



What Really Wins Money

An Independent Review of Tipsters and Betting Systems

INSIDE: 3 Lay Profit Strategies, Plus The Best Trainers to Watch in The Coming Flat Season

Welcome to March's *What Really Wins Money*. We begin this month with a look at the performance of Andrew David's Cheltenham tips, from February's newsletter. As Andrew himself says 'they'll be dining out on caviar now'.

With my Banker Bets having performed so well over at www.whatreallywinsmoney.co.uk, I share with you the secrets to uncovering winning football teams.

I have resurrected the idea of compounding your betting bank this month with two interesting strategies. Follow me at www.whatreallywinsmoney.co.uk as I use these two strategies in the real world. These strategies will have you purists tutting away. There's absolutely no value, a really careless staking plan, yet there is the potential to come out on top!

The Patriarch this month looks at a great niche strategy for making a profit from 0-0 half-time score lines. I know this works. I do it myself already!

There's the usual 'Home-Grown' Systems Updates for you, to see how the tips at www.whatreallywinsmoney.co.uk are progressing.

With the Flat season upon us, now's as good a time as

ever for the Statman to give you the lowdown on the trainers who really profit at this time of year.

And lastly, there's a round-up of the tipsters and systems which have caught my eye this month.

Enjoy!

Were you on? I hope you enjoyed February's edition of *What Really Wins Money* and, in particular, the coverage and tips provided by Andrew David's excellent article.

CHEL TENHAM

How Well Did Andrew David's Cheltenham Predictions Perform?

Here's a quick précis of the selections Andrew made from February's *What Really Wins Money*. Friday the 13th, as you'll see, was very lucky for this Cheltenham Festival...

My Twitter selections, incidentally, didn't do so badly. Day 1 saw three seconds and a third-placer, and considering the prevalence of short-priced favourites, that was not too shabby.

The first winner came with Rivage D'or in the Cross Country Chase on 11 March at odds of 24 Betfair SP or 16/1. I chipped in also with the Package in the Kim Muir at odds of 13.26 Betfair SP or 9/1 with the bookmakers. I advocated each-way betting throughout, so the placed horses (placing and not winning) kept the betting bank protected.

All in all, an excellent festival. (In the results update below, 'NR' signifies a non-runner.)

DAY 1

1.30 – Supreme Novices Hurdle

Douvan: 1 Point WIN Only – 9/4 (888 Sport) – WON +2.24

please turn over...

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Nichols Canyon: 1 Point Each-Way – 12/1 (Skybet) – NR
Lively Outsider: Jolly Cracked It – 50/1 (Boyles) – NR
3.20 – Champion Hurdle
The New One: 1 Point Each-Way – 3/1 (generally available) LOST -2.00
Alternative: Annie Power – 20/1 (William Hill) – NR

4.40 – National Hunt Chase

Wounded Warrior: 1 Point Each-Way – 8/1 (Ladbrokes) – NR
Lively Outsiders: Southfield Theatre – 16/1 (Stan James) – NR
Very Wood – 10/1 (Ladbrokes) – LOST -2.00

DAY 2

1.30 – Neptune Hurdle

Nichols Canyon: 1 Point Each-Way – 7/1 (Bet365) – third +0.40
Parlour Games: 1 Point Each-Way – 8/1 (Paddy Power) – second +0.96
Lively Outsider: Vyta Du Roc – 33/1 (Skybet) – LOST -2.00

2.05 – RSA Chase

Valseur Lido: 1 point Each-Way – 12/1 (Ladbrokes) – NR
The Young Master: 1 Point Each-Way – 10/1 – LOST -2.00
Alternatives: Very Wood – 20/1 (generally available) – NR
Coneygree – 6/1 (Paddy Power) – NR
Wounded Warrior: 1 Point Each-Way – 8/1 (Ladbrokes) – third +1.71
Sprinter Sacre: 1 point WIN Only – 11/4 (Paddy Power) – LOST -1.00
Champagne Fever: 1 Point Each-Way – 6/1 (William Hill) – NR

DAY 3

1.30 – JLT Novices Chase

Ptit Zig: 1 Point Each-Way – 9/2 (Sporting Bet) – LOST -2.00
2.40 – Ryanair Chase
Hidden Cyclone: 1 Point Each-Way – 16/1 (generally available) – LOST -2.00
Ma Filleule – 1 Point Each-Way – 10/1 (Corals) – second +1.00

3.20 – World Hurdle

Annie Power: 1 Point Each-Way – 8/1 (William Hill) – NR
Saphir du Rheu: 1 Point Each-Way – 6/1 (Paddy Power) – second +0.20
Lively Outsider: Un Temps Pour Tout – 12/1 (generally available) – LOST -2.00

DAY 4

1.30 – Triumph Hurdle

Peace & Co – 2 Points WIN Only – 9/4 (Coral) – first +4.50
Lively Outsider: Petite Parisienne – 10/1 (Paddy Power) – LOST -2.00

2.40 – Albert Bartlett Novice Hurdle

Martello Tower: 1 Point Each-Way – 16/1 (Ladbrokes) first +17.20
Black Hercules: 1 Point Each-Way – 7/1 (William Hill) – LOST -2.00

3.20 – Cheltenham Gold Cup

Silviniaco Conti: 1 Point Each-Way – 10/3 (Paddy Power) – LOST -2.00
Road to Riches: 1 Point Each-Way – 9/1 (William Hill) – second +0.90
Alternative: Coneygree – 16/1 (Ladbrokes) – first +17.20

4.00 – The Foxhunters Chase

On the Fringe: 1 Point Each-Way – 6/1 (Paddy Power) – first +7.20
Alternative: Current Event – NR

I make that a 32.51-point profit for the Cheltenham Festival from Andrew David, or £325.10 to £10 level stakes.

Thanks again to Andrew for taking the time and effort, freely given, to do the form work so you don't have to!

Andrew has a number of excellent betting products which we'll be keeping you abreast of. So keep an eye on your inboxes.

FOOTBALL STRATEGY

Why CS and FS are Your Keys to Footie Profits

No, 'CS' does not stand for 'crime scene' and 'FS' does not stand for 'forensics' – and we are not giving away a free deerstalker with March's *What Really Wins Money*. I am actually referring to the two keys to successfully picking a winning football team. Let me clarify...

CS and FS – 'CS' stands for 'clean sheets' and 'FS' stands for 'failed to score'.

Look out for these two sets of statistics and you will find a great way of picking football teams who are more likely to win (and conversely others more likely to lose). So, there was I picking my football banker bets for you, dear reader, for free at www.whatreallywinsmoney.co.uk, when I noticed a pattern emerging...

There will be more winning selections if:

- i. The favourites can keep a clean sheet (i.e. not concede a goal) and have a pattern of doing so, as well as scoring regularly; and/or
- ii. the underdog has trouble scoring (fails to score).

All so logical that Spock would agree with me wholeheartedly.

All of the stats that you'll need for uncovering strong

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back bets in the football can be found at www.soccerstats.com.

Let me talk you through an example, which is bang up-to-date...

Pop on over to www.whatreallywinsmoney.co.uk and my 'Bankers or Blowouts' blog posts, which are proving to be very popular (and are free to you).

The 'Bankers or Blowouts' section looks to select football matches where the favourite has, by my reckoning, an outstanding chance of winning.

On 16 March, this match stood out:

7.00 p.m. – Jong Ajax v Fortuna Sittard – 1.41 home

All results (chronological order)					2.5	CS	FS
8 Aug	Helmond Sport	0-1	Fortuna Sitt.	-	+	-	
16 Aug	Fortuna Sitt.	0-2	Jong Ajax	-	-	+	
22 Aug	NEC Nijmegen	5-1	Fortuna Sitt.	+	-	-	
25 Aug	Fortuna Sitt.	0-1	Telstar	-	-	+	
29 Aug	Achilles 29	0-3	Fortuna Sitt.	+	+	-	
13 Sep	Fortuna Sitt.	0-2	Roda JC	-	-	+	
19 Sep	Fortuna Sitt.	0-2	FC Eindhoven	-	-	+	
29 Sep	Jong Twente	3-0	Fortuna Sitt.	+	-	+	
3 Oct	Fortuna Sitt.	0-1	FC Volendam	-	-	+	
20 Oct	Jong PSV	1-1	Fortuna Sitt.	-	-	-	
24 Oct	FC Den Bosch	1-0	Fortuna Sitt.	-	-	+	
31 Oct	Fortuna Sitt.	1-8	FC Emmen	+	-	-	
8 Nov	RKC Waalwijk	0-2	Fortuna Sitt.	-	+	-	
21 Nov	Fortuna Sitt.	0-0	De Graafschap	-	+	+	
28 Nov	MVV Maastric.	0-1	Fortuna Sitt.	-	+	-	
1 Dec	Fortuna Sitt.	0-0	Sparta	-	+	+	
6 Dec	Almere City	3-0	Fortuna Sitt.	+	-	+	
12 Dec	Fortuna Sitt.	4-5	FC Oss	+	-	-	
21 Dec	VVV	0-0	Fortuna Sitt.	-	+	+	
16 Jan	Fortuna Sitt.	1-0	Helmond Sport	-	+	-	
25 Jan	Roda JC	1-3	Fortuna Sitt.	+	-	-	
30 Jan	Fortuna Sitt.	0-0	Achilles 29	-	+	+	
6 Feb	Fortuna Sitt.	0-3	NEC Nijmegen	+	-	+	
9 Feb	Telstar	3-0	Fortuna Sitt.	+	-	+	
13 Feb	FC Eindhoven	3-1	Fortuna Sitt.	+	-	-	
21 Feb	Fortuna Sitt.	1-2	Almere City	+	-	-	
27 Feb	FC Oss	1-0	Fortuna Sitt.	-	-	+	
6 Mar	Fortuna Sitt.	0-3	MVV Maastric.	+	-	+	
13 Mar	Sparta	3-0	Fortuna Sitt.	+	-	+	
16 Mar	Jong Ajax	3-0	Fortuna Sitt.	+	-	+	
21 Mar	Fortuna Sitt.	0-0	VVV				
3 Apr	FC Emmen	0-1	Fortuna Sitt.				
6 Apr	Fortuna Sitt.	0-1	FC Den Bosch				

What does this screenshot from www.soccerstats.com tell me? I am focusing specifically on the outsiders Fortuna Sittard...

This table is called the 'All Results' table. There are two columns on the right-hand side which we should focus upon. One is the CS column (clean sheets) and the other is the FS column (failed to score).

What we want to see from the outsiders are crosses (+) in the FS column and, ideally, no (+) in the CS column.

And that is exactly what we have, isn't it? Fortuna Sittard have not kept a clean sheet in their last eight matches. Further, they have failed to score in seven of their last nine matches. (Can you count the (+) in the FS column?)

The next table below shows you the performance of the team (in this case Fortuna Sittard) against teams in various positions in the league. The column we are focusing on today is the Away column, as Fortuna Sittard are playing away from home. Tell me what patterns you see in Fortuna Sittard's form? Focus specifically on patterns which help to suggest that they will not be winning today.

	Home	Away	
1	NEC Nijmegen	0 - 3	5 - 1
2	FC Eindhoven	0 - 2	3 - 1
3	Roda JC	0 - 2	1 - 3
4	FC Volendam	0 - 1	17 Apr
5	FC Oss	4 - 5	1 - 0
6	FC Emmen	1 - 8	3 Apr
7	VVV	21 Mar	0 - 0
8	De Graafschap	0 - 0	1 May
9	Sparta	0 - 0	3 - 0
10	Jong Ajax	0 - 2	3 - 0
11	Almere City FC	1 - 2	3 - 0
12	FC Den Bosch	6 Apr	1 - 0
13	Jong Twente	11 Apr	3 - 0
14	Telstar	0 - 1	3 - 0
15	Jong PSV	24 Apr	1 - 1
16	MVV Maastricht	0 - 3	0 - 1
17	Achilles 29	0 - 0	0 - 3
18	Helmond Sport	1 - 0	0 - 1
19	Fortuna Sittard		
20	RKC Waalwijk	8 May	0 - 2

Let's see if you agree with me. Here are my pointers which help build a case to oppose Fortuna Sittard today:

- i. All but one of their away wins came against teams in the bottom five. Their opponents today, Jong Ajax, are in the top 10.
- ii. Note that Fortuna Sittard have failed to score away from home, when playing teams positioned between fifth and 14th in the league.

This table at www.soccerstats.com offers you an at-a-glance look at these statistics:

	Home	Away	Overall
CURRENT STREAKS			
Winning streak	-	-	-
Drawing streak	-	-	-
Losing streak	3	5	8
No win	4	5	9
No draw	3	6	8
No defeat	-	-	-
Goal scored	-	-	-
Goal conceded	3	6	8
No goal scored	1	3	4
No goal conceded	-	-	-

Focus on the 'Goal scored', 'Goal conceded', 'No goal scored' and 'No goal conceded' columns. For the underdog we want poor stats. For the favourite we want strong stats in the 'Goal scored' and 'No goal conceded' column.

Away from home, we can see that Fortuna Sittard are on

a five-match losing streak, conceding in their last eight matches overall and last six matches away from home. They have failed to score in their last four matches overall and last three matches away from home.

The final score against Jong Ajax was 2-0 to Jong Ajax. Fortuna Sittard failed to score again.

One final example for you... I want you to tell me, using just the two tables below (which are available to you at www.soccerstats.com), which of these two teams is most likely to win, and why...

FC Oss

Stats		Scores		
CURRENT STREAKS	Home	Away	Overall	
Winning streak	3	2	5	
Drawing streak	-	-	-	
Losing streak	-	-	-	
No win	-	-	-	
No draw	3	4	5	
No defeat	8	2	6	
Goal scored	14	15	29	
Goal conceded	1	8	1	
No goal scored	-	-	-	
No goal conceded	-	-	-	

RKC Waalwijk

Stats		Scores		
CURRENT STREAKS	Home	Away	Overall	
Winning streak	1	-	-	
Drawing streak	-	-	-	
Losing streak	-	1	1	
No win	-	13	2	
No draw	1	1	1	
No defeat	2	-	-	
Goal scored	2	2	3	
Goal conceded	5	9	10	
No goal scored	-	-	-	
No goal conceded	-	-	-	

If you answered that FC Oss are the likeliest winners, then congratulations. What were your reasons?

How about these:

- i. They have scored in their last 29 matches and last 14 matches at home.
- ii. They are on a five-match winning streak, with three consecutive home wins.
- iii. Looking at RKC Waalwijk's table, note that they have conceded in their last 10 matches overall and in their last nine matches away from home. RKC Waalwijk have also not won a match in their last 13 away matches.

Final score: 4-1 to FC Oss.

The last piece of the puzzle is the odds...

The two selections above were two of the most recent

selections in my 'Bankers or Blowouts' blog post at www.whatreallywinsmoney.co.uk. The odds for the favourites were 1.39 and 1.41 (lower than 4/9 in fractional terms).

I employ this strategy when the favourite in a football match is priced at decimal odds of less than 1.6.

Looking for the 'Banker' team to score goals and/or keep clean sheets and for the underdog to readily concede goals and/or fail to score is a sure recipe for a high strikerate and the profits which go with that. (Make sure you read my 'Home-Grown' Systems Updates for more on how the 'Bankers or Blowouts' have profited this year.)

Another case study before we go...

As I write I have just researched a match between Olympiakos and Asteras Tripolis. Olympiakos are at a very short price of 1.34 decimal odds (a £100 stake returns a measly £34, minus commission – but as I have shown with my 'Bankers' article, you can make money from Ronnie Corbett-sized odds).

Note the strong stats in relation to clean sheets and failing to score (remember we want the short-priced favourites to show a liking for scoring and clean sheets, and the away side a preponderance towards failing to score).

Olympiakos

- ✓ Scored in their last 13 matches.
- ✓ Four clean sheets in their last six home matches (they are playing at home today).
- ✓ Seven clean sheets in their last nine matches.

Asteras Tripolis

- ✓ Failed to score in their last three away matches.
- ✓ Failed to score in four of their last five away matches.

This is precisely what I want to see if selecting a football team to back at short odds. We want to see them solid in defence, scoring regularly, and we want to see their opponents failing to score with monotonous ease!

Oh, and the score line here: the match has just finished as I write and it's 2-0 to Olympiakos. Yet again, Asteras fail to score.

Bottom line

This is a logical and simple strategy that you can employ almost instantly to determine whether the favourite will score and the underdog will leak goals. It is the strategy I employ the most in order to short-list my 'Banker' football bets. Try it out for yourself and follow my selections to see how good, simple 'CS and FS' can improve your strikerate. No deerstalkers needed!

BETTING STRATEGY

Two Ways to Profit by Using One-a-Day Lay Compounding

I love the idea of compounding and its relation to the Betting exchanges. Laying opens up a whole new avenue if you want to start small and use compounding to snowball your betting bank over a year.

I have a couple of strategies I want to share with you which could enable you to meet your compounding betting targets.

But first, a reminder on what exactly compounding is...

Compounding is ‘the ability of an asset to generate earnings, which are then re-invested in order to generate their own earnings.’

Put simply, if you compound a £100 betting bank by 1% daily, here’s how the bank would progress:

Day 1 £100 + 1% = £101

Day 2 £101 + 1% = £102.1

Day 3 £102.1 + 1% = £103.12

Day 4 £103.12 + 1% = £104.15

And so on.

The betting bank is not growing by 1% of £100 each day, i.e. £1, £2, £3, £4. The betting bank is rising by 1% of the new rolling betting bank each day, as shown

above.

The gains from the early stages of compounding are negligible, but a few days, weeks, months down the road, the power of compounding starts to blossom. Do this for a year and the betting bank (from a £100 starting bank and compounding 1% per day) becomes £3,740.

Here are a couple of strategies which could enable you to meet your daily compounding targets of 1% of your betting bank. (Or even lower!)

Strategy 1 – Lay the reverse forecast

Lay the what now? A reverse forecast is a bet where you select two horses in a race. These two horses must finish either first and second, or second and first. Imagine how difficult it is to find the winner of a race, let alone the two horses who will finish first and second!

As a layer, this market is a lot more appealing, and is one of the new markets available at www.betfair.com at selected horse races. Imagine how easy it is not to select the horses who will finish first and second in whatever order! Use this market and make your 1% per day.

As I said earlier, the arrival of laying can really help improve your chances of increasing that betting bank by 1% a day.

Here’s a recent set of results after I tried out this strategy at www.betfair.com. The column on the far right is the profit made in sterling:

Race	Date	Time Bet settled	Profit
Horse Racing / Weth (RFC) 17th Mar : Reverse FC	17-Mar-15 17:15	17-Mar-15 17:25	1.88
Horse Racing / Weth (RFC) 17th Mar : Reverse FC	17-Mar-15 16:40	17-Mar-15 16:51	2.84
Horse Racing / Wex (RFC) 17th Mar : Reverse FC	17-Mar-15 16:25	17-Mar-15 16:31	1.91
Horse Racing / Weth (RFC) 17th Mar : Reverse FC	17-Mar-15 14:55	17-Mar-15 15:04	1.88
Horse Racing / ChelmC (RFC) 16th Mar : Reverse FC	16-Mar-15 16:30	16-Mar-15 16:33	2.43
Horse Racing / Taun (RFC) 16th Mar : Reverse FC	16-Mar-15 16:20	16-Mar-15 16:33	1.99
Horse Racing / Sthl (RFC) 16th Mar : Reverse FC	16-Mar-15 16:10	16-Mar-15 16:17	1.54
Horse Racing / ChelmC (RFC) 16th Mar : Reverse FC	16-Mar-15 16:00	16-Mar-15 16:05	1.99
Horse Racing / ChelmC (RFC) 16th Mar : Reverse FC	16-Mar-15 15:00	16-Mar-15 15:06	2.43
Horse Racing / Taun (RFC) 16th Mar : Reverse FC	16-Mar-15 14:50	16-Mar-15 14:58	1.12
Horse Racing / Hex (RFC) 12th Mar : Reverse FC	12-Mar-15 16:55	12-Mar-15 17:04	2.28
Horse Racing / Hex (RFC) 12th Mar : Reverse FC	12-Mar-15 14:55	12-Mar-15 15:03	2.28
Horse Racing / Hex (RFC) 12th Mar : Reverse FC	12-Mar-15 13:45	12-Mar-15 13:51	1.6
Horse Racing / Hunt (RFC) 11th Mar : Reverse FC	11-Mar-15 17:30	11-Mar-15 17:37	1.61
Horse Racing / Sthl (RFC) 11th Mar : Reverse FC	11-Mar-15 15:05	11-Mar-15 15:11	12.11
Horse Racing / Hunt (RFC) 11th Mar : Reverse FC	11-Mar-15 14:55	11-Mar-15 15:04	2.63
Horse Racing / Sthl (RFC) 11th Mar : Reverse FC	11-Mar-15 13:55	11-Mar-15 14:02	2.63
Horse Racing / Hunt (RFC) 11th Mar : Reverse FC	11-Mar-15 13:45	11-Mar-15 13:52	2.37
Horse Racing / Sedge (RFC) 10th Mar : Reverse FC	10-Mar-15 16:55	10-Mar-15 17:06	8.44
Horse Racing / Sthl (RFC) 10th Mar : Reverse FC	10-Mar-15 16:25	10-Mar-15 16:29	4.83
Horse Racing / Sthl (RFC) 10th Mar : Reverse FC	10-Mar-15 15:05	10-Mar-15 15:09	1.75
Horse Racing / Sthl (RFC) 10th Mar : Reverse FC	10-Mar-15 14:30	10-Mar-15 14:35	1.92
Horse Racing / Sedge (F/C) 10th Mar : Forecast	10-Mar-15 14:20	10-Mar-15 14:29	1.13
Horse Racing / Sthl (RFC) 10th Mar : Reverse FC	10-Mar-15 13:55	10-Mar-15 13:59	1.61
Horse Racing / Plump (RFC) 9th Mar : Reverse FC	09-Mar-15 16:30	09-Mar-15 16:42	2.06

Horse Racing / Taun (RFC) 9th Mar : Reverse FC	09-Mar-15 15:50	09-Mar-15 16:00	2.04
Horse Racing / Taun (RFC) 9th Mar : Reverse FC	09-Mar-15 15:20	09-Mar-15 15:27	2.04
Horse Racing / Plump (RFC) 9th Mar : Reverse FC	09-Mar-15 15:00	09-Mar-15 15:08	2.98
Horse Racing / Plump (RFC) 9th Mar : Reverse FC	09-Mar-15 14:30	09-Mar-15 14:39	2.42
Horse Racing / Ayr (RFC) 6th Mar : Reverse FC	06-Mar-15 16:45	06-Mar-15 16:56	3.54
Horse Racing / Leic (RFC) 6th Mar : Reverse FC	06-Mar-15 15:50	06-Mar-15 15:58	4.07
Horse Racing / Ayr (RFC) 6th Mar : Reverse FC	06-Mar-15 15:40	06-Mar-15 15:49	4.9
Horse Racing / Leic (RFC) 6th Mar : Reverse FC	06-Mar-15 15:15	06-Mar-15 15:22	4.67
Horse Racing / Sand (RFC) 6th Mar : Reverse FC	06-Mar-15 14:20	06-Mar-15 14:29	1.48
Horse Racing / Leic (RFC) 6th Mar : Reverse FC	06-Mar-15 14:10	06-Mar-15 14:18	3.9
Horse Racing / Carl (RFC) 5th Mar : Reverse FC	05-Mar-15 16:45	05-Mar-15 16:57	2.28
Horse Racing / Clon (RFC) 5th Mar : Reverse FC	05-Mar-15 15:35	05-Mar-15 15:43	5.17

Considering that I was selecting a reverse forecast to lay in a number of races in one day, it should be even easier for you to find one selection a day, every day which profits.

Practical considerations...

You will ideally need specialist software which will enable you to place a bet where your stake is less than the Betfair standard minimum stake of £2. Fairbot, at \$97 a year, from www.binteko.com is the software I use.

Here's an example from a race at Wolverhampton...

When you look at 'Horse Racing Today's Card' at www.betfair.com or through your betting software, the Reverse Forecast market is denoted as 'RFC'.

Here I have selected a numbers pairing 1 and 5...

Here's the main market at www.betfair.com:

Win	Each Way	Place	4 Places	More
8 selections	100.9%	Back all	Reverse Forecast	99.3%
6 (0)	2.02	2.04	SP	SP
5 (5)	3.4	3.45	SP	SP
5 (7)	5.1	5.2	SP	SP
4 (3)	65	70	SP	SP
1 (6)	44	46	SP	SP
2 (2)	1.90	2.10	SP	SP
7 (4)	740	770	SP	SP
3 (9)	700	750	SP	SP

This looks like a race between horses numbered 8, 5 and 6 with a big price gap to the fourth horse and fifth horse.

Horse number 8 won this race, so I meet my target for the day.

Look in the Win market for big fields and ideally for markets where the odds for each horse is really tight, signalling a very competitive race.

Another strategy for compounding profits...

Football bettors will be well aware of the Half-time/Full-time markets available for all major matches.

Why not exploit this as a layer, and earn your 1% profit that way?

Here's a recent selection of successful Half-time/Full-time lays, in order to help you believe that it is possible to select just one a day to successfully lay. Bear in mind that there were multiple selections in a single day in the examples below:

Selections	BACK	WOM	LAY
1 - 2 / 2 - 1	80	150	200
1 - 4 / 4 - 1	80	150	200
1 - 5 / 5 - 1	30	40	42
1 - 6 / 6 - 1	36	40	60
1 - 7 / 7 - 1	80	150	200
1 - 8 / 8 - 1	26	29	34
1 - 9 / 9 - 1	80	150	200
2 - 4 / 4 - 2	80	150	200
2 - 5 / 5 - 2	36	80	85
2 - 6 / 6 - 2	50	80	110
2 - 7 / 7 - 2	80	150	200

I layed 1-5/5-1 Reverse Forecast to win £1 at odds of 75. (Ouch!)

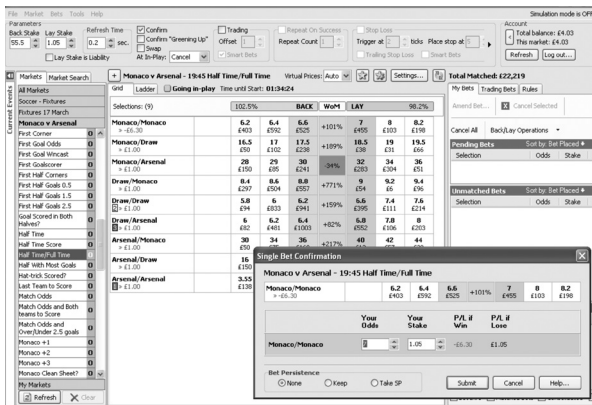
Match	Date	Time Bet Settled	Profit
Soccer / Sevilla v Elche : Half-Time/Full-Time	15-Mar-15 18:00	15-Mar-15 19:49	7.04
Soccer / Malaga v Cordoba : Half-Time/Full-Time	15-Mar-15 16:00	15-Mar-15 17:49	17.21
Soccer / Wolfsburg v Freiburg : Half-Time/Full-Time	15-Mar-15 14:30	15-Mar-15 16:18	14.82
Soccer / Chelsea v Southampton : Half-Time/Full-Time	15-Mar-15 13:30	15-Mar-15 15:23	19.67
Soccer / Kayserispor v Altinordu : Half-Time/Full-Time	15-Mar-15 11:30	15-Mar-15 13:25	21.53
Soccer / Burnley v Man City : Half-Time/Full-Time	14-Mar-15 17:30	14-Mar-15 19:22	12.19
Soccer / Arsenal v West Ham : Half-Time/Full-Time	14-Mar-15 15:00	14-Mar-15 16:52	10.76
Soccer / CSKA Moscow v Mordovia Saransk : Half-Time/Full-Time	14-Mar-15 13:00	14-Mar-15 14:49	10.48

Soccer / Valencia v Deportivo : Half-Time/Full-Time	13-Mar-15 19:45	13-Mar-15 21:33	19.12
Soccer / Napoli v Dinamo Moscow : Half-Time/Full-Time	12-Mar-15 20:05	12-Mar-15 21:56	26.84
Soccer / Wolfsburg v Inter : Half-Time/Full-Time	12-Mar-15 18:00	12-Mar-15 19:53	13.67
Soccer / Zenit St Petersburg v Torino : Half-Time/Full-Time	12-Mar-15 17:00	12-Mar-15 18:51	18.19
Soccer / Chelsea v Paris St-G : Half-Time/Full-Time	11-Mar-15 19:45	11-Mar-15 21:37	41.69

The profits are not representative of what you would achieve through compounding to win 1% per day. I was using my own money to try another strategy and was pleased with the profits, and thought that this market could perfectly suit compounding.

With this strategy I look for an underdog not to win at half-time or full-time. By laying the underdog, we are covering all other eventualities in the market.

Here is how I would place a bet... Let's say I have selected Monaco/Monaco. I have decided to lay Monaco/Monaco. This means that if Monaco win at half-time and at full-time, I will lose. If any other combination comes in, I win. Usually the bet can be done and dusted by half-time if the team has not won at half-time.



As you see above, I can lay using a stake smaller than Betfair's £2 minimum. Incidentally, Arsenal won this match 0-2.

At www.betfair.com, click on 'Football', and 'Today's Coupon' ('[today]' is replaced by the day, e.g. Thursday, Friday, etc).

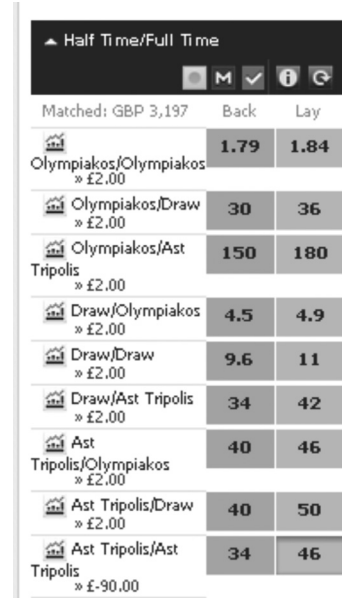
Which matches should you choose? I would look for a match that has a relatively strong favourite. As we are dealing with the betting exchanges, in particular www.betfair.com, look for teams at decimal odds of 1.6 or lower.

Here is one such match:



Olympiakos are 1.26 shots.

Now scroll down to the Half-time/Full-time market:



I would look to lay the underdog Asteras Tripolis/Asteras Tripolis at half-time/full-time. If using www.betfair.com only, your minimum stake is £2. If using something such as Fairbot at www.binteko.com, I can look to only win my target profit – in this case I will set it at £1. As I say, this is the advantage of software over www.betfair.com as we can circumvent the minimum £2bet minimum.



Olympiakos led 1-0 at half-time so this lay was a success by half-time.

Bottom line

If you want to try compounding, then consider these two markets. I do like betting in markets in which it is a struggle for the backer to profit.

I will be starting a retrospective blog post at www.whatreallywinsmoney.co.uk, keeping you updated as to

how my own actual compounding exploits get on. I will be starting with a £100 betting bank and focusing on earning 1% (or more) per day from one or two bets in either or both of the markets shown above. I think you will find it interesting reading.

Negatives? In a newsletter whose 'Systems and Tipsters Update' seems to revolve around a discussion on value, you will find no value here whatsoever. The Reverse Forecast Markets at www.betfair.com are illiquid. You'll be risking a large proportion of your betting bank on any one lay, which flies in the face of common sense betting practices.

Follow my adventures though. Remember, you only need one success a day. Both markets offer high probability success rates for layers. (Quite simply because these markets are so difficult for backers!)

THE PATRIARCH PRESENTS:

How to Make Money From Matches With a 0-0 Scoreline at Half Time!

I hope I'm not intruding on one of Clive's little niche markets on football, but it is something I've been looking at for quite a while now, and since I've found a way to make a regular small profit from it, I decided it was time now to introduce it here.

First, my thinking on the subject... The aim in football is surely to score goals, with both teams normally doing their damndest to do so. Over 90 minutes it is reasonable to expect that a goal or goals will be scored. That is why, before a game starts, the odds against it ending with no score are quite high – usually over 10 decimal odds (9/1) rather than under, but depending on the relative strengths of the teams.

I'm wanting to lay that 0-0 scoreline but not at these odds which are too high for me. I wait until half-time and look for games which are still without goals and then by careful selection, which I'll come to, lay those games where I expect a goal to be scored.

Now, of course, it doesn't matter which team scores a goal, or how many, as long as one team scores a goal. Then I've won my lay bet. I tend to wait until the second half is under way for a few minutes before placing my lay bets because the lay liability drops then to around the 3 decimal odds mark (2/1). I'm happy with that. I'll give some examples from my own lay bets later.

When I started this plan, I rashly would look for games from any league in the world that were scoreless at the break, and then lay the 0-0 score. Probably through

good luck more than anything, I did quite well.

But I realised that I was being rather unprofessional, so decided to research different leagues from different countries at www.soccerstats.com to see if there were any major differences regarding the frequency of the final score of 0-0 – the score I was trying to avoid.

I didn't find any significant differences – except for one, and it was one I was delighted to see because it was on home territory, the Scottish Premier League. And that is what my plan is now based on...

As I write this (at the beginning of March), the Scottish Premier League has been playing for 28 weeks this season. In those 28 weeks, the total number of matches that have been drawing 0-0 at half-time is 47. Some weeks there has been none and the most was five. The most frequent number was two. These, then, were the matches I wanted to lay for the 0-0 score. How many of them actually ended 0-0, or to put it another way, how many successful lays did I have? Only five ended without scoring, meaning that I had 42 successful lays. That equates to an almost 90% success rate.

Each unsuccessful lay would have cost me, I reckon, less than 3 points, but we'll allow a loss of 15 points to be on the safe side. The profit, therefore, was 27 points – a return on your investment of close on 60%: whilst not a life-changing, lottery-sized profit, it is still a nice little earner.

I'll now give, as confirmation of the kinds of odds to expect, the figures for the last Saturday of February, my most recent results. There were four 0-0 scores at half-time that day, and the odds I laid, just into the second half, were 2.96, 3.55, 3.75 and 4.1. That would be typical for the whole season.

Just to repeat and make quite clear what I am doing, here it is again: I look at the half-time score of all Scottish Premier League matches, on Saturdays, Sundays and mid-week, and note any that are showing a 0-0 score line. I wait until the second half is under way for about five minutes, and then lay the 0-0 score in all of them. That's it, and that is what has made me my profit.

Before leaving my idea, I must bring it up to date with its latest, and most unlikely, success. Celtic, unbeaten in their last umpteen games, were at home midweek to St Johnstone, a team in the lower part of the league. The half-time score was 0-0, so a bet was indicated, with the expectation that Celtic would score a few in the second half.

That didn't happen, but St Johnstone scored one to win the game. A bet-buster? Yes, but not for the plan. Staying with mid-week games, just out of curiosity, I looked at about a dozen English League games that were 0-0 at the break. Of these, only one ended up 0-0 at full-time,

so again a very good profit could have been made.

For anybody who likes my idea but may be looking for a bit more action, I have some further suggestions to make... From my research I would recommend that you concentrate on two other leagues: English League One and the Eredivisie League in the Netherlands.

Bringing things right up to the minute, on Saturday 7 March when I looked at the Scottish Premier League, there were no matches drawing 0-0 at half-time, so I took my own advice and looked at the English League One. There were four with a 0-0 score line. I layed the 0-0 as I've explained, all around the three liability odds, and before very long all four matches had a goal scored. Job done.

I have some ideas for making the plan even better but, in all honesty, it is working so well in this simplest way that I am reluctant to complicate matters with more work. Back to Clive!

Clive's addendum...

This is a great strategy from the Patriarch. What the Patriarch did not mention is that the matches you focus on must appear in the Betfair in-play coupon. The matches must have the facility for us to bet in-play.

He mentions www.soccerstats.com in his article, and this is a website you football aficionados should become very familiar with. It is the perfect site for uncovering football niches, as the Patriarch has done. Here are some pointers specific to the 0-0 half-time score and whether we should expect a goal in the second half...

National leagues table

At the www.soccerstats.com home page, click on 'All Leagues' and this will take you to a page where all of the leagues covered at www.soccerstats.com are displayed. In order to ascertain the leagues with the greater prevalence of goals, I would recommend you noting those leagues where the total goals are over 3.00.

Leagues which catch the eye for me?

- » Denmark 4 with an average of 3.53 goals per match.
- » Estonia with an average of 3.8 goals per match.
- » The Dutch Eredivisie (as the Patriarch mentions) has an average of 3.08 goals per match.
- » The Dutch Eerste Divisie has an average of 3.28 goals per match.

Logic dictates that teams from these leagues with high average goals per match are more likely not to see a 0-0 at full-time if there is a 0-0 at half-time.

The teams

Think 'DWE' – that is, Dominant, Well-known teams in

European leagues. I would recommend a focus on those teams who dominate their leagues. Quite obviously, they rarely leave goals behind. Here's a quick list off the top of my head:

- » Red Bull Salzburg in the Austrian Bundesliga.
- » Club Brugge and Anderlecht in the Belgian Pro League.
- » Real Madrid and Barcelona in the Spanish La Liga (yes these two teams do have the occasional 0-0 at half-time).
- » Bayern Munich and Wolfsburg in the German Bundesliga.
- » Benfica and Porto in the Portuguese Primeira Liga.

You get the idea I hope. Better yet, focus on these teams only in their home matches.

The stats

The stats can point you strongly towards specific teams which can be relied upon, when 0-0 at half-time, not to show 0-0 at full-time.

Here's a great example. Click on 'en' and the St. George's flag on the home page of the www.soccerstats.com. This gains you access to the stats for the English Premier League.

Select a team. In the example below, I have chosen Manchester City. Scroll down and click on the Scores table. Here is what you will see:

Stats		Scores		Goal times	
Scores at home		Scores away			
1 - 1	2	14.3%	1 - 4	2	13.3%
1 - 0	2	14.3%	2 - 2	2	13.3%
5 - 0	1	7.1%	0 - 2	2	13.3%
3 - 2	1	7.1%	2 - 1	2	13.3%
2 - 2	1	7.1%	1 - 1	2	13.3%
0 - 2	1	7.1%	2 - 4	1	6.7%
4 - 1	1	7.1%	1 - 3	1	6.7%
3 - 1	1	7.1%	0 - 3	1	6.7%
2 - 1	1	7.1%	0 - 1	1	6.7%
0 - 1	1	7.1%	1 - 0	1	6.7%
3 - 0	1	7.1%			
2 - 0	1	7.1%			
Half-time scores at home		Half-time scores away			
0 - 0	5	35.7%	1 - 1	4	26.7%
1 - 0	3	21.4%	0 - 0	4	26.7%
0 - 1	2	14.3%	0 - 1	3	20.0%
2 - 1	1	7.1%	0 - 3	1	6.7%
1 - 1	1	7.1%	2 - 2	1	6.7%

This is what I want to see when implementing the Patriarch's idea. Look at the half-time scores at home table. What do you see? I see five 0-0s at half-time.

Look at the upper section, the 'Scores at Home' table. There have been no 0-0s at full-time.

So, in those five matches in which Manchester City had

a 0-0 at half-time at home, they did not have a 0-0 at full-time. Indeed, if we include away matches, I make it nine 0-0s at half-time and no 0-0s at full-time.

Where the Patriarch would focus on certain leagues, I would add to this by focussing on specific teams who rarely have 0-0s at full-time. We can be fairly confident that a 0-0 at half-time will therefore not translate to a 0-0 at full-time. I would use last year's stats (which are available at www.soccerstats.com) to shortlist teams for the up-coming season. The table I use above is the culmination of the season-to-date.

Red cards

Red cards usually mean goals. If there has been a 0-0 at half-time and one of the teams gets a red card in the second half (or indeed a player was red carded in the first half), we can be relatively confident that their chances of conceding increase. In this regard, I would stick within the Patriarch's odds and not lay the 0-0 at above 4.00 decimal odds. As part of www.drt.club, I spot trends such as this. You will be amazed at how often the team with the red card concedes the next goal.

The odds

One last piece of the jigsaw is the odds. I will be using decimal odds here, in line with the way the odds are presented at the betting exchanges.

As a general rule of thumb for me, the lower the match odds for the favourite in a football match, the more goals that favourite is expected to score.

Here's a screenshot from the Betfair in-play coupon. Can you name me the matches I would focus on based upon the odds?

<input checked="" type="checkbox"/> Bristol City v Crewe 19:45	1.36	1.37	5.7	5.8	10	10.5
<input checked="" type="checkbox"/> Bromley v Farnborough 19:45	1.46	1.52	5	5.7	7.2	9.2
<input checked="" type="checkbox"/> Cambridge Utd v Tranmere 19:45	2.34	2.36	3.4	3.45	3.5	3.6
<input checked="" type="checkbox"/> Cardiff v Bournemouth 19:45	4.2	4.3	3.8	3.85	1.97	1.98
Chester v Dartford 19:45	1.57	1.59	4.3	4.6	6.6	7.2
<input checked="" type="checkbox"/> Chesterfield v Gillingham 19:45	1.81	1.82	3.95	4	4.9	5.1

If you answered Bristol City, Bromley, Chester and Chesterfield, then you've got this particular method licked!

If any of these matches are 0-0 at half-time, consider laying the 0-0 in the second half. I would select these matches with short-priced favourites and shortlist them at a scores site such as www.flashscore.com by ticking the matches of interest. Then click on 'My Games' and there you'll find your shortlist.

Incidentally, the only qualifier here was Chester v Dartford, which was 0-0 at half-time but 1-2 at full-time. The first goal was scored in the 54th minute.

Remember the golden rule if you want to reduce risk (I repeat this to subscribers of www.drt.club ad infinitum)... **Delay Delay Delay!**

The longer you delay laying a second half 0-0, the shorter the odds will be. The shorter the odds, the lower your liability. On the downside of course, you could miss the goal being scored. It is a finely-balanced tactic to employ.

Practicalities

Did you know that there are three markets you can exploit within Betfair's in-play football markets in order to profit from a 0-0 at half-time game which sees a second-half goal? These are:

- » **Correct Score** – the traditional market for 0-0 layers.
- » **Back over 0.5 goals** – If you want to keep it simple, backing over 0.5 goals should produce the same profit as laying the 0-0 correct score.
- » **Next Goal** – Lay the 'No Goal' option in the Next Goal market.

My advice would be to choose the market which has the greatest liquidity (which means the most money in the market).

Bottom line

This is a strategy which works season-long. I can attest to this myself as I use a variant of this strategy at www.drt.club and rarely do we leave empty-handed. Thanks to the Patriarch for reviving this nice little niche. And a cautionary lesson from the Patriarch too: do discriminate and select your matches, putting the stats in your favour.

Moving on...

I discussed 'Home-Grown and higher risk' in last month's Cheltenham-laden newsletter. Let's see how my 'Home-Grown' strategies (the majority of whose selections can be found at www.whatreallywins-money.co.uk) have performed with another month under their belts...

REVIEWS:

'Home-Grown' Systems Updates

Banker Bets – I have already provided you with a simple, logical strategy for finding your own banker bets (a banker bet is defined as your best bet of

the day, a bet you would 'bank on' to make you a profit above all other selections).

You'll know now that I have been providing free banker bets for the football for you at www.whatreallywinsmoney.co.uk since November 2014...

They can be found under the title 'Bankers or Blow-outs' and the strike rate from November 2014 to date is 88.6%. A 33-point profit to date is excellent, betting 10% of your starting bank (if you began with £100, your continued stake would be £10).

Why not continue using level stakes – only this time increase the stakes to an eye-watering 33%? A £100 starting bank, and keeping that stake at £33, has turned into £846.79. Why can we risk this? Simple. The strike rate remains at over 85%.

As football matches tend to kick off at the same regular times (3.00 p.m., 5.00 p.m., 7.45 p.m. and so forth), I have been restricted solely to level stakes betting.

In order to look at riskier staking plans, I have decided to select one football match at one time and ensure the next football match does not kick off until the result of the first match is known.

The best starting point is to increase stakes as the betting bank increases, rather than rely solely on level stakes.

As we are teetering on an 86% strike rate, I decided to start betting with 20% of the betting bank (at all times), so with a £100 starting bank, with the first stake at £20, we have turned that £100 starting bank into £340.56 over 127 bets. This staking plan is riskier because when we hit a losing bet, the stake lost is greater than level stakes.

Two-Horse Race Placers – We've enjoyed two consecutive years of very good profits using this strategy. Selections are available for you at www.whatreallywinsmoney.co.uk under the imaginatively entitled heading 'Two-Horse Race Placers'.

What you'll see is something like this...

7 120 Chelmsford Betting Forecast: 5/6 Zamoura, 100/30 Pin Up, 6/1 Duchess Of Marmite.

The '7' at the beginning tells us the number of runners. In this case, the Place-Only market pays out for two places only. The Betting Forecast comes from www.racingpost.com and the information is freely available.

Back the live market favourite in the 'To Place-Only' market at www.betfair.com, as long as the place only odds fall between 1.1 and 1.5.

2015 has seen an 8.4-point profit so far.

How about a riskier staking plan? Well, I have two years

of results to work with and this is the staking plan which profited in both of those years.

How about a staking plan which has turned the same selections into a bank of £5,374 from a £100 starting bank in 2013? How about a staking plan which followed that up in 2014 with a profit of £2,177?

The largest stake in 2013 was £307 and that was when the betting bank reached £4,000. I tend to look at the largest stake size when determining which staking plans to choose. In 2014 the largest stake size was £310, which again is tolerable given the profits reached.

And what is this staking plan? Well, that's the tricky part, as it forms part of a group of staking plans within www.stakingmachine.com. An explanation for this staking plan can be found at www.thestakingmachine.com/pro.php.

Basically, this staking plan looks to win a target amount with each bet, and employs an element of loss retrieval. Therein lies your higher risk!

These profits were accrued looking to win £5 per race. Are you willing to take the risk? Do you realise your betting bank may reduce below your starting bank at some stage? Do you have faith in the 2013 and 2014 results being replicated in 2015? If your answer is 'Yes', then increase the risk and potential reward! So far in 2015, the £100 betting bank has turned into £1,273.47.

Laying the top weight in handicaps at All-Weather meetings – The strategy of laying the singular top weight in handicap races at All-Weather-only meetings (perhaps avoiding Chelmsford, as it is a new venue in 2015) has one caveat... klay any selection as long as their odds are below 10 decimals in www.betfair.com's lay column.

A 104-point profit for 2014 is excellent considering this is such a simple strategy. The profit was made using level stakes laying, i.e. looking to win £10 per bet.

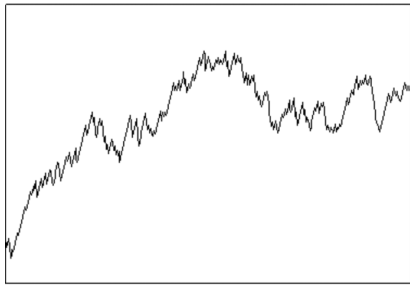
And how about high-risk, higher-reward staking plans? How about a 288-point profit? Then use this staking plan, laying all handicap top weights priced at 10 or lower. This staking plan is called the 1-4 staking plan, details of which can be found here at www.thestakingmachine.com/lay14.php. It's a staking plan which seems to perform well with my 'Home-Grown' Systems elections and is one you should familiarise yourself with.

Your maximum stake at any one time is £40, which means the money at risk is determined by the odds of the bet. Is this staking plan worth the risk?

So far in 2015, we are running at a 5.5-point loss using the original level stakes staking plan, so using the higher-risk 1-4 staking plan has resulted in a 63-point loss.

The higher-risk staking plan giveth (2014) and the higher-risk staking plan taketh away (2015 to date).

Irish Bumpers – Laying the favourite only in NH Flat races in Ireland was a profitable strategy in 2014. This strategy made 41 points profit, but the profit graph is not as encouraging as the two preceding strategies.



In this case, the beginning of 2014 right through the summer produced some excellent results for the layers. The system then plodded from thereon in.

A higher-risk alternative? How about the 1-4 lay staking plan again, which made a 113-point profit, nearly tripling the level stakes profit? This staking plan has produced an 18.98-point profit for 2015 compared to a level stake profit of 11.27 points.

Again, the higher-risk staking option seems to be paying off. We have to, though, accept a bit of a roller-coaster ride and maintain faith in the staking plan delivering a profit at year-end. Long-term focus is the key. The graph is a little less straightforward. It'll be interesting to see the long-term performance of all of these high-risk staking plans.

The worst-performing favourites on the All-Weather – We focus on All-Weather race meetings. Below you'll see two All-Weather meetings: Lingfield (AW) and Wolverhampton (AW). Guess what the '(AW)' stands for? Your next job is to click on the 'Favourites' link, and take note of the race types with the smallest percentage of favourites winning.

In the case of Lingfield below, which race type has the smallest percentage of winning favourites?

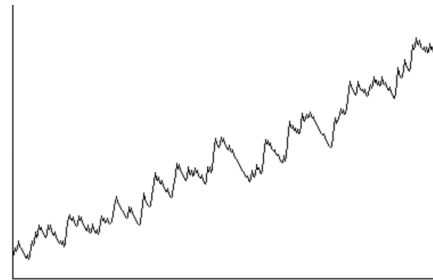
NON-HANDICAP		HANDICAP	
WINS	RUNS %	WINS	RUNS %
09	201 44	15	51 29
2yo	201 390 52	+14.53	146 439 33
3yo	116 275 42	-18.18	295 887 33
4yo+			
TOTAL	406 866 47	-9.72	456 1377 33

If you answered '2yo handicap with 29%' then you'd be right. Your next step is to note the race times for any qualifying races. A '2 yo [year old] handicap' is also known as a 'nursery handicap'. On this particular day, there are no nursery handicaps and therefore no qualifying bets.

When you do find a bet, you become a backer rather than a layer. Yes, I know. You'd have thought that **laying** favourites in the worst-performing races for favourites on the All-Weather would profit well. It doesn't as you'll see below...

Simply backing the favourite in these qualifying races this year would have produced a 63-point profit, which is excellent. Whether it has the consistency to profit again in 2015 we're yet to find out.

How would you like to see a profit graph like the one below?



It looks excellent, doesn't it? And what if I told you that I could turn £100 into £1,093 with maximum stake of £27.50 and minimum stake of £10; would that interest you? It certainly piqued my interest.

This is what I look for from a betting system: a steady upwards profit and that the maximum stake is very reasonable. This staking plan is called 'Rolling Doubles' and a discussion on the plan can be found at www.thestakingmachine.com/rolling_doubles.php.

Rolling Doubles is a high-risk strategy in and of itself. So far in 2015, using Rolling Doubles has made a 21.53-point profit. The hope is that there will be enough winning favourites over the year in these races to ensure another profit.

Higher-risk staking plans? A 129-point profit last year and a 24.45-point profit so far in 2015 augurs well for this loss-retrieval plan, which is called 'The Bookies Bank' (a full explanation of which can be found at www.thestakingmachine.com/bookiesbank.php).

Maidens, claimers and selling stakes races at All-Weather venues – This betting strategy is easy. At All-Weather '(AW)' venues, take a note of all maiden, claiming stakes and selling stakes races. I do include Chelmsford now, despite it being a brand-new All-Weather venue (and thus missing historical data.)

Put them in time order, and lay the favourites.

A 72-point profit has accrued just laying each favourite to level stakes. Nice, simple, profitable. If you want to limit your risk to a tenner, for example, you'd have still made 63 points profit in 2014 using fixed liability laying. There's a 16.81-point profit so far in 2015. To a tenner fixed liability, the lay strategy has realised a profit of 19.22 points for this year.

Higher-risk staking plans? Do you fancy boosting that profit to 207 points? Of course you do! It'll require a little more high risk. Welcome again to the 1-4 lay staking plan, details to remind you of which can be found at www.thestakingmachine.com/lay14.php.

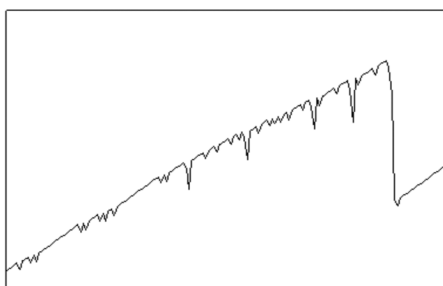
I featured a 'lay ladder' last month. Here's the basic idea: we lay all selections priced at odds of 3.5 or higher...

Bet 1 – Lay Horse A at odds of 3.5 for £10. The horse wins. You lost £25 because as a layer you want the horse to lose.

Bet 2 – Lay Horse B at odds of 3.5 to win £10 and £25 lost from Bet 1. Horse wins. You lose £87.50.

Bet 3 – Lay Horse C at odds of 3.5 to win £10 and £25 lost from Bet 1 and £87.50 lost from Bet 2. The horse loses. You win.

Let's look at the profit graph which exemplifies the quick rewards but also the risk when we hit three losers:



A £100 betting bank quickly turned into £1,116. Then the moment of truth arrived: we hit a sticky patch of four consecutive losing lays. After the three-bet betting cycle ended, the betting bank was reduced to £453. £623 is the profit figure for 2014; a reasonable return. The money lost when we hit four losers was OPM (other people's money).

Higher-risk staking plans again boost the betting bank considerably. In 2015, this riskier staking plan has made a profit of £719.50 to a starting £100 betting bank. Higher-risk means quicker profits but also quicker falls. Accept this and you can make a good profit for a while with a good run of luck.

Laying penalised runners on the All-Weather – I like this very simply laying idea.

A penalised horse is a horse which won its last race and has been given, usually, a 6lb or 12lb penalty to carry in its next race.

Take a look at the screenshot below... Colourbearer is the qualifier here. Note the '6x' after the horse's name? This signifies a 6lb penalty.

7:10 BET TOTEQUADPOT HANDICAP (CLASS 5) (4yo+ 0-70) Winner £3,235 8 runners 6f Standard ATR
Race Conditions: £5,000 guaranteed **For** 4yo+ Rated 56-70 (also open to such horses rated 55 and below) **Weights** highest weight 9st 7lb **Minimum weight** 8-7 **Penalties** after March 7th, each race won 6lb **Colourbearer's Handicap Mark** 75 **Entries** 13 pay £ 25 **Penalty value** 1st £3,234.50 2nd £962.50 3rd £481.00 4th £240.50

NO.	FORM	HORSE	AGE	WGT	TRAINER	RTP%	JOCKEY	OR	TS	RPR
1 ³		Colourbearer 6x t	8	9-13	Charlie Wallis	100	Ben Curtis	75	67	81
67-711		2 Pivotal - Centifolia (FR) (Kendor (FR))								
0-8		4 0 F Break Tube 100						67	70	04

The lay strategy made a reasonable 20-point profit in 2014, which, considering the ease at which selections are made, is a step in the right direction.

As far as a high-risk staking alternative is concerned, well, the staking plan referred to here quite a bit – <http://www.thestakingmachine.com/lay14.php> – has again delivered in 2014. A £100 betting bank turned into £1,306. As with a few of these higher-risk strategies, there was an occasion when the bank dipped below its original starting point.

In 2015 this strategy has made a 17-point profit, and using the 1-4 staking plan, a 62-point profit so far.

Bottom line

These are the 'Home-Grown' strategies which are profiting currently. The high-risk alternatives interest me greatly and should play some part in a well-balanced portfolio.

There are a few more betting ideas in the pipeline. If you have any ideas you'd like me to check out, email me. In the meantime, let's pass the *What Really Wins Money* reins to the Statman...

The end of the Cheltenham Festival signals a winding down of the Jumps season and the slow and steady arrival of the Turf Flat season. With that in mind, the Statman changes his focus to the Flat season and the trainers you should follow.

THE STATMAN PRESENTS:

Make Sure You Follow These Trainers This Flat Season...

As I start to write this article, we are all awaiting the start of the Flat season proper on the turf and an alternative way to win or lose money to our old friends over the jumps, but I have a few ideas based on the form of the various yards at certain times of year and the age-old comparison between those horses who are fit from an All-Weather racing campaign and those (often far better horses) who have had the winter off.

Just like the National Hunt season, some yards will be up and running as soon as possible in an attempt to pick up a bit of prize money before the real superstars crawl out of their winter hibernation.

Other yards are fully aware their charges have a long season ahead with all the autumn championship events to aim at. So the theory this month is this: if we can define between the two, might we be able to add a little more money to the old betting bank?

I shall be using 10 years of records (the database goes back to 1997) and I shall record all my figures to SP (starting price), plus BSP (Betfair Starting Price) when I can, after the standard 5% deductions – and to a fictitious £1 stake for each bet.

Starting off, I will say right now that I expect both a laying concept and a backing concept to come out of these figures (so something for everyone I suppose)...

Update

Not quite a ‘Eureka!’ moment but even at first glance we are on to something and I have had to reduce the profitable trainers to those showing the biggest profits only!

Rules:

- » April to June inclusive.
- » Flat turf only Great Britain and Ireland (this excludes the All-Weather tracks).
- » All runners – all races.
- » Listed in profit order over the last 10 years to £1 stakes.
- » All trainers showing a profit of over £200 are listed over that period of time, with total returns (to reduce the list to a usable number) – there were literally hundreds of others in profit, which is amazing in itself!
- » Statistics are facts – some trainers named will have retired or worse but their statistics remain for historical reasons and need to be included for factual accuracy reasons.

Trainer	Runners	Winners	Strikerate	Profit/Loss to Betfair SP	Return on Investment Betfair SP	Profit/Loss to Industry SP	Return On Investment Industry SP
John Gallagher	343	32	9.33%	+£751.62	219.13%	+£31.41	9.16%
Nigel Tinkler	701	40	5.71%	+£742.79	105.96%	-£197.05	-28.11%
Kevin McAuliffe	31	2	6.45%	+£678.64	2,189.16	+£146.00	470.97%
Ralph Beckett	1,036	152	14.67%	+£644.52	62.21%	+£163.85	15.82%
Brian Baugh	303	16	5.28%	+£584.76	192.99%	+£167.75	55.36%
Sharon Watt	24	2	8.33%	+£570.61	2,377.54%	+£90.00	375.00%
Mel Brittain	621	37	5.96%	+£500.25	80.56%	-£51.25	-8.25%
J T Stimpson	42	5	11.90%	+£387.12	921.70%	+£62.50	148.81%
Peter Makin	330	31	9.39%	+£367.85	111.47%	-£16.22	-4.92%
Mark Brisbourne	791	57	7.21%	+£342.73	43.33%	-£5.02	-0.64%
Kevin Ryan	2,366	295	12.47%	+£327.69	13.85%	-£123.35	-5.21%
Alan Bailey	430	39	9.07%	+£305.22	70.98%	+£2.71	0.63%
Jim Bolger	1087	148	13.62%	+£291.41	26.81%	-£98.31	-9.04%
Ger Lyons	602	90	14.95%	+£287.74	47.80%	+£55.92	9.29%
Michael Mullineaux	260	12	4.62%	+£272.78	104.92%	+£29.50	11.35%
Peter Winkworth	223	21	9.42%	+£253.58	113.63%	+£107.27	48.10%
Karl Burke	961	116	12.07%	+£246.89	25.69%	+£10.09	1.05%
Jimmy Fox	101	9	8.91%	+£243.51	241.10%	+£78.00	77.23%
David Barron	1,409	210	14.90%	+£237.57	16.86%	-£15.60	-1.11%
W McCreery	393	31	7.89%	+£234.29	59.62%	-£89.40	-22.75%
Mrs K Burke	283	43	15.19%	+£232.22	82.06%	+£69.48	24.55%
Mick Quinlan	253	28	11.07%	+£227.56	89.94%	+£61.33	24.24%
A O'Brien	1,412	289	20.47%	+£214.33	15.18%	-£184.75	-13.08%
W J Austin	13	1	7.69%	+£203.26	1,563.56%	+£54.00	415.38%
Richard Guest	737	61	8.28%	+£202.02	27.41%	-£32.58	-4.42%
Richard Fahey	3,610	477	13.21%	+£200.13	5.54%	-£445.10	-12.33%
Totals:	18,362	2,244	12.22%	+£9,550.89	52.01%	-£128.82	-0.7%

If you had backed every horse handled by the trainers listed for the months of April, May and June for the last 10 years regardless of their theoretical chances or odds, and to Betfair Starting Price, you would have made a profit of £9,550.89 to £1 stakes – or (I like this bit) £95,508.90 to £10 bets – or nearly **£100,000**, and that is

after 5% commission.

A fantastic start to this month's stats test and way beyond my wildest dreams, **but** I am quite aware that is a lot of bets (an average of about 20 bets a day), which would take some betting bank (in order to factor in

any concerted losing run)... So maybe we can find a slightly easier version that we can all use to start with, if only to build ourselves a bigger betting bank? Maybe if we re-calculate by month, we can fine-tune a little bit further.

Let's have a look...

April only – other rules exactly as above, with only the top 10 listed to keep numbers more realistic for more punters. I have removed any trainer with less than five winners, to attempt to remove any pure fluke with regard to their place in the table.

Trainer	Runners	Winners	Strikerate	Profit/Loss to Betfair SP	Return on Investment Betfair SP	Profit/Loss to Industry SP	Return On Investment Industry SP
John Gallagher	71	9	12.68%	+£763.75	1,075.71%	+£86.25	121.48%
Ralph Beckett	163	25	15.34%	+£281.49	172.69%	+£101.10	62.03%
Mrs K Burke	67	13	19.40%	+£172.89	258.04%	+£63.41	94.64%
David Barron	289	45	15.57%	+£163.72	56.65%	+£87.92	30.42%
James Bethell	90	8	8.89%	+£154.23	171.36%	+£19.83	22.03%
Geoffrey Oldroyd	44	7	15.91%	+£151.96	345.35%	+£72.50	164.77%
Richard Fahey	732	116	15.85%	+£146.10	19.86%	+£28.60	3.91%
Jim Bolger	256	39	15.23%	+£135.11	52.78%	+£15.97	6.24%
D W Barker	115	10	8.70%	+£123.01	106.96%	+£42.25	36.74%
Marcus Tregoning	118	14	11.86%	+£121.47	102.94%	-£4.03	-3.41%
Totals:	1,945	286	14.70%	£2,213.73	113.82%	£513.80	26.42%

For most punters, that may well be a lot easier to handle – over the ten years following these trainers alone you would be betting an average of 6.5 bets a day, winning with one in seven, and making a profit of £2,213.73 in total (£221.37 per year to £1 stakes or £2,213.73 per

year to £10 stakes) – and that is just with the one month working!

Let's carry on for May and June, where hopefully we can find something very similar, even if the names may change...

May

Trainer	Runners	Winners	Strikerate	Profit/Loss to Betfair SP	Return on Investment Betfair SP	Profit/Loss to Industry SP	Return On Investment Industry SP
Brian Baugh	105	6	5.71%	+£598.70	570.19%	+£205.00	195.24%
Mel Brittain	237	12	5.06%	+£539.96	227.83%	+£43.25	18.25%
Peter Makin	128	16	12.50%	+£439.71	343.52%	+£80.38	62.79%
Michael Mullineaux	112	6	5.36%	+£309.23	276.10%	+£83.00	74.11%
Ralph Beckett	427	56	13.11%	+£291.56	68.28%	+£69.79	16.34%
A P O'Brien	508	113	22.24%	+£247.96	48.81%	-£18.60	-3.66%
Declan Carroll	263	19	7.22%	+£245.08	93.19%	+£36.55	13.90%
Alan Bailey	158	9	5.70%	+£235.38	148.98%	+£24.93	15.78%
Jeff Pearce	100	6	6.00%	+£223.92	223.92%	+£55.00	55.00%
Andrew Oliver	171	16	9.36%	+£219.24	128.21%	+£9.13	5.34%
Totals:	2,209	259	11.72%	£3,350.74	151.68%	£588.43	26.63%

Similar results with a one-in-nine success rate, a superb 150%-plus return on investment, and slightly more bets per day but even more profit! Assuming it averages it out year on year, there would be about seven bets a day

and a daily profit of £11.17 to £1 stakes at Betfair Starting Price, or £110.70 per day to £10 stakes. Now that is pretty impressive by any punter's standards!

June

Trainer	Runners	Winners	Strikerate	Profit/Loss to Betfair SP	Return on Investment Betfair SP	Profit/Loss to Industry SP	Return On Investment Industry SP
Nigel Tinkler	280	19	6.79%	+£835.22	298.29%	-£37.38	-13.35%

Kevin Ryan	893	114	12.77%	+£310.77	34.80%	+£81.92	9.17%
Christine Dunnett	147	7	4.76%	+£261.33	177.77%	+£63.50	43.20%
George Moore	180	17	9.44%	+£240.80	133.78%	+£59.63	33.13%
Gary Moore	344	40	11.63%	+£210.26	61.12%	-£4.38	-1.27%
W McCreery	170	11	6.47%	+£205.16	120.68%	-£49.53	-£29.13
John Best	279	23	8.24%	+£203.01	72.76%	+£78.13	28.00%
Ms Joanna Morgan	162	21	12.96%	+£202.23	124.83%	+£37.00	22.84%
Peter Winkworth	100	9	9.00%	+£191.60	191.60%	+£79.83	79.83%
Michael Appleby	126	18	14.29%	+£178.59	141.74%	+£111.47	88.47%
Totals:	2,681	279	10.40%	£2,838.97	105.89%	£420.39	15.68%

More bets and less profit than in May, so perhaps the big stables and trainers are out by now, but still good money to be made. Average bets per day are close to nine; average profits to £1 stakes on Betfair (at Betfair Starting Price) are £9.46 or £94.60 to £10 stakes.

Conclusions

As with pretty much every article I have ever written, you could (I am sure) take this further and further and look at distances, handicaps versus non-handicaps, courses and so on – but for now, why bother?

There is, naturally, an alter ego to all of these results, with trainers who do particularly **badly** at certain times of the year, thus creating laying options for us all. I may well look at them next month as a follow-up article.

Depending on your betting bank, happiness to take a risk, and number of bets you want to place in a day, there is an option for you here... Those with deep pockets can follow the long list at the top; those with medium betting banks may want to bet on a monthly basis as per the April/May/June tables; and those who are more particular or choosy can pick the top five, top three, or whichever trainers they feel most comfortable with each month – and everyone knowing full well that if history repeats itself, as statistics often do, the profits are more than a little impressive, as I am sure you will all agree!

Method

- i. Define which list you want to use and how far down the list you want to go, depending on your betting bank and the number of bets you want each day.
- ii. Look for any runners on a given day for the month you are working on and make a note of their names, race times, meetings and so on. All of the information is freely available via the race cards at www.racingpost.com.
- iii. Place your bets to level stakes to your chosen amounts.

- iv. Hope history repeats itself, as it has over the years.
- v. Collect your profits.

REVIEWS:

Systems and Tipsters Update

From January's newsletter (as February was a Cheltenham special), we learned that services such as www.favouritelays.com and Diamond Racing Lays (<http://betsfortoday.co.uk/tipsters/diamond-racing-lays>) made a rod for their own back by selecting horses to lay at odds of 3.99 or lower. They simply did not pick enough winners for a profit to ensue during my trial.

Andy Bell Racing – Andy Bell Racing from www.betfan.com produced a 2014 profit of 452.77 points, which is excellent. Bets are placed at between 2 points to 10 points, so bear that in mind when referring to the points profit for the year.

At £58 per month, this service is a little expensive, but if you have a focus on the long term, then past performance suggests a profitable outcome. Those joining in the last quarter of this year, though, would be very disappointed. And indeed, 2015 has been less than impressive. A 25-point loss to date is poor. Yes, 2014 was in good profit, but quite simply, the service has done little or nothing profit-wise since July 2014 and has been in decline since November 2014.

I'll continue to monitor given the impressive 2014 year-long profit.

The Gambling Don – This is another horse racing tipster from www.betfan.com. Stakes are typically 4 or 5 points to win and 3 points each-way, although the Gambling Don increases and decreases stakes as per his greater confidence in some selections.

A 362-point profit for 2014 is an excellent return. Just as with Andy Bell above, the £58 per month fee is

relatively expensive. More so when you have losing months, as the Gambling Don did in October, November and December 2014. You must have a long-term view, therefore, if you join a service such as this. Imagine if you joined in October 2014: your view of this service would be clouded. If you had joined in January 2014, your viewpoint would be a lot different. I suppose this is the case for all tipping services such as this.

If we look at results not on a traditional January-December basis, then The Gambling Don has not increased the betting bank since May 2014 to March 2015. But on a January 2015-March 2015 basis, a profit of 81 points looks good for those joining at the start of the year.

Results are thus: a profit-to-date so far of 38 points for March 2015, a near 20-point loss in February 2015, and a profit of 62 points in January 2015.

It's all a matter of perspective. January to December is a good measure, but do make sure you check recent betting bank progress outside of these traditional measures. It will show you whether the bank is growing or is stagnant.

Each-way Earners – This service is now under the www.tipsterstreet.com banner (formerly Tipsters Warehouse). If you checked out the Cheltenham results in this newsletter you know how effective each-way betting can be in protecting the betting bank with the insurance of the places.

If we look at the current profit figure, well it is actually lower than the profit figure shown by Each-way Earners on the 19 September 2014. That word 'stagnant' seems to crop up a lot with these tipsters of late.

Again, it's a different story looking at the traditional January-December 2014 figures, where the service made 158 points profit. In 2015, it's a current 11.9-point loss.

The tipster vendors of course want to show the service profit from November 2013 to date and it is a good 216.34 points, but, as I mentioned earlier, they omitted to tell you that Each-way Earners has not grown the betting bank in real terms since 19 September 2014.

Fourteen of the last 16 selections did not place, which is not good for each-way betting. The attraction, as I say, is the ability for us to at least break even if a horse finishes in the places. I would expect a better place only ratio from a professional tipster.

I will continue to monitor as the traditional January-December period last year showed a good profit.

Each Way Statman – <http://winninginformationnetwork.com/eachwaystatman>. Judging by the historical results for this service, I look into my crystal ball and

I can see the Winning Information Network possibly shelving the Each Way Statman if it does not start to move in an upwards direction.

This is the concern with what I call 'umbrella' tipster services such as WIN, www.bettinggods.com, www.tipsterstreet.com, www.betsfortoday.com, www.betfan.com and www.probettingclub.com. These services are very welcome, as they necessarily show the results of their tipsters in all of their gory details. They do, though, tend to manipulate historical results to shout the profits from the rooftops. I have shown here that a lot of services are 'stagnant' for a long time, and this is not, of course, divulged in the sales page. That would be marketing suicide.

These umbrella tipsters do have this positive of transparency, but they also have the negative of being ruthless. There have been services which have magically disappeared into the Bermuda Triangle of tipsters such as Top Secret Tips, which disappeared when Tipsters Warehouse morphed into www.tipsterstreet.com and www.bettinggods.com.

I would recommend that you check out these 'umbrella tipsters' and their results. (I am covering those which take my eye in these pages and at www.whatreallywinsmoney.co.uk). Be particularly cautious with services which are showing stagnant profit growth, or a marked downside (this Each Way Statman has been in free fall since October 2014).

Be cautious also of services with an inadequate history. These 'umbrella tipsters' have a high yield of tipsters; a lot of them new faces and without the reassurance (for us) of long-term, archived results.

A 108-point profit, again January-December 2014, is what initially interested me about the Each Way Statman, but clearly he is in a long-term slump. A 16.15-point profit for October 2014; 69.5-point loss for November 2014; 41.40-point loss for December 2014; 48.20-point loss for January 2015; 53.55-point profit for February 2015 and current 44.75-point loss for March 2015 screams out 'Abandon ship!'

If this service survives to the next newsletter, I'll continue to monitor, again based solely on the January-December 2014 profit.

Top Secret Tips – As I mentioned above, this is one of the negative aspects of these umbrella tipsters: the sometime disappearance off the face of the earth of some of the services. Top Secret Tips is now so top secret it is in hiding.

The Racing Professionals – Found at <http://www.theracingprofessionals.co.uk>, we coming to the time of the year when the Racing Professionals get out of their hibernation and begin their service, which runs between

April and October, the traditional months for the Turf Flat season.

2014's results were impressive. But when you start your year with your first bet winning at Betfair SP odds of 607.45, then you know it's perhaps your year. The eventual season-long profit was some 709 points.

I must warn you (those that hate long losing runs, look away now) that this service falls into the category of others like www.price-power.com. They make a year-long profit, but you are going to have some serious losing runs. If you join a service just as a losing run is beginning, then you'll be filling the swear jar at an alarming rate.

If you like your bets on the bigger-priced horses, and the Racing Professionals ensure sometime astronomical odds by using Betfair SP, then this is a service with a three-year track record (which is a big plus, particularly with these types of services – we want to see that the services did profit despite the necessary long losing runs).

I did mention in November 2014's newsletter that this service offered two other services in the interim. One is an All-Weather racing service and the other a unique BTTS and Win service (or to translate, a football bet where you bet on the Both Teams to Score market as well as a certain team to win).

The All-Weather service has a historically good record and the betting bank has taken a nitrous oxide blast, courtesy of another whopping winner at Betfair SP, which occurred on 24 February. The selection was Atwix, who won at Betfair SP of 74.1! As with their main service, it is a whopping winner which provides the sturdy foundation for likely year-end profit.

A 106-point profit for the BTTS and Win service from 15 September 2014 to the end of the year is superb. It is an interesting niche, but is not yet profiting in 2015. A 27.45-point loss is poor, but in the historical context, this BTTS and Win service is in profit, albeit the service being only seven months old. (To reiterate, 'BTTS' is footballing parlance for 'Both Teams To Score'.)

I have a feeling that Racing Professionals are worth following during this Flat season and I'll be reporting back next month.

Betting Profits Formula – www.bettingprofitsformula.co.uk. Let me get down to the point: do not buy this manual. Simple as that. This strategy is available for free on the Internet. Please email me at whatreal-lywins@yahoo.co.uk if you want to know the website where this strategy can be found for free.

This is a strategy which is already well-known and is nothing new. I am surprised this website has actually

packaged it for sale, and for £50 a time. So, please do not do as I did and kiss your money goodbye (there are no refunds). The website is still up and selling this product and, as I say, there is no need to buy it.

Doubling for Dummies – www.doublingfordummies.com. This unadulterated nonsense, which is funnier than *Viz* to read, must be avoided at all costs. It is absolute B.S. from start to finish. I wrote about it in full in January's *WRWM* and only remind you here because the website is still up.

The basic premise? To double your money: create an evens accumulator and if it wins, you've doubled your money. You don't say! They run a tipping service which I suspect you know what to do with. The testimonials are highly dubious to say the least.

Tom Nelson Racing – Coming from 'umbrella tipsters' www.bettinggods.com, Tom Nelson Racing is a relatively new service and that must count as a negative. We don't even have a year's track record to work with and a year should be a bare minimum, given it will cover both racing codes (Jumps and Flat racing) and the major festivals (if indeed this tipster tips in these festivals).

The service began in July 2014 and employs what I term 'confidence staking', using a points system between 1 and 6 points (6 points being the stake used for more confident selections). The 6-point selections tend to derive from 3-point each-way bets.

Tom Nelson therefore employs win and each-way betting. He has had a lot of placed selections which, when using each-way betting, ensure the betting bank is protected.

The betting bank stands, as of 10 March 2015, as it did on 8 January 2015 – so has been a little stagnant. But the general trend is upwards. Since inception in July 2014, Tom Nelson Racing has broken the 100-point, 200-point and 300-point profit barrier. It has reached a high of 386 points on 13 February, so is threatening to break the 400-point barrier.

A strikerate of between 36-52% is encouraging. March 2015 is currently running at a loss but is the only losing month to date.

I am encouraged by the use of each-way betting and the gradual rise of the betting bank and will definitely monitor this service.

Negatives? It's new on the market: £29.95 per month is a reasonable cost if the long-term momentum can continue. As I say, March is in deficit currently and the service has not progressed profit-wise since 8 January 2015.

Unity Racing Club – Reports of an 849-point profit in

a five-month period make me prick up my ears. But on closer inspection, don't let this headline persuade you too much.

Kudos to another 'umbrella tipster' – in www.betfan.com – being completely transparent here. The betting bank as of November 2014 stands at 854.42 points and the betting bank now stands at 849.31 points. So despite the fanfare and the ticker-tape parade, the service has actually made a 5.11-point loss in four months.

Like Tom Nelson above, this service began in July 2014. Eight months is inadequate a time period to make a yes-or-no call regarding this Unity Racing Club. As we see, the Jumps season may not be this tipster's forte, but the Flat season, it would appear, will be where he reaps his rewards.

Had we had 2/3 years or more of data under our belts, we could see whether Unity Racing Club is worth following in the Flat season only, or whether this year's poor winter showing is an anomaly.

Unity Racing Club uses each-ways, double and even trixies, along with straight win bets. November 2014's good profits were founded on a judicious use of each-way doubles, one of which yielded an impressive 68 points. The service was a tad unlucky in January 2015 when 19 selections unseated their jockeys or fell.

Their information is derived from 'owner information, stable whispers, riders, computer software and many years experience in the gambling industry'. At £57 per month, this service is pricey. I am, though, taken by the strong Flat season performance of Unity Racing Club – enough for me to monitor during this current Flat season.

Nineteen horses falling/pulled up/unseating riders in January 2015 may also not be representative of the tipsters' talents, so I am happy to give him the benefit of the doubt and continue.

Do remember though, before the headlines grab you, that the service has made a 5.11-point loss since November 2014 and is not worth joining until showing some of the fire of summer.

Draw Day Demolition – www.drawdaydemolition.com. This is a service I think you should swerve at this moment in time. In tests, after only 56 bets, the betting bank set aside was busted!

This was an ill-prepared betting system, launched when it should not have been launched on the back of the apparent success of www.soccerstreaks.com. The website has been completely re-designed and re-written as if the initial horrendous losses never occurred.

The system creators, in their great panic, re-wrote all of the rules, and in my mind are winging it, hoping this

time that they can put together enough winning bets to be able to serve as an enticement to us, the poor betting public.

The new system is based on the following criteria:

- » Average odds of around 1.4 to 1.7, which remains within the short odds philosophy of www.soccerstreaks.com.
- » A focus predominantly on the Draw-No-Bet market and the Double Chance markets.

I am afraid I remain unconvinced. It seems, only in the betting world, can you get away with launching a duffer, blowing punter's betting banks to smithereens, only to re-surface and re-write history as if this never happened, hoping that the new betting system you have conjured up in reaction to your complete 'draw day demolition' of betting banks will salvage you.

Do not buy this folks – at least not until there are months and months and months of provable results, not just a couple of weeks. I'll monitor. I remain open-minded and will update you. But a lesson has been learned here: to not join any service which does not have a strong backbone of provable results (not theoretical back-tested results).

Do not join a service in its infancy and be extremely sceptical about system sellers who re-write the betting rules as they go along. It smacks of a total lack of confidence.

Value Football Betting – <http://valuefootballbetting.com>. Value, they say, is the only way to beat the bookie long term, and these guys have applied that principle to football betting.

www.valuefootballbetting.com use software which purports to uncover value odds selections – 'ricks in the market' – in a number of football betting markets. The markets covered include the Match Odds markets, Both Teams to Score, Over/Under Goals markets, and the Half-time market.

The service costs £37 per month. Using the tips supplied (if you don't want to find selections yourself) from 1 November 2014 to 13 March 2015, the tips have made a reasonable 20.61-point profit. All bets are over evens.

The main football leagues are covered – England, Spain, Italy, Germany and France generally take up most of the selections.

Performance has been stagnant since 24 November 2014 with no forward movement in the betting bank to date.

Value Football Betting (VFB) use their database of over 10 years of data. Now I am a little concerned that

taking decisions based on 10 years of data in the football arena may not be ideal.

Why? Well teams change, budgets change, managers change and with each change, teams take on the characteristics of, above all, the new manager. A simple example: you cannot judge this current Manchester United with the Manchester United that was under Sir Alex Ferguson's management. Making betting decisions based on the stats produced via a Fergie-era side may be misleading.

VFB create 'perceived true odds' based on the database they have (I am simplifying the process greatly) and it is through this method that they look at the difference between their self-created perceived true odds and the actual Betfair odds. Any 'value' bets are highlighted in green.

This service is all about perceived value, and from that perspective, a long-term view is required. Quite simply, as you see with all value tipsters I have covered, there are always long losing runs, but over the long-term, a profit does seem to accrue.

There is more to Value Football Betting than the 'value bet' tips. There is a small community feel to the website, as well as a number of trading systems and strategies (quite apart from the straight betting of the tips).

I'll be looking more in-depth at the extras on offer and reporting back.

The 'value' tips are in profit but, as I say, the betting bank is simply not moving on from where it was mid-November 2014. This would frustrate the hell out of me from a personal perspective. I like seeing regular, realisable profit, which is why these long(ish) losing run services don't appeal to me, as they might appeal to others, despite the long-term profit which seems to accrue.

Compound Magic – www.compound-magic.com. Compound interest is the 'eighth wonder of the world', so said one Albert Einstein, and who am I to argue with a man like him?

This is a staking calculation piece of software, which pays you a small 'dividend' after each leg (much like the Mathematical Formula for those of you with a memory as long as mine!).

After you input the stake you have chosen as well as the odds for your first bet, the compound calculator will tell you what your next stake will be if Bet 1 is successful; if Bet 2 is successful the stake is calculated for Bet 3 and so forth, for a betting cycle of five bets.

If there was a loser after the second bet, you should get your stake back or leave with a small profit (the odds are important of course).

If you reach Bet 5 having selected all five winners, then your stake will have compounded into an impressive amount (again based on the odds of your horses). This is a nice piece of software, but as ever, is only as good as the selections which have been chosen! I will try this with football bets to see if I can put together a sustained run of five winning bets (that's the ideal of course, the software does profit-take along the way so an early losing bet will result in a marginal loss).

At £19.97 this software is reasonably priced and will be a good addition for those of you who already have in place a short-odds selection strategy with a reasonable strikerate and good number of winning runs.

Back Lucrative – www.backlucrative.com. This is a horse racing tipping service which has been performing reasonably in recent months. This looks to be a win-only horse racing backing service. This is a surprise to me as some selections are at odds as high as 16/1 and 20/1. Surely each-way betting would be advised here, as a place-only payout would be reasonable.

Results are available since 1 August 2013 so we have a reasonable set of data to look at (as compared to results from only July 2014 for those earlier tipping services). The strikerate from then to the end of February is less than 17%.

What does that tell us? It tells us that this is another 'value'-based tipster and therefore there will be long losing runs. The longest for Back Lucrative since August 2013 was 36 bets. Can you tolerate that? Given the fact the service made 407 points since August 2013, your ability to tolerate the losers could pay off.

February 2015 made a 42-point profit.

The emphasis is on value here, and we see with the likes of www.price-power.com, Victor Value et al, that services describing themselves as 'value-seeking' have, as a characteristic, long losing runs, but a long-term focus generally does pay off.

These services do have merit, but it is up to the individual to decide his/her tolerance level regarding losing runs. (Mine, for instance, is very low!)

There's a full 30-day trial for £9 and thereafter £24.75 per month. If you take out the trial, I would recommend starting at the beginning of the month.

One other thing of note is that there can be a large number of bets daily and if a winner is not found when you start with the service, within a few days, you could be reflecting negatively on the service.

The long term must be a factor therefore.

Banker Bets – <http://www.banker-bets.com>. In stark contrast to all of the 'value' betting services featured so

far is this service, Banker Bets.

To call these bets 'low risk', as they do on the website, is a tad misleading, as your returns are small and losers impact severely on profits.

This service caters for those of you who despise long losing runs and want a steady stream of psychologically comforting short-odds wins.

The odds of the bets selected ranges from 1.1 all the way up to 1.47. I would suggest that the tipster stop at the 1.35 barrier, as his win-to-loss ratio at odds greater than 1.38 is poor. This may be an anomaly but could vastly increase profit.

The sports events chosen are varied, from ATP tennis and European football to some American sports.

Banker Bets has seven months of profit, albeit November 2014 and February 2015 are break even and thus net losses given the subscription outlay.

At £27 per month, the cost is reasonable. It's a service to suit those liking long winning runs. Do bear in mind, please, that this service is only seven months old, so we do not really have a strong archive of year-long results to work with.

With services as young as this, do not commit to a long-term membership, because it is my experience that some of these services have been fleeting. That is the nature of the business.

On a negative note, a losing bet can wipe out as many as five successes, so a high strikerate is a necessity. As yet, the service is yet to have a losing month, but two break-even months have meant lost subs.

I like to model services and would encourage you to try your own banker bets. I will write an odds-on cheat sheet for next month's newsletter covering tennis and football in particular.

The service does show compounding profits, but this may be misleading. You cannot compound when you sometimes have bets starting at the same time.

There's a lot more I want to pass on to you, so please do have a read at www.whatreallywinsmoney.co.uk for surplus reviews and archived reviews no longer shown in the newsletter.

The lesson this month? Well, if you see a service which describes itself as 'value betting', then you should be aware that there will be long losing runs and a degree of faith from your perspective that the service can move into profit year-long.

Be wary, too, of tipster services in the early throes of existence. The ideal is to see two or three years of historical results fully available for inspection. Some of the services offered by the 'umbrella tipsters' are less

than a year old.

When you look at the results of tipsters, here's a trick to find out if the service is stagnating profit-wise, or moving gradually forward: take the most up-to-date betting bank figure. Now scroll through the historical results to the last time the betting bank reached today's figure or as near to it. If the last time was a few months ago, then in real terms, there is no growth.

Decide if you are going to view results on a traditional January-December basis because January-December results can tell a different story.

See you next month!