

PROFITING FROM HORSE RACING

EASY AS A, B, C

By Win2Win Racing © 2011

<http://www.win2win.co.uk>

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INTRODUCTION

My name is Keith Driscoll, and I have been gambling professionally now for over 10 years, and have had an online presence since 2001 at Win2Win Racing (www.win2win.co.uk).

Having spent many years helping others to make money from gambling I have always been annoyed by those that still manage to fail to make any profits while those around them are doing just that. Why is this? Numerous reasons, not following the advice, picking and choosing selections, no betting bank, random stakes, thinking they know best, and other failures.

If you want to profit from gambling and continue for the long term you need to put some work in yourself, and be strict about it. I have written this ebook to show you how you can easily make money from gambling on the horses if you follow the information to the letter (hence the A,B,C). If you do not think you can do that, will bail out at the first losing run, will be doing your own 'fun' bets, change things because you think you know more than me, etc, then do not bother reading any further, you will just be wasting your time, and enjoy the remainder of your life consistently losing money!

On the other hand, if you are prepared to forget all you know about gambling, and just follow everything I tell you here, then the odds are in your favour to make long term profits.

Now by 'long term profits' I do not mean 'get rich quick', if you are looking for the latter then gambling on any sport is not for you, otherwise be prepared to start off slowly and watch your betting banks build up over time. If it happens that you double a betting bank in the first 3 months, you have done very well. That would be 100% interest in less than a year, try and find other forms of investment that can give you that.

So just to make it very clear what you could potentially make from following the advice in this ebook, if you start with a £50 betting bank, it could be £100 within 3 months. On the other hand it may be more, it may be less, that is how gambling works, you cannot plan to make a set amount each day.

Now if you deviate from what I tell you to do, you will probably make a loss, if you add your own thing, you will probably make a loss, if you follow exactly what I tell you, you will probably make a profit. Am I making it absolutely clear what you need to do yet?

Still reading? Then you have already taken a big step to making potential long term profits.

From this point on I will keep things as simple as possible, and to the point. However, more detailed information is found under the ADVANCED header at the end of the ebook.

TOOLS

In order to ensure we keep things as simple to follow as possible, I have made available, for FREE, a piece of software that tracks your betting banks, protects the real cash you have so you cannot lose it all, and works out the stakes for you. I draw the line at wiping your ass though!! ☺

Full details of the SYSTEM MANAGER software can be found here:

http://www.win2win.co.uk/horse_racing_software/system_manager.html

Any questions, please use our forum <http://www.win2win.co.uk/forum/forum.php>

Once that is installed, have a play with it using any data. Once you are confident with it go to your System Manager data directory and delete all the files in it. Default is **C:\Program Files\Win2Win Limited\System Manager\Data**. You can then restart it for real betting.

WARNING: IF YOU DO NOT USE THE SYSTEM BANKER SOFTWARE WITH THE IN-BUILT BANK BARRIER YOU WILL BE EXPOSED TO THE POSSIBILITY OF LOSING 100% OF YOUR BANK.

BETTING

To keep it simple and to give you the best opportunity of profiting you will need a [BETFAIR](#) account **(You usually get a free bet between £10-£25).**

If you already have a [Betfair](#) account you either need to stop using that completely if you are to follow this ebook, or open a new account. You can have as many as you like; I have 7 at the moment for different things. [Betfair](#) generally give you a free £10-£25 bet on new accounts.

Now if you haven't opened an account because you are a little scared, or confused by it, think back, you managed to learn how to use a bookmaker at one point, and then easily learn how to give them money on a continuous basis!!! Using [Betfair](#) is easy once you have used it for a few days.

[CLICK HERE TO OPEN A BETFAIR ACCOUNT](#)

If you have never used a betting exchange before, they offer full instructions on the site, or you can ask on our forum <http://www.win2win.co.uk/forum/forum.php>

On the screen with the actual race it may look a bit complicated, just uncheck the 'Market Depth' box, and it simplifies the screen.

Philly (US) 31st Mar - 19:04 R5 6f Mdn (+)						
			Matched: GBP 0 <input type="button" value="Refresh"/>			
<input checked="" type="checkbox"/> Back & Lay <input checked="" type="checkbox"/> Market Depth			More options ▶			
Selections: (8)	188.1%	Back		Lay		37.3%
1. Peaches	4.5 £6	5.2 £5	5.6 £2	48 £3	110 £2	
2. Goldie Is a Lady	5 £5	6.2 £4	7.2 £2	60 £3	180 £2	
3. Bright Star	1.4 £54	1.64 £20	1.65 £22	4.7 £2	6.4 £3	
4. Psusena	6 £19	7.2 £3	8.2 £2	70 £3	290 £2	
5. Key Lime Baby	3.1 £10	3.15 £7	3.35 £2	24 £3	27 £2	
6. Record High	5 £3	6.2 £4	7.2 £2	60 £3	180 £2	
7. Masu	5 £3	6.2 £4	7.2 £2	60 £3	180 £2	
8. Trill	3.65 £8	3.7 £7	3.85 £2	30 £3	42 £2	

WARNING:

USING NORMAL BOOKMAKERS WITH WHAT I AM TELLING YOU IN THIS EBOOK MAY STILL RESULT IN PROFITS, BUT YOU WILL ENHANCE THEM USING BETFAIR.

BETTING BANKS

In order to be a successful gambler you require betting banks to control staking, and monitor your profit and loss. This does not mean you need a separate [Betfair](#) account for each betting bank, you can run as many as you like from the one account as long as you are keeping track of each individual bank, and that is what the SYSTEM MANAGER software will do for you.

So how much do you need to start with? £50 per bank is the minimum, and you will need 4 betting banks, so a total of £200. However, you can 'leverage' your banks, not to the tune of 30X though as the UK banks did in 2008, as we know what happened to them! Our aim is to limit risk as much as possible, so you MAY if you want run the 4 betting banks of £50 each from a starting pool of only £150. That is simple leveraging, with little additional risk. You may want to explain that to your bank manager next time you meet! 😊

Now obviously if you are starting with bigger banks you just adjust the above figures, so 4 X £100 banks would need a starting pool of £300.

Easy this isn't it? 😊

Now as we will be working with relatively high strike rates, in the SYSTEM MANAGER software, click on SETTINGS on the top menu, and enter the following.

System Name: System Banker

Bank Barrier: 50

Staking: Leave at 3%

Current Bank: Enter your starting bank value here £50, or whatever it is you decided on.

Deductions: Your Betfair commission value goes here, if you are new enter 5. When you figure out what it is in the future you can reduce it a little in line with what it is in your [Betfair](#) account.

On the next line:

System Name: Odds On Banker

Bank Barrier: 60

Staking: Leave at 3%

Current Bank: Enter your starting bank value here £50, or whatever it is you decided on.

Deductions: Your [Betfair](#) commission value goes here.

WARNING: FAILURE TO NOT USE BETTING BANKS AND KEEP PROPER PROFIT/LOSS FIGURES WILL RESULT IN YOU LOSING OVER THE LONG TERM.

RISK MANAGEMENT

Now you may be wondering why you have only entered 2 when I said you will be using 4 betting banks. Well the SYSTEM MANAGER software is only for WIN bets, and 2 of the systems you will be following are for LAYS (the pink side of [Betfair](#)), so you will need to keep a daily profit/loss on a piece of paper or a spreadsheet (simple to use, and free from here <http://download.openoffice.org/>). Unlike the WIN bets, you do not need to keep track of individual bets, just the daily P/L.

The reason why we will be doing two WIN systems, at strike rates of about 47% and 38%, and two LAY is to spread the risk, something a lot of people didn't do when the world banking system collapsed! If you have a good spread of risk, especially in gambling, it can help level out the ups and downs of individual systems when combined. In English that means if one goes tits up, the other 3 should be able to support it.

SUPPLY OF TIPS

Now the ebook is FREE, I did not say the tips are free that you can profit from long term, although if you want to be really tight and limit your profit potential then you will find 50% of the LAY bets you require on this page, under the title W2W LAYS http://www.win2win.co.uk/free_tips.html

You can discover how to get ALL the ODDS ON BANKER selections for FREE here http://www.win2win.co.uk/horse_racing_software/odds_on_banker.html (no need to download the software you only want the selections).

Those free tips will give you enough to run 2 betting banks, one for LAYS, and one for WIN bets. Just continue reading this ebook if that is what you choose to do.

If on the other hand you want to have access to all the selections for the 4 systems that you use to profit from long term, then you need to join the GOLD MEMBERSHIP here <http://www.win2win.co.uk> Your first month is half price, so you can give everything a decent test run.

You can join up for the SILVER, but will not receive the MAX LAYS, so you will only have the qualifiers for 3 betting banks. Yes the membership does include other method/system bets, but I am giving you simple advice, and using the most consistent and long term profitable qualifiers for doing that. You can at your own risk decide to use others, that choice is up to you.

You can check the results of the:

W2W LAYS here http://www.win2win.co.uk/free_tips.html

SYSTEM & ODDS ON BANKER here http://www.win2win.co.uk/horse_racing_results_2.html

MAX LAYS here http://www.win2win.co.uk/horse_racing_results_5.html

As you can see, they have supplied consistent profits over a decent number of bets proofed live on the site. Please feel free to verify the result on the forum with real folk like you who use them <http://www.win2win.co.uk/forum/>

PUTTING IT ALL TOGETHER

Right, now you have everything in place to start making a few quid. I say a few quid, because if you finish the year £1 in profit, that is probably £1 more profit than you've made in the last few years!

During the 80's-90's I must have lost £1000's over the years, but now I can make that much in a week! And yet back in the late 90's when I set out to gamble for profit, my starting bank was only £200. That's right, 200 QUID, and has now been built up over the years to have the odd '0' on the end. It DID NOT happen overnight. It WILL NOT happen overnight to you either, but if you are consistent, and patient you may be in a similar position to me in a few years.

You can of course take out a few quid now and again for a treat if you wish, but this will also have the effect of reducing your stakes.

So what is it that you need to do? Just follow the rules below in order on a daily basis.

A, B, C.....

A.

Load up the SYSTEM MANAGER SOFTWARE

B.

Go to <http://www.win2win.co.uk> and get either the free tips, or if you have subscribed, login into your account.

C.

The only qualifiers you are interested in are those listed under:

ODDS ON BANKER

SYSTEM BANKER

W2W LAYS

MAX LAYS

Ignore everything else for now.

D.

Enter the ODDS ON and SYSTEM BANKER qualifiers into the SYSTEM MANAGER software so that you know your stakes.

E.

Calculate your LAY stakes for the day. If your betting bank is less than £200 then the stake will be £2, if it is over £200 then the stake is 1%, so it may differ on a daily basis.

F.

Make sure you have clearly listed the horses with each stake next to them.

G.

Login to your [BETFAIR](#) account.

H.

Place your WIN bets by clicking on the **BLUE** box in the middle, and your lay bets by clicking the **PINK** box in the middle.

DO NOT LAY a horse if it is more than **10.5** in the **PINK** box, cross it out, that one is VOID.

DO NOT worry about what price you get.

It does not matter what time you place the bets, although no earlier than 11am. You can do them per race or all at once, but be consistent, do it the same way daily.

I.

Wait for the results, you do not need to watch the races, and enter the WIN prices in the SYSTEM MANAGER. Do not forget to deduct 1 from the price you got, that is the stake they return to you.

J.

Work out the profit or loss for the days LAYS, and record that in your spreadsheet, in a Word document, or on a piece of paper, or whatever, and adjust the total bank so you have that to work with the following day to work out your new stake.

K.

New day. Go to A.

SIMPLE!

That is it; you cannot have it simpler than that.

Follow that on a daily basis and over time you should see your account grow.

If you have any questions concerning this ebook, betting, or just want a chat to see how others are doing, use the forum <http://www.win2win.co.uk/forum/forum.php> you'll get a reply much quicker than emailing me.

ADVANCED

LOSING RUNS

We all suffer losing runs; they are all part of gambling. The way I look at it is that now and again I have to give some cash back to the consistent losers to make them feel better, that way over the long term they give it back to me..... and more. ☺

Now some people find it difficult to either understand, or handle losing runs, so just follow the A, B, C and ignore them. For the WIN bets the SYSTEM MANAGER will protect your banks by switching to 'paper money' during tough times, that is it will calculate everything as normal in the background, but give you a stake of zero to place on the horse till things improve. This may sound a little strange, but it will prevent you losing all your hard earned.

Now even the best systems have losing runs, most folk do not understand that a system with a 90% strike rate can still have 3 winners in a row, even 4, although that is rare. So a system like the SYSTEM BANKER which is about 40% will give you 6 LOSERS for every 4 WINNERS you have, so your chances of 12 losers in a row would be classed as NORMAL. Got that? NORMAL. It is not unknown, or unexpected for it to happen. You may get longer runs, although they become less frequent.

Now statistically you are unlikely to start off your first few weeks by finishing with a profit, but if you do, do not think this game is easy. In fact it is better to have a few losing runs when you begin, so you can get used to them, you do not want to be nervous about them when your bank has grown. In February 2009 I dropped around £30,000 across all my banks, I didn't even blink. Within the first 2 weeks in March 2009 I'd won it all back, and more during the rest of the month.

NEVER change anything during losing runs, if it was working before, in the majority of cases it will correct itself with a winning run, but a lot of folk dropout during the losing runs, and miss the winning run when they would have got all the money back + profit. I've seen that more times than I care to count over the years, and that person then moves on to another tipster, and the endless cycle repeats itself, always being a loser despite constantly passing over profitable information.

You will also get stagnant periods. This is when you are neither losing, nor winning, and it can go on for weeks in some cases. Just keep going, it will eventually shift one way or the other. Take a look at the W2W LAY results till March 09.



You can clearly see a long period of stagnation, which included two decent sized losing runs. Between 200-400 bets many people would get piddled off with not making any profit, or bottle out during a losing run. Those that showed patience were handsomely paid off after 400 bets.

Now imagine you joined up at the 200 bet point. You would be losing money; probably 50% or more of your starting bank, a lot of people would think I was crap, and move on, never to realise the profits they'd have made if they had stuck it out.

Now consider the folk who started on the 400 mark. They'd think I was the Messiah of gambling!! Betting is easy, and that is when people start to think they are unbeatable. That attitude also means in most cases that the person then does something stupid and loses all his/her money!

You have to look at the big picture and take it all with a pinch of salt. Losing runs and stagnation are all part of the profit making process and cannot be avoided. So get used to them if you want long term profits.

BANK PROTECTION

The SYSTEM MANAGER has bank protection built in for win bets, but you can take it on yourself to add more by reducing the % stake. You should have started at 3%, and should NEVER go over that. To add more security to your betting bank you can reduce it to 2.9% when you feel comfortable to do so. You want to get it down to between 1-2% per bank if you can, but this should take years to achieve, do not rush it. It is a balance between profit potential and risk.

The lower the % the more losers the bank will handle, this does have the side-effect that profits will be reduced a little.

Protecting a LAY bank is different as you are managing them manually, and if you started with less than £200 per bank, then you are running at a high risk so if you had started with £50, and had to lay the minimum £2, it is highly probable you may have bust the bank on the W2W LAYS if you had started at the 200 bet mark.

This is another thing you need to realise; you may blow the odd bank at the beginning before you get up a good head of steam up. This is NORMAL. I still start all banks with £200. If they perform well over a few months I add cash to them, as you would with a savings account and this in turn increased the % stake. If one goes bust, I will restart it either with real cash or paper money. I generally use the 3 strikes and out rule, if one goes bust 3 times, it is disposed of.

So do not be surprised if you do blow a bank at the start, it all depends at which point you join the ride. You cannot tell when a good run is coming, unless you have a crystal ball, so you just jump aboard when you are ready. If it goes pear-shaped, you try again, NEVER give up at the first hiccup, or you'll be chasing your tale for the remainder of your betting life.

The risks of busting banks is always much higher when you first start with a new bank. Once you have built some profits into the WIN banks, and have the LAY ones over £200, then you will have a bigger safety net to protect your banks. The bigger the banks, the more protection you build in, so when you do get to the stage when you get swings of £1,000's you are comfortable with it.

As with all things when gambling, start with small banks, prove to yourself you can profit, and then you can add some more money to them. Once you are settled and have proven to yourself that what you are doing is producing long term profits, you can 'deposit' some extra cash in the banks each month.

INCOME

I am constantly asked at what point you take an income out of the banks. Professional gambling is not like a 9-5 job, you do not get a weekly wage!

However if you have been making steady profits over the first few months, you can take about 10% out for a treat for a job well done. Don't waste it on beer; buy something that reminds you that profiting from gambling is possible. Although remember, that taking money out the banks early will reduce your stakes as well.

As a general rule, but it does depend on the level of bank you started with, you should not take much out until year 3, as you should use any profits to spread the risk (explained next page). The more you take out in the early years, the longer it takes to get to the big money.

Once you get to a stage where losing runs are no bother, and you are at a level of stakes you do not wish to increase any more, you can 'skim' the excess profit off the top. Remember, it is TAX FREE in the UK. The ONLY reason I will always remain based in this country officially. Compare this with US states like Nevada, the government takes a cut of around 30%!!! Ouch!!!

If you are looking for a set amount of profit each day/week, it will not happen. The only time I ever take out profits is every quarter. If it has been a bad quarter, I don't get paid!

Another thing is how much do you leave in your exchange accounts? You must always have enough in to complete all bets obviously, but if your average betting only ever reaches 10% of the total you have in the account, you can transfer some to a bank account. I recommend setting up a new account just for this purpose. Transferring using credit cards/PayPal results in charges.

SPREADING THE RISK

As your profits grow rather than spending the money on yourself, you should be looking to spread your risk. By this I mean you start another system/betting bank.

So to keep it simple, if you started with 4 betting banks all of £50 each, and the total bank value reaches £250, you can start another system with a £50 betting bank, and because you are leveraging, you do not have to reduce stakes on the others. If you took the money out for yourself as profit, you should reduce the stakes.

NEVER leverage more than 3 systems though off the one bank. If you can do it without leveraging, do it, it is less risk, and your job is to reduce risk as much as possible.

I recommend the first new system to be a WIN one, then a LAY after that, but it is usually better to have more WIN systems than LAYS, as the lower risk is with the WIN systems. LAYING is extremely volatile, as the graph above showed you.

The more betting banks you run, the less chance of when one goes pear-shaped, it screws you! As all the other will support it. Obviously you will hit the odd times when they are all trending down; this is a good lesson in self control. Change nothing, it will FIX itself.

So how many systems should you run? As many as you like, the more the merrier when it comes to bank protection.

As for which system qualifiers you follow, if you joined as a member you have a number to choose from, just ask on the [FORUM](#) for advice on the best, although you will find the National Hunt systems produce better than the FLAT, this is because NH form easily carries over from year to year, it does not on the flat, so form lines restart every season. We all remember horses like KAUTO STAR, DENMAN, SPOTTEHDIFERENCE, all ran in 2007, but can you remember who won the 5 Flat Classics that year?

If you wish to spread into further systems, that include the rules so you can learn what makes them tick, I sell a number of profitable ebook systems:

http://www.win2win.co.uk/horse_racing_systems.html

Now it would be silly of me to recommend 3rd party suppliers as I would be potentially sending business away from myself, but I have only you in mind, so therefore below I list one other ebook that has produced profits over the long term in the past.

[FALSE FAVOURITES](#) – This is an ebook supplied with plenty of information, and I mean plenty! The basic system it supplies though has produced profits for a long time, and is easy to follow. It is a lay system. Well worth the money.

TRADING

Some people no matter how much profitable information you give them will never profit from betting, so for those, and others that are looking to branch out, trading on [Betfair](#) is something to try.

Trading on [Betfair](#) works exactly the same way as if you had done it on the City markets, Forex, etc.

Simply put:

You BACK high and LAY low.

So you would place a £10 LAY on Horse X at 5.6, and place a WIN bet on the same horse at 5.8

If both bets are taken they cancel each other out, so you pay no commission on them whatever the result, but you do get to keep the 0.2 profit between them, which equates to $0.2 \times £10 = £2$ profit. You would then GREEN UP, which would ensure a PROFIT on all the horses in the race regardless of who actually won/lost the race! 😊

Simple eh? Not quite that easy, or everyone would be doing it, but is always worth trying.

Some of this may seem like Alien speak, but below are products that cover it in full detail.

Beginners Guide:

Only trade on a horse that is trending in one direction or the other.

ALWAYS use a stop/loss.

ALWAYS green up, do not let it ride on one horse.

Only look for trends that involve the back bet first, this lowers liabilities, so you can start with a smaller bank.

WARNING: IF YOU ARE GOING TO TRADE, DO SO IN A SEPERATE **BETFAIR** ACCOUNT. NEVER TRADE ON AN ACCOUNT WITH WIN/LAY BETS, YOU WILL CONFUSE THE PROFITS. ON TOP OF THAT BETFAIR CHARGE EXTRA IF YOU MAKE A DECENT WAD ON TRADING, SO KEEP THEM SEPERATE.

Trading Tools:

[BETANGEL](#) – This is the Holy Grail of trading, as it allows you to program your own bots into it. However it is no good for a beginner, but they do supply a free version as of the time of this ebook, you can find it on their site > [CLICK HERE](#)

[BET-IE](#) – Once you have got used to [BETANGEL FREE](#) it is well worth the money to get [BET-IE](#). Simple to used, but has all the functions a professional trader requires.

[EASY TRADER PRO](#) – This is basically a trading system ebook, and works very well. Apart from that the information it includes is a MUST read for any budding trading, as it explains everything to do with the subject in detail. Even I had something to learn from this ebook.

OTHER TOOLS

At some point you may want to branch out and build your own betting systems, or you may be at the stage when your banks are building nicely, but would like to milk them for every ounce of profit. To do this you need to test every staking plan on the planet and compare them.

In the old days this could take weeks of paperwork, then spreadsheets appeared, but it was still a chore, now we have software to do it in seconds, and you will not find anything better than [THE STAKING MACHINE](#). Highly recommended.

RISK MANAGEMENT

Although most of the risk is explained above, and dealt with, I use numerous backups when trading as we live in the real world and crap happens.

At some point in your professional career it is worth ensuring you have the means to bet at all times.

One main PC with [Betfair](#) loaded up, as well as [Betdaq](#). Why [Betdaq](#)? Although liquidity is not as good as Betfair, it is essential you have an account with them for the rare times [Betfair](#) goes offline, as happens with all websites. That way if you have an open trade on [Betfair](#), it goes offline, you can get out of it using [Betdaq](#). Also once you gain experience, you can check the prices between the two exchanges, and take the best one. The odd extra 0.01 adds up over the long term.

You also need a laptop running with both exchanges running in case your main PC goes down, plus it means you have battery backup.

A PDA with access to the exchanges is handy both in and out doors, for betting online, or placing a call direct to the exchanges.

One thing you should eventually do is have two broadband lines with different providers. That way if one goes down you have a backup.

Some of that may seem extreme, but if you are betting professionally you need as much in place to ensure you can always get online, and in/out of bets at all times.