

Big Mike Betting Masterclass:

# Strategic Betting

*How to transform the  
way you bet forever*

Mike Marsland FCA



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# Contents

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Forward	5
Introduction	6
<b>Part One: Principles and Psychology of Strategic Betting</b>	<b>8</b>
Introduction: Principles and Psychology of Strategic Betting	9
Chapter 1: The Strategic Betting Mindset	11
Chapter 2: Gambling is for Idiots	16
Chapter 3: Golden Rules	19
Chapter 4: The Strategy	25
Chapter 5: Protecting the Downside	27
Chapter 6: Each Way Betting Explained	31
Chapter 7: Each Way Doubles the Bet the Bookies Fear	35
Chapter 8: Each Way Equally Divided	39
Chapter 9: Don't Get Banned	41
<b>Part Two: Explanations &amp; Descriptions of the Bets &amp; Trades</b>	<b>45</b>
Introduction: Explanations and Descriptions of the Bets and Trades	46
Chapter 10: The Double Diamond	47
Chapter 11: The Ali Baba	51
Chapter 12: The Dunlop	55

---

<b>Chapter 13: The Hughie</b>	<b>58</b>
<b>Chapter 14: The Turbo Hughie</b>	<b>62</b>
<b>Chapter 15: The Ringmaster</b>	<b>65</b>
<b>Chapter 16: The Mule Train</b>	<b>67</b>
<b>Chapter 17: The Dead Mans Handle</b>	<b>69</b>
<b>Chapter 18: The Lemming Method</b>	<b>71</b>
<b>Chapter 19: The Fedora</b>	<b>74</b>
<b>Chapter 20: The Axminster</b>	<b>76</b>
<b>Chapter 21: The Shaunee</b>	<b>78</b>
<b>Chapter 22: The Shyster</b>	<b>82</b>
<b>Chapter 23: The Greenhouse</b>	<b>84</b>
<b>Chapter 24: The Pyramid Method</b>	<b>85</b>
<b>Chapter 25: The Golden Goose</b>	<b>87</b>
<b>Chapter 26: The Redknapp</b>	<b>90</b>
<b>Part Three: Essential Strategic Betting Tools</b>	<b>92</b>
<b>Introduction: Essential Strategic Betting Tools</b>	<b>93</b>
<b>Chapter 27: Betfair</b>	<b>94</b>
<b>Chapter 28: Best Odds Guaranteed</b>	<b>97</b>
<b>Chapter 29: Bet365</b>	<b>98</b>
<b>Chapter 30: Bet Angel</b>	<b>100</b>
<b>Chapter 31: Gruss Betting Assistant</b>	<b>102</b>

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<b>Chapter 32: Soccer Mystic</b>	<b>104</b>
<b>Chapter 33: Pinnacle Sports</b>	<b>106</b>
<b>Chapter 34: Racing Trends</b>	<b>108</b>
<b>Chapter 35: Placing a £1 Bet on Betfair</b>	<b>111</b>
<b>Chapter 36: Your Workstation</b>	<b>112</b>
<b>Chapter 37: Working Away</b>	<b>113</b>
<b>Chapter 38: Back Up Systems</b>	<b>115</b>
<b>Chapter 39: Secret Betting Club</b>	<b>116</b>
<b>Chapter 40: Punter Profits</b>	<b>120</b>
<b>Chapter 41: False Favourites</b>	<b>123</b>
<b>Chapter 42: Value Horse Method</b>	<b>126</b>
<b>Chapter 43: Favourites Phenomenon</b>	<b>128</b>
<b>Chapter 44: The Staking Machine</b>	<b>130</b>
<b>Chapter 45: Useful Links</b>	<b>133</b>
<b>Chapter 46: Glossary of Bet Types</b>	<b>134</b>
<b>Chapter 47: Strategic Betting Terminology</b>	<b>136</b>

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# Forward

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*“One of the classic names for a bookmaker is a ‘Turf Accountant’. This should give you a clue that successful betting is all about numbers.*

*Many punters fail because their betting is driven by heart, and a love of sport. So they fail to fully understand how the numbers work.*

*As an ex Accountant himself Mike Marsland can see and understand the numbers. This is one of the key edges of Mike’s approach and he seeks out the sort of bets the bookmakers hate to take by attacking the chinks in their armor.*

*Once you start to focus on the numbers rather than your love of a sport, winning at betting suddenly becomes a whole lot easier.*

*Mike Marsland will teach you a lot about such things.*

*An education is worth a lot more in the long run than mere winning tips”.*

**Mick McGuiggan – [www.PunterProfits.com](http://www.PunterProfits.com)**

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# Introduction

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

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It's based on 10 years of front line experience gained as a professional sports investor and full time sports betting advisor, delivering profits in a wide range of markets including horse racing, football, cricket, rugby, tennis, golf and darts.

The risk adverse strategy described is driven by discipline, a quest for safeguarding stakes and protecting the profits you'll make for your efforts.

The book is in three parts...

## Part One

**Principles and Psychology of Strategic Betting** explores and explains the principles on which the book's strategy relies. We'll look at the overview of the strategy and discuss the change of mindset that is required in order to succeed.

You'll also learn the golden rules that are essential to betting strategically.

## Part Two

**Explanations and Descriptions of the Bets and Trades** a comprehensive introduction, to some of the various betting and trading methods used at Big Mike Betting. Each bet and trade is explained for you in full detail from A to Z.

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

This section also allows you to select the bets and trades that best suit your style of betting.

## Part Three

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

This book's strategy is based on the groundbreaking betting column produced at Big Mike Betting and explains how we utilise Betfair to limit losses and maximise profits.

Betfair is the worlds leading betting exchange and makes such an approach possible.

The essential use of Betfair allows you to protect stakes and hedge winning positions in ways not previously possible.

The result is a strategy that when combined with some basic betting principles will enable you to generate consistent long-term profits from betting and trading strategically for years to come.

To higher profits.



Mike Marsland FCA

[www.bigmikebetting.co.uk](http://www.bigmikebetting.co.uk)

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*Part One*

# **Principles & Psychology of Strategic Betting**



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# Introduction

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

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

These ideas are distilled from my [Big Mike Betting Advisory Service](#) and have cost some people up to £699 a year to learn.

So why the heck am I giving this book away?

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

The end result being, that you will be far more likely to join [Big Mike Betting](#) in order to further advance your learning by following my daily email betting columns.

Let me tell you just how well my service works.

**At the start of our current season 1st September 2010 until 22nd November 2010 we are AHEAD by £6496.**

Nothing hidden – all losses (without hedging) accounted for.

So far it's our best year yet (Big Mike Betting has been going for 10 years – every one profitable) because each month we get better and better at reducing the downside.

This is the key to profitable Strategic Betting and it's a far cry from gambling.

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

These strategies are but the result of years of wisdom-building, hard-knocking, trial-and-error, fall-flat-on-your-face and dust-yourself-off experience — believe me, they are far from being mere half truths! While these techniques are tried and proven, they do however require some work on your part. In other words, many of these strategies are generic in nature and will require some study and effort on your part for their specific application in the right kind of circumstances or situations (of course, you could join [Big Mike Betting](#) and let an expert like me do that work for you).

The strategy though is of no use to anybody who just wants to receive `tips`. The `industry` has changed — the old days are gone — and you either have to alter your own approach or suffer long-term.

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

Follow these strategies if you will. If not, be reminded that 99% of gamblers continue to lose, so dismiss them at your peril!

It's your call.

Mike.

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## Chapter 1: The Strategic Betting Mindset

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



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

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

### **Gambling is out. Strategic Betting is in.**

Before we get down to the nitty gritty, I must warn you that this approach is aimed at betting realists, so if you are intent on trying to beat the handicapper in 16+ runner races, where the favourite is 5/1 then strategic betting is NOT for you.



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

**These are the traits of a gambler:**

- 1) A gambler does little or no research and preparation before taking on risk.
- 2) A gambler hopes to win despite unfavorable conditions or odds.
- 3) A gambler acts on hunches, stable whispers and unproven systems.
- 4) A gambler is affected by the emotions of greed and fear.
- 5) A gambler's motivation is largely driven by thrill seeking and entertainment.
- 6) A gambler always loses long term.

**Conversely, these are the traits of a strategic bettor:**

- 1) A strategic bettor completes thorough research and preparation before taking on risk.
- 2) A strategic bettor knows he/she has a high probability of winning (making money) because the conditions and odds are in his/her favour.
- 3) A strategic bettor follows a logical and proven strategy.
- 4) A strategic bettor does not allow emotions to influence his/her decisions.
- 5) A strategic bettor's motivation is not to seek risk or entertainment.
- 6) A strategic bettor wins long term.

Gamblers tend to have a narrow, short-term view of risk versus reward, focusing primarily on the upside. On the other hand, strategic bettors always concentrate on protecting the

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downside, see the bigger picture and take a risk adverse view to the long-term approach to betting.

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



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

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

### **It's a Marathon not a Sprint**

Others among you would probably describe my approach as boring, well I don't mind that because it sums up how you can win. The very essence of enjoying a big win via combination betting, but also having the opportunity of limiting losses to a minimum really excites me and now Betfair allows us the opportunity to do just that by following the strategy.

As a colleague of mine always says when referring to the strategy, **"It's a Marathon not a Sprint"**

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## Complete change of mindset

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



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

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

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

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

Also you can join the [Big Mike Betting Free Service](#) to receive limited forum access and the occasional full daily email column completely free of charge.

If you'd like to start working on improving your long-term betting strategies today, [sign up for a full membership](#). Our

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30-day money back guarantee means you've got nothing to lose.

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## Chapter 2: Gambling is for idiots



*'There are many people who are rich and many more who are poor. Rich is better`.*

Stop gambling and start betting.

Before going any further let me explain the three disciplines available to us in the world of betting. I have put my comments next to the relevant discipline.

### Gambling

This Is for idiots who try to guess the next number to feature in Roulette or alternatively waste money by gambling in 12+ Runner Handicaps in Horse Racing. For these people the overall outlook is misery. Lots of it!

### Betting

This Is for arithmeticians who use betting odds in their favour to calculate a win. However the win will not be as big as a gambler finding the odd high priced winner but as win results will be more plentiful the overall outlook is happiness. Lots of it!



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## Trading

This is for those who want to make a smaller profit in an event by making changes to the initial bet. Trading is for those who like to run their affairs with a limited loss liability and a decent opportunity of maximising profit. The future!

It is entirely possible to enjoy a good income from betting and trading, myself and many of my members are living proof that it is indeed possible to do just that, however achieving betting success requires a both a professional attitude and a long term approach.

## Betting is a Business

So whether you are new to betting or a previously losing punter let me just state a few facts;

**Firstly:** Betting Professionals do exist, however we are not called professionals without reason and that is exactly how we approach our profession.

I simply cannot over emphasise that word ***professional*** and if you are seriously intent on joining our ranks, then you to, must learn to approach strategic betting in a serious, professional and businesslike manner.

Never forget my often repeated mantra:

***“Betting is a business and gambling is for idiots!”***

**Secondly:** Rome wasn't built in a day and if profiting from the business of betting was easy, then of course, you wouldn't be here reading this now, would you?

To become a professional in any business takes time, dedication and a little work. It is therefore unrealistic to expect to become a strategic betting professional overnight. So, as with any profession you will need to learn from your mistakes whilst serving your apprenticeship and working your way slowly to the top.

Throughout this book you will find lots of links to helpful resources and essential betting tools that you will need to acquire along the way, but above all else I genuinely hope to

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demonstrate to you how professionals approach the business of betting.

**So whilst there is no betting Holy Grail, this book will at least put you onto the right path and hopefully help you to open your eyes to the fantastic opportunities that exist through the discipline of betting rather than the habit of gambling.**

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## Chapter 3: Golden Rules

We now come to one of the most important chapters in the book. If you do not follow the rules in this chapter, then you are destined to lose long-term. However, if you do follow these golden rules, then you will give yourself a genuinely realistic chance of winning consistently.

- **Portfolio Approach**
- **Choice**
- **Betting Bank Management**
- **Patience and Discipline**
- **Record Keeping**

### Portfolio Approach

Successful betting professionals employ a portfolio approach to betting. By this I mean that we diversify our betting investments into a portfolio of proven betting strategies, designed to complement and support each other.

The similarities between operating a successful betting portfolio and a financial investment portfolio have not gone unnoticed by me and it is little coincidence that all the successful city portfolio managers also balance their holdings by spreading their investments.

If a financial portfolio balances risk across differing market sectors, then so should our betting portfolio. Given the nature of betting, even proven strategies over time will experience winning and losing streaks.

So by investing into a diverse range of strategies I ensure that the likelihood of one strategy experiencing a losing streak is offset by another segment having a winning streak.

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However, as long as the combined range of betting strategies being employed are proven to be profitable, then over time the long-term result will be an ever-increasing bank balance.

With the above in mind my portfolio contains a diverse range of strategies each proven and profitable in their own right but spread across different types of races and sporting events.

For instance from horse-racing I am looking at proven strategies relying on:

**Horses, which will at least Place**

**Each Way Doubles & Combination Bets**

**Horses Losing (Laying)**

**'In running' trades**

Whilst horse racing bets and trades make up a large part of the portfolio I also diversify into other sports in order to safeguard my defensive approach. Quite often there are excellent opportunities for safe bets in Football, Rugby League & Rugby Union, Cricket, Golf, Tennis, Darts and Snooker.

Life will be much more boring as a Professional Punter I have to admit. Thrill seeking is not the name of the game and if you feel your pulse rate is starting to race at any time, then you are betting out of your own comfort zone. Remember never use a strategy, which does not give long-term happiness. Safeguard your future by betting via a sensible strategy.

## **Choice**

One of the most powerful weapons we hold is choice. The bookmakers and exchanges are committed to offering prices on virtually every single sporting event, but there are undoubtedly Horse racing frames, Football and other sporting events which are less Bookmaker friendly than others. The professional will keep his powder dry until these opportunities arise.

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## Betting Bank Management

Be under no illusion you should only be in this business if you are seeking long-term profitability, so when starting out ensure that you have established your betting bank and stick to the percentage of bank which I advise.

Sadly the vast majority of all losing gamblers fail to realise that the best way to deliver consistent long-term profits from betting is to specifically set aside a sum of money away from their main finances, solely for the purposes of betting.

As a consequence of this mistake, they end up betting randomly with whatever spare money they have available and this approach all too often leads to inconsistent staking with too much being staked on the losers and inevitably not enough being placed on the winners.

So whatever method or system you are using, whichever service you are following or subscribing to or however your own bets are being calculated, to enable you to succeed long-term when betting it is vital that you set up a separate 'Betting Bank'.

### Only bet with money you can afford to lose

Your Betting Bank should be money that is completely independent from your own personal finances and is money you set aside specifically for betting, it should be money that you will not miss and it is absolutely **essential** that you are able to remove all emotional and psychological attachment from it.

I'm going to repeat that statement - **ESSENTIAL** that you are able to remove **ALL** emotional or psychological attachment to your betting bank - **do not use money you need for anything else.**

Your 'Betting Bank' will effectively be the initial capital you use to run your 'betting business' with and as with any business there will be expenses incurred (losses, subscriptions, software etc) on the way, just so long as your quarterly or annual profits are moving in the right direction.

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The size of your betting bank will of course be largely dependent upon your own individual circumstances and the amount of free capital you have available.

However whether it's £100, £1000 or £10000 is largely irrelevant - and if you are already baulking at the thought of a £10000 betting bank being used for betting then that is psychological lesson number one - and we already know that £10000 is out of your comfort zone and therefore you should not be betting at this level. (Despite the fact that these are only numbers and the same strategic approach and returns apply - I hope this additionally illustrates the effect your emotions, as an attachment to these amounts will play in your betting.)

As you progress and learn more – however you will soon understand that when correctly managed, you will be far better off using these sorts of amounts as a your betting bank rather than letting it wallow in a savings account at a miserly 5% or less gross pa.

### **The 5% Rule**

Please always remember to stake to a maximum of 5% of your betting bank in any one event as otherwise your bank will not be able to robustly withstand the inevitable poor run and by increasing that percentage you will run the risk of making significant losses and giving yourself more stress in your life.

I am firmly of the opinion that once the logic and profitability of a betting or trading method has been established, then 90% of the factors that will determine your success or failure will be psychological, which brings me nicely onto patience and discipline.

### **Patience and Discipline**

Patience is paramount. A gambler has a 'get rich quick mentality' that just won't work when betting. Novice professionals all want to make money but sometimes the opportunities are just not there. These 'interim' times are

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dangerous in that sometimes bets can be forced. Keep maintaining patience and the good bets will come.

It takes great discipline to not bet at times. It takes great discipline to walk away from a horse when the frame of the race is not right. It takes discipline to say no to that small fun bet and it takes discipline to keep your money in your pocket and deny yourself the emotional 'fix' of watching your runner on the box.

Any lack of discipline in betting will be further magnified after a loss has occurred and will result in a spiral of bets, whilst chasing losses until the amounts required to recover the situation become insurmountable.

Achieving long-term profits when betting is rather like being a salmon swimming up a stream. It takes immense effort to stand still, even greater effort to move ahead but the moment you relax and stop swimming you start to go backwards.

So as soon as you have finished your days bets, walk out the bookies, or switch off your computer, and go and do something else. If you had a "normal" job, and your boss said to you at 2.30 "take the rest of the day off", you would be away like a shot, this business is no different. Do not be tempted to "play up your winnings" or just have one more bet, keep your discipline and you will be well rewarded in the long run.

## Record Keeping

it is wise to point out that Professional betting is a business and should be run as such. All professionals maintain records and spreadsheets of the bets they make and are continually tracking the performance of their methods to highlight any areas of concern in performance.

It's important to record all entries – Good and Bad results – otherwise mistakes are not learned from. This helps to quickly identify under performing systems or track the progress of new bets.

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Finally, remember by placing ANY bet that the expense involved has to be accounted for in the 'business'. Hopefully from a credit in the ledger from the returns from the bet! If not – the expense must appear in the ledger as a debit only.

Do not trick yourself. You need to have the overall profits from your betting in black and white. Your ledger should always be open and transparent.

I am proud to have secured regular profits over the 10 years I have been sending the daily columns.

However without record keeping & transparency – very few outsiders would have believed that it is possible to not only make money via betting but also have great enjoyment in running a **profitable business**.

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

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If you'd like to start working on improving your long-term betting strategies today, [sign up for a full membership](#). Our 30-day money back guarantee means you've got nothing to lose.



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## Chapter 4: The Strategy



The strategy is of no use to anybody who just wants to receive `tips`. The `betting industry` has changed – the old days are gone – and you either have to alter your own approach or suffer long-term.

We are now in a total different climate than before the exchanges arrived on the scene. Gone are the days of one tip per day – maximum bets etc - well certainly they are for me!

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

The reason the service has been so profitable is because I like to take the opposite view to most punters and scribes and in so doing I take a `lateral thinkers` view in my approach & therefore oppose the crowd.

I suppose that view may surprise you, but when you consider 99% of punters lose then you will appreciate that it's not such a bad tactic after all.

Ask yourself this basic question should you be thinking about gambling on a 2/5 shot in a Novice Chase at such as Towcester this year? If this favorite is so strong why are the extremely wealthy bookmakers **LAYING** the horse at that price? I know it's a very basic comment but it's the way you should feel after you have read this book. Of course by

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backing that favorite you will have more winners than me – but – I will make more money in opposing it and I will have more winning bets by doing so.

I am a great believer in each way betting but you have to alter your mindset again for prices under 4/1. I view an each way bet in an entirely different way to the `crowd`. In fact I look at it as TWO separate bets - one to win and one to place. So even backing a 5/2 shot each way makes plenty of appeal.

So in my view you must always consider each way bets under 4/1 because with 'Betfair' you have a wonderful tool to lay back portions of your win AND place bets in running. Frankly speaking we have never had as much ammunition in our favour.

With the arrival of Betfair, the name of the game is now to protect your position and ensure you have a steady income stream. Forget the last bit of a big win in return for protection.

Your plan should be to be in the `business` for a substantial length of time. So in future when the first two or three bets in a combination bet feature then I would expect you to use your loaf and hedge the overall bet by laying on the exchanges.

What I do when situations dictate is to calculate the expected return of the overall combination bet & then lay a portion of the return back to the exchange sites – certainly enough to make a profit on the bet should the next horse fail, In these circumstances the use of the PLACE site is invaluable.

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## Chapter 5: Protecting the downside

I have said many times that I am not a gambler. I will always square positions or indeed hedge a percentage of bets to protect positions and ensure that there is little downside to a bet.

I run a service where I try to align my thoughts with my members. Generally there are many bets as each member will have his own preference and style. So the important view is to ensure members who play the different bets all have the same defensive strategy.

I take a business like approach very simply as 'Betting professionally is a BUSINESS!

I run a profit & loss account on my bets – and ensure the punting side of it runs as a profit – in fact I am very much a strategic punter – and I want you all to be as well.

It's EXTREMELY important that we are all singing from the same Hymn sheet. So PLEASE follow the strategy I employ.

Over the years - before we had the wonderful site which is Betfair - there were many times I held winning positions in a double after the first horse had prevailed. In previous years the only way to hedge was to back other horses in the second race of the double. We punters were not allowed to lay any horse at the time. Now we are allowed to much to the chagrin of the Bookmaker.

So IF – you find yourself in a strong position after the first horse in an each way double obliges and you still have a horse(s) to run then your strategy should always be to go for stake retrieval on the second bet by laying the second horse win and place via Betfair.

PLEASE always use your common sense and hedge. I want you to be in this game forever – not just for five minutes.

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## Example

Having won the first leg in say a '[Dunlop](#)' you should lay the second horse win and place (especially place!) in order to retrieve stakes. To do this you should lay both the win and place site on Betfair in an attempt to obtain stake retrieval at least. I generally lay half my original stake on win and place BEFORE the race and then place 'mines' intended to blow during the race in a descending form ending up with some very low lays on win (Normally 1.10) and place (Normally 1.07).

It's an important play and one, which will save you money over time. Keep looking at the downside and make sure as much of your stake is protected as possible.

Remember in order to recover £50 on a bet and the place odds are say 1.25 should the horse still place then you will lose £12.50 but of course you will still have the Double running.

Always play defensively when in a good position. The important thing to remember is that if a Bookmaker hedges then so should you – Betting defensively will make you money over time.

I have several bets, which need 'watching' during the day. The [Double Diamond](#), the [Dunlop](#), the BMB, the Bernie & the Buzzer.

If you are playing these bets then you have to make difficult decisions during the afternoon, which GO AGAINST anything you have learned as a punter. The punter would let the bet run. I don't and I don't want you to either. Always play with the long term approach and live longer without the stress.

## Examples of how to hedge

Say the first leg of a £40 ew double wins at 3/1, those who played it will have £160 on the win site and £64 on the place site going on the second horse.

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So in my view you should certainly lay the win side for £20 at the best price available BEFORE the start and then place `mines` to recover £20 in running at odds lower than the SP of the second horse. I would finish off by having a very large lay in running at extremely low odds in running (say £50 @ 1.11 as this would only cost you just over a fiver anyway and this lay will give an awful lot of solace over a period.

On the place site - as its a cheap way in - I would suggest laying half the revised bet before the start. Remember we have £64 in this example so I would lay - pre race – £32 of this at the prevailing place price - probably around 1.6 if the SP would be about 3/1. In addition further mines would be inserted at about 1.3 and 1.07 to `over` recover the original stake.

The gamblers amongst us will let the whole bet roll but I would far prefer you to HEDGE.

A good example was in a recent `Awesome Foursome` (4 x £5 ew double & 2 x £1 Reversed Forecast) where I play 2 horses in each of two races in four cross each way doubles.

We had a FANTASTIC position after the first race where we had the winner at 16/1 and the runner up at 11/1. The forecast had already covered the stake with a return of £150+ for just £1.

However we still had a lot to protect in the second race. We had £85 running on BOTH our selections in the second race! Also quite a big PLACE position as well!

I therefore suggested to Members via the Big Mike Betting Forum to LAY BOTH of the selected horses for a GROSS stake of £25 each on the win site and £50 on the place site. Plus also place a few `mines` as well.

BOTH horses were unplaced yet on the win site the first horse was laid down to 1.7 and the second horse laid down to 3.2.

Most members came away with a stack yet I had 3 or 4 emails later from new members suggesting that they had let their bets run!!!!!!

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Oveh! Words escaped me, which is very unusual for a start.

You must always HEDGE and with Best Odds Guaranteed nowadays from the Bookmakers freely available across the board we have the best of both worlds if prices drift.

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## Chapter 6: Each way betting explained

The main point to understand with each way betting is that basically you are placing TWO equally sized bets one part is a bet on the horse to win the race and the second part is a bet on the horse to place in a race i.e. finishing in the places 1st, 2nd, 3rd or even 4th in some types of races (see table below).

Thinking about Each Way Betting in this way as two separate bets will make it far easier for you to understand each way betting.

**EXAMPLE:** So if you placed a £10 EW (each way) bet on a horse in a race your two bets are a £10 bet on your horse to win and a second £10 bet on your horse to finish in the places, so the total cost of the bets is therefore £20. The win part of the bet is fairly easy to understand it is the same as if you had put £10 to win bet on the horse concerned.

Explaining how the place part of the bet is settled by your bookmaker is a little bit more complicated and depends on the type of race you are betting in. The following table explains how the basic bookmakers rules for settling each way bets works.

No. of Runners/Type of Race	Place Terms
2-4 Runners	No Place Betting Allowed
5-7 Runners	1st and 2nd, 1/4 of the odds
8+ Runners	1st, 2nd and 3rd, 1/5 of the odds
Handicap Races 12-15 Runners	1st, 2nd and 3rd, 1/4 of the odds
Handicap Races 16+ Runners	1st, 2nd, 3rd and 4th, 1/4 of the odds

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As you can see from the above example, races with up to 4 runners are win only (so each way betting is not allowed).

You will also notice that handicap races are treated differently, as in theory all the horses are handicapped to finish together and have an equal chance of winning the race. So forecasting which horse will finish placed is considered a more difficult task (the handicapper may make a mistake with one or two horses but surely not with the whole field.)

So for the purposes of Each Way Betting in handicaps the bookmakers offer improved place terms i.e. one quarter of the odds instead of one fifth and in fields of over 16 runners they generally offer one extra place position (1st, 2nd, 3rd and 4th).

## Each-Way Bet Example

You decide to place a £10 EW bet on Loopylu in the 2.30 at Newmarket at odds of 8-1 (the race is an 8 runner race non handicap, so the EW terms are 1/5 of the odds for 1st, 2nd or 3rd place.)

Your bookmaker will take the £20 stake out of your betting account (remember £10 EW is TWO £10 bets) the first bet is a £10 win bet at odds of 8-1 and the second is a £10 bet at odds of 2-1 (2-1 being 1/4 of 8-1) the second bet is for Loopylu to finish placed (i.e. 1st, 2nd or 3rd.)

Now there are 3 different outcomes for this bet as follows:

### 1. Loopylu Doesn't Win or Place

Loopylu finishes in none of the places (1st, 2nd or 3rd) i.e. 4th or worse, so if this outcome was to occur you have lost both your £10 win bet and your £10 place bet so in this case the total loss is £20.

### 2. Loopylu Places but Doesn't Win

Loopylu finishes 2nd or 3rd but doesn't win. There is no difference between 2nd and 3rd; they count as the same i.e. they are both "a place". So if this outcome was to occur, remembering that your £10 EW bet is two bets (£10 win and £10 place) your win bet of £10 has lost and your £10 win



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stake remains with the bookmaker. However your £10 place bet has won and your return at 2-1 (2-1 being a 1/4 of the odds) = £30, that's £20 profit and your original £10 place stake. So the overall profit on this bet is £10 (you staked £20 (£10 EW) and received £30 back.)

### **3. Loopylu Wins the Race**

If Loopylu wins the race then both of your bets are winners as a win also counts as a place (1st, 2nd or 3rd.)

So if this outcome occurs the win part of your bet returns £90 i.e. £80 profit at 8-1 and your £10 original stake.

However the place bet of your bet has also won and as already explained above in number 2., that bet returns £30 (£20 profit and your £10 original place stake).

So the total return in this instance is £120 i.e. £100 profit and the original £20 stake.

Sometimes bookmakers will offer enhanced place terms on races with well in excess of 16 runners, a good example is the Grand National which usually has over 30 runners, and in this instance many offer a 1/4 of the odds for a horse finishing 1st, 2nd, 3rd, 4th and 5th and sometimes even 6th.

Having explained the concept of how Each Way Betting on horse racing works, I would like to point out that in my opinion the placing of Each Way Double Bets is definitely my recommended approach to betting.

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## Chapter 7: Each way doubles - the bet the bookies fear

The Each Way Double is one of my favorite bets and bookies hate them. Never will you see a sign in a Betting Shop `Each Way Doubles Gladly accepted`. The Bookmakers despise people who bet `Each way` Doubles and we are often termed `Each Way Thieves`. I am delighted to be termed an each way thief and so should you.

If you take a quick glance around any betting shop you will be alerted to the kind of bet the bookmaker WANTS you to place. Lucky 15s, Yankees, Lucky 31s, Goliaths, 49s, Union Jacks, Correct score / result football match doubles, forecasts, Irish Lottery, and virtual racing from Portman Park (God give me strength!) the list goes on.

However one offer you will never see advertised in a bookies shop is 'Enhanced' odds on Each Way Doubles.

The reason for the apparent disdain for the punter using such `treachery` is that arithmetically for once the odds are in OUR favour - providing the frame of the race is right for an each way bet.

The very mention of an Each Way Double, often sends shivers down the back of the spine of Bookmakers. If they had their own way, Each Way Double betting would be barred, indeed many of my members (myself included) now have our EW bets heavily restricted by the online bookmakers such as Stan James, Sky Bet & Bet Fred.

The lesson to be learned here is to play a bet which suits US. We can pick and choose whereas the Bookmaker cannot. He has to play in EVERY race. We will never see the Bookmakers "Best Bet of the Day" advertised as an Each Way Double especially in two 8 runner novice hurdles where the favorite is odds on in both races. The reason will be is that it's the shrewd punters bet of the day. It's a bet where its PROBABLE that the punter will win and the Bookmaker will lose. The Layers don't like that though.

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However the nicely framed Novice Hurdle race, mentioned above is just the type of race we SHOULD be concentrating our efforts on. If it's bad news for them then it must be good news for us, so pick and choose your races and strike the enemy when he is at his weakest.

Let me explain why a cleverly placed each way double on two fancied horses in an 8 runner race at odds of 3-1 and 2-1 is a Bookies nightmare bet. You see with this bet we don't even need both of these horses to win in order to make a profit from the bet. All we need is for both horses to PLACE in order to obtain stake recovery.

The odds required on two horses in effect would not normally be regarded as an each way bet by some. Prices from 2/1 upwards can be considered providing placed in tandem with another similar priced horse.

This is why I love the bet so much and also why the Bookies hate it - and of course if both horses should happen to WIN then the return on the bet can be terrific.

I look at 2 forms of each way double. The `straight` each way double and the [`equally divided`](#) each way double. The straight each way double basically is offered by Internet Bookmakers and is calculated on a win to win : place to place basis.

The `equally divided` each way double is only offered by Bookmakers in the Shops (Unless you use Internet Bookmakers to place 2 separate bets).

### **Straight Each Way Double Example**

Horse	Odds	Result	Quarter Odds
Horse A	2 - 1	3rd	1/2
Horse B	3 - 1	2nd	3/4

If we had placed a £20 each way double (total £40 stake) on the above example we would have lost the £20 win part of

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our bet, but have won the place side of the bet which put us in this position:

Horse	Stake	Quarter Odds	Winnings
Horse B	£30	3/4	£22.50

The winnings of £22.50 are added to the stake of £30 resulting in a return of £52.50 from the initial £40 stake showing a profit of £12.50 on the bet yet **NEITHER HORSE** won!

If both horses had indeed **WON** then we would have found ourselves in the position from the win side of the bet:

Horse	Stake	Odds	Winnings
<b>Horse A</b>	£20	2 - 1	£40
<b>Horse B</b>	£40 + £20 = £60	3 - 1	£180

The return on the win side of the bet would be £240 and the profit would be £220. In addition there would also be a profit of £12.50 from the place bets.

Total returns would equal £292.50 resulting in a total profit of £252.50.

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## Chapter 8: Each way equally divided

Not a lot of people know about this bet, which is sometimes known as Each Way All Each Way.

Many a time you may be let down with the second horse in a double when the horse is placed and fails to win. The 'Equally Divided Double' though gives you an edge with such an occurrence.

I personally use the Equally Divided Double bet regularly. In effect you are better off with an Equally Divided Double if ONE of the two selections in an EW double actually wins.

One of the bets in my daily column is called 'The Dunlop' and it's a bet I usually play each way equally divided.

So what's the difference between a normal each way double and an each way equally divided double?

Each Way Equally Divided is a way of getting round the problem of what happens when one of your selections wins, but the other one only places.

With Equally Divided the return is calculated after each leg of your multiple bet and that return is then re-invested in the next leg.

Basically you are playing the double in a different way based on the feeling that one of the two horses will win and maybe the other will only place.

Usually a place result on the first horse means that there is no win stake on the second horse. However via the each way equally divided method any RETURNS from the first horse are split 50/50 on the second horse.

So say we had a 5/4 place followed by a 6/1 winner. Under the normal EW double method you would in effect just have a place double which for a £25 EW stake would return £68.75

However placed the equally divided way, this bet would have been played like this (via internet is OK as 2 EW singles) 25 EW on 5/4 shot placed would return 31.25 The return is then

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split 50/50 so £15.61 EW on the 2nd horse which wins @ 6/1  
So the final return would now be £143.61

Each way equally divided is NOT the bet to have when two horses both have a good chance of winning, however it comes into its own when the first horse is a decent price and places so that the second selection has win money applied and in certain circumstances where you don't expect both of your selections to win.

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## Chapter 9: Don't Get Banned

The bookies are not stupid and when you start to win too regularly with any one in particular, it will not go unnoticed. They all have very specialised controlling systems and there is no doubt that information is passed between bookmakers.

### Use Betfair

My best advice is to use Betfair as much as possible as you will never get banned at Betfair for making profits. However do remember that the Bookmakers are not charities, they – just like us – are in business to generate profits and so will continue to heavily restrict or even close winning accounts. Therefore it is essential that you vary the bookmakers that you use and open bookmakers accounts left right and centre spreading your bets around in an attempt to avoid getting banned.

### Start planning now

This may seem like an unlikely scenario for you at present, but take it from me it's a real problem when you start winning. So start planning ahead now. Just recently I was restricted to just 16p each way with Stan James on one of my each way combos - oveh! Many of my long-term members also report similar problems and a member recently sent me an email from [www.stanjames.com](http://www.stanjames.com) regarding the closure of his account. These layers are absolutely pathetic at times and only want the great unwashed to speculate on their FOBT`s, Steepedowns, Portman Parks, Dog Forecasts etc.

The main reason they restrict members so much is that undoubtedly we are betting in the races where they don't want to see each way bets.

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Many players (I would include all the membership in this) – are now wise to what’s going on out there and are betting using many bookmakers. Bookmakers though want punters to bet in ‘gluesniffer’ Handicaps yielding fortunes for themselves. People should not be dominated in this way. The Bookmaker wants you to gamble on HIS terms and HIS prices. Ignore them please – YOU bet when it suits YOU.

So what do we do?

## **Use a squad rotation system**

Be patient and above all else ensure that you have opened up multiple bookmaker accounts - and build yourself a ‘bookie squad’ so to speak. After doing so please utilise a squad rotation system to spread your bets around the bookmaking network and (change the bookies you use) on the crafty each way doubles as much as possible.

Use multiple betting channels, i.e. place bets through telephone accounts, mobile phone WAP accounts, Internet accounts, in person with cash via the shops as much as possible and in the case of Skybet via your TV.

## **Beware of large bets**

Large bets also seem to trigger alerts with the Bookmakers and as a guide they seem happier with bets of up to about £50.

This being the case my advice would be to spread your stakes around as well and instead of placing a £100 bet with your favourite bookmaker and risking your account being flagged, try spreading the stake and place two £50 bets with two different bookmakers.

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## Slow withdrawal

Bear in mind also that leaving large amounts of money in bookmaker accounts seems to trigger the alerts. Mind you the alarm bells also ring when withdrawing large sums of money all in one go. The best course of action is to withdraw winnings in a slow and steady way in an attempt to avoid drawing unnecessary attention to yourself.

## Use Mug Bets

Sometimes we have to throw the Bookmakers off the scent and show them that we are not very clever at all. The best way is to have the odd `gluesniffer bet` at any of the layers and also Margin bets on Rugby League, Correct scores in Soccer, Big Brother Winners, Reversed Forecasts etc etc are also regarded as Mug Bets - so use them with the layers.

Spread the bets around – sure you may eventually be caught – but you will be in the game a lot longer.

## Friends and Family

Involve close members of the family too if you feel the need. Take all the free bets offered in the Racing Post especially with the new card/member.

## Big Brother

Finally it is imperative that you use different User Names and passwords on your accounts. If you don't then Big Brother will definitely be watching you! Its not a battle with the bookmakers – it's a war!

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*Part Two*

# Descriptions of the Bets & Trades

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# Introduction

A selection of descriptions from the growing menu of strategic bets and trades, all explained in an easy to follow step-by-step guide.

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## Chapter 10: The Double Diamond



This bet is placed with a traditional bookmaker either in the shops or online and is so named because it will certainly work wonders with your betting bank.

The Double Diamond is generally used with 2 shorter priced horses in win singles and a mathematical each way double played half 'straight' and half equally divided– win-to-win and place-to-place and would generally be regarded as the safest of the main bets.

The Double Diamond stake is normally £120 total, unless otherwise stated, however the split between the win part and the double might vary. (see below)

Sometimes the DD is played to a reduced percentage of above stake, however I will always make this clear in the column.

The Double Diamond betting bank for £120 stakes is £2400

Of course you don't have to play the Double Diamond to full stakes. So for a £1200 betting bank the total stake would be £60 and for a £600 bank the stake would be £30.

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## Double Diamond Rules

- a) All Double Diamonds are placed HALF equally divided and HALF straight.
- b) The second single of any DD is NOT played if there is a return from the first horse.
- c) Often I will place WIN lays & sometimes PLACE lays in running on the first horse and these will be given in the column. I will stipulate as and when to play the bet this way.
- d) The Double Diamond should ALWAYS be placed using Best Odds Guaranteed prices (we use b365).
- e) Use Betfair whenever less than 8 run, for instance if there are withdrawals/NR's and the traditional bookmakers only have to pay out on 2 places. (In such instances, Betfair will still pay out on three places).

## Double Diamond Example from the daily column on 2/09/2010

**DOUBLE DIAMOND** (£120 stake played as above)

2 X £20 singles & £40 ew double

a) Time to Work 14:50 Epsom Downs

and

b) Presenting Nama 19:40 Clonmel

Ok, based on a Best Odds Guaranteed Price on Time To Work of say 3-1

And a BOG price on Presenting Nama of say 9-4

This is how the bet should have be played;



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The total DD total stake is £120

2 x £20 win singles and a £40 each way double (Total investment £120)

However All Doubles are placed HALF equally divided and HALF straight.

So, firstly you place £20 to win on Time To Work at the BOG price of 3-1

Then, you place a straight £20 each way double on the above two horses at your BOG prices. (this is the straight half)

Followed by a £20 each way single on Time To Work again at BOG 3-1 (and this is the equally divided half)

OK, in this instance Time To Work won the 2.50 at Epsom.

So, this is what the position was after the first leg

The £20 Win Single at 3-1 returned £80 (profit £60)

The £20 each way single (outlay £40) at 3-1 returned £112 (profit £72)

AND the other £20 each way straight double is still in play.

So, the next move is as follows;

The second single of any DD is NOT played if there is a return from the first horse, so in this instance we DO NOT now place the second £20 win single on Presenting Nama.

However we do have to place the second leg of our equally divided double.

So, you now take your £112 return and equally divide it win/ place on Presenting Nama as a second £56 each way single.

(If the BOG price is still available then again I will recommend taking it, for the purpose of this example lets assume that 9-4

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was still available on Presenting Nama, after Time To Work won at 2.50.)

Presenting Nama duly won the 7.40 at Clonmel, so the final returns/profits on the bet are as follows;

£20 win single on Time to Work, returned £80 (profit £60)

£20 each way straight double (£40 outlay), returned £306.40 (profit £266.40)

£56 each way single (£112 outlay), returned £263.20 (profit £151.20)

So, the total profit on the bet based on the BOG prices above would have been £477.60.

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## Chapter 11: The Ali Baba

This bet is placed with a traditional bookmaker either in the shops or online.

The Ali Baba a 'Thieving' each way double bet where we also play a small bet on the win side. It is similar to the Double Diamond but with lower stakes.



The Ali Baba stake is normally £40 (Well he had at least 40 'thieves')

The Ali Baba betting bank for £40 stakes is £800

Of course you don't have to play the Ali Baba to full stakes. So for a £400 betting bank the total stake would be £20 and for a £200 bank the stake would be £10.

### Ali Baba Rules

**a) All Ali Baba Doubles are placed HALF equally divided and HALF straight.**

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**b) The second single of any DD is NOT played if there is a return from the first horse.**

**c) The Ali Baba should ALWAYS be placed using Best Odds Guaranteed prices (we use b365).**

### **ALI BABA EXAMPLE** taken from the daily column on 3/09/2010

ALI BABA (£40)

2 x £5 win singles & £15 ew double

Rocky Rebel 13:50 Lingfield Park 15/8

And

Tick Tock Lover 18:15 Kempton Park 9/4

Ok, based on a Best Odds Guaranteed Price on Rocky Rebel of 15/8

And a BOG price on Tick Tock Lover of 9/4

This is how the bet should be played;

The total Ali Baba bet stake is £40.

2 x £5 win singles and a £15 each way double (Total investment £40)

However All Doubles are placed HALF equally divided and HALF straight.

So, firstly you place £5 to win on Rocky Rebel at the BOG price of 15/8

Then, you place a straight £7.50 each way double on the above two horses at your BOG prices. (this is the straight half)

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Followed by a £7.50 each way single on Rocky Rebel again at BOG 15/8 (and this is the equally divided half)

OK, in this instance Rocky Rebel finished 3rd in the 1.50 at Lingfield.

So, this is what the position was after the first leg

The £5 Win Single at 15/8 lost, resulting in a £5 loss.

The £7.50 each way single (outlay £15) at 15/8 returned £10.31 (loss £4.69)

AND the other £7.50 each way straight double was still in play.

So, the next move is as follows;

The second single of any Ali Baba is NOT played if there is a return from the first horse, so in this instance we DO place the second £5 win single on Tick Tock Lover.

However we do have to place the second leg of our equally divided double.

So, you now take your £10.31 return and equally divide it win/ place on Tick Tock Lover as a second £5.15 each way single.

(If the BOG price is still available then again I will recommend taking it, for the purpose of this example lets assume that 9-4 was still available on Tick Tock Lover, after the 1.50 race finished.)

Tick Tock Lover duly won the 4.15 at Kempton, so the final returns/profits on the bet are as follows;

£5 win single on Rocky Rebel, lost (-£5)

£7.50 each way straight double (£15 outlay), returned £14.95 (small loss of -5p)

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£7.50 each way single on Rock Rebel (£15 outlay), returned £10.31 (loss of – £4.69)

£5.15 each way single on Tick Tock Lover (£10.30 outlay), returned £24.21 (profit £13.91)

£5 win single on Tick Tock Lover, returned £16.25 (profit £11.25)

So, the total profit on this thieving bet, where one horse placed and the other won, based on the BOG prices above was £15.42.

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## Chapter 12: The Dunlop

This bet is placed with a traditional bookmaker either in the shops or online and takes its name from the legendary Dunlop 65 golf ball, because...



The combined Dunlop stake is always £65 total, unless otherwise stated, however the split between the win part and the double might vary. (see below)

The Dunlop betting bank for £65 stakes is £1300

Of course you don't have to play the Dunlop to full stakes. So for a £650 betting bank the total stake would be £32.50.

The Dunlop is a more expansive bet and here I place 2 each way singles and an each way double generally on 2 horses priced above 5/2 and very often played each way equally divided.

The prices of selections in the Dunlop tend to be higher than with the Double Diamond which gives us the advantage that if one of the horses flops you can still make a profit on the other.

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## Dunlop Example One

2 x £5 ew singles & £22.50 ew double

Anothercoppercoast 1.15 Punc and Puyol 1.50 Punc

So in this example you place a £5 each-way single on Anothercoppercoast in the 1.15 at Punchestown and another £5 each-way single on Puyol in the 1.50 at Punchestown

PLUS a straight £22.50 each-way double on both horses.

Total stake £65

## Dunlop Example Two

2 x £7 ew singles & £18.50 ew double

Thumbs Up 310 Bang and Blaze Brightly 600 Dundalk

So in this example you place a £7 each-way single on Thumbs Up in the 3.10 at Bangor and another £7 each-way single on Blaze Brightly in the 6.00 at Dundalk

PLUS a straight £18.50 each-way double on both horses.

Total stake £65

## Dunlop Example Three

2 x £6.25 ew singles & £20 ew double (equally divided today)

Tribes and Banner 235 K & Josephine Malines 415 Cart

In this example the double element is played equally divided as follows;



- 
- a) Tribes and Banner has £6.25 ew single
  - b) Tribes and Banner also has a further £20 ew single as first leg of the equally divided double
  - c) Josephine Malines has £6.25 ew single PLUS if there are any returns from b) then they are split 50/50 win and place. If NO returns from b) then just the single ew bet.

Total stakes £65.

## Dunlop Example Four

2 x £6.25 ew singles & £20 ew double (half equally divided)

Say No Now 210 Sand and Simenon 240 Sand

SO the STAKE OF the double element of this bet (£40) does not change. But you play half straight in a £10 ew double played the traditional way AND also half £10 ew equally divided as below.

In this example the double element is played half equally divided as follows;

- a) Say No Now has £6.25 ew single
- b) Say No Now and Sand and Simenon £10 ew normal double
- c) Say No Now also has a further £10 ew single as first leg of the equally divided double
- d) Simenon has £6.25 ew single PLUS if there any returns from c) then they are split 50/50 win and place. If NO returns from c) then just the single ew bet.

Total stakes £65.

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## Chapter 13: The Hughie

**The Hughie is a place only bet played via 'Betfair's' place markets.**

So named after 'Hughie Green' of Double Your Money fame; as in time the Hughie bet will also double your money.



The 'Hughie's' are the cornerstone bets of the service and are the bets I strongly recommend – should be the starting point for every new member to betting.

The Hughie's have been extremely successful for the past decade and are also a relatively stress free bet, because we are trying to find selections that will 'place', not necessarily win.

The advent of 'Betfair' has allowed punters to place this attractive and successful bet whereby profits are accumulated slowly and steadily therefore helping to build up betting banks created from other peoples money or 'Opium' as I like to term it

You can then use this 'Opium' to experiment with some of my more expansive double and combination bets and believe

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me, using other people's money to bet with is about as relaxing as you can get without actually taking opium!

So to get you started here is an explanation of the 'Hughie's'. The 'Hughie's' are played via 'Betfair's' place markets and therefore NOT with traditional bookmakers.

**The Betting Bank required for the Hughie Place Bets is now £1,000.**

The current stake range for the Hughie's (with former stakes in brackets) are: -

**£50 (£20) or 5% of the starting Betting Bank**

**£30 (£12) or 3%**

**£20 (£8) or 2%**

**£10 (£4) or 1%**

**£5 (£2) or 0.5%**

**£2 (-) or 0.2%**

If you only have a £500 bank then you can still follow the Hughie's **BUT YOU MUST** halve the advised stake.

A place bet is a straight (back) bet on the horse concerned finishing placed i.e. 1st, 2nd or 3rd. Sometimes a race will also allow a 4th place spot but these types of handicaps are not the sort of races you will find me betting in. So the first thing to understand with the Hughie's is that they are place bets – NOT win bets.

Secondly on the whole, place betting is not odds on betting, this is because any odds over 1.34 constitute an ODDS AGAINST bet as in effect you have 3 spots to aim at and not

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just the one place when win only betting. As a consequence I will argue until the cows come home that by and large place betting is NOT odds on betting if you pitch the bet at 'Betfair' odds of above 1.34.

Thirdly the strike rate of the Hughies is VERY high and I aim for 75%+ overall and some analysis done in July 2009 based on the former Hughie stakes confirmed the following trends:

### **Hughies**

£2 stake – 47.86% strike rate - avg odds 2.28

£4 stake – 62.60% strike rate - avg odds 1.61

£8 stake – 72.07% strike rate - avg odds 1.51

£12 stake – 88.24% strike rate - avg odds 1.36

**NB:** The above analysis was carried out by Paul Ellis of Betting Alchemy when I was using the previous seasons Hughie stakes.

Finally the Hughies are a very profitable bet and have shown a profit every year for the past 9 years. The 2008/09 season was no different and I increased the £400 starting bank by 175% and delivered over £700 profit by simply using the above stakes and his slow but steady risk adverse and long-term approach to place betting.

The daily column will list several Hughie place bets ranging in stake strength from £2 up to £50, the £20, £30 and £50 'Hughies' are the ones I have most confidence in, however long-term they are all profitable.

You are welcome to play the Hughies just as straight place bets or double up your stakes and play them by using the Turbo Hughie method or even via the Turboplus method.

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I recently introduced these two `Turbo` methods in order to retrieve stakes and in some cases even make a substantial profit from a horse finishing just out of the frame.

## **Hughie Place Bet Example**

This example was taken from Big Mikes Sunday Column on 27<sup>th</sup> December 2009.

HUGHIES

£20 Westlin Winds 100 Kemp

The above instruction means we are placing a £20 place bet on Westlin Winds in the 1.00pm race at Kempton.

So the next thing to do is to open up your 'Betfair' account and select the (Place) market for the 1.00 race at Kempton, you then find Westlin Winds and back the horse to place using (in this example) a £20 stake.

Your Hughie place bet is now set and provided Westlin Winds finishes either 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> i.e. placed we collect our profit.

I generally recommend that you take the pre race odds being offered on 'Betfair' rather than 'Betfair' SP odds, which are invariably much lower.

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## Chapter 14: The Turbo Hughie

### THE TURBO HUGHIE AND TURBO PLUS METHOD'S

#### The Turbo Hughie Method:

This is simply a Hughie place bet with the addition of an in running lay (or mine as I term them) placed via the 'Betfair' Keep option, for full stake recovery plus £1.

To play the Hughie using the Turbo Method we double the initial Hughie stake and then place an 'in running' lay at 25% of the place price taken for the full amount of our stake plus £1 using the 'Betfair' keep option.

So for a £20 Hughie backed at 1.52 - You double your stake to £40 then place a place lay for £41 @ 1.13 in the 'Betfair' 'in running' keep. This additional move rescues many a bet and therefore further protects the betting bank.

**The Turbo Plus Hughie Method:** entails the placing of an additional 'in running' LAY at one tenth the price taken at the start but with a minimum price stipulation of 1.07. This lay is IN ADDITION to the Turbo lay above.

So for a £20 Hughie backed at 1.52 - I will place TWO lays when using the Turbo Plus Method. Firstly the Turbo lay as above and then a second FURTHER lay for £20 @ 1.07.

**NB** If the Hughie is matched above 1.75 at the start the Turbo Plus level is increased to 10% of that level - i.e. 1.08 in such an instance.

The following are typical example's of how the Turbo Hughie and Turbo Plus bets work and are taken directly from the daily column:

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## Turbo Lay and Turbo Plus Examples

This example was taken from Big Mikes Bank Holiday Monday Column on 28<sup>th</sup> December 2009.

£10 Hughie on Kudu Country @ 1.97

The Turbo Lay in the `Keep` was for £21 @ 1.25.

The Turbo Plus Lay in the `Keep` was for £20 @ 1.10

**Note:** because I was playing this 'Hughie' with the Turbo lays, I initially doubled my Hughie stake to £20 from £10.

In this instant, both Turbo `mines` blew resulting in a profit of £21 from a horse that failed to see out the trip.

A great way to avoid disappointment indeed.

## Hughie Place Betting Appendix:

**Hughie:** A straight place bet

**Turbo Hughie:** A double staked 'Hughie' with an in running lay for full stake recovery plus £1 set at 25% of the original back price obtained.

**Turbo Plus:** An additional in running lay set for TWICE the original 'Hughie' stake at 10% of the back price obtained.

**Mine:** An 'in running' lay bet

**The Keep:** On markets that will go 'in-running', we make use of Betfair's excellent Bet Persistence facility and 'Keep' the bet, even once the market turns in-play. This provides the opportunity to place the Turbo mines before the off, although remember there is still no guarantee we will be matched at our requested prices as the market may never reach that level.

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The market will suspend as normal once the event starts, but when it turns 'in-play' all bets which had the 'Keep' option selected will remain and be available for the wonderful Betfair 'lemmings' to match.

**Turbo Mine Calculation:** The calculation for working out the two turbo mine levels is as follows:

For a 'Hughie' price of 1.97 you multiply 0.97 by 25% and then round up.

$0.97 \times 25\% = 0.2425$  so the 1st Turbo mine is placed at 1.25

And then

$0.97 \times 10\% = 0.097$  so the 2nd Turbo Plus mine is placed at 1.10



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## Chapter 15: The Ringmaster

Here I want to explain to you how another one of the successful 'place bets' in the daily column works - it's called 'The Ringmaster'.



The Ringmaster is a roll up place bet and takes its name from a circus ringmaster - 'Roll Up, Roll Up'.

This is a 'place market' only bet starting at £30. It is played over several days with the target of hitting £100 AFTER taking away the initial stake along the way.

The first bet is a £30 bet and then if the selection is successful we keep rolling up the £30 plus the profits and continue to place the whole lot on the next selection. Once rolled up to £50+ I will then withdraw the initial £30 starting stake. The remainder will then roll up to a stop point of £100, which gives you a £100+ profit. Having met the target using 'other peoples money' or 'OPIUM' as I term it, I will then start the bet again from the base stake of £30. If (when) at any point a bet loses we always start again at £30 and proceed as above.

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The bet serves to make the point that for a small outlay (risk) of only £30 on carefully chosen races you can accumulate profits from place betting using other peoples money to do so. The liability then never exceeds £30.

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## Chapter 16: The Mule Train

### Place Lay Only Bet

This place lay bet is played via 'Betfair'.

This is a place lay bet, where I find a poor race, normally a Seller or Claimer being contested by lots of 'Donkey's or Mule's' - hence the name.



With this bet we 'place' lay all the selected Mule's to an equal liability and provided none of the horses selected make the frame we collect our profit.

However in the unlikely event of just one Mule placing our potential loss is reduced through having all the other 'horses' on our side.

### Mule Train Lay Example

Redc 11th May – 16:20 6f Claim Stks

Laying the place on all these to a Betfair SP Liability of £10 on each horse. (Total Liability 3 x £10)

Digit

Sea Salt

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Moonage Daydream

Soto

Wiltshire

Polish World

Rainbow Bay

Baronovici

Jojesse

Tump Mac

Bold Haze

Sheiknknnotsterd

Lifetime Endeavour

Seafield Towers

In this example in the 4.20 Claiming Stakes at Redcar, I am place laying each of the horses above to a maximum liability of £10 on each and every horse at Betfair Starting Price.

**Stake explanation.**

Basically its important to lay all the horses suggested in the column at the stakes advised. By laying all the horses we are in effect increasing the SHIELD against any potential loss.

If the `Mule Train` is successful I may well use some of the profit to increase the total liability placed on the next train arriving on Platform 4.

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## Chapter 17: The Dead Mans Handle

This is a Horse Racing Trading bet played via Betfair.

It's entitled `Dead Mans Handle` as explicitly the lay crystallizes as soon as one is matched.

It is similar to the [Axminster](#) but here I cancel ALL the remaining lays as soon as the first horse has been matched in running. I set the lay reasonably high so that there is ample time to bet back the laid horse normally at double the price laid.

The plan is to end up just laying the FIRST horse matched and then cancelling the rest.

Now the key element is to bet back the horse chosen in running at a reasonable profit as the number of times the selected horse also wins after drifting in running is staggering.

Basically it's another defensive tactic but used because there are so many betting/trading lemmings about – so we just have to take advantage of their generosity.

### Dead Mans Handle Example

#### Leop 28th May – 20:30 1m2f Hcap

Laying the field @ 2.6 for £25 – canceling when first horse matched – betting back £5 @ 7 in running on the horse selected (laid)

So with this trade, I place lay the field (as per the instructions for the Axminster) for £25 at Betfair odds of 2.6 using the Betfair Keep option. When the first horse is matched in running I immediately cancel the bet (Best to use Gruss) and

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then place an in running back bet on the horse just layed for £5 at Betfair odds of 7.

You need to use some trading software such as [Bet Angel](#) or [Gruss Betting Assistant](#) to play this bet/trade.

Free for 30 days then £6 per month or £60 for the year.

Well worth it and essential if you are serious about trading type bets.

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## Chapter 18: The Lemming Method

You know what lemmings are right? They're the creatures that follow each other mindlessly and eventually jump off a cliff to their certain deaths all without really knowing why.



So I have named this method after these poor creatures to show how Betfair `gamblers` follow en masse on the Exchanges. We have to take advantage of such movements.

The Lemming method – if employed consistently will provide the returns we need - however I do need to warn you that it is hard work – though the end result will be more than satisfactory.

The method involves setting in-running mines (lays) and pegs (back bets) at different levels and then waiting for the `lemmings` as they helplessly walk into our traps, exploding our mines and pegs and over a period turning our Betfair screens green with profit.

Once exploded, we just reset the mines and pegs at different levels above and below the current price in the market and wait for the lemmings again. It's an excellent method; simple, profitable but also remember that its also very hard work.

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Cricket matches are ideal for Lemming Method trading and I am showing this example is based on one such game involving Hampshire :-

Initially I like to take a small position - based on my judgment of the outcome. So for this game I would lay – Hampshire (the favourite) for £30 gross at 1.8 for a liability of £24.

Amazingly the lemmings consider that when a six is hit at any time there will be a dramatic effect on the RESULT.

Similarly with wickets. Movements are greatly exaggerated and my strategy is as always oppose.

So the initial position above gives me the levels I need to lay the `mines`.

Also we have to have `pegs` in place to take the upswing on any `exploded` mines.

Assuming your lay of £30 is taken at 1.80 - I then suggest you place the following trades in the Betfair `Keep` :-

Mines :-

£5 @ 1.70, 1.65, 1.61, 1.54, 1.47 & 1.40

Pegs

£4 @ 1.85, 1.9, 1.95 & 2.00

OK so far?

After the match starts you will see for yourself how volatile the exchange markets are. Pegs and mines hopefully will be gobbled up BUT the key to the trade is to keep replenishing all the trades which have matched as markets rarely go in one direction. Volatility is key.

So lets assume in this example that Hampshire bat and get off to a dicky start - say 20 for 1. The market price on the exchanges would have jumped to around 1.98. Very soon three of the pegs would have been matched in running.



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In such a scenario it is time to `reseed` the positions. I then place mines to COVER the pegs which have been taken generally at a 10 `tick` margin. So mines are placed at 1.75, 1.8 & 1.85 for £5 each.

You will see the benefit of reseeding as normally very soon after reseeding the mines would blow and again you have to replace the blown mines for 80% of your mine stake 10 ticks ABOVE the level of the blown mine.

The trade can last the whole match or indeed when you are happy to green up and take a profit whichever team wins the match.

That's the basis - it may be tricky to understand but once you've played it you will understand why I call them `lemmings`.

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## Chapter 19: The Fedora



### **A tennis match trade Named after the Fed himself - who else!**

This trade is a variation on the 'Lemming Method', but is used in suitably 'tightly' framed tennis matches.

1. Find TELEVISED matches which will be COMPLETED within the TV schedule – its no use trading in a match only the Wimbledon viewers can see as there will be many lappoppers on the Courts ahead of everybody.
2. Ensure you have a TIGHT match – both players have nearly an equal chance.
3. Lay as soon as ONE player hits 1.8.
4. As soon as Player 1 hits 1.8 then lay a new mine (lay) at 1.7
5. As soon as 1.7 is matched lay a new mine at 1.6 AND a peg at 1.8 to take the upswing from 1.7.
6. Same process from now on mines and pegs after every mine blowing.
7. Do NOT lay any player above 1.8

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8. Stick to the `bear` tack – in other words keep laying on the player below 1.8

9. After a substantial jump when say Player A was laid to 1.4 and then loses an unexpected match it is WISE to green up so BOTH players are level green. Then start the whole process again.

10. Assess a target profit before the match and QUIT when that target is met on BOTH players.

11. Be VERY careful in the last set and also on Tie Breaks. Huge swings.

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## Chapter 20: The Axminster

### In Running Carpet Lay Of The Field

An In-running blanket lay trading bet (hence the name) played via the Betfair keep option or with some betting assistant software.

With this bet I am trying to find races where many horses will be matched at an intermediary level in running.

Played in Handicaps only. The plan is to lay the whole field at a much lower price in running with the plan to catch as many horses in the net as possible.

I pitch it quite high as in effect we are `fishing` for the `lemmings` to bet during the race. There is very little downside on these plays.

### Axminster example;

Curr 27th Sep – 14:15 6f Hcap

Laying the field for £10 @ 5.1

The easiest way to play this bet is to automate it with the use of some trading software such as Gruss.

However to place the bet manually via betfair, firstly pre race you select the win market for the 14.15 at the Curragh and then select the Place Bets tab at the top of the right hand box.

This will reveal two buttons, immediately below the words **Win Only Market**. The two buttons say; **Back All** and **Lay All**.

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**Select the Lay All Button.**

Then using the tab button on your keyboard adjust all the backer's odds in the backers odds boxes to **5.1**

**AND** then fill all the backer's stake boxes with **10 (£10)**

**Then press the bottom right hand place bets button followed by selecting the 'Keep' option.**

**This in running trading bet is now set.**

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## Chapter 21: The Shaunee

Named after long-term member Shaun Foulds who is the mastermind behind the bet. The Shaunee is a fabulous and very profitable HT/FT (Half Time / Full Time) result bet based on a draw at HT and the banker team winning at FT.

We play the Shaunee around the teams in the top European football leagues over the weekends matches via a Lucky 15 and an accumulator. The different starting times for matches are perfect for trading this bet.

The matches are selected on the basis that the `unfancied` away team will play a `spoiling tactic game` and try and play for a goalless draw.

In effect therefore we are aiming to obtain increased odds as generally `Joe Punter` will be looking to find a bet involving the `fancied` team to win both halves. So any bet involving a draw won't be on his radar.

The `Shaunee` therefore reflects a bet where the `fancied` team will be held to a draw in the first half and then after a suitable sensible team talk from their Manager will play a more expansive game in the second half and go onto win.

The bet has performed well over the last few seasons but importantly it affords you great trading opportunities.

There is no reason why with only ONE correct result that you cannot at least return your stake.

So the key to this HT/FT bet is that it can be traded successfully via Betfair. Hedging opportunities are available from the word `go`. Laying the Half time market or even the Half time 0-0 market is a cheap lay to protect the bet. In the

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second half you could then look to lay the `fancied` team to protect the bet.

By using a Lucky 15 you will also be able to obtain `enhanced` odds so your calculations for profit and hedging could be substantially increased.

I normally trade the first game to ensure a sound position and then go on from there assessing future returns and hedging each time.

The ethos of protecting your position works very well with this bet as very often a late equalizer can spoil the party.

### **Live Example of the Shaunee in Action**

£3 win Lucky 15 and £5 accumulator on the following European Games

Saturday 21st 9.00pm

REAL MADRID v Cadiz 7/2 Sunday 22nd 130pm

CHELSEA v Charlton 4/1 200pm

JUVENTUS v Empoli 9/2 600pm

BARCELONA v Alves 4/1 800pm

All prices with the Tote, remember the bet is Draw HT/Team in CAPITALS FT

Plenty of opportunities became available.

The Real Madrid game was an ideal example with the game ending 0-0 at half time.

However I laid the half time DRAW at 1.7 for £15 (cost just over a tenner) with the half 35 minutes old!

I then laid Real Madrid for a gross £20 at 1.46 (cost £9.20).

After laying Real Madrid at HT, Cadiz unexpectedly scored. I then laid Cadiz @ 2.3 for £11 to put the Big Mike book all green with a big lump on the draw.

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I didn't feel it wise to hedge further as I was OK with the lump on the draw and a small `green` on Real Madrid. RM then scored the 3 best goals I have EVER seen in one half of play. Absolutely fantastic strikes every one of them. Brilliant goals. At this point – the bet became exciting.

As a side comment it is amazing (but not uncommon) how short the price goes when the deadlock is broken in the 2nd half should the fancied team score first.

Often you will see prices as low as 1.07 with 15/20 minutes still to play with just a one goal advantage to the `fancied` such as Barcelona, Real, Juventus etc.

OK back to the plot. The hedge in the match wasn't a loser and it would have been a big plus if the game had remained a draw. I still believe that the hedge was a sound strategy to play on the first leg of the bet in order to protect the overall combo bets within the Lucky 15. At the end of the match we had secured the 3 x One winner bonus and more importantly all our doubles, trebles and accumulators were all in tact.

So – We had one win under our belt but the beauty with this bet was that the next 3 matches all started at different times! A hedgers PARADISE. We had ample opportunity to play the `reverse bookmaker` and hedge not only for stake recovery but also PROFIT as well.

In short I feel that you should be looking at the Half Time situation. Basically it's a cheap way to hedge, especially now that Betfair have made the 0-0 option available as rarely will the `unfancied` team look to score in the first half.

In the second, third and fourth games you should still follow the same technique to protect stakes and reassess the calculation of the overall pot you are trying to hedge against. Take into account of course any losing lays you make as well.



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As it happened the whole bet in this illustration worked very much in our favour. The wager resulted in a £757.50p return for the £3 Lucky 15 less of course the hedges made (amounted to around £175)

It's a Cracking bet all round especially with the hedging opportunities provided. It's a simple bet but certainly gives us an edge because of the trading opportunities. Statistically too its intriguing to ascertain how many times the Draw HT/ Favourite FT seems to occur in these supposedly one sided matches.

The Shaunee matches and HT/FT instructions are either posted in the daily column or on the forum. I then update the hedging moves we should be making as the games progress over the weekend via the forum chat centre.

Don't worry if the above explanation sounds confusing as once you have played the Shuanee with me via the chat centre updates you will soon get the hang of things.

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## Chapter 22: The Shyster

This bet/trade is played via Betfair

A `Shyster` bet is one made by certain connections where they expect the horse to win – so in effect they bet the horse win only.

However we are dealing with shrewd people here and the message to the jockey before the start will be along the lines of `win if you can - otherwise finish 4th or worse`, i.e Unplaced. These are very clever people - hence the name `Shyster`.



The `shrewdies` of this world are then betting the win and laying the place on Betfair. Its quite ingenious – but of course its cheating Joe Punter but for me now, it's a very easy thing to spot.

Generally it takes place on very short priced animals but the big giveaway is when the jockey takes the horse to the front very early so he can dictate the operation. So beware – if you see this and lay the place as cover.

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So when I spot a possible Shyster combination, I play the bet as per the following example;

### **SHYSTER BET EXAMPLE**

£10 win Choumakeur 210 Worc

Place laying £15 gross

The object of the exercise? First Place or 4th+

So with this example, pre race I back Choumakeur on Betfair's Win market BUT also lay the horse for £15 on the place market.

I am therefore covering both eventualities, it's a clever bet albeit not hugely profitable as of course when you do get the win up you have to take away from your profit the loss on the place lay side and visa versa but it's all part of the strategy for delivering slow but steady profits.

Remember - It's a marathon not a sprint.

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## Chapter 23: The Greenhouse

### **This bet /trade is played via Betfair**

This is a lay, where in certain circumstances I will take on, by laying a stand out favourite, in a Handicap pre-race and then place a back bet via the Betfair 'keep' (or sometimes several back bets) for the horse to match the lay in running.

The plan is to ensure that when all the pegs, (back bets) are matched 'in running' our Betfair screen 'greens up' i.e. shows a profit on all eventualities.

### **Greenhouse Example**

Bev 400 Laying £12 High Office @ 3.4 & betting back in the keep £2 at 4.7,7.0 & 9.8

In this example, in the 4.00pm at Beverley, I am laying £12 on High Office @ 3.4 on Betfair (Before the race has started)

I then (again pre race), \* place 'pegs' (or back bets) as above ensuring that I select the 'Keep Option' on Betfair by clicking the box.

This bet/trade is now set.

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## Chapter 24: The Pyramid Trading Method



This trade is played over a period of days, weeks or even in some cases (Football Tournaments) months.

The opening positions are taken with a combination of Bookmakers and Betfair, however the trading all takes place with Betfair.

This is a mathematical trade I use to trade any knock out sports tournaments such as Wimbledon, The Open, The PDC Darts Championship and the FA Cup etc.

Pre tournament I take positions by betting on teams or players on the outright market who are then profitably traded during the tournament using the Outright as a buffer.

**Before reading the example of this trade in action below, please first familiarise yourself with the ‘Lemming Trading Method’.**

**Example of The Pyramid Trading Method  
based on Darts - The PDC Championship - 2007**

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This example is based upon a live trading thread taken from the [Big Mike Betting Old Forum Archives](#).

It records the real events that took place during the 2007 Ladbrokes.com PDC World Darts Championship which began on Monday December 18, 2006 and finished with the final that was played on Monday January 1, 2007.

The thread comprehensively details how we very successfully traded the tournament over the two weeks.

The initial positions taken on the Outright Winner Market were as follows;

£20 Taylor @ 7/4 betdirect, boyle, sky, stanjames

£15 Van Barneveld 3.6/1 betfair

£12 Wade @ 6.8/1 betfair

£10 T Jenkins @ 18/1 betfair

£8 Hamilton 47/1 betfair

£5 Mardle 159/1 betfair

£4 Manley 189/1 betfair

£6 Lloyd 74/1 betfair

£8 Osborne 100/1 stanjames/tote

£6 Mason tote 125/1

£3 Priestley 219/1 betfair

£3 Dudbridge 219/1 betfair

£100 total staked on the outright

You can view the full forum thread [here](#)

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## Chapter 25: The Golden Goose

### Otherwise known as Big Mike's Guaranteed Income Plan



Two or three times a year Big Mike's 'Guaranteed Income Plan' or The Golden Goose bet as we term it, comes out and allows us a **guaranteed profit** on a race whatever result.

It's a purely mathematical formula based bet, but because of the early 'Best Odds Guaranteed' prices offered by the bookmakers we already know the profit before the race.

A small profit is assured if the horse finishes unplaced or placed and a bigger profit if it wins. Hence the name 'The Golden Goose'.

### Golden Goose Example One

2.5% min return (in a day) or maybe 5% if the horse places as it should. Better return than with a Bank - and currently safer.

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4.40 Redcar 100 ew Cassiara 7/4 (boyles.com sportingbet.com) maybe others soon.

£100 win returns £175

Lay back £85 @ 2.96 = £166 if horse wins then + £9 if horse loses then -£15

£100 place returns £35 (at 7/4) lay £120 place at 1.08 if horse places then +25 if unplaced then +20

Positions If wins + 34 If places + 10 If loses + 5

## Golden Goose Example Two

Again purely mathematical but because of early guaranteed prices we know the profit before the race. Profit ranges from 7.5% return if unplaced to 29.5% if wins.

(Obviously 5 minimum have to run)

1.20 Fakenham £100 each way on Space Cowboy @ 7/2 with PaddyPower.com

Space Cowboy is 7/2 (Quarter Odds) with Paddy Power  
Return on win is 350 + stake

Therefore win price equivalent Betfair is 4.5 Place Price would be 7/2 @ 1/4 odds so I am getting 7/8 or 1.87 Return on 100 is 87 plus stake.

So now for the laying bit. Win site I can lay at 5.5 Place site I can lay at 1.33 I would lay £75 on the win @ 5.5 – so cost is £338.

I would lay £140 on place @ 1.33, so cost is £46.



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**1. So If horse wins the position is Win bet £350 Less Lay of £338 Profit +£12.**

**Place bet £87 Less Lay of £40**

**Profit =£47 Net +59**

**2. If the Horse Fails to win but places Win bet -£100 Win less lay £75 Loss -25**

**Place bet + £87 Place lay -£40 Profit + £47 Net + £22**

**3. If the horse Fails to Place, Win bet -100 Win Lay 75 Loss -25**

**Place bet -100 Place lay +140 Profit +40 Net + 15**

So – its a win on all 3 possibles – Have geared to win more by placing than un-placing.

So minimum profit (less betfair commission) of £15 on an investment of £200 before the race. 7.5% before tea time. Better than Northern Wreck isn't it?

## Chapter 26: The Redknapp

This now legendary football correct score-trading bet has proven to be so successful that a few years ago I was even asked to write a separate eBook about it.



It's so named after football manager, Harry 'the twitcher' Redknapp, because when you are playing the 'Redknapp' you'll be twitching almost as much as our 'Arry' – bless him!

Described by one member as being 'the most fun you can have with your clothes on' (well I wouldn't quite go as far as that, but we did make over £1000 profit on this bet alone one season).

This hugely entertaining and profitable bet is often played live online via my forum chat centre where members can clearly follow my instructions and moves.

The aim of the game is to 'green up' on Betfair after about 60 minutes of play.

From 60 games traded in one season:

41 games produced profits, 6 broke even and only 13 lost money.

This means, if you'd traded these games, your total profit would have been £1096, with £100 staked on each match.

**If you're thinking £100 a match is too much – you're dead right.**

**But here's the important part: your NET LIABILITY on any one game was only ever £30.**

That's because of the defensive way we trade these games – particularly with the insurance provided by the 'first goals market'. This substantially reduces your risk, which is how on a £100 trade you only ever risk a loss of £30.

The ebook – not only shows you how to play the 'Redknapp' but also walks you through 2 real examples.

**You can download your free copy [here](#)**

*Part Three*

# **Essential Strategic Betting Tools**

# Introduction

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

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## Chapter 27: Betfair



**Website:** [www.betfair.com](http://www.betfair.com)

### Summary

A Betfair account is essential for anyone wishing to take full advantage of the information in this book.

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

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

### New Customer Offer

- Get a [Free £25 Bet](#) when you sign up via Big Mike Betting

### Betfair Review

Betfair was established in 1999 and has become the World's leading betting exchange revolutionising betting in the process.

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

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

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

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

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

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

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

## **What is different about betting on Betfair?**

### **Back or lay**

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

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

### **Choose your odds**

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

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

[www.betfair.com](http://www.betfair.com)



## Chapter 28: Best Odds Guaranteed

BOG (Best Odds Guaranteed) is a special offer many UK bookmakers have now introduced as they compete for market share. Prior to the introduction of BOG you could either take an early price applicable at the time you were placing your bet or accept the Starting Price.

It could be a real choker to take an early price on a horse of say 3/1 only to see it drift out in the market to 6/1, 7/1, or even 8/1 before the off. Many a time it would then go on to win! In such an instance you would be very frustrated to find that your `taken` price of 3/1 would have been 8/1 if you had stayed with the SP.

However with the introduction of BOG, the problem does not exist anymore. Very simply the BOG Bookmaker will lay you a price and then PAY you either the laid price or at SP if the price is better!

Excellent stuff. So wherever possible you should always try to obtain a BOG price.

We recommend opening BOG accounts with the following bookmakers; [B365](#) - [vcbet.com](#) and [ladbrokes.com](#)

## Chapter 29: Bet 365



**£200 Free cash to bet with! [Claim now](#)**

Respected UK bookmaker.

**Never worry about taking an early price again.**

**[Bet365](#)** will pay you at starting price if SP beats any early price you take.

**Best odds guaranteed on every horse, more football matches covered than any other traditional bookie, free live streaming of a large variety of sporting events and regular free bets for loyal customers.**

Bet365 Group Ltd is one of the UK's leading betting and gaming groups. Bet365, the online and telephone division of the group, offers consistently good service to its customers who are based in over 120 countries all around the World.

**One of the widest range of sports and markets are covered but Bet365 bookmaker particularly excel in European football coverage. Bet 365 offers over 30 pre match markets and at least 14 in running markets on popular televised football matches.**

The Bet365 online account is one of the easiest to use with their single wallet system which runs across the sports book, poker and casino sites, making it easy for those who enjoy a range of betting opportunities.

[Bet365](#) betting promotions are consistently good and they regularly offer money back deals for existing clients as well as a Bet365 [free bets](#) deal for new clients.

**NEW OFFER! 100% initial deposit bonus up to £200.**

Make your first deposit of £10 or more and get it matched with up to £200 free. This cash is yours to keep after you have met the simple roll over requirements.

Open an account with Bet365 today and claim your 100% Deposit Bonus - [Claim Now!](#)

In order to qualify for your bonus, please follow these simple instructions:

Open an account, make a deposit of £10\* or more and you will be entitled to a 100% bonus on your qualifying deposit up to a maximum of £200\*.

Once you open your account Bet365 will send you a 10 digit Offer Code ending in NCDB2 via email. To claim your bonus, simply make a qualifying deposit, visit the Enter Offer Code page in Members and enter the code.

If you do not receive the Offer Code ending NCDB2, or would like to update your email address please visit Members.

To bet with your bonus, simply play through the amount of your deposit once on the sports and markets of your choice. You will need to play through your deposit and bonus three times prior to making a withdrawal.

[www.bet365.com](http://www.bet365.com)

\* or currency equivalent

## Chapter 30: Bet Angel Professional



Website: [www.betangel.com](http://www.betangel.com)

Free Trial Available - [Claim Here](#)

[Soccer Mystic](#) comes free with Bet Angel Professional

### Summary

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

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

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

[Bet Angel](#) has significant scope for improving your betting or trading capability. As well as standard features you would expect, such as a grid and ladder interface, Bet Angel professional also contains a number of significant enhancements to these basic features as well as a vast range of other innovative tools. Unique features like advanced charting, undocking and resizable windows, allow you to create a customisable view of the market and your trading setup. The overview screen gives you and at a glance look at activity, trends and risk. The connection mode concept allows you to trade even if Betfair's API is down. These are just some of the tools available.

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

[www.betangel.com](http://www.betangel.com)

## Chapter 31: Gruss Betting Assistant



**Website:** [www.gruss1-software.co.uk](http://www.gruss1-software.co.uk)

Summary of features;

**Low-cost betting bot software**

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

**Free month-long trial available for new users**

**Works well with automating the placement of bets for the Big Mike Betting service.**

### **Software Overview**

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

Gruss is Big Mike's betting bot software of choice and you will often hear him mention Gruss in the daily column.

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

To enable full time support and development, a small fee was introduced in 2007, which now stands at an affordable £6 per month (or £72 per year) for use. There is also a free month's

trial available so you can test the water before purchasing should you so desire.

The product is officially called 'Betfair Betting Assistant' and is offered for sale along with a Betdaq equivalent, for those who like to bet elsewhere (The Betdaq program is free). For the purposes of this review we focus on the Betfair program, which like it or lump it, is the daddy of all betting exchanges.

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

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

**Gruss was fully reviewed on the Big Mike Betting Blog, you can read the full review [here](#).**

**[www.gruss1-software.co.uk](http://www.gruss1-software.co.uk)**

## Chapter 32: Soccer Mystic



**Website:** [www.soccermystic.com](http://www.soccermystic.com)

**Soccer Mystic comes free with [Bet Angel Professional](#)**

### **Summary**

**[Soccer Mystic](#)** is a revolutionary new piece of betting exchange trading software, specifically designed for those of you who trade or bet on football markets. Developed by the team at [Betangel](#) who revolutionised the way people use Betting Exchanges - Soccer Mystic continues the tradition by fundamentally changing the way the soccer markets are traded and will elevate your activity on football markets to extraordinary levels.

Soccer Mystic has a vast range of unique features including the patent applied for **[Soccer Mystic](#)** price predictor. This incredible tool allows you to see the future of a soccer match and play out strategies before the match has even started!

An intuitive signal strength indicator allows you to see how accurate the forecast is and sophisticated artificial

intelligence capabilities mean that Soccer mystic actually monitors and learns from the market as you use it. The more you use it the more effective it becomes!

**[Soccer Mystic](#)** is incredibly easy to use and has a remarkable range of features. Click on this link to examine each one of these huge ranges of features in depth.

Inside Soccer Mystic you will also find easy to use, powerful tools designed specifically for football. Never seen before



features, combine with powerful tools, to create a unique way of interacting and profiting from soccer markets. Soccer Mystic can enable you to radically improve your chance of profiting from soccer from day one!

Imagine being able to model each match with numerous scenarios to expertly manage your entry and exit into the market to minimise your risk and maximise your gains. Seeing the future sounds incredible, but there is no need to imagine when you have Soccer Mystic.

Once you have modeled the future, take advantage of it using the advanced betting and trading functions available in Soccer Mystic. By trading on a soccer match you can profit before a match has started and using trading its also possible to profit whoever wins or whoever fails to win regardless of if any goals are scored. Imagine being able to model each match with numerous scenarios to expertly manage your entry and exit into the market to minimise your risk and maximise your potential.

Soccer Mystic is for serious users who really want to deploy the most effective tactics available in the markets. To succeed in these competitive markets you need to have quality information and a competitive edge. Remarkably [Soccer Mystic](#) delivers both and also delivers a wide range of tools to implement your strategies, whatever your betting or trading style.

If you want the best chance of succeeding in [Soccer Mystic](#) is your unfair advantage!

[www.soccermystic.com](http://www.soccermystic.com)

## Chapter 33: Pinnacle Sports



**Website:** [www.pinnaclesports.com](http://www.pinnaclesports.com)

Founded in 1998 and based in the Netherlands, **Pinnacle Sports** are a fine example of how an online bookmaker should be run. Sure they move odds in response to weight of money, but then any sensible bookmaker would. However they are very unlikely to restrict you and I haven't heard of a single member who had an account closed with them.

With a no frills approach the good news continues and by keeping their overheads low they are able to pass the savings on to their customers and were the first sportsbook to introduce a reduced margin pricing model, guaranteeing best odds, that are up to 60% better value than other bookmakers.

### **Best Odds for Sports and Football Betting**

The **Pinnacle Sports** motto is simple - to give yourself the best chance of making a profit from betting on sports always get the best odds and with their excellent prices this is exactly what they help you to do.

For example in the recent Arsenal Celtic game, according to Best Betting and Oddschecker, the best non-exchange price on offer on Arsenal and the draw were 1.33 and 5.05. A quick check on Betbrain established that Pinnacle were offering 1.37 and 5.30.

With low minimum bet requirements and the highest maximum limits on the Web, Pinnacle Sports gives punters the assurance of fixed odds betting with exchange like pricing, but unlike an exchange, **Pinnacle Sports** has

guaranteed liquidity and never charges commission on winning bets.

### **New Account Sign Up Bonus?**

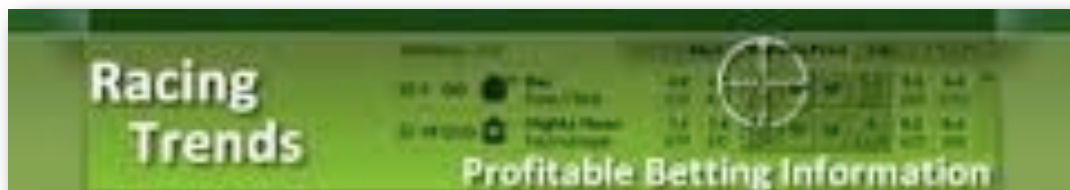
Interestingly for a bookmaker and in keeping with the 'no frills' low overhead approach, [Pinnacle Sports](#) no longer offer a free bet bonus to new customers, preferring instead to rely on the long-term savings that their odds provide, representing far better value than any bonus, or other sign-up incentive being offered by any rivals.

Their prices really are very good and with this in mind you really don't need a bonus or incentive to spend the 30 seconds it takes to open an account and [join!](#)

A recommended Bookmaker and defiantly one you should have in your armory.

[www.pinnaclesports.com](http://www.pinnaclesports.com)

## Chapter 34: Racing Trends



**Website:** [www.racingtrends.co.uk](http://www.racingtrends.co.uk)

**30 Day Free Trial Available - [Claim Here](#)**

### **Summary**

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

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

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

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

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

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

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

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

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

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

To do this amount of research yourself would take you more time that most people have. With [Racing Trends](#) the hard

part has all been done for you, and it should be easy enough for you to put the information to very good use indeed.

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

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

Don't forget, with the "no quibble refund guarantee", you can effectively get the first month of service [free of charge](#).

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

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

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

**Get your 30 day free trial of Racing Trends [here](#):**

[www.racingtrends.co.uk](http://www.racingtrends.co.uk)

## Chapter 35: Placing a £1 Bet on Betfair

Lets say you want to place a £1 bet on a horse called Dobbie at a Betfair price of 3.0

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

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

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

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

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

### **The £1 Lay on Betfair**

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

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

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

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

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

## Chapter 36: Your Workstation

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

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

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

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

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



## Chapter 37: Working Away



**Website:** [www.LogMeIn.com](http://www.LogMeIn.com)

Summary of features;

- **Remote Access to your PC or Mac**
- **Two Minute Set Up**
- **100% Free**

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

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

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

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

[www.LogMeIn.com](http://www.LogMeIn.com)

## Chapter 38: **Back Up Systems**

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

To try and negate these issues, always ensure;

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

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

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

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

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

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

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

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

## Chapter 39: Secret Betting Club

**Website:** [www.secretbettingclub.com](http://www.secretbettingclub.com)

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

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

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

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

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

**How can they help you make money betting?**

Well, the answer is fairly simple in that they investigate and report back to their members on the good, the bad and the



**Which Tipsters  
Really  
Make  
Money?**

ugly of the tipster world. It is this information, which is key to your (and their) betting success.

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

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

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

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

### **SBC show you who makes money from betting**

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

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

And most importantly...

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

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

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

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

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

### **Proudly 100% Affiliate Free!**

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

### **Make Money On Any Budget!**

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

### **The top 10 value for money tipsters that they track.**

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

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

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

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

### **Want To Know More?**

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

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

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

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

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

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

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

See you at: [www.secretbettingclub.com](http://www.secretbettingclub.com)

## Chapter 40: Punter Profits



**Website:** [www.PunterProfits.com](http://www.PunterProfits.com)

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

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

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

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

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

An example of this thinking is their System Portfolio Concept.

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



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

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

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

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

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

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

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

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

Pretty impressive results I am sure you would agree.

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

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

[www.PunterProfits.com](http://www.PunterProfits.com)

## Chapter 41: False Favourites

Every race has to have a Favourite yet 2 out of 3 still lose, why? Because they are ...

**FALSE FAVOURITES**  
Guaranteed Systems To Identify Losers



**MAKE** Consistent Low Risk Profits Laying Horses On Betfair...

**Website:** [www.lay.false-favourites.co.uk](http://www.lay.false-favourites.co.uk)

**Description:** PDF file of the False Favourites guide, written by Betfair accredited trainer Jonathan Burgess, also includes free months subscription to the "Betting School Insiders Report"

**Summary:** A "How To Guide" showing you exactly how to go about making realistic low-risk profits from laying false favourites on Betfair.

### Product Overview

There seems to have been an explosion of laying systems over the last few years. They are appearing everywhere and new ones are being churned out on an almost daily basis.

Unfortunately, most of them are total rubbish, written with only one thing in mind - to make money from the unsuspecting punter, using nothing more than a creative website sales page and few wild claims of life changing wealth and riches in the space of a month. Some of them will have just three rules, some will have fifteen, but the majority of the ones we come across fall well short of the mark.

A lot of people believe that laying is an easy game, after all how difficult can it be to find a loser, right?

Wrong!

Laying horses to lose is a very, very difficult discipline to master and personally, I am more comfortable as a backer rather than as a layer.

Subsequently, there aren't many systems that produce the goods consistently. It is a game fraught with dangers, that 12/1 outsider (that you've had to lay at nearer to 16/1 on Betfair) who doesn't have a chance, but somehow gets up on the line and takes with it all of your previous profit and then some. It will happen much more than you think!

However, it's not all doom and gloom, because there is a way to make a decent profit from laying horses - especially if you concentrate on low priced favourites.

There is only one way to do this successfully and that is to do your homework! It is possible to make consistent profits from laying favourites, but you must know what you are doing and, unfortunately, there are no real short cuts.

So, the best way to learn how to do this successfully is to listen to someone who has been there, done that and worn the T-Shirt. In my opinion, one of the best laying courses available on the Internet today is written by a Betfair Accredited Trainer, Jonathan Burgess, and it's clear from the start that he is someone who knows what he's talking about.

Right from the word go, I like the way that Jonathan makes sure you are aware this is no walk in the park and that you won't retire overnight, in fact the results on Jonathan's website show he is making around 10-15 points profit per month, not an outrageous claim by any means.

So with £10 stakes you'd be profiting by £100 - £150 a month. This is one of the reasons I really like Jonathan, because he is totally upfront and won't insult your intelligence with ridiculous claims and hype. What he is offering you is the chance to learn how to make a consistent and relatively safe income by betting on horses to lose.

False Favourites is split into two books, the first deals with all the ins and outs of National Hunt racing, discussing why favourites lose and taking you step by step right the way through to the selection method. And this isn't just a page of how to choose your selection; this is 30 pages of the most useful 'how to' I have read in a long, long time! The selection process is then followed up with 20 pages of examples to help you understand exactly how Jonathan makes his picks.

The second book deals with laying on the Flat and is just as detailed as book one, providing you with a wealth of information and numerous examples to ensure that you fully understand the methodology and theory behind it all.

At just £27.99 False Favourites is one of the better products we have come across and is definitely worth the investment for anyone wishing to learn how to lay horses to lose on Betfair.

[www.lay.false-favourites.co.uk](http://www.lay.false-favourites.co.uk)

## Chapter 42: The Value Horse Method



**Website:** [www.valuehorsemethod.com](http://www.valuehorsemethod.com)

**Description:** Electronic copy of the VHM ebook and exclusive access to online bet calculator.

**Summary:** Value Horse Method is a horse racing betting system. This system is a low-risk system and works by finding value bets and profiting by punting on horses at prices higher than they should be.

This method is based around a classic bet often referred to as “the bet the bookies fear” This system is based on pure math and exploits a mathematical anomaly that the bookies can do nothing about, to GUARANTEE profits. It relies on the discrepancies that the rigid each-way terms (1/4 or 1/5 a place depending on the race type and number of runners) can throw up in certain races.

Particularly we are looking for a top heavy race (i.e. a very short or odds-on favourite) with either 8 or 9 runners if an each way bet is paying out 1/5 the odds on 3 places, or 16 – 18 runners if paying 1/4 the odds on 4 places.

The effect of the extremely low priced favourite means that the place odds on the next 2 or 3 horses will usually be much higher than is statistically correct, resulting in a “value” bet. Many punters simply back all of these value horses each way or in each way doubles giving them a long-term edge. But the Value Horse Method will show you how we can turn this into a risk free, guaranteed bet?

The secret is to lay the win part off on the exchange and then lay a portion of the place odds on the exchanges (which will be much lower), which will manoeuvre you into a position that guarantees a profit whether the horse wins, places or loses.

If you wish to find out more, then check out the Value Horse Method, which has taken this strategy to new heights.

[www.valuehorsemethod.com](http://www.valuehorsemethod.com)

## Chapter 43: Favourites Phenomenon



**Website:** [www.fpsystem.co.uk](http://www.fpsystem.co.uk)

**Description:** Favourites Phenomenon Horse Race Betting System ebook written by Professional Sports Investor Matt Watson.

**Summary:** The FP System is a SAW ( Stop at a Winner) system but unlike all other SAW systems, this one has built in variables which protect the bank, so long losing runs will never happen - this is key to the success of the system and is also the main reason as to why most other SAW systems fail and this one doesn't.

- Consistent 98% strike rate (backing).
- Over 800 points profit to date since January 2006.
- Easy step-by-step, do this, do that instructions.
- No need to study form, jockeys, courses, or anything else.
- Over three and a half years of fully verifiable proven results.
- Can be 100% automated using the FP System betting bot.

I first came across Matt Watson and his FP System through my association with the Secret Betting Club.

The FP System is the only SAW (Stop At A Winner) system I would ever use or recommend. Matt says on his [website](http://www.fpsystem.co.uk) that he has taken a clapped out methodology and turned it into a profitable system that creates consistent returns. The basis for the system is an age-old chestnut, but Matt has applied stringent bank management techniques that are proven over the long-term.



Matt has even created an 'FP Bot' which is a clever piece of software that interfaces with Betfair and various odds checking sites and follows the systems rules automatically for you.

Matt also keeps in contact with everyone using the system on a regular basis usually daily and will quickly answer any questions you may have.

To find out more visit Matt's website [here](#)

[www.fpsystem.co.uk](http://www.fpsystem.co.uk)

## Chapter 44: The Staking Machine



**Website:** [www.thestakingmachine.com](http://www.thestakingmachine.com)

**Description:** Bet Tracker / Staking Plan Optimiser.

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

Free Evaluation Copy Available.

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

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

Not only does it record and keep track of all your bets but it also calculates your bet results and next stakes. Compare 20 back staking plans, 13 lay staking plans and 2 Each Way Staking Plans alongside each other. See instantly, which staking plan will make you the most money long term. See how much money you could have made and will soon be making!

- 20 Back Staking Plans - Level Stakes, 1326, D'alembert, Fibonacci, Percentage, Parlay, Pro, Secure, Fixed, Kelly, Square Root, Labouchere, Retirement, Bookies Bank, the infinite settings of XYZ, Up X Down Y, L.P.28, Stop at a Winner, Recovery and finally Rolling Doubles.
- 14 Lay Staking Plans - Lay Level, Fixed Liability, Mixed, Percentage Liability, Lay Percentage, Maria, Lay Ladder, Lay Kelly, Lay 1-4, Lay HiPro86 SP4 and Lay % Recovery
- 2 Each Way Staking Plans – Each-Way Level and Each-Way Combined
- Add Filters - Ability to filter your bets into split betting banks, back and lay bets, odds ranges, type of sports and virtually anything else you can think of.
- Advanced Random Bet Data Generator - Generate up to 4000 bet results of different odds based on your set criteria in an instant. This feature is even available in the trial version.
- Advised Next Stake - shown for all staking plans. You do no calculations! The software does everything!
- Graph Feature - View your results in graph format. Print and save your graphs.
- In depth analysis of each Staking Plans results when used with your bets.
- Several ways to input data. Enter your bets manually or copy/paste them from Microsoft Excel. Import and Export CSV or TEXT files.
- Automated Betting - When used with Gruss Betting Assistant.

The latest version of The Staking Machine now ties in directly with the low-cost “Betting Assistant” trading application from Gruss Software. This enables you to back or lay your

selections according to any of the supported staking plans in The Staking Machine automatically.

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

[www.thestakingmachine.com](http://www.thestakingmachine.com)

## *Chapter 45:* **Useful Links**

**[Going Reports](#)**

**[Non Runner Reports](#)**

**[Betting Calculator](#)**

**[Hedging Calculator](#)**

**[Oddschecker](#)**

**[Sporting Life Website](#)**

**[Racing Post Website](#)**

**[Racing UK](#)**

## Chapter 46: Glossary of Bet Types

**Single** – 1 selection = 1 bet.

**Double** – 2 selections = 1 bet.

**Treble** – 3 selections = 1 bet.

**Accumulator** - 4 or more selections = 1 bet.

**Each Way Equally Divided Double** - An each way bet where the total winnings from the first horse in the double are split equally and divided by two for the stake on the second horse in the double.

**Each way Straight Double** - An Each Way bet where the double is settled in the conventional way. The win profits on the first horse in effect roll onto the win stake on the second horse. Similarly the place proceeds from the first horse in the double are rolled onto a place bet on the second horse.

**Bernie** – My name for this type of bet will not be known to Bookmakers. The bet consists of Six Selections and encompasses 20 doubles normally always each way (straight - see below) plus an accumulator, which I often advise to use for hedging should the first four/five selections win.

**Buzzer** – Again my wording for this bet will not be known by Bookmakers. The bet consists of Four Selections and encompasses 6 doubles and an accumulator, which can again be used for hedging.

**Forecast** - A forecast bet is one where you predict the first and second horse in a race. A reversed forecast is often used to select 2 horses to finish first and second in any order.

**Trixie** - A Trixie consists of 4 bets involving 3 selections in different events. The bet includes 3 doubles and 1 treble.

**Yankee** - A Yankee consists of 11 bets involving 4 selections in different events. The bet includes 6 doubles, 4 trebles, and an accumulator. A minimum of 2 of your selections must be successful to get a return.

**Super Yankee or Canadian** – A Super Yankee (also known as a Canadian) consists of 26 bets involving 5 selections in different events. The bet includes 10 doubles, 10 trebles, 5 fourfolds plus an accumulator. A minimum of 2 of your selections must be successful to get a return.

**Heinz or Alphabet** - Here the bet involves 6 horses or selections. The Heinz has 57 bets as follows: -

20 doubles, 15 trebles, 15 four timers, 6 x five timers and an accumulator.

**The Alphabet** – is more conservative. Here the bet consists of 26 bets. 2 x patents (14), 1 x Yankee (11) & an accumulator.

**Lucky 15** – A Lucky 15 consists of 15 bets involving 4 selections in different events. The bet includes 4 singles, 6 doubles, 4 trebles, and 1 fourfold. If only one selection wins, as a consolation returns are paid to three times the odds by many bookmakers. If all four selections win, a bonus of 10% is added to total returns by some Internet Bookmakers. For the bonus to apply, all selections must win (none void or non-runners). For each-way bets the consolation is paid only on the win part of the bet.

**Patent** – A Patent consists of 7 bets involving 3 selections in different events. The bet includes a single on each selection, plus 3 doubles and 1 treble. Just one successful selection guarantees a return.

## Chapter 47: Strategic Betting Terminology

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

**BOG** – Best Odds Guaranteed

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

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

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

**Brown Envelopes** - A practice seen often daily where `strangely` we see Non Runners appear in beautifully framed betting (for punters) races. Fields are summarily reduced so that when 7 runners appear Bookmakers don't have to pay out on 3rd spot. This third spot of course is vital in our plans! A dreadful situation which seems to go un noticed by many of the betting public but a MAJOR annoyance in my betting.



**Combos** - Refers to Big Mike Betting combination bets meaning a selection of multiple bets placed on a series of selections. Different multiple bets are combined to cover a number of contingencies, allowing members to hedge their bets when placing accumulators.

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

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

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

**Forecast** – A bet that involves predicting 1st and 2nd for a particular event.

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

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

**Gluesniffer** - Someone hopelessly addicted to gambling in 16+ runner handicaps

**Gluesniffer Handicaps** - Impossible to solve 16+ runner, bookmaker friendly sprints.

**Half time/Full time or HT/FT** – A bet that predicts the situation of a match (e.g. a football match) at both half-time and full-time. In order to win the bet, both predictions must be correct. E.g. Draw/Manchester City is a selection for the match to be tied at half time, but for Manchester City to win the game. These bets do not include extra-time where relevant.

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

**Hughie** - A Place Bet

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

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

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

In this sense you are now acting like a bookmaker and accepting a bet on a selection you don’t expect to win. The way the returns on a lay bet are calculated are a mirror image

of the win bet because if you are laying a bet then someone else must be backing it.

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

**Lemming** - Someone who blindly follows the crowd to certain losses.

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

**Mine** - A Lay Bet

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

**Opium** - Other people's money

**OVEH** - Big Mike abbreviation for 'God give me strength'

**Peg** - A Back Bet.

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

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

**Ringmaster**- Roll Up Place Bet

**Trading** – Trading is one of the best and most unique things about the [Big Mike Betting](#) service. Trading is having more than one bet in a market and seeking to improve your

position or lock in a profit on all possible outcomes. The future!

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

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

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

**Turbo Hughie** - A Place Bet with an in 'running mine'

**Turboplus Hughie** - A Place Bet with an additional 'in running mine' placed at even lower odds.

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

**The Strategy** - The [Big Mike Betting](#) service overall strategy of protecting profits and reducing losses.

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

# Big Mike Betting Membership

The screenshot shows the Big Mike Betting website homepage. At the top, the logo 'BigMike Betting' is displayed in blue and white, with the tagline 'Proven Strategies to Generate Betting Profits' below it. To the right, there is a 'Member Login' section with fields for 'Username' and 'Password', and a 'Login' button. Below the logo, a navigation menu includes links for 'Home', 'Overview', 'Products', 'Free Bets', 'Results', 'Forum', 'Blog', 'Contact Us', and 'Members Area'. The main content area features a large banner with the headline 'Transform The Way You Bet Forever' and 'Grow Your Profits With Our Proven Betting Advice'. The banner includes a photo of cricketers and a testimonial about Robert Kay of Kent. Below the banner, there are three orange buttons: 'Discover Now', 'All Access Membership Starts From only £29', and 'Join Us Now'. At the bottom, there are three white boxes with icons and text: 'Outstanding Member Support' with a red question mark icon, 'Tools and Tutorials' with a green and yellow icon, and 'Join us Risk-Free for 30 Days' with a gold starburst icon containing '110%'.

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

Includes a daily 'Menu' of low-risk bets and trades across all sports, live betting sessions, forums, comprehensive member support, chat centre and member only resource areas.

[Go to Big Mike Betting](#)

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