that consistently for a long period, but this gives you an idea of the sheer power of compound investing and what Einstein was talking about!

Figure 6: Compounding can achieve wonders in terms of bank growth over time

I would say realistically you could look to double your bank every 9 months to one year, which would still deliver great returns using compound investing.

The point to really note about the example above is that it is the earliest part that is the hardest – once you have doubled your bank two or three times, then things really start to get going and you will be dealing with big numbers. Then it will just feel easy to generate a tidy income.

Part Two – Betting and Trading Systems

Strategy One: Fast Returners

This is a simple system that has made profit in each of the last seven seasons and over 100 points profit overall.

It seems to be one of those "solid oak" systems that continues to hold true year after year.

We are looking for horses in prime physical fitness

Basically the system takes advantage of those horses that are making a quick return to the track before the handicapper has had a chance to alter their rating. These horses are generally in full fitness and ready to win again quickly.

For some reason these types of horses seem to be under-bet by the punters, who do not quite see how significant it is to get the chance to run again before the handicapper has slapped a big penalty on them.

Anyway, here is how the system works. We want to back any horse that:

- Is running in a flat turf race
- Won its last race
- The last race was within the last 7 days; and
- Is favourite

These horses have a very high strike rate, with over 40% of them winning and over 70% placing. The good thing about this system is that it is profitable at all price levels, even odds-on, so we don't have to worry about the price. It also has over 10% ROI, which is very good for a system with a strike rate that high.

Strategy Two: Catch Me If You Can

Watch enough racing and you will notice a certain pattern: in a lot of races a horse will get to the front early on and power away from the rest of the field. Whilst the rest of the pack jockey and jostle for position, the front horse is clear of any interference and just sails away down the finish.

We are looking for those horses that are difficult to catch

This can happen not just with the favourites and top-rated horses, but fairly moderate horses and ones at long odds. After the race you will hear the commentators saying what a "great ride it was by the jockey" and so on, implying that the horse really shouldn't have won on true merit but because it got up front early it got a few lengths headstart on its rivals when the race really got going late on.

This is particularly true for races with small fields, which are often tactical encounters run at a pedestrian pace early on. Front runners get a march on their rivals and then just turn on the afterburners down the straight.

We are looking for situations where a horse has been a front runner in its last race as statistically this is the most significant. This should give us a clear indication that it has the potential to do so again.

For this system, we want to back horses:

- In flat or national hunt racing
- In fields of less than 8 runners
- Back a horse if it has comments such as "made all" or "virtually made all" in the comments section about its last race

Strategy Three: Born in the USA

Southwell racecourse is the only all-weather track in the UK that uses Fibresand for its surface. Of the others – Lingfield, Kempton, and Chelmsford City have polytrack surfaces and Wolverhampton has been racing on tapeta since 2014.

The Fibresand is a deep, sandy surface that in dry conditions can be quite heavy and horses need good stamina. There is also quite a bit of kickback from the sand, which can fly up into horses' and jockeys' faces making visibility difficult.

The Fibresand is more like the kind of surfaces you see in the USA, where the majority of courses are "dirt tracks" with similar characteristics to Southwell. They tend to ride deep and heavy and suit certain types of horses.

It is therefore little surprise that US horses tend to do very well at Southwell. If we look at the best sires at Southwell in terms of the runs of their pogency, 18 of the top 25 on strike rate are US bred. It follows that as these horses are bred to do well on US dirt tracks, their offspring will do well on the same types of surface.

It is also a very profitable angle from a punting point of view to follow US bred horses at Southwell. Following US horses has made an amazing **600 points profit** over the last seven seasons, with an **ROI of 31%.** This is not based on a small sample size either – it is based on nearly 2000 races.

This is consistently profitable at all price levels, distances and classes of race.

So here is how to follow this system. You want to back all horses:

- That are US in origin (i.e. that have "USA" next to their name in the Racing Post or your racecard).

- Are racing at Southwell
- Exclude amateur and apprentice races

That is it! Couldn't be much simpler could it?

Strategy Four: The "Super Trainers"

There is no doubt that trainers have a huge influence on racing. From playing a part in choosing the horses they are going to train, to implementing their own training techniques, to choosing where and when to run the horses, picking the jockeys, making sure the horse is fit for race day, and in so many other ways, trainers are a key factor to consider when betting.

Just as in football where a great manager like Jose Mourinho or Alex Ferguson have shown they can completely transform the fortunes of a team, so it is in horse racing. All trainers are not the same and some are vastly better than others.

I follow an elite band of trainers who have proved themselves a cut above the rest over a number of years. I call this elite group the **"Super Trainers."**

The top trainers live and breathe horse racing and will go out in all weathers to ensure success

But how do we profit from this group? Can we just follow some trainers blindly and make a profit?

Although you could just follow some trainers blindly with whatever horse they are running at whatever track, there are more effective ways to profit from following trainers.

Trainers, even the very best, have their own specialisms and targets. Some are thinking only of winning the big races and set their whole training regime and their horses' whole seasons around prepping them for the big race.

Others however are looking to notch up consistent winners and do as well as they can for all their owners. Others are concerned with landing a "coup" and are most concerned with

getting their horses to win at tasty odds when the money is down. Barney Curley is the most famous of these, orchestrating a now legendary betting coup in 2010 that landed him a reported £3.9m.

Some trainers do well at certain courses and others with particular types of horses such as two year olds or taking ageing horses and improving them.

The trick to making money out of this is in deciding which of the stats are just down to chance and which are actually based on a solid edge that the trainer has. It is all too easy to fall into the trap of "back fitting" and seeing that a certain set of trainer statistics has returned a certain amount of profit over the past couple of seasons so it must be worth following such trends.

At its worst this would be something like following a trainer who had made 100 points profit with jockeys wearing green or with a first name beginning with "J." Now despite the amazing success rate a stat like this might show, clearly this was just down to random chance that these types of selections won and it is unlikely to continue.

Another common mistake would be to select statistics that have a very low number of selections, for example a trainer might have a very impressive record at a course but only had 20 runners there. Perhaps a couple of these won at odds of 50/1 and 33/1, giving amazing ROI figures and tempting you into following the trainer's runners every time they race at that course.

However, if a trainer has enough runners then statistically he will eventually land a big priced winner or two. It may be purely down to chance that these two won at the same course. The point is you don't know if it is just down to chance and a sample size of 20 would be far too small to be sure about it.

So what we need to do is focus on two things – I call them the "golden rules" of trainer statistics:

1. Statistics that are based on a large number of selections – the higher the number, the surer we can be that it is not just due to chance. The longer period the stats are over, the better as well.
2. Statistics that are based on sound logic, something that makes sense as to why a trainer would have a certain specialism or advantage and not just be random like jockeys wearing green.

So based on these golden rules here are the trainers to follow and the particular circumstances in which you should back their selections:

John Gosden

John Gosden has been called a "master trainer" and there is no doubt in my mind that he is one of finest trainers out there in flat racing.

Having trained over 2,000 winners in the UK and over 600 in the US, with over 100 Group 1 winners including of the Breeders' Cup Classic, the Derby, the King George, and the Eclipse, Gosden has had a glittering career as a trainer and seems to know exactly what it takes to get a horse to win a race.

John Gosden: the Master Trainer

Even better than that though, Gosden also seems to know how to get a horse to win a race at a good *price*. Some of the other renowned trainers bang in plenty of winners but generally at short prices. Not John Gosden.

Amazingly, if you followed all his flat runners on the turf since 2008, you would have made over 500 points profit backing them 1 point each way at Betfair SP (BSP). You would have done considerably better than this taking early prices and Best Odds Guaranteed (BOG).

This is an extraordinary statistic and there is no trainer that comes close to matching it. Most trainers would have made you a substantial loss backing all their selections and only a select few would have made you a profit at all. But none would have generated you the kinds of returns Gosden has.

Let's have a look at the record backing each-way at BSP for some of the other top UK flat trainers:

Trainer	Runners	Return (£1 each-way)	ROI%
Richard Hannon	1148	-£166.59	-7.4%
Aiden O'Brien	592	£26.35	2.2%
Saeed Bin Suroor	2352	-£363.13	-7.9%
Sir Michael Stoute	2479	-£629.47	-12.8%
Sir Mark Prescott	890	-£39.18	-2.3%
Mark Johnston	6912	-£947.34	-7%
Mick Channon	5151	-£946.27	-9.3%
Richard Fahey	6939	-£160.64	-1.2%

With the exception of Aiden O'Brien, these elite UK trainers have all run up substantial losses backing their selections over the last 8 seasons.

This shows you just how good John Gosden has been from a punting perspective. Whilst Aiden O'Brien is worshipped like some kind of god by many punters, he would only have returned you £26.35 backing all his selections to £1 bets each-way since 2008, whereas backing Gosden's runners would have returned you £550.

The good news is that the number of runners Gosden has had is a large enough sample size to be confident it is not just down to random chance either – he has had over 2,800 runners between the start of the 2008 season and the end of the 2014 season.

Gosden's horses are remarkably consistent as well with over 45% of them placing, meaning it is probably a good idea to back each-way when the odds are enough to make each-way backing viable (e.g. 4/1 and above).

Now I did advise above not to back a trainer's selections blindly but you could do worse than just backing all Gosden's runners on the turf on the flat in the UK.

However, I think you should aim to do a little better and by filtering for just a few criteria you should be able to maximise returns.

The first of these is **price.** As mentioned above, when it comes to betting it is not just about how frequently a trainer's runners win but at what price. If they are all winning at odds-on then you are going to struggle to make a profit.

If they have a specialism for higher priced winners then you may have a better chance.

Certainly Gosden falls into the latter category, with a much better record at odds over 6.0 (5/1) than below. This is shown in the table below:

Betfair SP	Runs	Wins (%)	Placed (%)	Returns (£1 win)	ROI
1.01 to 1.99	122	62.3%	96.7%	£-4.32	-3.5%
2.00 to 2.99	240	37.5%	68.3%	£-19.82	-8.3%
3.0 to 3.99	280	28.9%	63.6%	£-9.63	-3.4%
4.0 to 5.99	515	20.0%	52.8%	£-29.77	-5.8%
6.0 to 9.99	692	14.7%	41.6%	£47.22	6.8%
10 to 19.99	632	8.1%	30.9%	£40.28	6.4%
20 to 29.99	201	6.0%	31.3%	£73.31	36.5%
30 to 49.99	111	4.5%	20.7%	£52.23	47.1%
50 to 99.99	54	5.6%	24.1%	£121.72	225.4%
100+	14	0.00%	7.1%	£-14.00	-100.0%

As you can see, he has a very consistent pattern – at below 6.0 BSP, he has a losing record at each of the price levels, but above 6.0, he has rising profit levels for each category right up to 100, where he has only had 14 runners in the last seven years.

There are also a huge number of runners in this sample size – over 1,600 runners above 6.0 BSP, which strongly suggests it is not just down to luck but a rock solid set of stats.

This also fits with the way that Gosden sets up his horses. He is famous for getting "unexposed" horses – i.e. those whose form has not revealed them to be the obvious choice in a race – to win at good prices.

As legendary tipster Tom Segal of Pricewise has said:

"There's a lot of nonsense talked about trainers. If Gosden is running a horse in a Royal Ascot handicap that's only won a stupid maiden at Southwell or somewhere, people will say 'that one's got an awful lot to find on the form book.' Yes, it might have an awful lot to find on the form but it's also trained by John Gosden. He's got 150 horses, he's won this race countless times before and he knows exactly the level of horse he needs to win it again. So for Gosden to be running it is a tip in itself. You might get 10/1 about a horse when it should really be a 5/1 shot" (from *The Secrets of Pricewise: The World's Number One Racing Tipster Revealed*, James Milton, Racing Post Books 2012).

This sentiment is very much borne out by the figures above.

The next pattern we can look at is the **class** of race, which has similarly strong patterns:

Class	Runs	Wins (%)	Placed (%)	Returns (£1 win)	ROI
1	669	16.6%	43.5%	£66.43	9.9%
2	353	17.8%	39.9%	£174.66	49.5%
3	278	21.2%	44.6%	£14.65	5.3%
4	732	17.6%	46.0%	£77.20	10.5%
5	799	19.5%	50.9%	£-70.27	-8.8%
6	30	16.7%	50.0%	£-5.45	-18.2%

The table above shows that Gosden specialises in the higher class form of racing. He is particularly strong at class 2 races, with an amazing 49.5% ROI from 353 races, but it would worth backing all his runners in class 1-4 races and ignoring his runners in class 5 and 6 races. Again this fits with Tom Segal's views above that Gosden specialises in getting unexposed horses ready to win big races at good prices.

Finally, although I generally do not like getting too sucked in to following trainers at certain courses – because I believe on the whole it is just coincidence that trainers have winning records at some courses and losing records at others – I think there are a few courses where Gosden has a particularly strong record that is worth noting.

Primarily this is Newmarket, where Gosden's Clarehaven stables are based and where he has a phenomenal record, but other prestigious tracks of Ascot, Haydock and Goodwood are worth noting:

Course	Runs	Wins	Placed	Returns (£1 win)	ROI
Newmarket	689	16.8%	39.8%	£272.99	39.6%
Goodwood	179	16.8%	44.1%	£47.73	26.7%
Haydock	111	26.1%	52.3%	£53.81	48.5%
Ascot	233	14.6%	38.6%	£22.20	9.5%

As you can see, Gosden has an amazing record at Newmarket with nearly a 40% ROI, with a huge number of runners at 689 over the last 7 years. His records at the other three courses

are impressive as well and this fits again with the overall picture of Gosden training unexposed horses to win high quality races at the top race tracks.

Summary

To summarise, we want to back Gosden's runners:

- In flat turf races, but **not** all-weather
- When the odds are above 5/1
- In class 1-4 races
- At Newmarket, Goodwood, Haydock and Ascot
- Each-way

You may want to just combine two or three of the above five factors. Combining them all together is likely to give better returns but fewer selections, so it is a question of what you prefer.

It would also be better to follow Gosden's runners each-way, as whilst he has returned £254 to £1 level stakes betting win only, he has returned over double that, £550 to £1 level stakes when betting each-way. Betting each-way will also give you a higher strike rate, reducing the losing runs, which makes things more comfortable.

Godolphin – All Weather

Godolphin Is of course a stable rather than a trainer but it is worth categorising their two main UK trainers together as many of the key points apply to them both.

The Godolphin stable is a name familiar to pretty much anyone who has had even a passing interest in racing over the years. Founded by Sheikh Mohammed, it is a vast global horse racing empire that simply has no match anywhere around the world in terms of its scope.

The Godolphin team have celebrated many successes over the years

Much in the same way as billionaires Roman Abramovich and Sheikh Mansour have lavished vast sums of money on Chelsea and Manchester City respectively to take them to the summit of English football, so Sheikh Mohammed and the Maktoum family have invested huge amounts in developing the Godolphin empire.

Established in 1992 with just a few horses, the Godolphin operation has grown into a well-oiled winner-machine and challenged many of the preconceptions about the training of race horses along the way.

They have a huge breeding operation spread across the globe, with stallion farms in Newmarket, America, Japan, Australia and Japan and have the resources to purchase horses of the very finest pedigree at the main yearling sales. This allows them to consistently secure a large number of top quality horses.

Allied to this are fantastic facilities, with the principal trainers each having their own stables, with private training tracks, trotting rings, equine spas and treadmills (sounds quite nice doesn't it!). In addition to this, many of their horses are stationed in Dubai during the winter, meaning they benefit from the warm climate.

So what does this all mean from a punting perspective?

Well from a punting perspective, it means that Godolphin horses have a distinct advantage over their rivals, particularly in the UK's all-weather form of racing.

Perhaps due to the combination of the Dubai training during the winter, the particular horses they breed and having dirt-track training facilities, Godolphin have clearly developed an edge on the competition in terms of all-weather racing.

When we examine the records of their two main UK trainers, Saeed bin Suroor and Charlie Appleby, this will become clear.

Saeed bin Suroor

Saeed bin Suroor – the longest serving trainer at Godolphin and a master craftsman

Their longest serving trainer and very much the master of his trade at the Godolphin stables, Saeed bin Suroor has an excellent record on the all-weather.

Having amassed over 330 points profit to 1 point level stakes backing each-way on the all-weather between 2008 and 2014, Suroor has made a profit in each of the last seven seasons.

What is even more impressive is that he has produced a profit and a good ROI even backing at low odds, which is incredibly rare for a trainer. As we saw even with the mighty John Gosden, it is very difficult to make a profit on horses that are below 5/1.

If we have a look at Saeed bin Suroor's record on the all-weather though, we will see just how consistent he is:

Betfair SP	Runs	Wins (%)	Placed (%)	Returns (£1 win)	ROI
1.01 to 1.99	70	52.9%	87.1%	£-10.33	-14.8%
2.00 to 2.99	101	49.5%	72.3%	£22.10	21.9%
3.0 to 3.99	113	43.4%	69.9%	£49.30	43.6%
4.0 to 5.99	148	27.0%	66.2%	£38.95	26.3%
6.0 to 9.99	116	24.1%	56.9%	£86.79	74.8%
10 to 19.99	80	10.0%	41.2%	£6.08	7.6%
20 to 29.99	9	0.0%	44.4%	£-9.00	-100.0%

So if we take out backing his runners at below evens (1.99) than we are talking very consistent profits right up to prices 20 and over, of which there have only been 9 over the last 7 seasons so we can largely disregard.

Looking at his statistics, bin Suroor is mightily consistent, making profits at all the UK's all-weather tracks, at all class levels and with all different ages of horse.

So we don't need to apply any other filter to his selections other than backing them when they are above even money on the all-weather. A nice simple strategy!

Backing them each-way when it is viable to do so (i.e. above 4/1) may also be advisable as he has a very consistent place record and it would produce over 330 points profit whereas win only produces 211 points profit.

It is also worth considering Suroor's runners outside the UK.

Meydan

With major stables based out in Dubai and a large focus on winning the Dubai World Cup (having won it 7 times since 1999), it is no surprise to find out that Godolphin have a great record at Dubai's main race course, Meydan.

In particular, Saeed bin Suroor specialises in success at Meydan and has amassed over 100 points profit at SP – and considerably better at Betfair SP – in the last 5 seasons. So in addition to backing Suroor's selections at the UK all-weather tracks, it is worth backing them at Meydan as well.

Charlie Appleby

If Saeed bin Suroor Is the master at Godolphin then Charlie Appleby is generally considered the apprentice. Much younger and newer at Godolphin, having only been recruited in July 2013, Appleby is already amassing an impressive record of his own however.

On the all-weather he has made just short of 100 points profit (as at April 2015) in less than two full seasons, which is very good going.

As with Suroor, it is best to avoid backing his selections at short prices, as the table below shows:

Betfair SP	Runs	Wins (%)	Placed (%)	Returns (£1 win)	ROI
1.01 to 1.99	55	60.0%	83.6%	£-1.83	-3.3%
2.00 to 2.99	85	41.2%	74.1%	£-2.93	-3.4%
3.0 to 3.99	50	40.0%	62.0%	£15.91	31.8%
4.0 to 5.99	98	22.4%	51.0%	£5.22	5.3%
6.0 to 9.99	67	16.4%	46.3%	£15.59	23.3%
10 to 19.99	39	12.8%	33.3%	£23.39	60.0%
20 to 29.99	15	0.0%	33.3%	£-15.00	-100.0%

So it is best to avoid backing Appleby's selections when they are below 2/1 (3.0). Prices above this show a very good ROI, although again above 20 he has only had 15 runners so too small a number to draw solid conclusions from.

In terms of courses, Appleby does seem to struggle with his runners at Wolverhampton, having a record of -25 points and a loss of 22% ROI. Although the sample size is fairly small, i.e. only just over 100 races, it is probably worth keeping a watching brief for the time being until he has established a better record at Wolverhampton.

Other than that, he is very consistent at different classes and with different types of horses, so those are the only two filters we need to apply.

Again, backing each-way above 4/1 seems to be the sensible choice and if you can take early prices and BOG your results will beat Betfair SP.

Summary

To summarise our Godolphin strategy, we want to back **Suroor's** runners

- When the odds are above evens
- At all UK all-weather tracks (Lingfield, Kempton, Chelmsford, Wolverhampton) and Meydan (UAE)
- Each-way when the odds are above 4/1 and win only between evens and 4/1.

And we want to back **Appleby's** runners:

- When the odds are above 2/1
- At all-weather tracks of Lingfield, Kempton and Chelmsford but **not** Wolverhampton
- Each-way

William Haggas

William Haggas is a canny individual who is one of very few flat turf trainers to show a consistent, profitable record in the same league as John Gosden.

William Haggas in jovial mood. Don't be fooled though, he is a canny trainer

Haggas has made an impressive 360 points profit to 1 point level stakes since 2008. Much like Gosden, the value is in backing his longer odds selections, the unexposed horses that are not expected to win.

Betfair SP	Runs	Wins (%)	Placed (%)	Returns (£1 win)	ROI
1.01 to 1.99	117	65.8%	82.1%	£4.66	4.0%
2.00 to 2.99	233	36.1%	71.7%	£-27.62	-11.9%
3.0 to 3.99	266	29.3%	59.4%	£-1.09	-0.4%
4.0 to 5.99	420	24.0%	55.5%	£64.75	15.4%
6.0 to 9.99	505	13.7%	39.4%	£11.09	2.2%
10 to 19.99	424	9.2%	31.4%	£72.09	17.0%
20 to 29.99	193	8.3%	24.4%	£183.16	94.9%
30 to 49.99	117	2.6%	13.7%	£-7.33	-6.3%
50 to 99.99	53	1.9%	7.5%	£18.30	34.5%
100+	29	0.0%	6.9%	£-29.00	-100.0%

It is in the price range of 4.0 to 100 that Haggas makes us a positive return. However, from a punting perspective it is probably best to focus our attention at between 4.0 and 30, as above that we are talking about a very low strike rate (i.e. less than 3% are winners).

Particularly impressive is the price range between 20 and 29.99, with 183 points and an amazing 95% ROI. This is over 193 races as well, so it is unlikely to just be a fluke. Clearly Haggas has a knack of getting horses in this range to do better than expected.

In terms of courses, Haggas has a good record at a large number of courses, but there are a few where he seems to struggle in particular. These are listed below with their returns:

Course	Returns (£1 win)	ROI
Ascot	-£35.38	-17.6%
Doncaster	-£24.91	-20.1%
Newmarket	-£72.14	-16.8%
Nottingham	-£24.67	-34.3%

If we leave these out then we are left with a very good overall record.

Summary

To summarise, we want to back Haggas's runners:

- In flat turf races, but **not** all-weather
- When the odds are above 3/1
- Not at Ascot, Doncaster, Nottingham or Newmarket
- Each-way

Strategy Five: Trade Football Matches on Betfair

Whilst all the strategies so far have been horse-racing based, there is a simple system you can use to profit from football matches on Betfair.

Many people will be familiar with laying the draw, a classic trading system that has been around for a number of years now.

The problem is that it is so widely known and used, there is little value left in the system and often the price of the draw does not move enough after a goal is scored to make it profitable to trade from the start of the game.

However, a different way to approach it and one in which you can ensure the draw price moves sufficiently is to only trade the system in the second half.

You simply look to see if a match is drawing at half time. If it is, then you can place a lay bet on the draw.

We are looking for matches that are likely to be high scoring. You can look in particular at the odds of the current score.

For example, if the match is 1-1 at half time, look in the correct score market at the odds of 1-1. If they are above 4.0, then there is a good opportunity to trade. This means there is only a 25% of there not being another goal and a 75% chance that there will be.

Here is an example:

The game is Torino v Roma in Italy's Serie A.

It is half time and the game is 0-0. Roma have been knocking on the door, creating lots of chances but have failed to score so far.

The draw odds have dropped down to a very nice 2.36 for us to lay at.

So we place a lay bet at 2.36 for a liability of £10.15.

We then sit and watch the second half unfold, waiting for a goal to be scored.

In the 58th minute Roma get a penalty, which Alessandro Florenzi tucks away to give the visitors a 1-0 lead.

Now let's have a look at what happened to the odds:

As you can see, the draw odds moved out to 4.3 after Roma' goal, allowing us to hit the "cash out" button for a profit of at least £3.45.
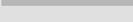
The beauty of this system is that the later a goal goes in, the more the draw odds will jump. If we get a really late goal, then the price will rocket and we can lock in some really juicy profits.

And the statistics are greatly in our favour of there being a late goal. Just look at these statistics from the last few seasons of Premiership football, taken from the excellent www.soccerstats.com website:

Premiership 2014-15 (i.e. as at April 2015)

Scoring times (overall)

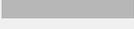| Minutes	Goals	% goals	
0-15	108		13.5%
16-30	118		14.8%
31-45	151		18.9%
46-60	115		14.4%
61-75	138		17.3%
76-90	170		21.3%
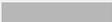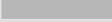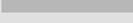
Now the figures for the Premiership season 2013-14:

Scoring times (overall)

Minutes	Goals	% goals	
0-15	127		12.1%
16-30	156		14.8%
31-45	180		17.1%
46-60	178		16.9%
61-75	183		17.4%
76-90	228		21.7%
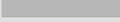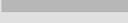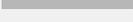
Look at the difference between goals scored in the first 15 mins versus the last 15 mins – an amazing 101 more goals were scored in the last 15 mins.

And this is not restricted just to the Premiership.

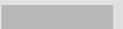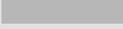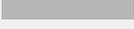Here are the stats from Serie A for the 2013-14 season:

Scoring times (overall)

Minutes	Goals	% goals	
0-15	132		12.8%
16-30	162		15.7%
31-45	176		17.0%
46-60	153		14.8%
61-75	188		18.2%
76-90	224		21.6%
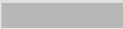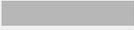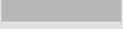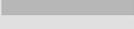
As you can see, they are very similar to the Premiership.

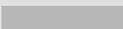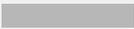Here are the stats for Spain's Premira Liga for the 2013-14 season:

Scoring times (overall)

Minutes	Goals	% goals	
0-15	126		12.1%
16-30	144		13.8%
31-45	185		17.7%
46-60	163		15.6%
61-75	200		19.1%
76-90	227		21.7%

Again, very similar stats with the chances of a goal increasing as the second half progresses and 21.7% of goals coming in the last 15 minutes.

Finally, looking at Germany's Bundesliga for 2013-14 we see the same stats coming through again:

Scoring times (overall)

Minutes	Goals	% goals	
0-15	123		12.7%
16-30	153		15.8%
31-45	161		16.6%

46-60	164		17.0%
61-75	163		16.9%
76-90	203		21.0%

So you can see that these same trends run through all leagues, it is very much in the nature of how football is played.

This is likely due to the fact that sides will often start off games in a cagey fashion, not wanting to give anything away and settling into their pattern of play. But come the last part of the game, often sides will go pressing for an equaliser or a winner, looking for the glory when the rewards for a goal can be so high.

On the other hand, some sides will tire towards the end of the game, particularly those who have been outclassed during the match and who have been chasing the ball endlessly, giving opportunities for goals to be scored.

Either way these stats are amazingly consistent and we should ensure they are in favour when trading. This is what we are doing with the above system and indeed all the systems in this manual.

Individual Team Stats

It can pay to look specifically at sides who tend to score lots of late goals. This can improve your strike rate and profitability even further.

Just think of how many times over the years Alex Ferguson's Man Utd teams scored late goals to win games. It would have paid off handsomely to be laying the draw at HT in those games. Utd used to just pour forward in wave after wave off attack, coming at sides from all angles. There weren't many teams who could fend that off for the entire second half of a match.

Here is an example from the soccerstats.com website. It is Manchester City for the 2014-15 season (up to mid-April):

GOALS PER 15 MIN. (overall)		
0-15 min	GF	8
	GA	4
16-30 min	GF	9
	GA	6
31-45 min	GF	11

	GA	5
46-60 min	GF	8
	GA	3
61-75 min	GF	12
	GA	11
76-90 min	GF	17
	GA	5

As you can see, they fit the pattern very well, scoring lots of late goals – i.e. 17 compared to just 8 in the first 15 mins. Much like Manchester Utd under Alex Ferguson, City are prone to piling on the pressure late on in games with attacks coming in through the midfield dynamism of players like David Silva and with the finishing skills of players like Sergio Aguero.

It can really pay to do your research and select teams that have a tendency to score late goals when trading this system.

Always be sure to trade matches with good liquidity though and to ensure you watch the match closely so you can trade out immediately after a goal is scored and do not get caught out with an equaliser.

Personally I like to trade matches where there is a reasonably strong favourite, i.e. around the 1.5-1.8 at the start of the match and who are dominating the game but haven't quite managed to break through yet. If they are creating lots of chances and piling on the pressure, then this represents a good trading opportunity and when the goal goes in the draw odds will move dramatically.

However, this is a slightly more risky strategy as if the underdog scores, the draw odds will not move very much in our favour, unless the goal comes late (i.e. the last 10 minutes). So you may wish to stick with trading more evenly matched teams where there is a guarantee of the draw price moving whichever team scores.

Final Thoughts

I hope you have found the strategies explained in this manual useful. I am confident that combining the various strategies will lead to a profitable income.

> *"The more I practice, the luckier I get."*
> Gary Player

A portfolio of different systems and strategies is recommended to spread the risk and ensure that one bad run can be compensated by success elsewhere.

The key things as I said before are to stay disciplined, stick to safe money management and allow your bank to grow over time.

I hope you have also been encouraged to develop your own strategies based on the information in this manual. It is amazing what you can find with a bit of time and study. The excellent www.flatstats.co.uk website is a good place to start.

If you have any questions, comments or feedback on the information provided in this guide, please contact: info@honestbettingreviews.com

And remember the golden rule: only bet what you can afford to lose!

Good Luck and happy punting.

www.honestbettingreviews.com