Andrew Watson's

Staking Blueprint

A Visionary Approach to Betting

Contents

Forward

"When you start out betting or trading your focus should be on keeping your betting account intact by minimising the downside.

Focus on protecting the downside and the upside will take care of itself.

World renowned stock market investor Warren Buffett has two rules when investing his money;

"Rule number one of investing is never lose money.

Rule number two is never forget rule number one".

Like Warren Buffett, the first priority at Strategic Betting is on keeping your betting account intact and not losing you money.

The creator, Andrew Watson, has been a leading contributor at Mathematician Racing for over 15 years now, specialising as he does in his unique approach to 'zero' risk betting and trading. Particularly trading. I highly recommend him."

Guy Ward – www.mathematicianbetting.co.uk

Introduction

This book will provide you with a practical staking blueprint you can use to make both your betting & trading more profitable.

It's based on 10 years of front line experience gained as a full time betting professional and details the strategies that I use on a day to day basis in order to enjoy a living from betting.

Like many a punter, I had long wished I could give up the day job and earn an income from betting on horse racing, but I couldn't see a way forward - my strike rate was only average and I was really only making beer money each month. The thought of trying the same but with ten times my stakes sent shivers down my spine...

Could I guarantee getting sufficient winners regularly to make enough profit to replace the lost stakes on the losers and still have enough profit left to provide a weekly wage? Could I find a way to stake more on the winners and have less on the losers?

The answers to those fundamental questions explain why I long ago abandoned, the traditional approach punters follow when betting with a bookmaker.

The Staking Blueprint is designed primarily for punters with small betting banks looking for a way to generate sufficient profit to provide a regular income.The risk adverse strategy described is driven by discipline, a quest for safeguarding stakes and protecting the income you'll make for your efforts.

The book is in three parts...

Part One

Principles and Psychology behind the Staking Blueprint explores and explains the principles on which the book's strategy relies. We'll look at an overview of traditional staking and discuss the change of mindset that is required in order to succeed.

You'll also learn why I believe the conventional way of staking bets is a handicap to the vast majority of punters.

Part Two

An Explanation of the Staking Blueprint a comprehensive introduction to the Staking Blueprint and betting and trading methods used at Strategic Betting.

You'll have an easy to follow step-by-step guide at your fingertips and all written in an easy-to-understand language so you can actually follow it.

Part Three

Essential Strategic Betting Tools ensuring you have the right tools and software will assist you in making your betting simpler and more controllable. The following list gives you an idea of what you should have in your strategic betting toolbox in order to prepare for success.

This book's strategy is based on the groundbreaking betting column produced at Strategic Betting and explains how we utilise [Betfair](#) to limit losses and maximise profits.

[Betfair](#) is the worlds leading betting exchange and makes such an approach possible. The essential use of [Betfair](#) allows you to protect stakes and hedge winning positions in ways not previously possible.

The result is a strategy that when combined with some basic betting principles will enable you to enjoy a consistent income from betting and trading strategically for years to come.

Andrew Watson

www.strategicbetting.co.uk

Part One

Principles & Psychology of Strategic Betting

Introduction

Before we get into the specifics of my Staking Blueprint there are a number of concepts, ideas and principles that should be understood. We'll explore these in this first part of the book.

This book contains the Staking Blueprint behind my 'Strategic Betting' approach — a powerfully effective strategy that has generated thousands of pounds of profits for many part time punters and full time professionals alike.

The concept is distilled from the Strategic Betting Advisory Service and has cost some people up to £397 a year to learn.

So why the heck am I giving this book away?

It's a good question – but the answer is simple. Once you comprehend my approach, you will better understand my modus operandi – which is to always protect the downside at every opportunity.

The end result being, that you will be far more likely to join Strategic Betting in order to further advance your learning by following my daily email betting columns.

Let me give you a bit of background so you will understand.

I first started betting - sorry gambling! - 25 years ago when working in my first job after leaving university. I was a buyer at a small company that had a chain of seven jeans shops and our main supplier bought a racehorse which turned out to be rather good...........during his first season he raced 11 times and won 9 races. The boss would frequently raid the petty cash tin and dispatch me across the road to put something on.

Needless to say, I too started putting some of my own money on and was truly hooked. He ended up having quite an

illustrious career winning a couple of Welsh Nationals and a somewhat memorable Racing Post Chase (Bonanza Boy).

Of course the reality was very much different and I soon found myself on the "tipster chase" in search of that elusive tipster who could help me make money. I was a typical gambler in that I didn't keep records initially, I certainly didn't have a betting bank per se, instead using the spare cash in my wallet and I naively felt that the next runner would be a winner...

After reading a few books I started to keep records and exert a little more discipline, which mainly meant sticking with one tipster, who although provided the odd winner the monthly profits if I were lucky were little more than £50 having invested a princely sum of over £1000 during the course of the month. Many months the profit was in fact a small loss and it seemed unlikely that I would ever find myself in a position where I could do this for a living.

The arrival of the betting exchanges in 1999 changed all that.

I first realized the potential during the Euro championships in 2000 when the application of a bit of logic (teams need to win a match if they are to progress, therefore they need to score a goal, therefore laying the draw at the start of the match and backing the draw after the first goal should guarantee a profit) yielded around £50 profit per game.

I soon found the necessity to have a few savers to ensure I didn't come unstuck in 0-0 matches, but overall that tournament was my "Road To Damascus" moment and I embarked on finding a way to transfer the same logic to horse racing.

The end result was a realisation that, although a helpful part in building profits, selections were only a small part of the equation.

Far more important was how they were staked. If I were achieving a strike rate of 25% finding winners then it followed I was wrong 75% of the time. Therefore, every time I won I

needed to ensure I won enough to cover the stakes lost on the losers.

The logical conclusion to that train of thought is devastatingly simple - try to break even on horses that lose and collect a small profit on those that win: that way the betting bank should slowly grow.

In theory, staking 20 horses to break even should they lose and win £5 profit should they win will yield a £25 profit if a quarter of them are successful.

This ultra cautious approach to staking results in what appears to be really quite small profits but, with no large lost stakes to recover that is all that is needed. With a few different strategies it has also been possible to implement this approach with a reduced betting bank - I now keep no more than £250 in my [Betfair](#) account.

I felt confident to give up the day job in 2002 and ever since have been using the above approach.

The bottom line is, that if applied properly, this strategy works (and works, and works, and works!). You're reading from someone who's learned the hard way. I am continually on the front-lines, day after day, doing what most of you are trying to do — and that's making more profit from betting. I preach what I practice, in other words. I have sometimes failed miserably, but I have also enjoyed many phenomenal successes.

While the Staking Blueprint is tried and proven, it does however require some work on your part. In other words, the strategy is generic in nature and will require some study and effort on your part for it's specific application in the right kind of circumstances or situations (of course, you could join Strategic Betting and let an expert like me do that work for you).

The Staking Blueprint though is of no use to anybody who just wants to receive `tips`. The `industry` has changed – the

old days are gone – and you either have to alter your own approach or suffer long-term.

The way forward is to have a structured staking plan and then to stick to it through thick and thin. If you want to make more profit, then read on! Strategic Betting will certainly help you do just that — and do so in a proven and stress free way.

Follow the Staking Blueprint if you will. If not, be reminded that 99% of gamblers continue to lose, so dismiss it at your peril!

It's your call.

Andrew.

Chapter 1: The Strategic Betting Mindset

We are now in a total different climate than before the betting exchanges arrived on the scene and to quote Harold MacMillan 'You have never had it so good' mind you at the time he was referring to the UK economy, rather than [Betfair](#) which has single handily revolutionised the way I bet.

Gone are the days of 'tipsters' with one tip per day – maximum bets etc - though some still flourish by selling their wares to the odd gullible punter.

Operations are now much more sophisticated and as such you have far bigger chances of making continuous profits and in some cases – a living – via betting but **certainly not by gambling**. Two totally different concepts.

Gambling is out. Strategic Betting is in.

Before we get down to the nitty gritty, I must warn you that this approach is aimed at betting realists, so if you are intent on just receiving 'tips' then strategic betting is <u>NOT</u> for you.

There is a big difference between the approach and outcome of gambling as compared to that of strategic betting.

These are the traits of a gambler:

1) A gambler does little or no research and preparation before taking on risk.

2) A gambler hopes to win despite unfavorable conditions or odds.

3) A gambler acts on hunches, stable whispers and unproven systems.

4) A gambler is affected by the emotions of greed and fear.

5) A gambler's motivation is largely driven by thrill seeking and entertainment.

6) A gambler always loses long term.

Conversely, these are the traits of a strategic bettor:

1) A strategic bettor completes thorough research and preparation before taking on risk.

2) A strategic bettor knows he/she has a high probability of winning (making money) because the conditions and odds are in his/her favour.

3) A strategic bettor follows a logical and proven strategy.

4) A strategic bettor does not allow emotions to influence his/her decisions.

5) A strategic bettor's motivation is <u>not</u> to seek risk or entertainment.

6) A strategic bettor wins long term.

Gamblers tend to have a narrow, short-term view of risk versus reward, focusing primarily on the upside. On the other hand, strategic bettors always concentrate on protecting the downside, see the bigger picture and take a risk adverse view to the long-term approach to betting.

Of course betting by it's very nature involves an element of risk. But, if you have the right mindset and follow a strategy with a proven approach, you will maximise your chances of long-term success.

Sadly it's been my experience to know that some of you reading this book will always be more addicted to the thrill of backing a winner than enjoying the satisfaction of making long term profits and your gambling instincts may often end up getting in the way of following these practical steps.

Consequently, preventing you from making the kind of money you deserve. So before you continue reading, I suggest that you decide whether you're a short-term thrill seeker or a long-term profit hunter?

Others among you would probably describe my approach as impossible, well I don't mind that either because for the Staking Blueprint to work, I need people to be opposing me.

Complete change of mindset required

So although Strategic Betting is a genuinely groundbreaking approach, it does require a readjustment in your thinking and to a certain extent a paradigm shift in the way you approach betting in order for you to fully succeed.

Betting 'strategically' entails a completely different mindset to gambling. It becomes a question of not wanting to lose, a bit like being a Football Manager where it's important to have a sound defense.

Your main goal when betting strategically, should be to approach betting almost like a 'Reverse Bookmaker', constantly safeguarding your stakes, protecting your profits and minimising any controllable losses.

Always look to limit the downside by in effect taking less on the upside. This state of mind is one of the key attributes that it is essential you grasp if you want to become successful long term with this strategic approach.

If you have any questions about this book, or any related matters you'd like to discuss, drop by this page on The Strategic Betting Blog. You can also join us on Twitter, Linkedin and Facebook.

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Chapter 2: The Old Staking Conundrum

When betting conventionally, the complexity involved in ensuring that winning returns are greater than losing stakes is a fiendishly complex problem to solve, because we can only guess at our future strike rates and how many losers our staking plan needs to recover.

It's hardly surprising therefore, that most punters find the subject of staking a difficult concept to grasp.

The conundrum you are faced with is as follows;

"How do you have more on the ones that win and less on the ones that lose?"

If you knew which selections were winners then the question would be irrelevant, so we have to solve it assuming the selection's fate is unknown.

When we stake we are essentially trying to solve a complex equation with numerous variables - try and stick with me for a moment and you will see in chapter 3 why this is so important.

Here's a crudely simplified example:

Winners' Strike Rate = S
Price of Winner = P
Stake/Liability = L
Average Liability = AL
Return = R

We need to stake an amount (L) which at the price (P) returns sufficient profit (R) to cover this stake (L) and the number of losing stakes since the average last winner ([(1/S) - 1]x AL) and a small profit say £5 .

So the equation reads:

L x P = L+AL[(1/S) - 1]+£5
L x P = R

R = L+AL[(1/S) - 1]+£5

You could substitute the average liability figure with actual data but this would have involved more parentheses and bucket loads of complication plus it would give me a headache..... (I only did O-Level Maths).

Substituting knowns (AL, P) and an estimate for predicted strike rate (S) and you will find the value of L.

So re-balancing the equation gives this:

R - AL[(1/S) - 1] -£5 = L

It can never provide a definitive answer unless you can replace the estimate (S) with a known, which has already been established to be impossible.

So it would appear that the perfect stake plan is elusive - a dip in the strike rate or a price that is too short will make it buckle. On the other hand an improved strike rate or getting a value price (P+2) leads to a bigger profit.

"R - AL[(1/S) - 1]-£5 = L" may be solvable though...

Think of the return R as effectively two returns - one covering the recent average losses, the other the net profit. If your recent average losses are nil, then all you need to win is the fiver.

Or to put it another way, if you enter £0 in the above equation for L then the equation solves as 0=0.

Essentially you have to win your £5 with a stake of £0.

But how can you do that?

You use other punters money!

If the selection you want to back is 5/1 all you need to do is put £1 on it then trade away the liability. £25 backed at 6.2 and £26 laid at 6.0 would do that.

The next time you find yourself in a position where you are putting £17 on a 5/1 shot remember you may well collect £105 but £100 of that is replacing the lost stakes.

You've gone through the worry of wondering if you've got the right price to make the equation work in your favour, but what will happen if the horse loses - the next bet needs to win £125...?

It's so much easier - and far more fun! - to put £1 on the horse, then set about mugging fellow punters until you've got it back

If it wins I get the £5 profit just as I would have done had I tried to solve the equation. If it loses I'm not worrying about a recent average losses figure of £125.

There's an added bonus too. It's clear from the above example that in order to fund a long losing streak with a hefty recent average loss you would need quite a substantial bank.

A £26/£25 trade made at odds of 6.0/6.2 can be done with just a bank of £150 in one trade - or if you can manage three smaller trades in the time before the off you can easily do it with just a bank of £50 - it's harder work mind with such a small bank though, but the bonus is it really focuses your attention on your losses, thereby encouraging you to keep any liability as close to zero as possible.

Hopefully you can see that it's possible to solve the conundrum: ***if you lose nothing on the losers and win on the winners.***

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Chapter 3: **Staking With Zero Liability**

In the previous chapter, I explained how difficult it is to get your staking right when betting "conventionally" and I outlined the logic behind what I do.

I actually made an error in the equation I quoted - hardly surprising though as it's such a complicated affair and I was trying to simplify it! That, however, doesn't really matter - the point I was trying to make is that it is fiendishly difficult.

You need to ensure that the stake you are using is big enough and you are on at a big enough price to ensure that you win enough to cover all the losing stakes.

By eliminating the losing stakes from the equation the task is made so much easier - all you then need to win is the net profit.

At first, especially if you are used to thinking in £20 stakes and £100 returns, it seems ludicrous to be trying to win just £5. For those old enough to remember, it is a similar confusion we had when switching from pounds, shillings and pence to decimal currency. Or from measuring in feet and inches and then converting to centimetres.

Once you can accept the principle that from every £100 return, around £95 goes to replacing lost stakes, you will begin to understand that aiming to win just £5 with no loss is not that different.

Think about it for a moment, what's the difference between:

a) Winning £100 when your horse wins. £5 for you and £95 for the betting bank.

b) Winning £5 for you.

Most staking problems result from a punter not fully understanding the implications of how they are betting and from a latent greed to win as much as possible.

It is only natural to compare a return with normal everyday expenditure. Winning £100 is cause to celebrate, a Friday night out at the curry house - you can't get that excited when winning just £5.

But what about the losing stakes?

The key to securing a long term profit is to fully understand the impact losing bets have on your betting bank and not to get carried away with a gross return figure. How many people I wonder would open a weekly pay packet containing £500 and think they could spend that on curries without considering their mortgage/rent, electricity, gas etc?

Invariably, when I propose that it is not necessary to increase a betting bank to achieve a bigger profit, but rather decrease it, I am asked a lot of questions - it does seem odd advice.

Sometimes, though, the correct thing to do is not the most obvious - think of how you should react if your car skids uncontrollably to the right.

Hopefully over the coming chapters I will be able to answer these questions for you.

For now, let's look at whether it is prudent to put up an in-running lay...

When considering this most people look at it like this - if I put up an in-running lay on a horse I have bet, then whenever it wins I'm throwing away some of my profit. Furthermore, should it run badly I am not benefitting from the in-running lay.

That is a logical thought process, especially if you are betting conventionally. Stake recovery does indeed reduce the final profit and will leave the many losing bets to eat further away into the betting bank.

However, if you bet with no liability, all you need to do is imagine you are having two bets.

For instance, lets look at the Strategic Betting daily column I wrote on 22/07/2012

Sunday's Bets

4.10. BEHERAYN - Lay to lose £30 at around 7.0. Set some small staked back bets at bigger odds to reduce liability as although likely to be up with the pace he may clout a few.

ESCARDO - £2 win at 30.0+. Set mines to recover stake at half BSP (Betfair Starting Price) and less.

4.45. GEORGE WOOLFE - Set £5 lay (to be matched in running) at 4.0.

5.15. LORD LESCRIBAA - Set £5 lay (to be matched in running) at 4.0

Take the £2 staked on Escardo (Who won at 11/1), which at the time the column was written was trading at 30.0 on Betfair.

In effect this was one bet to win £30 should the horse win and a second bet to win £30 to lay off in the race should the horse run well. I never intended to win £60 on the horse, so I wasn't disappointed when I collected just £30.

At larger odds where the incremental gap between adjacent odds is bigger it does not take much effort or stake to "green up" on a horse - £15 backed at 32.0 and laid at 30.0 gives that £30 profit with no loss.

A further £15 traded at 32/30 provides you with a kitty to lay off at lower prices in the race if you have correctly identified the horse is going to run well.

Had Escardo fallen at the last fence, at least there was a consolation return, whilst if he won the target profit was returned.

Staking like this does require some rudimentary knowledge on how to read a market, but think about it for a moment, that same knowledge is also required if you are deciding whether to take 12/1 when placing a bet or wait for the horse to drift to 14/1...

The hardest part of achieving a successful staking strategy is not its application, **it's the required adjustment to the mindset.**

Over the next few chapter's I'll talk some more about getting a trade on successfully and how to avoid the many pitfalls most people encounter.

Chapter 4: **A Tale of Two Punters**

Over the last two chapter's I've been explaining the approach I take to staking and how it impacts long term profits.

The majority of punters, when looking to maximize their profits, focus on finding a tipster who can provide them with a healthy number of winners in their belief that this will lead to the best long term profit.

Backing a winner is indeed a very important part in achieving that, but HOW you back that winner is perhaps even more so.

A punter who is reckless with his staking can make a loss, whereas a punter who is careful can make a profit from backing the very same selections.

Before I move on to discuss how to avoid the many pitfalls most people encounter in getting a trade on successfully (that I promised earlier), I thought the following example would help sum up what I've been trying to say.

To keep it simple I am going to assume that three punters each back the same 100 horses and for the purpose of this example assume that 30 of the 100 horses win.

Both punter A and punter B place a £10 bet on each horse - punter A takes a price of 5/2 for each of his bets whilst punter B takes 9/4.

Both punters stake a total of £1000 on the 100 horses and with 70 losing, both punters have lost £700 of that £1000.

At 5/2 punter A wins £25 profit on each selection - a total of £750 profit for all thirty winners.

At 9/4 punter B wins £22.50 profit on each selection - a total of £675 profit for all thirty winners.

So, by securing a better price for each of his bets, punter A has ended up with a net profit of £50 whilst punter B has a loss of £25.

The third punter, however, chooses to stake each of the 100 horses with a zero liability and aims to win the same level of profit as punter A. To achieve that £50 profit he needs to stake each of the 100 horses so that he wins £1.67 should they win or break even should they lose - the 30 winners provide him with a total profit of £50.10.

Even though all three punters have backed the same 100 horses, with a strike rate of 30% only two of them have made a profit. Punter B's loss is the result of him consistently taking a poor price.

If the strike rate dropped to 25%, punters A and B will lose £750 with lost stakes and punter A wins only £625 whilst punter B secures £562.50. In this scenario the profit/loss on the 100 horses is:

Punter A = -£125
Punter B = -£187.50

Punter C, on the other hand has 25 winners which provide him with a profit of +£41.75.

The first two punters' profit is not only dependent on getting on at the "right" price, but it is also dependent on maintaining a consistent strike rate.

By aiming to win a nominal net profit on each winner the third punter doesn't have to worry about the price at which he places his bets or predicting his future strike rate - *if only one of the 100 horses were to win he would still make a profit whilst the other two punters would have lost nearly £1000...*

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Chapter 5: **A Visionary Betting Approach**

"How do I have more money staked on my winning selections and less on the losers?"

That was the question I faced when considering whether it was feasible to make a living from betting.

At the time I was turning over around £1000 a month with my bets - some months I was making a profit of around £50-£100, others it was a comparable loss.

It appeared that I would be needing to scale up my whole betting operation - with a betting bank ten times larger, £200 stakes as opposed to £20 stakes and maintaining a similar or better strike rate seemed the only logical solution.

Yet I could see problems... as it was, things were hard enough trying to remain focused during a losing run whilst watching my ever-decreasing betting bank and resisting the urge to chase my losses; how on earth would I be able to cope with the added pressure if I encountered a particularly bad period?

Additionally, it was one thing walking into a bookmakers to put £20 on a horse at 8/1, but how successful would I be if I tried to get £200 on? Floor limits and knock-backs were and still are used by all the major bookmakers to hinder punters like me.

It was only after I fully understood how best to use the newly created [Betfair](#) and Flutter sites that I realized the solution was devastatingly simple.

I didn't need to scale up the whole operation, in fact, the complete opposite was true.

Instead of using a larger betting bank and aiming to win the larger returns needed to win back the larger losing stakes, I realised that if the losing stakes were totally limited all I would

need to win when betting was the modest net profit and this could be achieved with a small betting bank.

Over the last three chapters I have tried to explain how that works. It was quite a seismic shift in thinking based on one simple idea - the majority of punters lose, therefore don't do the same as the majority of punters would if they were in the same situation.

Realising that the amount of profit that could be made was not based solely on picking as many winning selections as I could, but by carefully staking all selections to avoid eating away at my betting bank, helped me to see that I could achieve the desired monthly profit from using just a small betting bank.

Needless to say the majority of fellow punters told me it could never work - the notion of winning money when correct and losing nothing when wrong (sometimes even winning something!) was impossible for those used to the traditional method of betting to grasp. Even now I am frequently told it is nonsense, it must be so dull, it is too complicated or simply impossible to achieve.

Yet what is more complicated than trying to ensure that I am backing enough winners at the right price to win enough to cover my losing bets plus a profit?

The traditional betting model actually requires you to take three gambles:

1) You are gambling that the selection wins - if it doesn't your betting bank decreases.

2) You are gambling that if your selection wins you have enough money on it to move you forward. If the stake is too small on your winners your bank will continue to decrease.

3) You are gambling that the price you take is the best price - previously I showed you how the fortunes of two punters

were different simply from one taking 5/2 on his bets, the other 9/4.

The way I was betting involved just one gamble.

1) It didn't matter if the selection lost - the betting bank is not affected.

2) If there are no losses, then if I won £1 or £10 it would be sufficient to move me forward.

3) The only gamble I was taking was to ensure that I was correctly able to read the market - no different from 3) above.

Even now, after ten years, I am frequently told it is unworkable, unnecessary and impossible - usually though by people with little understanding, if any, of how important staking is.

The majority of punters spend their betting lives moving from tipster to tipster in the hope that they will find the one who has the best strike rate and can win them the most money.

The majority are disappointed.

I used to maintain a database for a website that monitored the performance of tipsters and it was impossible to ignore the evidence that 95% of the tipsters monitored were losing their followers money.

Some maintained a healthy strike rate - one was consistently seeing 40%+ of their selections win; but at prices of between 1/2 and 5/4 that strike rate simply wasn't good enough to make a long term profit.

Others were publicising healthy profits based on staking £100 on every bet and securing a shock 33/1 winner. All credit for pinpointing that winner, but how many of their followers would put £100 on such a horse, even if they tried, would they be successful in getting it on at the price without being knocked back? And of course, how long did the 33/1 last?

The sad truth about the tipster business is that the vast majority fail to generate a long term profit and many are simply spivs and charlatans who will fund their own betting from the subscriptions of punters who fall for their misleading advertising.

However, the betting exchanges opened up a whole new world...

Some punters try to transfer their betting to the new medium but fail to make it work as they continue to use the mentality and strategies they have previously used with the old betting model - a model, incidentally which was conceived by bookmakers.

For example, before [Betfair](#), if you wished to back a horse to place with a bookmaker you could only do so with an each way bet which included a win only bet that was almost certain to be a losing one.

Betting on a betting exchange as opposed to using a bookmaker is as different as using a DVD recorder instead of a VCR. The objective is the same, but to achieve it you need to do things differently.

One of the most common arguments put to me is that to be successful using [Betfair](#) you need to be able to predict market moves, which is impossible. It never occurs to the questioner that to be successful betting traditionally, you need to be able to do the exact same thing!

There is plenty of material on the Internet detailing how exchanges work and how best to use them, much of it misleading or misguided, with some of it being very helpful. I am not going to go through a step by step guide describing how to get a trade on because there is no one set way of doing it - on an exchange you are betting against punters, not bookmakers, and how the market behaves from race to race depends on what fellow punters are doing.

Think for a moment - if 100 punters are all trying to back the same horse with no liability they are simply fighting each other for the same money.

Again, if the majority of punters are failing to make something work then the best thing to do is the complete opposite.

Instead of attempting to trade the selection and skirmishing with other punters who follow the same tipster, it is far easier to trade a completely different runner and use the profit from that trade as a small bet on your desired runner.

By doing this you avoid struggling with other punters who are trying to back the same horse, it also enables you to have an interest on a number of runners - rather than trying to trade three different horses at the same time, trading a different runner and dividing the profit from that trade amongst the three desired horses achieves the objective without getting involved in a "playground bundle".

There is an added bonus as well - if you accept that some trades will go wrong and result in an unwanted liability, it is far better that that happens on a horse you think is going to lose instead of the horse you think is going to win...

Here are some things to consider when trading to help you avoid some of the common mistakes most people make:

1) Use an appropriate stake size for the available liquidity.

If you are aiming to trade a total of £100 on a selection with the aim of securing a £10 profit it may be necessary to do this by using a number of smaller staked trades. Trying to trade £100 on a big priced runner where only £20 stakes are being offered it will be difficult to get your trade matched. Ten £10 trades is much easier to do.

Similarly, trying to make £10 trades on a selection where £1000+ is being offered will result in you being swept along with little chance of controlling your trade.

Everyone has a different comfort zone - what stakes are you comfortable using and at what odds are you more successful in predicting market behaviour? If you regularly trade at the same odds using the same sized stakes you will quickly improve.

2) It should be possible to lay the stake you finally decide to use.

If your betting bank is £200 and you are trading a horse at odds of 10.0 with £50 trades you have insufficient resources to correct a mistake should the market move against you as the most you can lay at those odds is just £20.

3) Avoid trading a horse at the top end of an incremental range where the profit is smaller

If you are attempting to win £5 on the field you can do that by backing a total of £100 at 10.5 and laying £105 at 10.0. At odds of 18.5/19.0 the field profit is smaller, so more trades are needed to achieve that desired £5 profit.

4) Use pegs

Punters react to what they see - if someone puts up a large stake they will try to undercut it. By placing one of these either side of the trading activity you can have better control over getting your trade matched.

5) Think ahead

When placing the first part of a trade think about the impact that will have on the market. You have just taken someone's lay and they may well be determined to push the price upwards so their corresponding back bet is matched.

Many punters complain the market always moves against them when they try to trade - this is why. Getting a trade on is effectively a strategy game - if you know what your opponent is going to do, you can prepare yourself.

It is easier to work out how punters behave than it is to try and get a bet on in a betting shop at the right price...

6) Making mistakes

Accept that you will make mistakes and have a plan B to correct the problem. It is normally possible to correct a trade that goes wrong and restore things back to how they were with two trades. It follows that if you are going to make mistakes when trading then keeping the number of trades down will be beneficial.

A punter who places 8 trades on a race and gets two wrong has probably achieved the same as the punter who placed just two correct trades. Avoid the temptation to overplay the market.

7) Watch and learn

It can help to simply watch a market without placing any trades. You will notice how people try different things and you will also get a better understanding of when you should resist placing a bet. Watching as many markets as you can, will help improve your trading. (www.fracsoft.com) allows you to replay previous markets as well and is a useful tool to have onside if you are lacking in confidence).

In part two of this eBook, I will show you how to use everything that I have been discussing to help increase your profits.

At times it may have seemed extremely complicated and the prospect of changing from something familiar to something new may be a little daunting.

But rest assured, it is devastatingly simple... you don't need to know how the combustion engine works to drive a motor car, you just need to know the car has got an engine under the bonnet.

I have tried to convince you that the car we will be driving in the future has one of the best engines, now all we have to do is hit the road... :)

If you have any questions about this book, or any related matters you'd like to discuss, drop by this page on The [Strategic Betting Blog](). You can also join us on [Twitter](), Linkedin and [Facebook.]()

Also you can take a [28 Day No Risk Trial]() completely free of charge.

If you'd like to start working on improving your long-term betting strategies, join me for the first 28 days and see how it feels to you. Our triple guarantee means you've got nothing to lose.

Part Two

Explanation of the Staking Blueprint

Introduction

A comprehensive introduction to the Staking Blueprint and the betting and trading methods used at Strategic Betting

Chapter 6: **The Staking Blueprint**

There are three elements to this plan...

Back the horses that stand a chance of running well or winning the race.

Lay the horses that are likely to run poorly and lose the race.

Trade the market using the betting bank to create a nominal field profit that funds the above two.

The back bets create a liability on the unbacked runners whilst the lay bets cancel out that liability leaving a situation where the horses you fancy will return a profit (green figure), the horses you are opposing will have a liability (red figure) and the remaining runners in the race break even.

The trade creates a small field profit which should reduce the liabilities on the opposed horses to zero, provides a nominal return on the break even horses and increases the return further on the backed horses. The plan is dependent on how much field profit you are able to generate in the ten minutes leading up to the race.

Essentially this approach is the same as traditional betting although, instead of having to use the large stakes required to win sufficient to cover losing bets, you use significantly smaller sized stakes to win just the desired net profit as the trade eliminates any liabilities.

In this chapter, I have detailed how to apply this staking strategy – you will find it can be applied to any race, whether you are backing just one horse, dutching a number of runners or opposing two or three.

I have deliberately set the bar low to ensure that a less experienced punter can reap the benefits – once you are

more confident in applying it you will find that you will be able to adjust the figures to suit.

Divide your betting bank as follows:

Total Betting Bank	£200		
Funds for Back Bets	£5	Maximum Liability	£3
Funds for Lay Bets	£25	Max/Min Liability	£25/£5
Funds for Trading	£170	Target Field Profit	£3

POSITIVE SELECTIONS

Selections that are likely to run well and possibly win.

Place back bets on selections so as not to exceed maximum liability.

Aim to recover the stake used on these selections by placing a number of in-running lays at half the BSP and less. The total liability of these lays should roughly equal half of the potential profit.

For example, a £3 lay at 2.0, a £2 lay at 3.5 and a £1 lay at 6.0 have a total liability of £13.0. If all three lays are matched for a selection that started at 11.0 with a stake of £3 that selection still wins £20 if it wins the race. Should it run well, but fail to win the field profit is boosted by up to £6.

Selections that are likely to run well but you feel will lose.

Stake as above, but double the stakes on the in-running lays.

NEGATIVE SELECTIONS

Selections that are likely to race poorly, not complete, or race at the rear before finishing well.

Lay horses to lose maximum lay liability and set a smaller back bet at larger odds to reduce that to minimum liability.

A £5 lay at 6.0 has a liability of £25, a £3 back at 8.0 reduces that liability to £4

or

A £5 lay at 6.0 has a liability of £25, a £2 back at 11.5 reduces that liability to £4

There is often an opportunity during a longer race to add a further back bet to reduce the liability if you judge a horse is running better than expected. Similarly, it can pay to set the back bet quite high for horses that are prone to pulling up or unseating their riders.

TRADING SELECTIONS

Experience has taught me it is best to avoid trading a positive selection – invariably you are fighting with other punters also trying to back the horse and the market can become quite unpredictable. It is far better to pick a selection to trade that you feel is not going to win – should you end up making a trading error it is often easier to correct.

When trading it is worth remembering that a greater field profit is generated at the bottom of an incremental range than at the top of it, as can be seen in the table below.

The table below shows the field profit achieved from trading £60 at adjacent odds at both the bottom and the top of an incremental range:

Incremental Gap	Odds Range	Field Profit generated at bottom of range		Field Profit generated at top of range	
0.02	2.00 - 3.00	2.00 I 2.02	£0.60	2.98 I 3.00	£0.40
0.05	3.00 - 4.00	3.00 I 3.05	£1.00	3.95 I 4.0	£0.76
0.1	4.0 - 6.0	4.0 I 4.1	£1.50	5.9 I 6.0	£1.01
0.2	6.0 - 10.0	6.0 I 6.2	£2.00	9.8 I 10.0	£1.22
0.5	10.0 - 20	10.0 I 10.5	£3.00	19.5 I 20	£1.54
1	20 - 30	20 I 21	£3.00	29 I 30	£2.07
2	30 - 50	30 I 32	£4.00	48 I 50	£3.16
5	50 - 100	50 I 55	£6.00	95 I 100	£3.16

If you use third party software, such as JetBet (Great for Mac users), Bet Angel, Fairbot, Gruss or The Geek's Toy, to access the Betfair API rather than using the website, you will find these will automatically calculate the stakes needed to create the field profit when you place a trade.

If you are betting via the Betfair website a useful rule of thumb for trading at the bottom of an incremental range is that a £25 back needs to be matched with a £26 lay, whilst at the top of the range you will need a £40 back and £41 lay.

There are many ways to generate a field profit of £3. You could for example trade £60 between odds of 10.0l10.5 (as a £60 back at 10.5 and a £63 lay at 10.0) or trade £300 between odds of 2.00l2.02 (as a £300 back at 2.02 and a £303 lay at 2.00).

You can split the bets into more manageable sizes – instead of trading one single £60 stake you could for example trade a

£10 stake six times. Or if you feel more comfortable you can space the lay and back bets out over a larger incremental gap – laying at 10.0 and backing at 11.0 would only require a £30 stake to achieve the field profit. Between 10.0 and 12.0, only £15.

You could also lay £3 at 10.00 creating a liability of £27 and "trade away" that liability with equal sized stakes. At an incremental gap of 0.5 a total of £60 laid and £60 backed at adjacent odds generates a £30 profit, which clears the £27 liability and gives the selection the same field profit.

If in each race you try to trade a horse at roughly the same odds you will find you will soon be familiar with how the market behaves and you will get accustomed to the liquidity levels. Some people find it easier to trade a favourite with large stakes, others find it easier to trade a mid-priced horse with smaller stakes. Once you have found your comfort zone you will know what is best for you.

I have set the bar low deliberately so that less experienced punters can make it work for them - the more confident at using [Betfair](#) will find that they can substitute my figures, such as liability, with ones they are happier with.

Essentially, the strategy is designed to be used with a small betting bank and it aims to return either a small profit on each race or break even. This is achieved by turning over the part of the bank allocated for trading to generate the money to be used for staking bets.

90% of the liquidity on [Betfair](#) markets does not materialize until ten minutes before the off and as such giving strict instructions as to what odds to set bets in a daily column produced at noon is not viable.

As such, when I list horses to back or lay for the day I include the current price with the bet. By the time of the race this could have changed significantly so you need to assess the market at that time and decide how best to apply the strategy.

A decision still needs to be made as to which direction the market is moving when you log on to a race - this can be done by inspecting the price graph for each runner.

It is virtually impossible for me to say lay a horse first and then back it as there will be many occasions when laying a horse you will need to back it first...

Members at Strategic Betting are supplied with a Welcome Pack providing some pointers for those who find the [Betfair](#) markets hard to read - it is a skill you need to master though whichever staking approach you use.

Remember, unlike other tipping services who focus on the end return, our aim at Strategic Betting is to keep potential losses to a minimum. As such if a race is about to start and you have too big a liability on a runner because the market only peaked at 3.9 and not 4.0+ you need to adjust any unmatched bet to bring the liability down to the desired level. It is better to sacrifice a £1 of your winning profit than to risk £20 of your bank...

If you have any questions about this book, or any related matters you'd like to discuss, drop by this page on The [Strategic Betting Blog](#). You can also join us on [Twitter](#), [Linkedin](#) and [Facebook.](#)

Also you can take a [28 Day No Risk Trial](#) completely free of charge.

If you'd like to start working on improving your long-term betting strategies, join me for the first 28 days and see how it feels to you. Our triple guarantee means you've got nothing to lose.

Part Three

Essential Strategic Betting Tools

Introduction

The following list gives you an idea of what you should have in your strategic betting toolbox

Chapter 7: **Betfair**

Website: www.betfair.com

Summary

A [Betfair](#) account is essential for anyone wishing to take full advantage of the information in this book.

Firstly, you can often get better odds than any fixed-odds bookmaker and there's also the fact that you can oppose a horse, player or team in a particular event. It's brilliant to also have the flexibility of placing a bet knowing that you can lay off for a profit before the result has been settled.

The Betfair website is a work of genius and it's technologically more advanced than any other betting site in the world. Indeed, very few customers know the full capabilities of all the various trading tools available, although treating it simply as a fixed-odds bookmaker is what a lot of people choose to do.

New Customer Offer

• Get a **Free £20 Bet** when you sign up via Strategic Betting

Betfair Review

[Betfair](#) was established in 1999 and has become the World's leading betting exchange revolutionising betting in the process.

Betfair provides a betting exchange, quite different to a traditional bookmaker. A betting exchange is essentially a stock market platform taken across to betting on racing and sport.

Customers bet against each other not against Betfair. Think of it as like two mates in a pub with opposing views on a game and having a bet.

Betfair works like an impartial barman in the pub who holds the money until he gives it to the winner.

Betfair encourage winners! They don't ban or cut back as is the case with many bookies who limit stakes or close accounts if anyone "dares" to beat them. It doesn't matter to Betfair, because they are simply an exchange and take no position in the markets.

The Betfair online offering is renowned for its huge coverage of events and better odds. Betfair has claimed that their odds are on average 20% better than those offered by traditional bookmakers. The odds are often better but not always. Be sure to take into account commission charges and don't fall into the trap of always assuming you are getting the best odds at Betfair!

Having a Betfair account also gives you the ability to hedge bets or play as a bookie. The choices are endless.

Betfair promotions for existing customers often take the form of competitions but there is often a Betfair free bet on account opening.

What is different about betting on Betfair?

Back or lay

When you "back" a selection (be it an individual, a team, or a horse), you are betting that it will win. This is just like betting with a conventional bookmaker.

When you "lay" it, you are betting against it winning. For example, if you're betting in a market on which team is going to win the Premiership and you lay Chelsea, then if they win you pay out. This is what bookmakers traditionally do.

Choose your odds

If you want better odds than are currently available, you can place an order for a better price, but bear in mind that if your price is unrealistic your bet is unlikely to be accepted. Note that the odds available often improve nearer to the 'off' (or when the event starts) as interest and betting activity in the markets increases.

No one serious about betting strategically should be without a Betfair account but having said that, neither should you rely solely on a Betfair account.

www.betfair.com

Chapter 8: **Placing a £1 Bet on Betfair**

Lets say you want to place a £1 bet on a horse called Dobbie at a [Betfair](#) price of 3.0

Place £2 on Dobbie, but first change your requested back odds to something like 600 (But certainly not his current price of 3.0) click submit, and of course the bet doesn't match.

Now alter the box with £2 in to £3 and click return.

Two bets now come up, one for £2 at 600 and one for £1 at 600.

Now adjust the requested back odds, on the £1 bet from 600 down to 3.0 (or whatever price Dobbie currently is), click return and hey presto the £1 bet is matched.

This will work but ensure you cancel that £2 bet after matching the £1 bet

The £1 Lay on [Betfair](#)

Now lets say you want to place a £1 lay on a horse called Blobby at a [Betfair](#) price of 30

Lay £2 on Blobby @ 2.0 (not his current price of 30)
Click submit and of course the lay won't be matched.

Now change the stake from £2 to £3 Click submit again. Neither lay will be matched but now you have 2 boxes.

Now change the £1 price from 2.0 to 30 click submit and bingo £1 @ 30 will be matched.

Again this will work but remember to now cancel the £2 lay.

Chapter 9: **Secret Betting Club**

Website: www.secretbettingclub.com

Description: A monthly newsletter and free Weekend Wager betting column produced every Friday afternoon. Includes members only forum where you can discuss recent articles and tipsters in more detail.

Overview: The Secret Betting Club aims to stop you wasting money on tipsters and products that don't work. They'll review all the products and services on the market and aim to give you impartial advice on what really works.

The Secret Betting Club (also known as the Money Maker Review website) is a betting newsletter and membership site run by 2 long standing consummate betting professionals, Mike Bishop and Dan Jones, who have made it their mission to sort out the wheat from the chaff and show you exactly how you can succeed as a Professional Gambler.

I positively implore you to read on and check out the service they offer;

Ever since May 2006 Mike and Dan have published the very latest edition of SBC, which is always full of articles, reviews and reports all designed to help you make money betting.

How can they help you make money betting?

Well, the answer is fairly simple in that they investigate and report back to their members on the good, the bad and the ugly of the tipster world. It is this information, which is key to your (and their) betting success.

The Good…So you know who is worth following (Yes apart from Strategic Betting there are some other excellent services out there, but more about this shortly)

The Bad…Those services that just don't turn a profit no matter how hard they try

And The Ugly….The scams and conmen that would happily sell their grandma to make a quick buck

OK so when it comes to the Bad and the Ugly, you just need to know who they are talking about in order to avoid them like the plague. The main focus and profits as you would expect, comes from those Good services.

[SBC](#) show you who makes money from betting

Through their monthly Issues they report back via both written reviews and results spreadsheets on the exact performance of numerous tipster services and systems.

Want to know how well a service is run? Are the results a fluke or down to genuine skill? Do they make a profit long-term? Have they a history of running failed tipster services?

And most importantly…

What the best services are for you to follow in order to make money from betting with.

This last point is very important and is why they produce a full Tipster Report Spreadsheet each month for their members.

This is complete with the exact proofed results for over 40 of the top tipsters that they monitor and recommend.

They list the profits from not just the last month's results but also the last 6 and 12 months as well as the all-time profit.

These are the creme de la creme of tipsters when it comes to betting and by gaining access to this report, you will know exactly who is in profit, who is in form and who to follow with your own money.

Proudly 100% Affiliate Free!

Dan and Mike are also proud to have a clear non-affiliate policy, which means they <u>never</u> take a cut or make a profit share from any product, system or service they review. Operating this way ensures members know their reviews are 100% accurate and genuine, with no hidden agendas!

Make Money On Any Budget!

By now you are probably keen to see some of the stats they produce in the Tipster Spreadsheet Report. Well unfortunately this complete information of course is reserved for SBC members only. However I can reveal the following though;

The top 10 value for money tipsters that they track.

Service Name*	Cost Per Day	Pts Profit	ROI	£20 per pt	£50 per pt
Service 1*	Free	878	32.91%	£17,560	£43,900
Service 2	48p	304	30.63%	£6,080	£15,200
Service 3	54p	1887	54.60%	£37,740	£94,350
Service 4	54p	206	22.99%	£4,120	£10,300
Service 5	72p	2235	10.30%	£44,700	£111,750
Service 6	82p	131	12.93%	£2,620	£6,550
Service 7	82p	407	12.28%	£8,140	£20,350
Service 8	90p	901	19.30%	£18,020	£45,050
Service 9	£1.09	474	15.97%	£9,480	£23,700
Service 10	£1.97	1230	13%	£24,600	£61,500

*The service names have been removed as this info is understandably exclusively for SBC members only.

As you can see the cost per day in relation to the profits on offer at decent stakes are excellent.

It is exactly this kind of information that the Secret Betting Club can help you with.

Want To Know More?

Hopefully by now you are keen to find out a bit more about how Mike and Dan can help you out with your own betting.

After all, **why would you want to continue to watch other people making this kind of money, when you could be making it yourself?**

They have all kinds of information on their website, where you can pick up fascinating documents such as evidence on how they made £12,000 in one year with one bookmaker.

Alternatively you can listen to some of the unique betting podcasts or sign up to pick up a sample Issue!

Their monthly newsletter comes in the form of a huge PDF file that contains masses of additional information and articles from fellow betting professionals, but most importantly you can become a member and gain instant access to all their Issues, Spreadsheets and the information that will give you a massive edge on your own betting.

Additionally what also makes their service an absolute must is the low cost. **At only £69 for a years membership.**

Simply put - SBC membership is essential for anyone with a desire to build a profitable betting portfolio.

See you at: **www.secretbettingclub.com**

Chapter 10: **Bet Angel Professional**

Website: www.betangel.com

Free Trial Available - Claim Here

Soccer Mystic comes free with Bet Angel Professional

Summary

Bet Angel Professional is the leading trading platform for betting Exchanges. If you are serious about getting the best from these markets and are looking to give yourself the best chance of making money, then Bet Angel professional delivers!

Bet Angel is state of the art software designed for use on betting exchanges. Bet Angel sits between you and the exchange and allows you to place orders, faster, more effectively and with much more complexity than the traditional web site interface. It represents your best chance of profiting from all of the exciting opportunities available on the betting exchanges.

Bet Angel professional has been designed to be a very versatile product. It includes many features specifically designed to aid you in different markets with strategies appropriate to each market and your specific trading or betting style. It is also very user definable, meaning that you can not only use the best possible trading and betting tools; but also tweak them to create your own unique position. This will help you maintain that critical edge in the market.

Bet Angel has significant scope for improving your betting or trading capability. As well as standard features you would expect, such as a grid and ladder interface, Bet Angel professional also contains a number of significant enhancements to these basic features as well as a vast

range of other innovative tools. Unique features like advanced charting, undocking and resizable windows, allow you to create a customisable view of the market and your trading setup. The overview screen gives you and at a glance look at activity, trends and risk. The connection mode concept allows you to trade even if Betfair's API is down. These are just some of the tools available.

If you want to take you're Betfair trading seriously you really need to invest in Bet Angel. Try the basic (free) version first but the paid version really is where it's all at, claim your **free trial here.**

www.betangel.com

Chapter 11: **Gruss Betting Assistant**

Website: www.gruss1-software.co.uk

Summary of features;

Low-cost betting bot software

Relatively easy to use, stable to run and offers good functionality.

Free month-long trial available for new users

Software Overview

Betting Bots are becoming more and more accessible these days and one of the most popular products is that developed by Gruss Software.

Gruss Software is run by 2 brothers, Gary and Mark Russell, with the former using his computer programming background to develop a solution to automate betting procedures. This was called Gruss - (as in Gary Russell) and was originally supplied for free between 2005 and 2007.

To enable full time support and development, a small fee was introduced in 2007,?which now stands at an affordable £6 per month (or £72 per year) for use. There is also a free month's trial available so you can test the water before purchasing should you so desire.

The product is officially called 'Betfair Betting Assistant' and is offered for sale along with a Betdaq equivalent, for those who like to bet elsewhere (The Betdaq program is free). For the

purposes of this review we focus on the Betfair program, which like it or lump it, is the daddy of all betting exchanges.

Gruss is easy to download and install (although you do need the latest windows framework installed - a link to which is available on their website).

There are other options on the market such as Bet Bot Pro, Grey Horse Bot, Racing Traders Pro, Bet Angel and The Geeks Toy, but it's a neat bit of kit and well worth taking advantage of the 30 day free trial if you have an interest in automating your own betting.

Gruss was fully reviewed on the Strategic Betting Blog, you can read the full review here.

www.gruss1-software.co.uk

Chapter 12: Racing Trends
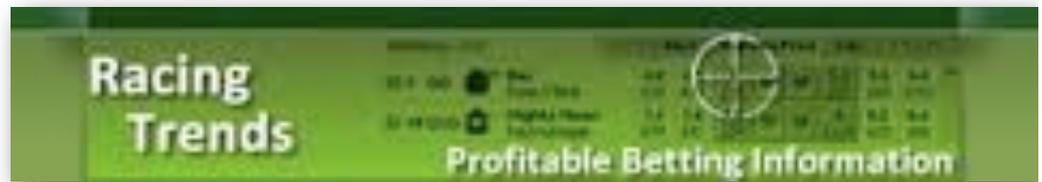
Website: www,racingtrends.co.uk

30 Day Free Trial Available - Claim Here

Summary

Racing Trends is a horse racing information service run by respected horse racing expert Dave Renham. David is a key writer in the specialist newspaper Racing and Football Outlook where is core focus is statistical horse racing research.

However, Racing Trends is not you're 'typical' horse racing tipping service. Instead, it's a racing service based on constantly evolving trends, statistics and form research. If you are looking for just tips then this is definitely not the service for you.

The aim of **Racing Trends** is to sift through all the available stats and trends on a days racing, leaving you with a reasonably manageable summary focused on just the key stats that have demonstrated consistency and long term profits over the years.

The fact remains that another of the keys to successfully betting on horse racing, is thorough research and form study. The problem is that this essential research and study takes time and effort and most people either can't be bothered to study, or don't understand how to read the form anyway, so as a result they continue to lose money. As a result, **Racing**

Trends is ideal for those of you who want to use some form of analysis in your personal betting.

The service is designed to give you an advantage over the majority of lazy and ill informed punters by providing you with everything you will need to make your own decisions and come up with your own successful bets without having to go to the trouble of doing hours of research yourself.

Dave does all the daily research for you and presents it in a simple and easy to understand format effectively like a mini-racing newspaper. The information is supplied as a series of e-mails delivered into your inbox each day, or sometimes the evening before. There are separate mails for flat and national hunt racing, plus sprint analysis with some very profitable draw bias information and various other stats.

Most of the information in **Racing Trends** is unique. The aim being to provide you with an edge to your betting by giving you well researched past profitable angles not found anywhere else.

You can then use the information to help you make your own educated betting or laying decisions or even use for Betfair trading purposes.

At the end of the emails, Dave offers conclusions on how he interprets the stats and gives some advice on the best value bets of the day based upon the information. Of course you can just follow Dave's advice (which is profitable on its own) or add to it with more bets of your own.

Racing Trends is definitely not your usual tipping service, it's much more than that and probably of more interest to those of us who are a bit longer in the tooth with our racing than the get rich quick types . To get the very best from the service, you need to be prepared to use the information and think for yourself. That said, it's very easy to follow and you will soon find yourself making some very profitable decisions.

To do this amount of research yourself would take you more time that most people have. With **Racing Trends** the hard part has all been done for you, and it should be easy enough for you to put the information to very good use indeed.

It's also important to note that Racing Trends is offering Strategic Betting readers a **30 day free trial**, so you can try the service completely risk free for a month.

If you are a racing fan who enjoys trends and studying stat based form, then this site is perfect for your strategic betting purposes and comes highly recommended.

Don't forget, with the "no quibble refund guarantee", you can effectively get the first month of service **free of charge**.

NB: If you go to the normal Racing Trends home page you have to pay immediately, however via this special **free trial link** for Strategic Betting readers your first month is zero cost.

You will have to enter card details however for future monthly billing. Racing Trends use a payment service called WorldPay (part of the Royal Bank of Scotland group), but just as with PayPal it is very easy for you to stop future payments.

Also worth noting is Racing Trends refund guarantee that applies not just month 1 but each and every month of membership, so even if you wanted to cancel and forgot, you are still protected by that refund guarantee.

Get your 30 day free trial of Racing Trends here:

www.racingtrends.co.uk

Chapter 13: **The Staking Machine**

Website: www.thestakingmachine.com

Description: Bet Tracker / Staking Plan Optimiser.

Overview: The Staking Machine is a staking package that is a bet tracker and staking calculator rolled into one software application.

Free Evaluation Copy Available.

The Staking Machine or TSM for short, is a professional sports betting tool. It is a cutting-edge, bet tracking and system analysis tool. The Staking machine shows you at a glance which staking plan would be best suited to your chosen selection method. The Staking Machine could well be the most important piece of betting software you ever purchase.

The Staking Machine software allows you to check past results, against numerous staking plans, making it easy to compare them to maximise your profits. The software is extremely flexible, and gives you more than enough data so you can clearly see the best staking plan for whatever system/method/tipster you are using.

Not only does it record and keep track of all your bets but it also calculates your bet results and next stakes. Compare 20 back staking plans, 13 lay staking plans and 2 Each Way Staking Plans alongside each other. See instantly, which

staking plan will make you the most money long term. See how much money you could have made and will soon be making!

• 20 Back Staking Plans - Level Stakes, 1326, D'alembert, Fibonacci, Percentage, Parlay, Pro, Secure, Fixed, Kelly, Square Root, Labouchere, Retirement, Bookies Bank, the infinite settings of XYZ, Up X Down Y, L.P.28, Stop at a Winner, Recovery and finally Rolling Doubles.

• 14 Lay Staking Plans - Lay Level, Fixed Liability, Mixed, Percentage Liability, Lay Percentage, Maria, Lay Ladder, Lay Kelly, Lay 1-4, Lay HiPro86 SP4 and Lay % Recovery

• 2 Each Way Staking Plans – Each-Way Level and Each-Way Combined

• Add Filters - Ability to filter your bets into split betting banks, back and lay bets, odds ranges, type of sports and virtually anything else you can think of.

• Advanced Random Bet Data Generator - Generate up to 4000 bet results of different odds based on your set criteria in an instant. This feature is even available in the trial version.

• Advised Next Stake - shown for all staking plans. You do no calculations! The software does everything!

• Graph Feature - View your results in graph format. Print and save your graphs.

• In depth analysis of each Staking Plans results when used with your bets.

• Several ways to input data. Enter your bets manually or copy/paste them from Microsoft Excel. Import and Export CSV or TEXT files.

• Automated Betting - When used with Gruss Betting Assistant.

The latest version of The Staking Machine now ties in directly with the low-cost "Betting Assistant" trading application from Gruss Software. This enables you to back or lay your selections according to any of the supported staking plans in The Staking Machine automatically.

If you are serious about making a profit from betting, then this is a must have piece of software and with the full version only costing **£29.99** we believe The Staking Machine should be an essential part of your strategic betting tool kit.

www.thestakingmachine.com

Chapter 14: **Punter Profits**

Website: www.PunterProfits.com

Description: Articles on horse racing, betting trends, how to bet, free bets, football bets and a user's forum and message board where you can interact with other punters.

Overview: Punter Profits is a private community focusing on UK horse racing and sports betting. Their aim on this site is to make you betting cash profits not only by providing you with selections from well researched and proven methods but also to help you learn and develop your own betting skills so you can stand on your own two betting feet

The team behind Punter Profits include betting researchers and real life long term successful punters with many a closed bookmaker account behind them.

David Renham is Editor of the site and leads the betting research. To give you an idea of his credentials, David is a key writer in the specialist newspaper Racing and Football Outlook where is core focus is statistical horse racing research.

The ethos of Punter Profits is very much along the lines of "Two heads are better than one".

An example of this thinking is their System Portfolio Concept.

The Punter Profits National Hunt System Portfolio is the result of a betting brain storming session in the Punter Profits Full member area.

Dave and knowledgeable punters within the membership combined and after a month's analysis, 6 core systems were chosen on the grounds of stability and long-term profitability.

These 6 systems combined to form the Punter Profits National Hunt System Portfolio.

By combining six separate betting approaches into a portfolio, they aim to diversify risk in a similar fashion to the way I spread financial exposure throughout the Big Mike Betting portfolio.

The key facts below indicate the past profits made on the Punter Profits National System Portfolio over many past years.

The current profit for the National Hunt Portfolio stands at over 900 points to 1 point level stakes at Starting Price.

That's over £90,000 net profit to £100 bets per horse!

Key Facts	
Number of Selections	5160
Winners	2042
Strike rate	39.6%
Profit at 1 point level stakes SP	903
Profit at £100 to win per selection	£93, 300
Profit on Turnover	17.5%

These results cover the period Nov 1991 to 26th Oct 2009.

Pretty impressive results I am sure you would agree.

Punter Profit full membership starts at a just £24.99 per month with a yearly option available for £199 saving you about £100.

To find out more about the Punter Profits NH Portfolio just follow the link below:

www.PunterProfits.com

Chapter 15: **Your Workstation**

To begin with, simply using your home PC or laptop will suffice, provided you have a stable high-speed broadband connection, enabling you to receive live streams from the likes of Betfair. However as time and profits progress, you should think about adopting a 'Professional' home setup.

Personally I work on at least 3, sometimes 4 screens and use 2 laptops dedicated solely to betting and trading. This prevents any unauthorized use and unnecessary Internet downloads. I run nothing else on these laptops.

It can be extremely frustrating and potentially costly when you are managing a high value betting portfolio and an update to the MSN smiley's which your wife thought would be a fun idea to download kicks in and steals all available system resource and bandwidth!

I also prefer to use a laptop as I then have the option of working anywhere at home or away, yet still have everything I need to hand.

Whatever setup you are using always make sure, (particularly if you are trading one of my bets) that you can work uninterrupted.

Chapter 16: **Working Away**

Website: www.LogMeIn.com

Summary of features;

• **Remote Access to your PC or Mac**

• **Two Minute Set Up**

• **100% Free**

If you find yourself working away from your laptop or even abroad, I use a very simple solution to ensure that I can always access the betting sites I need, as long as I can access a PC, in fact ANY PC or laptop with an internet connection and the best news is it's 100% free!

The solution is **LogMeIn**. This is a superb and free piece of software, which you download onto your home (betting) pc or laptop. It takes about 2 minutes to download and once installed, as long as your home PC is switched on and connected to the internet, you can access it from anywhere in the country, or the world via the internet.

Once logged in, the PC you are sitting at will display your home PC desktop and allow you to use it remotely as if you were sitting in front of it at home. This also dispenses with the problem of not being able to access betting sites from a foreign Internet address because wherever you are in the world, you will be accessing websites from your own home PC.

You can find out more and get the free download **here** There are further 'paid for' options available, but for my purposes I have only ever needed to use the free version.

www.LogMeIn.com

Chapter 17: **Back Up Systems**

With the best will in the world, problems outside of your control can and will occur, whether it is connectivity issues with your internet supplier, network or router problems or even power supply problems.

To try and negate these issues, always ensure;

Your laptop(s) are always 'on charge' wherever possible.

You have your mobile connection cables to hand should your network fail.

You have a back up dial up connection set-up in the event of network of mobile failure.

You have a [Betfair](#) and [Betdaq](#) account.

You have Betfair [mobile](#) on your phone.

If trading, always be aware of your current profit and loss liabilities.

To cover the final point above, I either note down my profit and loss positions or press 'alt+print screen' on my laptop after placing any trades so I can instantly print out the latest position from my Gruss screen.

This discipline will come in handy at any time that [Betfair](#) 'goes down' and will allow you to switch to [Betdaq](#) and close any open positions.

Chapter 18: **Useful Links**

Going Reports

Non Runner Reports

Betting Calculator

Hedging Calculator

Oddschecker

Sporting Life Website

Racing Post Website

Racing UK

Chapter 19: **Strategic Betting Terminology**

Back – To Back a selection is to place a bet for something to happen. For example to back Manchester United would be to place money on them to win their match. If they win, so does your bet.

BOG – Best Odds Guaranteed

Betfair Keep – With '[Betfair](#)' you can choose to keep the bet once the market turns in-play if it is not matched prior to the off. This provides another opportunity to get your bet matched, although there is still no guarantee you will be matched as the price may never reach the level you have requested.

Betting - when I refer to betting, I am talking the traditional method of backing a selection with a bookmaker or on a betting exchange like [Betfair](#). The bookmaker or betting exchange will offer you odds on the chances of your selection winning which tell you how much you will win if your selection is successful.

If you are successful you keep your betting stake and your winnings, which are based on multiplying the odds and your stake. However if your selection is unsuccessful you lose your stake.

Decimal Odds – Due to the onset of the betting exchanges most professionals now work in decimal odds rather then the traditional fractional odds, so for instance 4/1 becomes 5, 12/1 becomes 13 and evens 1/1 becomes 2. Don't worry if this sounds confusing, as it will soon become second nature.

Odds on 'Betfair' are displayed in decimal (as opposed to fractional) odds. Decimal odds include the unit stake 4/1 (fractional) for example is displayed as 5.0 in decimal odds. To quickly calculate your return on a bet, simply multiply your stake by your odds. £100 at 2.50 would therefore return £250. £20 at 5.00 would return £100 - these returns include your stake.

Favourite – The lowest priced selection in a market indicating general opinion believes it is most likely to win the event.

Green Book – A term used when we are trading an event and have all possible results in the market returning a profit.

Greening Up - The ability to trade into a guaranteed profit position whatever the result is called 'Greening Up' because your profit figure on every possible outcome is displayed on your betfair screen as green.

Hedge – To hedge is to make a combination of bets such that, if one bet loses, another wins minimising your loss, or locking in a profit. For example, if you have a bet at 10.0 that Chelsea will win the FA Cup and they shorten to 3.0, you would 'hedge your bet' by betting against Chelsea to ensure that you are covered should they win or lose. The aim being to minimise one's exposure to unwanted risk.

In Play – In-play betting involves betting while an event is in progress. At the start of selected events, unmatched bets are cancelled and an in-play market is opened. This allows you to bet right up until the final whistle of a match, the final game of a tournament or the winning post of a race.

Lay – To lay a bet is to back something not to happen. For example to lay Manchester United to win their match is to back them NOT to win. If you were to lay them, you would win your bet if they either lost or drew their match.

Laying - Betting that a result won't happen**,** nowadays with the advent of the betting exchanges as well as the option of backing a selection to win we also have the opportunity to lay the selection or bet that something won't win. So for instance if you lay a horse and it loses, you win. If you lay a horse to lose and it wins, you lose.

In this sense you are now acting like a bookmaker and accepting a bet on a selection you don't expect to win. The way the returns on a lay bet are calculated are a mirror image of the win bet because if you are laying a bet then someone else must be backing it.

Liability – The amount you can lose on a given bet. (Also known as risk)

Market – The market is where you place a bet via 'Betfair 'on an event. Any given event, such as a football match, may have a number of different markets: for example, Match Odds, Correct Score and First Goalscorer markets.

Mine - A Lay Bet

Non-Runner – A non-runner is a selection that is withdrawn from an event.

Peg - A Back Bet.

Place Markets – Place Markets allow you to back or lay any selection to be placed (that is, come 1st, 2nd, 3rd etc, dependent of the terms) in a particular race or event. Different place terms apply to different markets, so it is vitally important that you check the Rules of the market for how many places are to be paid are before you place a bet.

Place Only Bet - A bet that a horse will finished placed usually 1st, 2nd or 3rd

Trading – Trading is one of the best and most unique things about the Strategic Betting service. Trading is having more than one bet in a market and seeking to improve your position or lock in a profit on all possible outcomes. The future!

With the rise of the betting exchanges, predominantly [Betfair](#) there has been an explosion in what is termed the 'trading' of horse races and sporting events through the option of 'in play' or 'in running' betting and laying.

During the course of any sporting encounter (such as in football or cricket) the odds on the outcome will ebb and flow for instance as a result of goals and wickets.

Being able to back and lay before and during the event via the betting exchanges allows us the opportunity to take a position and then trade against it in order to guarantee a profit before the event has finished and in some cases especially with horse racing, before the event has even started.

The Keep - With '[Betfair](#)' you can choose to keep the bet once the market turns in-play if it is not matched prior to the off. This provides another opportunity to get your bet matched, although there is still no guarantee you will be matched, as the price may never reach the level you have requested.

The Staking Blueprint - The Strategic Betting service staking plan for protecting profits and reducing losses.

Stewards' enquiry – In certain circumstances, the stewards of a racecourse will investigate an objection or suspected infringement of the Rules of Racing. This may involve the result of a race being amended, and therefore bets are not settled until the outcome of the enquiry is known.

Strategic Betting Membership

Proven strategies to help you generate long term betting profits from the groundbreaking email-betting column.

Includes daily email analysis of the days racing highlighting positive and negative selections, forums, comprehensive member support, chat centre and member only resource areas.

www.startegicbetting.co.uk

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