

# **10 Tips To Achieving Betting Success In 2012 And Beyond**

<http://www.false-favourites.co.uk>

# Make Plans Not Resolutions

Call me miserable, but I find the whole New Year's resolution thing complete nonsense. In order to achieve success at anything you need to develop flexible medium to long-term plans and put in daily effort. If there's one thing I want you to take away from this report it's that I would like you to keep it readily available as a quick reference.

The following **10 super quick tips** are taken from the [false-favourites.co.uk/blog](http://false-favourites.co.uk/blog), and even though some are quite easy to implement they could totally change your betting forever. Existing false favourite customers tell me how much they have already benefited from them. I am sure you will too.

## 1. Choose your adviser's VERY carefully!

Failing to do so will only lead to disappointment; loss of hard earned and damage your confidence in the long run. I would definitely say that the 80/20 rule applies to the vendors in the betting niche, with around 80% being BS con men and the remaining 20% being genuine.

It really is wise to ignore hype 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.

The majority of the email correspondence you receive will offer absolutely no tips or advice on how to make money through betting. What these emails will contain is affiliate links to the latest and so called greatest systems to hit the market. My advice is to unsubscribe after the first email. If you're not exposed to HYPE and BS, you won't be tempted into buying it in the future.

Trust us on this one...

*"YOU will very rarely learn anything of value from these people"*

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 one of the most vital skills you can learn, instead it's...

*"Better to take notice of reputable, experienced professionals and companies"*

The fact that you're reading this report already means you have a massive advantage over most punters. For a more comprehensive look at how to avoid being scammed by Dubious betting system vendors, follow our [Proven Six Step Strategy](#)

**REVIEW SITE WARNING!** – Betting review sites which test systems won't provide you with an instant profit model. Positive reviews should be treated with extreme caution, because testing a generic betting system for a month or two only proves that it worked at that particular point in time.

Bear in mind a 30 point profit achieved in one month can often be **followed by big loss the following month**. Any method or system should be judged over an entire racing season. In the long run these tests are inadequate.

You should also avoid any method which exposes your betting bank to big liabilities, such as laying systems which advocate laying big priced outsiders. These can be very emotional to implement, because there will be wild swings in profit and loss.

Ultimately, the explosion of betting review sites means anyone with a few testers at their disposal can make tons of cash promoting the **latest garbage** to hit the betting scene. You would do well to remember that these people make money selling useless betting systems – NOT from following the advice contained within them.

You could argue we also promote products, this is true, but what separates the false favourites blog from your average review site is... we don't waste your time or money peddling nonsense betting systems, which will never produce long-term profits. In fact we only endorse very select [betting advisory services](#) and [betting software](#) from trusted parties.

## 2. Have a plan

[Eliminate confusion with a plan!](#) Come up with a betting plan and put it in writing. This will help you develop your goals in your mind. Once you've done this put the plan into practice. Do not give yourself impossible goals to accomplish each day instead make your daily goals realistic, and more importantly achievable.

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.

We become what we think about, plan and move towards action for success. Don't always judge success in financial terms. Success can be measured in many ways. Here are a few tips to help you get started...

- Think about the betting year and plan ahead
- Set up several betting banks with the aim of using each one for different types of methods/systems
- Review your betting weekly
- Don't become obsessed with betting and winning. Leading a balanced life will give you far more emotional stability

### 3. Understand Value

Back high, Lay low on your selections at all times. If you can't get the price or reasonably close to the max/min price you want, walk away. You can comply with every other rule in the betting book, but without value you'll lose long-term.

*"Value as a concept is an indisputable fact"*

Making any reasonable gains from racing is all about the numbers and taking advantage of profitable opportunities when they arise. This takes courage, discipline and patience.

### 4. 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. You can't make £1000 a month from a £200 betting bank.

Most successful bettors only make a few points profit a month, some months they break even or make a loss. Forget all the garbage online about winning massive amounts from betting. It's just fallacy, often accompanied by some kind of miracle system which will never produce long-term profits. That kind of sales pitch 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 betting. Realistically you won't win every day, but as long as you follow proven systems/betting methods you won't go far wrong. On average, using a portfolio of [proven methods](#), you should realistically make 4-5 points a week.

Obviously you have to factor any losing runs into your betting. This means you could eventually make more or less points. Bear in mind at all times when laying you really do need to [set a maximum liability on each bet](#) to keep things manageable.

Above all try to maintain....**A Positive Mental Attitude**

This is a biggie. You can't win 'em all. And even top athletes go through tough times. But they work hard to stay focused on their goals, even when they've just lost a game.

It's the same with betting. Even after you've just suffered a set back, have confidence that you WILL recover and return a profit. In order to master this aspect of punting you must first [learn how psychology plays a key role in your success](#).

## 5. Be seasonal

*“Applying a one size fits all approach to any form of betting is pure folly”*

Instead, you need to become a [race specialist](#) and focus on 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 specific type of racing at a particular time of the year. Any method or system which tries to standardise these variants will ultimately fail.

## 6. 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. 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 [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 cause's 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 rumors.

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.

## **7. Learn the fundamentals of form reading**

If you want to become a profitable form reader be willing to put some effort in initially, and except the fact you're never going to learn absolutely everything there is to know about racing. Nobody has got the racing game completely sussed, however there are many who play to their strengths and only get involved when opportunities dictate a bet should be struck.

This is exactly what I advise you to do, i.e. learn from, and emulate those who are at least profitable within their chosen niche. Most importantly ignore BS marketers at all costs. [Follow these 5 simple steps to improve your race reading skills](#)

## **8. Bet on the best**

When considering your betting options give serious thought to the ability of horses and trainers you decide to put your money on. When laying you want to identify proven under achievers and [false favourites](#). When backing you need to selectively bet on consistent trainers who display distinct trends that can be exploited when their horses are primed and ready to win.

## **9. Use the Exchanges**

Many dubious sources will try to convince you that the Betting Exchanges will provide you with a licence to print money. As you've probably already realised this is pure fallacy. Instead view them as a fantastic platform to create your own unique profitable angles. Unlike betting with the bookies you can protect your stake by laying or trading selections to minimize the risk.

Think along the lines of damage limitation to create emotion free, investment style bets with no absurd highs and lows, such as those generally associated with high risk lay bets. Gain a better understanding of the Betfair Graph and what all the market information means, with our [Betfair tutorials](#).

## 10. Long term view

Don't get upset after a few losing bets. 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 your efforts as the best investment you can make.

After all you'll be investing in yourself and part of your financial future. Take the time and trouble to follow our guidelines and you will reap the long-term benefits. If you follow a portfolio of [proven systems](#) with diligence there should be no reason why you don't make an annual profit. Remember...

*Action Takers – Take it one step at a time*

Over the years I have spoken to many experts in the betting field. What's interesting is they all seemed to have many things in common. Each of these experts attributed their long-term success to a combination of not giving up, effective self appraisal and other motivational techniques. Basically they learned to develop a higher level of skill than average punter.

Professional punters are not more intelligent or any better than the average punter on the street; they simply think and act differently. Winston Churchill summed this attitude up perfectly with some of his famous quotes....

***“Continuous effort – not strength or intelligence – is the key to unlocking our potential”***

***“Attitude is a little thing that makes a big difference.”***

***“Success is going from failure to failure without losing enthusiasm.”***

Hopefully these 10 common sense tips will help you carve out a profit in 2012.

Wishing you a prosperous New Year

Jonathan Burgess

### About the author

[Jonathan Burgess](#) is an Official Betfair Accredited Trainer and racing columnist for various respected betting industry publications such as: [Betting School](#), [The Daily Punt](#) and [Betfair's Education site](#). His betting systems have been PROVEN by many trusted sites, not only to be genuine, but actually produce long-term profits. He offers Exclusive tips & methods to help make your betting easier & more profitable on [this blog](#).

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