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Introduction

The core aim of the **Punter's Bible** is to arm you with essential betting information which will help you build some solid foundations. All Professional bettors display two key characteristics: a **disciplined attitude** and **informed approach**.

In other words they think and act in a very precise and controlled manner. Human emotion is very powerful, and in the right circumstances is an essential part of experiencing a meaningful life, but uncontrolled emotions have no place in betting.

It is my aim to teach you how to think and act like a professional investor. It's not a complicated process to learn, but instead requires you to simply change the way you perceive and approach your betting activities. After all, any belief system is just a set of subconscious thoughts which can be re-programed. In effect you will be re-programming your mind to behave as other successful bettors do, taking onboard principles which are proven to work.

Using this newly acquired knowledge, in combination with the Winning Approach Betting Portfolio and additional racing guides, will give YOU a far greater chance of actually making your betting pay ££££.

In order to succeed with any set of betting methods you need to be fully aware that there is no "one size fits all" approach, which will cover all bases with regards to horse racing. Even though plenty of "self proclaimed gurus" claim there is, I can categorically state there is **definitely not**.

Applying a one size fits all approach to any form of betting is pure folly!

Instead, you need to specialise in certain sub categories of horse racing at specific times during the season. The best racing methods are based around finding angles of attack which suit a particular type of horse at a particular time of the year. Any method or system which tries to standardise these variants will ultimately fail.

In effect, the Winning Approach Betting methods take a Portfolio approach with regards to betting.

In conclusion, the Punter's Bible is factual and is based around the fundamental principles successful bettors adhere to. Ultimately, you can be assured it will be a valuable betting resource for many years to come.

Jonathan Burges

Part1 : How to make the best use of this guide

This guide is divided into distinct sections. Each part is designed to give you a clear overview of the fundamental aspects of betting, combined with the mind-set needed to succeed. *The core aim is to help you make more informed decisions when betting by providing you with essential factors to take on board in order to achieve realistic success.*

Like most things in life, learning something new requires a little effort. If you are new to horse racing take your time. After all, this is a realistic profit plan for life. If you don't understand anything, be patient and re read the information.

This guide is most definitely not a "get rich quick" scheme and I can't offer any absolute guarantees. However, if you carefully follow the professional advice in conjunction with the **Winning Approach**, you *will* make money. Furthermore, you will increase your knowledge of betting and horse racing substantially.

I will be adding an extensive online FAQs webpage where the most commonly asked questions will be addressed. If you still need help contact me via email... weakfavourites@googlemail.com Please make sure your questions are about the Winning Approach betting system and strategies only.

The best ways to internalize new methods and techniques which require a course of action are:

1. Read entirely and then re-read before taking any action
2. Make notes of anything that you don't understand or need clarifying, then refer to my extensive online FAQ's 1st before contacting me.
3. Have a desire and willingness to change old habits and try new methods
4. Be prepared to learn from and not dwell on mistakes (Mistakes are an essential part of learning anything!)

Once you feel you have internalized the Punter's Bible I advise you to read the Race-Specialist Betting System several times. In order to become a "*disciplined punter*" you need to experience what it feels like to both win and lose bets which have real money attached to them. This is a key area where a lot of punters become vulnerable when paper trading only. Inexperienced punters often stop using a system at the first sign of any losses.

Losing runs are an inevitable part of betting and you will learn to deal with them in a more emotionally balanced way if you are fully prepared from the beginning. Taking a pragmatic approach that reflects your actions in a real life situation will improve your chances of success.

The information in this guide has been designed to help you mentally prepare for the task in ahead. You can use it as a reference when you hit a problem. Ultimately there is less chance of having an emotional reaction to losses because the most common betting problems newbie punters experience are clearly defined with practical solutions, including self awareness protocols and tips. **(Refer to PART 2: Acceptance and Avoidance Principles for clarification)**

A study of these pages, combined with a realistic amount of effort, should be sufficient. Positive application and understanding of the sound principles upon which the Punter's Bible is based should be rewarded with profits.

If you haven't made regular profits from your betting activities in the past I recommend you appraise your general approach, which is ultimately crucial to your future success. So, it may take some time and effort over these next days or weeks, but look upon this as the best investment you can make.

You'll be investing in yourself and part of your financial future. Take the time and trouble to follow my guidelines and you will reap the long-term benefits.

Finally -- don't be afraid to make mistakes. That's how we all learn. Anyone who thinks they can get away without making any, or who, indeed, claims to be infallible, will ultimately fail.

Part 2: Acceptance and Avoidance Principles

Unrealistic challenges have little hope of succeeding

When things aren't going as planned we all start to look at areas of our lives where changes can be made to improve our well being and way of life. Unfortunately, far too many people set themselves unrealistic challenges which have little hope of succeeding. Everything from giving up smoking, to getting a better paid job, is on most lists.

Extensive research into human behavioural patterns has proven that in order for an individual to change from negative set of behavioural patterns (*often health damaging*) to much more beneficial set of habits, requires a lot more effort than merely vocalizing the fact. Acknowledgement is the first key step. And **doing** it is, of course, the second key step.

But in order to make positive changes happen, you need to follow a clear plan. And then implement daily steps to turn that plan into a reality. Realistic, subtle daily changes are far more likely to succeed because they can be incorporated easily into your lifestyle. Conversely, radically trying to change your life over night is destined to fail.

At this point you may be wondering what any of this has to do with betting. Well, at a subconscious level, it is really important to recognise that we need to adapt and evolve as individuals in an ever-changing world.

With so much information available about betting online it is becoming more difficult to sort the wheat from the chaff. Basically, the world and his mother are claiming to be experts, and with so many sources serving up a plethora of information about the same subject, punters interested in finding a betting edge have to very careful. At a subconscious level we all take on board opinions and information that are false, and this can have an impact on how we act.

In our opinion, the best way to source and compile information about any subject is to construct a portfolio of books and articles relating to each sub category of that subject -- in this case, betting on horses. More importantly, make sure you do *due diligence* on the source of the info.

PRO TIP: It really is wise to ignore BS Internet marketers in any field. The majority are only interested in getting their hands your cash and nothing else. Spending half an hour online confirms that the racing niche is absolutely saturated with false promises and of claims of instant wealth. Your ability to assess the difference between some one who wants add to your prosperity, and someone who wants to separate you from it, is probably the most vital skill you can learn.

“Better to take notice of reputable, experienced professionals and organisations”

The Punter's biggest enemy is misinformation

The majority of this misinformation comes from dubious sources, such as the mailing lists most punters are signed up to. The constant bombardment of your in box will never stop unless you unsubscribe from these nonsense-peddlers' lists.

All these spammers predictably ever do is to promote the latest and greatest hyped-up systems. These people will never teach what is really needed to win consistently. Better to visit racing forums and related sites to get free advice, **or join our mailing list here.**

It's a never ending cycle. To be successful, you need to follow a few solid systems/methods that are proven to work and stick with them, filtering out everything else. Don't let emails about the latest and greatest system become another distraction!

Poor Preparation leads to Poor performance

I can't emphasize enough how important it is to **be prepared**. Without decent plans in place you won't have any structure or rules to follow. Trial and error can be a **very costly and painful experience** that I definitely wouldn't advise. In order to become successful at anything you definitely need to have a good plan laid out before you begin. ***Without one, failure will be certain.***

Racing is no different than any other form of investment. Being prepared, and following a **good plan**, means knowing which type of races produce the best and most consistent results, which type of methods and systems to use on those races, and what kind of staking plans work best.

All races are not created equal...

You should definitely not bet in about 80% of them. Most defy rational form analysis and produce very inconsistent results. However, betting on the remaining suitable 20% will give you a far **greater chance of success**. After all, that is how the most successful trainers get regular winners, by placing their best horses in races they have a very good chance of winning.

If you want to make consistent profits from racing, you need to **be prepared**, and have all the right tools and information available to you. The Race-Specialist racing system, combined with bonus guides, will provide you with some of the best betting tools available online.

Learn to Adapt

Everything in life is affected by change – especially racing and the way the modern punter bets. In my opinion, there has never been a better time for punters than the present. There are so many useful tools available help us all turn a profit from our betting activities. From software to advanced form guides, to backing, laying trading, arbing, dutching, laying the field and so on. The tools of the trade get more sophisticated each year.

Even Betfair has changed markedly since its origin a few years ago. In order to remain profitable you have to re-evaluate and evolve with the platform. When one method suddenly becomes non profitable because of over exposure, look for another to compensate.

The main problem, unfortunately, is that there is so much information, and so many different products available, it's become very difficult to see the wood for the trees. If you are going to invest in a piece of software, or subscribe to a tipping service etc, make sure you ask plenty of questions upfront. Always ask for a free trail to evaluate whether or not you need this widget /info in your betting arsenal.

Change happens

Smart punters recognize they need to be flexible. In an ever changing world we all need to accept that responding to change can completely turn a situation around. *"Shit happens!"* as the saying goes. It's what you're prepared to do about it that ultimately determines how things turn out. The point I'm trying to make is that betting is never static because its based around factors which are constantly changing. Since Betfair arrived on the scene a few years ago, things have clearly changed.

In order to stay in profit we all need to move with these changes. The betting markets are now full of every kind of punter you could possibly imagine – arbers, layers, backers traders etc. There are so many different ways to approach betting these days it's enough to make your head explode, from sophisticated software to bet placement agencies.

Betfair`s ever evolving platform provides punters with so many choices. Consequently, when one income stream dries up, it's not long before another becomes liquid. For that reason -- even though it's essential to take on-board the proven principles in this book -- you still need to remain flexible in your approach to betting situations.

Lottery ticket syndrome

A large percentage of any countries population play lotteries. Clichés such as, “You got to be in it to win it” etc, are plastered all over TV advertising. Unbelievably, a tiny minority of people win millions each week, but the reality of this actually happening to YOU is very slim indeed. Lotteries are games of **random probability**. The odds of winning top prize of the UK lottery are an astounding 14,000.000/1. Yet people chuck money at this game without considering this fact. Only EVER play games or bet on outcomes you have a realistic chance of winning, i.e. there can only be at the very most a handful of possible outcomes.

This factor alone makes playing any lottery style game a total waste of money.

Yet ask anyone buying a ticket what the chances of winning are and they won't be able to give you an honest answer, quite simply because they don't really know.

The determining factor why they buy tickets in the first place is because of the extremely remote possibility of winning a life changing sum of money. Ultimately this is a greedy man's game, and the only positives to come out of it are that charities and good causes are donated some of the money.

Part 3: The Seven Habits Of Successful Bettors

1: Patience

“You need plenty of patience to become a profitable punter”

We have all heard the saying *patience is a virtue*. Now this probably applies to racing more than most things in life. Believe me when I say **you need patience**. Most punters have **very little**. They think that they can place a few lucky bets each week to win loads of money using small stakes...yeah, if only...

It is **very unlikely** that they will win anything on a regular basis and loses are pretty much assured. You can only **expect a consistent return** from your bets if you have done your homework and follow a **proven plan**.

Classic mistakes to list a few are:

betting on too many horses, betting in the wrong races or in combinations of silly bets like the TOTE, YANKEE, SCOOP 6 and PLACE POT etc.

“Remember be patient and wait for the right races to come along before you decide to place a bet, this takes a lot of discipline. Believe me it will definitely be worth it, because you will begin to profit almost instantly “

2: Greed

“Most punters are extremely greedy”

This greed clouds their view of what to **realistically expect** in return from bets. They spend virtually no time on the selection process, and are falsely overconfident considering they lack the knowledge needed to back up their decisions. They either back big prices, or odds-on shots mostly because of their **attachment to money**, or they just don't see that these bets **realistically have no chance** of being **successful** with any **consistency**.

Their **obsession with money** means that they don't look any further than the 15/1 shot winning them £75 off their £5 stake, or the odds on a dead-cert-that-can't-lose.

You should be **positive in your decision to place** a bet, but **don't be greedy!** Only expect to win long-term if you follow a **good plan** and execute discipline at all times. Being greedy will lead to **failure** and wipe out any money that you have built up. More importantly, it will damage any **faith or belief you had to succeed**.

Punters that lose on a regular basis always **try to re-gain their losing stake money** regardless of a suitable opportunity being available. This crazy action usually causes them to **lose even more money**. Irrational behaviour of this kind can easily be rectified if **simple logic** and **common sense** are applied.

What they fail to realize is that tomorrow is another day, and that there are racing seven days a week in the UK. There will be plenty more opportunities to profit from, but not necessarily on the same day. **Patience, observation** and planning will regain the winning thread sooner, if not later.

There is really no such thing as **“Bad Luck”** as studies of self-made millionaires have shown. In one of those studies the most successful people were asked why they were so fortunate.

Nearly all of them replied:

“The best definition of luck is... **Preparation meeting opportunity**”

Have the patience to **learn a skill properly** - build your profits gradually. Only increase your stakes once you have gained confidence in your ability, and reached a higher level of skill.

“Don’t behave carelessly and chase losses. If you do it won’t take too long for your betting bank to be seriously depleted, or -- even worse -- wiped out.

*Be warned: if on any day’s betting, **AFTER YOU HAVE PLACED ALL YOUR BETS** you still incur losses, see it as a temporary hitch on the way to your long-term profit goals.*

Stop and walk away until the next day. Professional punters may only find three or four bets a week on occasions, but they will be very strong bets indeed.

3: Discipline

“Lack of discipline will undermine your progress”

Why do most punters still lose even when they use a good racing system patiently? They lack the **discipline** to follow the system religiously to the letter. The one thing all **good systems** have in common a **clear set of rules to follow**. These leave you no room to **second-guess your decisions**. Even better, they help you avoid unreliable **human emotions such as fear, uncertainty, greed, lacking confidence or even over-confidence**.

Emotions will **undermine** your long term plan. Now I'm not suggesting that you have to have a heart of stone to succeed, but if something doesn't fit the criteria of the systems rules, then NO BET -- simple as that. The minute you cross the line and ignore the rules you **will lose money**. And that's a fact.

Professional punters have **clear concise** rules that they follow religiously. That is what **separates** them from the **losing punters**. If a system has been proven to work long-term then **stick to it**. And don't make any changes – unless of course, as can sometimes happen, something in racing changes, which makes a particular rule redundant.

On occasions we will all suffer from the odd **lapse of discipline**. After all we are **only human** -- not machines. But be alert to these errors of judgment. Betting regularly on the wrong type horses that are being talked up by the racing journalists is the quickest way to the **poor house**.

When it does happen don't punish yourself. Simply **learn from it and move on**. Ignore hype and rumour about horses. Sometimes it is justified; but usually it's not. If you stray once too often it can leave holes in your betting bank, and also lead to **bad habits** creeping back in.

For a more in-depth explanation of emotive gambling see the chapter on emotion.

4: Laziness

"It is a natural human attribute to get away with putting in minimal effort"

You can't just spend 10 minutes looking at the Racing Post, or pick the same selection as your favorite tipster, and **expect to win** long-term.

Racing is a **complex sport**. You need to invest time initially and, at the very least, learn the fundamentals, to **gain an edge over 95% of all punters**.

After all, if it was **that** easy, every man and his dog would be making a mint from the horses!

The main difference between punters who profit regularly from racing and those that don't is... **Successful punters invest lots of time and energy into learning what works.**

And, just as importantly, they **know what to avoid**.

There are many strategies that you can use to profit from racing. The key to success is learning to know **which strategies** to employ on **which types of races**.

To help you I've listed a few examples of the more **obvious mistakes** made by the majority of punters when selecting a horse to bet on.

- Following hype horses.
- Following trainer – Jockey – Blindly
- Following tipsters – Blindly
- Backing or laying Favourites - Blindly

Other crucial factors most punters ignore to pay attention too are a change in the going, and the effect a **Non Runner** can have on the potential outcome of a race. The fact that you are reading this guide means you won't have to learn the hard way.

5: Learn from mistakes

“Gain a valuable edge by keeping good records”

Another area where punters fall down badly is: *they fail to learn from past mistakes.*

They continue to make the same stupid mistakes **over** and **over again**. You should definitely try to improve your performance.

Keeping good records will help you to do this. Document areas where you **could improve**, make notes of any particular areas of racing in which you have performed well in the past.

Try to **specialize** in a particular type of racing that you like. I personally prefer the jumps to flat or the A/W, and so my performance is more profitable in this area because I know a lot more about national hunt racing. There is far **too much racing** in the UK these days and knowing more about one type of racing is more productive than knowing a little about all types of racing.

When I first started to analyzing races my main mistake was to try and look at **too many** cards in a day. Subsequently, I became **overwhelmed** by the **sheer volume of information** available. Ultimately, it left me paralyzed and unable to **focus** on what was **important**.

You need to understand we all have a **limited** amount **mental space** to dedicate to any one task. Trying to do **too much** causes **panic**. Experience has taught me that **panic leads to making mistakes** in the **selection process** -- mistakes which soon **costs money**.

Focus only on **factual** information that is **relevant** to the **selection process**. Once again -- ignore hype and rumour.

Keeping good records will help you to monitor performance. You will be able to highlight any problem areas and focus on profitable angles. For example there maybe a particular course that you just cant pick a successful selection at, if so it could be worth avoiding that course until you can find out why. It may not be your lack of ability, but rather the course statistics over the years clearly show that certain race types are best avoided for betting purposes.

6: Emotion

“Learn how psychology and negative emotion can undermine your success”

Learning to **control the way you think** and react to situations that arise in your betting patterns will lead to **consistent success**. If you stick to a **proven plan** you won't start to **question your judgment or ability**. Have faith in your own opinion and be wary of hype and rumours.

If I hit a loosing run I look back through my past results, where I can see clearly that I have profited over time by sticking to my proven methods that I know work. Any losing run that I do encounter will soon pass, and profit will be just around the corner.

Races should be viewed as **singular events**. You should learn to understand that one race has **no connection** to any other race —in no way are they related.

Most punters bet with **fear and lack of understanding** of this fact.

This is one of the **many reasons** why they lose most of the time, plus not having the patience to wait for a suitable race, and just jumping in irrespective of the form or actual realistic chances of winning.

These guys just want to **win the money back they lost** in the first race and so the losing cycle continues. Basically this is what's known as **chasing losses**.

Psychologically these punters are unsound because they **lose most of the time**. **Subconsciously** their minds are **programmed** to **accept this** and the bookies clean up.

As discussed before in this report in order to be successful you need to have a **very positive mindset**. This means that you should expect to win more than you lose, which is something you will only achieve when using a **proven system**

Too much emotion involved in your betting decisions will be your undoing and drastically **affect your confidence**. This in turn will lead to **fear** and **bad habits** creeping back into your

betting patterns, such as chopping and changing methods that have proved to work long-term. You must understand that systems and strategies need to be monitored **over time** in order to assess whether they are successful or not.

It's no good trying a system for a week or two then changing the rules around when you hit a **few bad results**. If you do follow this practice it will lead to erratic up and down results and **long-term losses**.

Emotive gambling should be avoided at all times. Learning to control your emotions is one of the main ingredients to betting profitably. Once you do so, you will look back at your previous bad betting habits. It will become very clear why you lost most of the time: "A lack of emotional discipline"

7: Punter's holiday

"When we take a break our minds become refreshed and more focused"

Sometimes in life it seems like we can't do anything right, no matter how hard we try. Unfortunately that can be a problem in itself. **Trying too hard** can be as bad as **not trying at all**. The human mind can only learn so much information at any one time.

You will have noticed some times information can seem **difficult to absorb**, and your attention starts to wander from the job in hand onto other things. This is a perfectly **natural human trait** -- our brains weren't designed to solely concentrate on one thing all the time.

When it does happen to you **don't worry**, as there are many possible reasons, such as a **lack of enthusiasm, tiredness**, or even the need to **take a break**. My advice to you as a punter is, "Don't pursue what you are doing if you feel you **lack the true concentration** needed to **focus** and make the **right decisions**"

You will come across days when there are no bets to be had according to your chosen systems criteria. **Don't** under any circumstances try to find bets that **aren't there** through sheer frustration and **impatience** -- do so and you **will lose money**.

Take a break, have a day off, spend some of those winnings. Just stay away from racing, especially if you have hit a slight losing run, which as you know is an inevitable part of racing.

You need to **stay strong** and clear your mind for the job ahead, which is to make **consistent profit** using the rules outlined in **your chosen betting plan**.

*Never consider analyzing races if feel you **don't have time to do it properly**. Your approach must always be careful, methodical and realistic and always make sure you have access to all the relevant facts. Never base your betting decisions around hunches, guesswork or media hype >>>>*

“Just Stick with the FAQs presented to you in black and which [JON – YOU LOST A BIT HERE!

Part 4: Betting Essentials

Betting Banks - Staking Plans - Risk management

Later on (**page BLAH**) we will be looking at the best staking plans to maximize returns using the Race Specialist betting method.

But before that, I feel it is important to understand the overall dynamics of good money management which is essential for any one who wants to take punting seriously.

If you want to profit from racing long-term you must put some money aside and use this money solely for the purpose of betting. This money must be independent from all your other personal finances that you need to live on every day. Emotions play a big part in gambling of any sort, **and the more detached you can be from yours the more successful you'll become.**

“How?” you might ask.

Think about it for a minute. Would you put the week's shopping money down on a horse? No, of course you wouldn't, but unfortunately some people do. These are generally punters with no method, no plan and definitely no betting bank.

Understanding how to recognize your emotions and the part they play in the decision making process is the key to success or failure in betting, or trading of any sort. Knowing that the money you use to bet is not linked in any way to your everyday expenses will enable you to relax more, and be positive about your decisions when placing bets.

How much money you can afford to put in a betting bank will of course depend on your own individual circumstances. Once a betting bank is established, you then need to decide how much money you will use for each bet. This is called a **Staking Plan or Point Betting**. In other words, each bet will be one or two points depending on how strongly you feel your chances of winning the bet are.

Betting banks should be divided into at least **50 or 100** points in my opinion. This will allow for any losing runs, and will overcome the risk of an emotional reaction to a run of unusually bad results.

Always be aware that there are no certainties in betting. However, if you are disciplined and can follow a proven plan there is good chance that with effort, patience and belief you will increase profits consistently.

Probably the most important element of any betting bank is that **it must be able to sustain any kind of losing sequence**. When backing horses the bank must be able to absorb frequent losing sequences. Conversely, when laying horses, it must be able to survive when a few winners are encountered.

These patterns in time determine if a profit or loss is eventually made.

Every race should be viewed as a singular event, so a bet should never be wagered without knowing the result of the previous race, especially if you are betting in lay cycles.

Start off small

The best way to start laying horses is with a small betting bank, and as your confidence grows so will the profits, which will be made up of money you have won and not deposited.

The advantages of this approach are...

- Betting with winnings will allow you to relax more. Using money you have won is far less emotional than betting with money deposited from your bank account.
- Using a small betting bank has the distinct advantage if at first you aren't getting it right. The stakes are very manageable. Losses are far easier to deal with emotionally when betting with smaller amounts.
- Be patient and you will succeed. At first try to view the whole method as having no money attached to it. This will allow you to solely concentrate on the selection process, which ultimately will make you far more money once you are getting it right.
- Don't try to run before you can walk. In order for anything to become a reality you must believe that it is attainable, your mantra should be [JON – ANOTHER BIT MISSING HERE]

In this section I am going to share with you something which took me a very long time to learn and whilst doing so it cost me a packet as well. Unfortunately, on the Internet, there is an absolute ton of misinformation about staking plans.

In the section we are going to look at some of the merits and some of the dangers from following certain staking plans. We'll conclude with my own which I advise you to use with this system as it

really does work. And, more importantly, it protects your betting bank like a couple of armoured guards with machine guns.

Risk verses reward

Many punters lose their betting bank **because they are greedy** and don't understand the overall dynamics of good money management. Not their fault really as they have just bought the latest and greatest betting system which advocates following some **kamikaze staking plan**. If the risk far outweighs the reward then there is absolutely no point at all risking your betting bank on an outcome that is far from certain. It is much better to take smaller calculated risks. In that way, when things don't go as planned, you won't lose your shirt.

The key to calculated risk taking is knowledge

Emotion plays a big role when betting on anything. Most punters are neither patient or galvanized enough to ride out even the most modest losing runs. Using a lay selection method that picks outsiders will encounter good winning sequences, but even the most modest of losing sequences are likely to be hard to cope with.

Basically, laying horse at larger odds **requires a very high strike rate** because the prices obtained on Betfair are generally 15- 20% higher which can mean a couple of 6/1 shots winning in a row will wipe out your last 12 successful bets and so on.

Remember: The bigger the odds the higher the risk.

How you think you'll react to losing, and how you will actually react to losing 12 points or more in one fell swoop, are **absolutely poles apart**. Successful betting is not only based around knowledge but also confidence. If you are fearful of losing too much money each time you place a bet you will never gain any. Your betting is likely to be an uncomfortable and often loathsome experience.

My past betting mistakes have taught me many different lessons, none more so than betting within a comfort zone should be very high on the list.

The **big liability lay way of thinking** seems to be evident with the punting masses. Basically, they base their opinions on **misinformation, such as** being exposed to and believing the myriad of hype about how easy it is to make a ton of cash from betting. The reality is somewhat different. The no-thinking-required, the instant-nature of these systems lures a lot of punters into this honey trap.

With that said, let's look at some of the staking plans being heralded as having near miracle properties.

Stop at a winner

(S.A.W) is betting bank enemy number one, closely followed by laying systems that advise high liability lays. Most punters have encountered versions of these in their betting, If you haven't beware, so for the uninitiated here's how most S.A.W. betting methods work. (For those of you who know, skip onto the next section about Options.)

You are advised a target amount of money you wish to win for the day. You then place a bet on your chosen selection usually the favourite and stop betting once the first winner is reached. All fine and dandy. If the first bet doesn't win you continue to bet adding the losing stake from the first bet to the next bet calculating the odds to include a loss recovery.

The bottom line is most punters are **not emotionally prepared enough** to continue betting once a losing run is encountered. Starting any betting day with comfortable stakes of £10 and then having to increase the stake size rapidly after each loser **sounds OK on paper**, but when put into practice very few punters actually have the stomach for it. The winner might not be hit until the 4th 5th or even 8th bet or, worse case scenario, not even on the same day. This is where the problem lies and it can absolutely wreck you emotionally.

The most important factor as to whether your betting is profitable or not long term is price - **Price is King**. If you are always laying or backing horses at the wrong odds (**laying higher and backing lower**) you will lose – it's like buying stocks and shares. You simply can't buy shares in a company for £2 and then try and sell those shares for £1.50. If you did that regularly you would go broke.

This is why so many lay systems that advise laying at bigger odds lead to loses in the long run. You can literally get **dozens of correct lays** only to be wiped out by **just a couple of consecutive winners** at the wrong odds. This type of betting is demoralizing and very few punters can handle it, despite what other nonsense-peddlers are claiming.

Options for punters that work full time

“How can I bet during the day when I'm at work?” This is a question punters ask me regularly. I can fully appreciate that many punters have full time jobs, so we are going to cover a few options available to get those bets on, such as...

- The use of betting bots

- Telephone accounts
- Betfair on your mobile
- There's always a way – Other betting options

The Use of Betting Bots

This subject is rather vast and we can by no means cover everything here. However, what we can do is take a look at some of the more obvious points to consider if you are thinking of buying and using a bot.

Positive Advantages

- There are a few free ones available to give you a taste of automated betting, such as Gruss, Bet Angel basic
- You can free up time and automate bet placement
- You can stipulate that certain parameters have to be in place before a bet is struck
- You can create your own trading strategies
- The execution of greening up when trading can be done with the click of one button
- Stakes can be calculated instantly when Dutch betting etc
- Systems can be tested through a bot

Potential and actual Negatives

- Your computer or bot could crash whilst un-supervised
- Betfair could crash
- Your ISP could go down without notice
- Electricity failure could result in losing money when operating a Stop at winner system or similar
- Your bets may not be placed due to software failure
- Betfair have started to charge for multiple screen refreshes like those associated with certain bots
- You may not enjoy using a bot as it could be too complicated and time consuming to operate
- You may have to pay a monthly subscription fee
- Your systems or selection methods may not be suitable for automation -- not all of them are.

If you are considering buying a betting bot ask all the questions above, and any more you can think of. There's no point in buying or subscribing to a bot service if you won't use it to maximize your profits.

Betfair Telephone accounts

Betfair offer a Telephone Betting service that is renowned as one of the best in the betting industry. Brokers are on hand 24 hours a day, 7 days a week to place bets on your behalf. If you want to use this service please phone **1800 759 354** and quote your Telephone Account Number (TAN). Once you have set up a telephone account, choose your selected bets and then simply call Betfair to get on.

Betfair on your mobile

To use Betfair on your mobile phone – Visit <http://mobile.betfair.com/main/index.jsp>

They provide everything you need to get started. It's not complicated but best to read all the info first. Everything you need is there, including...

- Easy to set up and use
- Keep on betting wherever you are
- Getting started with Betfair mobile
- Troubleshooting
- Compatibility guide
- All the benefits of Betfair – Including in-play betting

There's always a way - Other betting options

If you do work in the day don't worry as there are also plenty of other options available besides the ones above...

1. Bet on Saturdays, implementing early morning race analysis so it doesn't interrupt the rest of the day. **Saturdays are very competitive** making them **ideal lay territory**. There are some punters who make a decent first or second income just betting on Saturdays.
2. Analyze races on the Racing Post web site the night before, and lay early morning before going to work.
3. Just bet on the evening races, there are generally 2 to 3 a day for around 4 months of the flat season. Also, look out for floodlit All Weather meetings in the winter.

Contrary to popular belief: **You don't have to bet everyday to make regular profits**. In fact, the best results are obtained by betting only when suitable opportunities arise. **Betting for the sake of it, or regretting not having a bet, is a losing mentality**. There is racing 7 days a week in the UK. You can base your betting around your own personal circumstances. Having patience really does pay dividends in the long run.

Far too many punters have totally unrealistic expectations from their betting activities and expect to win tons of cash placing a few lucky bets or by simply backing or laying everything. It's no surprise really why they lose most of the time – ***Impatience is one of the 10 deadly betting sins.***

Like anything else in life that's worth doing **it's best to take your time** and understand the essentials first. Paper trade. Then, once you have consistency in picking winners or losers -- whichever the aim -- move onto small stakes.

Unfortunately plenty of punters bet because they love the **buzz of a bet**, not because they have identified a selection that dictates a bet must be struck. Some systems give plenty of action whilst others require restraint as selections are few and far between.

Part: 5 Pro Tips

Pro Tip 1: Dedication.

If you're serious about making your lay betting pay dedicate enough time to what needs to be done. You now own a professional plan but that alone won't make you a success. It's the beginning. You still need to put some effort in. You would do well if taking onboard the characteristics shared by many successful punters such as...

- Self – belief
- Positive thinking
- Learning from, and not dwelling on, mistakes
- Determination

Pro tip 2: Be Realistic.

Try to keep everything in perspective by being realistic with your expectations and don't try to cut corners by jumping straight in at the deep end. Following this protocol should help you maximize your success

- First read the manual entirely
- Then re-read the manual
- Starting at the beginning and carefully practice the strategies using Betfair £2 minimum stakes to get a feel for things.

You can't make £1000 a month from a £100 to £300 betting bank. Most successful bettors only make a few points profit a month, some months they break even or make a loss. Forget all this crap online about winning massive amounts from betting. It's just fallacy, often accompanied by some kind of miracle system which doesn't produce long-term profits. That kind of nonsense is purely designed to get rainbow chasers to reach for their credit cards

Imagine if you could just make 1 point a day. This is 7 points week from lay betting. Realistically you won't win every day, but as long as you keep to my recommended **maximum liability of 4.00 on each** bet you won't go far wrong.

On average, using the Race-Specialist Betting System, you should realistically make 4-5 points a week,

For example:

- At basic low entry level stakes of £2 @ 1 point a day over 7 days =£14 profit
(Realistically) you should make between £8-£10
- At level stakes of £4 @ 1 point a day over 7 days =£28 **(Realistically) you should make between £12-£16**
- At level stakes of £6 @ 1 point a day over 7 days =£42 **(Realistically) you should make between £24-£30**
- At level stakes of £8 @ 1 point a day over 7 days =£56 **(Realistically) you should make between £32-£40**
- At level stakes of £10 @ 1 point a day over 7 days =£70 **(Realistically) you should make between £40-£50**
- At level stakes of £15 @ 1 point a day over 7 days =£105 **(Realistically) you should make between £60-£75**
- At level stakes of £20 @ 1 point a day over 7 days =£140 **(Realistically) you should make between £80-£100**

Obviously you would have to factor any losing runs into your betting. This means you could eventually make more or less points, with the **maximum liability odds ultimately set 4.00 on each** bet to keep things manageable.

Pro Tip 3: Take action.

Successful people are pro-active and take action by applying what they have learned. You'd be surprised at how many people buy information online and either never use it, or have a half baked attempt at putting a plan into action. Clearly neither of these approaches is going to work. Never think: **I can't do that. I don't know how**

Pro Tip 4: Have a daily goal

If you look too far ahead you'll stumble on every step. Instead focus each day on succeeding with what you're learning *that day*. You can only take one day at a time anyway.

Pro tip 5: Keeping Records.

Get an A4 book with lined paper in it. Document anything relevant regarding your selections, good and bad. You will learn from this book and it will help you stop repeating any mistakes.

Open a folder up on your PC desktop. Entitle it **lay selections** and save in there the races you get involved with from the Racing Post. You will find these an invaluable reference. After all, if you don't know why you lost then you will find it difficult to move forward. Learning is one of the most important keys to successful betting -- ***you must be willing to learn.***

Download the results from your Betfair account to an Excel spreadsheet. Doing this will help you to assess them objectively.

Pro Tip 6: What suites you.

You don't have to use the Race Specialist everyday to make regular profits. Use it only when you have time to implement the strategies properly.

Pro Tip 7: Pointless changes.

Punters often fail, not because a system doesn't work, but because they start to chop and change things at the first sign of a losing run. Losing runs are an inevitable part of betting. Anyone who thinks they can avoid them, or who lets even the most moderate losing runs affect their long-term judgment, really needs to change they way they operate. Perhaps they are not emotionally prepared enough to operate any system at present and need to practice patience.

Systems can fail because they are too tedious to implement. Therefore, it may not be the system at fault but rather the punter, i.e. they give up when things aren't going as expected!

There are also certain kinds of systems that just don't work. Generally, by the time punters find this out their betting banks have taken a serious battering.

All systems are based around a certain criteria being met before a selection becomes a bet. Punters get fed up waiting for potential selections and eventually start to place the wrong kinds of bets -- silly unplanned bets with no real logic to them. All discipline goes out of the window. Bad habits come creeping back which leads to lack of confidence. Once again, their betting bank takes a battering.

Pro tip 8: Overconfidence.

If you are doing well and making some decent profits, be realistic. That inevitable losing bet, or sequence of losing bets, is just around the corner. You are using a proven plan but try and keep things in perspective. Don't increase stakes massively on a winning streak -- only gradually in line with your betting bank. Losses are so much easier to handle from an emotional point of view if they are in perspective with the bigger picture.

Pro Tip 9: Always bet within your comfort zone.

If you don't it will eventually lead to stress. Betting with large stakes requires a cool nerve, a very large betting bank, and, most importantly of all, plenty of experience. If you lack in any of these you're asking for trouble which will ultimately damage your confidence.

Forget all the B/S being spouted by "**clueless marketers**" on the Internet. Lay betting isn't the road to instant wealth. It should be classed as a marathon not a sprint.

Only prepared, patient, realistic players make their lay betting pay consistently.

Pro Tip 10: Take a break.

If it's not going as planned take a break and assess what's going wrong. Often you find the solution when you aren't betting because you are relaxed and no money is involved, so your decision making isn't influenced or pressured by money Use - **6 Helpful steps to problem solving table on page bah.**

Pro Tip 11: Make a decision.

New punters often suffer from indecision. This is only natural as a lack of knowledge often leads to chopping and changing. Don't take media opinions as gospel. Take their viewpoint on board and see if you can pick holes in it.

You'll be surprised how many times you get it right and they get it wrong. Don't forget the Race Specialist manual was developed to give you a massive edge. Informed punters who do the opposite to the masses make their betting pay.

Pro Tip 13: Don't paper trade

Pick out a few selections from Betfair, and bet using the Betfair minimum stake of £2 for at least two or three weeks, depending on how confident you feel. You maybe wondering why I don't advise you to paper trade first. Well, that's because paper trading doesn't engage any worthwhile emotional response.

In order to become a "*disciplined punter*" you need to experience what it feels like to both win and lose bets which have real money attached to them. This is a key area where a lot of punters become vulnerable when paper trading only.

What usually happens is they test a system without any financial attachment. To their surprise everything goes well and their hypothetical betting bank is several points in profit. As soon as they start to bet with small stakes they hit the first few losing bets and get all emotional. This,

in turn, leads to chopping and change things unnecessarily, ultimately leading to more losses, and lack of faith in the system.

These inexperienced punters then cease to use the method. Losing runs are an inevitable part of betting you will learn to deal with them in a more emotionally balanced way if you start off using small stakes from the beginning. Taking a pragmatic approach that reflects your actions in a real life situation will improve your chances of success. After all, you should only be using £2 stakes initially so you won't lose your shirt.

Betting of any sort is an emotional pursuit. The above steps are designed to build confidence in your own judgment.

Using the Betfair minimum £2 stakes at first will give you a comfort zone in the sense that if you do make mistakes there is less chance of having an emotional reaction if you are wrong, because any losses will be very manageable.

If you do hit a problem you will find answers to some common questions in the trouble shooting section of the main Race-Specialist manual.

Pro Tip 14: Compounding

Just because you start off with small stakes it, doesn't mean you can't increase your betting bank steadily. One of the best ways to grow your bank is by using compounded stakes. This concept refers to the act of calculating your stake level by dividing your bank by a certain percentage. For example, a sensible approach is to stake level between 1 and 2% of your bank...

£100 @ 1% = £1 per bet

£200 @ 1% = £2 per bet

£1000 @ 1% = £10 per bet

Compound betting can potentially leverage your winnings, leaving you with more cash than you would gain sticking with level stakes. You can safely compound your betting stakes by simply adding small increase once your betting bank has reached the desired level, which incidentally must be set at a realistic amount.

You can decide to increase stakes when your betting bank increases by 20%, 50% or 100%.

Although compounding your stakes will mean you're open to a larger liability, in effect you aren't taking any more risk.

- Compound your stakes after a 20%, 50% or 100% increase
- Reduce your stakes accordingly when you lose 20%, 50% or 100% of your bank.

6 Steps to problem solving

1. **Never think you can't change a set of circumstances.** You simply need to calmly look at what has gone wrong and implement a positive course of action. People often put up with things that they have the power to change.
2. **Don't procrastinate** (Put things off until the RIGHT TIME) There is no such thing as the RIGHT TIME. Putting things off means you will never get round to doing them. Act NOW, even if that means putting a plan of action down on paper. Listen to your subconscious mind carefully as instinct is a very powerful human quality.
3. **Consider your options.** Most problems require their own unique solutions. Often there will be plenty of potential answers that spring to mind. In order to define those you need to create a pro-active list of potential solutions.
4. **Analyze those potential solutions** on your list and assess which are the most logical and achievable for you. Anything that requires someone else's input, such as someone with more experience, then don't be afraid to ask for help. You'll be surprised when you get the answers you are looking for. The old cliché rings true here: "If you don't ask you won't get"
5. **Move forward** and implement action to solve any problems you feel are stopping you from progressing. Sometimes you can start straight away; other times you will have to wait and learn more about the problem you are trying to overcome. That might mean doing a little research, or documenting mistakes that seem to be re-occurring.
6. **Be open minded.** Think outside the box. Focus totally on finding the solution rather than making the problem the centre of attention, which unfortunately is what a lot of people do. Most importantly of all don't **procrastinate** (Put things off)

Essential Betting Resources

EVERYONE who is interested in betting, trading, laying, arbitrage, investing or anything else to do with successful betting will definitely learn something of value from the false favourites blog >>> <http://false-favourites.co.uk/blog>

Whatever their level of know-how... from Beginner to more Advanced.

The screenshot shows the homepage of the 'false-favourites.blog' website. The header includes the date 'Thursday, October 7th, 2010', navigation links for 'NEWS FEED' and 'COMMENTS', and the site's logo 'false-favourites.blog' with the tagline 'Making Betting Work For You'. A secondary navigation bar contains links for 'Home', 'About', 'Knowledgebase', 'Betting Resources', 'Blog', 'Recommended', and a search box. Below this is another set of links: 'Free Tips', 'Results', 'Live Odds', 'Betting News & Radio', 'Members Area', 'Faqs', and 'Contact'. The main content area is divided into several sections: a featured content box for 'THE ULTIMATE RACING POST GUIDE' by Jonathan Burgess; a 'Latest Racing Post News' section with a video player and a recent post about 'FRANCE: Godolphin duo make little impact behind Maxios'; a 'Recent Articles' section with two entries, one about 'Horse racing "Form Essentials Video Part 1"' and another about 'How to get all the Racing Post tips for free'; a 'SUBSCRIBE TO OUR FREE 14 Part E-COURSE' section with a form; a 'Recent Posts' section with three entries; and a 'Categories' section with seven items. The website also features social media icons for RSS, YouTube, Facebook, and Twitter.

In a nutshell: The core aim of my blog is to help punters make informed decisions about betting through education.

Visitors to the blog can access all the professional betting tools and resources COMPLETELY FREE! Including...

- Tutorials and videos on...

- How to create steady, but realistic monthly profits
- Draw bias guide to all UK racecourses
- Essential Money Management tutorials
- How to avoid being scammed online by dishonest betting system marketers!
- Access to totally free betting software/trading applications
- Form reading tutorials for..RACINGPOST.COM - SPORTING LIFE.COM -TIMEFORM.COM
- FREE downloads and PDF manuals...
- Exclusive 54 page guide to the RACINGPOST.COM
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