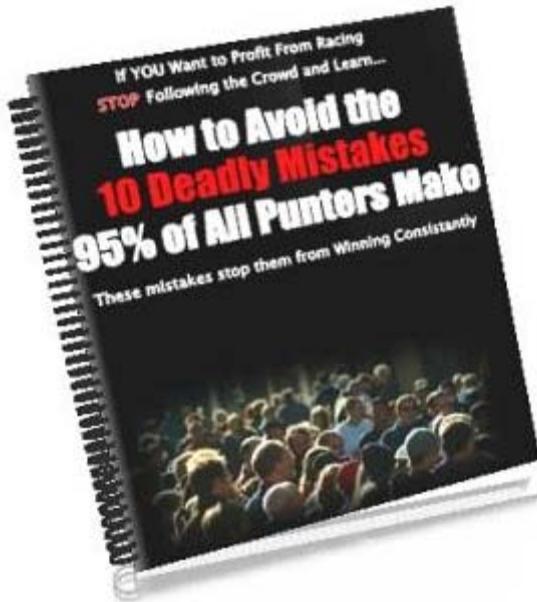


# How To Avoid The 10 Deadly Mistakes 95% Of All Punters Make.



These mistakes **stop them from winning consistently**

This Exclusive report is brought to you by... **Jonathan Burgess**

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## **Table of Contents**

- 1.** You must have a good plan.
- 2.** Patience.
- 3.** Consistency.
- 4.** Greed.
- 5.** Discipline.
- 6.** Laziness.
- 7.** Learn from your mistakes.
- 8.** Betting banks.
- 9.** Staking plans and betting banks
- 10.** Emotion.
- 11.** Take some time out.
- 12.** Why you should use betfair instead of traditional bookies.
- 13.** Repeat to internalize.
- 14.** Racing resources.
- 15. Make money giving this report away**

## Introduction

Betting on horse racing, should never be considered as a **matter of chance**, plenty can be done to **eliminate the element of luck**. The punter who has no plans in place and simply bets randomly in any old race **will always lose**.

It is my aim to teach **YOU** the fundamental principles of successful betting, and then show **YOU** how to use that knowledge in combination **with my proven plan**. Doing it this way will give **YOU** a far greater chance of actually making your betting **pay ££££**.

Bookies make **consistent profits** because they are **organized** and operate their betting activities as a business, and **so should you**. Don't forget you can pick and choose which races to get involved in the bookies can't, this is the **biggest advantage** you have when betting on horse racing.

Use it to maximize profits and **only get involved when everything is your favor**.

This **free report** won't turn you into a profitable punter overnight, but it will arm you with the **knowledge you need to become one**. There are **10 essential factors** successful punters adhere to when betting, practice them every day and you wont go far wrong, learn to...

## Bet With A Method And Win!

## **1. You must be prepared, “Have a plan”**

*“Without preparation you will fail before you begin”*

I can't emphasize enough how important it is to **be prepared**. Without decent plans in place you won't have any structure or rules to follow. Trial and error can be a **very costly and painful experience** that I definitely wouldn't advise.

In order to become successful at anything you definitely need to have a good plan laid out before you begin, without one **failure can be assured**.

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

### **All races are not created equal...**

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

If you want to make consistent profits from racing, you need to **be prepared**, and have all the right tools and information available to you.

## 2. Patience.

*"You need plenty of patience to become a profitable punter"*

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

It is **very unlikely** that they will win anything on a regular basis and losses are pretty much assured. You can only **expect a consistent return** from your bets if have done your homework and follow **a proven plan**. Classic mistakes to list a few are betting on too many horses, betting in the wrong races or in combinations of silly bets like the TOTE, YANKEE, SCOOP 6 and PLACE POT etc.

If you look in any bookies window, or on their web site you will see these types of bets are very heavily promoted because they make an absolute lorry load of cash week in week out.

The actual chances of winning these types of bets are **very slim** and the bookies **know this**. It's the mania of **mug punters**, who might win a few hundred from a small stake once every couple years if they are extremely lucky. Let's face reality the odds are **heavily in favor of the bookies**.

One bet you don't see the bookies advertise is the **single**, "why you might ask? A single bet carefully chosen on the right horse in the right race will be successful more often than not, if the truth is known this is were our friends the bookies would love **not to accept bets** from the public.

This type of bet is where they lose the most money.

Look at the results at the end of any race day and you will see a fair amount of reasonably priced favorites who have won their individual races. So if you **want to profit long term** from racing **don't bother** with **silly combination bets**.

They offer **no value at all** even if you do only use very small stakes.

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

### **3. You need to be consistent.**

Most punters continue to lose on a regular basis because they are not emotionally prepared and don't follow even the most basic betting essentials. In order to have consistency when betting you need to follow a **proven system**. Even following a system there will be the occasional lose.

Losing runs are an **unavoidable part of racing**. Even a really profitable system will have the odd losing run.

Systems rarely stay in profit all year round, there are just too many random factors in racing that can affect their performance. However systems offer us the best way of making **consistent profits**, and any sequence of losing bets will ultimately be followed by a **sequence of winning ones**.

Once you understand this fact **consistent profit** will never be far away.

Most punters don't use a system for **long enough** before they start to chop and change things so they never end up making any consistent profit. Very often they **stop using a system after a few loses**.

Ultimately they revert back to their old **stupid behavior of no plan wagering**.

Conversely punters that follow a **proven system are informed, prepared** and have past experience of betting patterns. They know that any losing run encountered will not affect the **long-term goal** of making money. It's the same for any other investment; such as Issa's or the Stock market, one month they are up and the next maybe down a little, but they perform well long-term **if managed properly**.

The dynamics of long-term investment **aren't as you would expect**, and even bookmakers lose money. You have to have a "**Positive Expectancy**" Which means although you may lose sometimes on the whole following a proven system you should expect your profits to **outweigh your loses**.

Learn to think with a "**Positive Expectancy**" and with a good plan you will **succeed and be profitable** in the long-term. We only need to make around 4% to 5% profit a week which can mean anything up to 20% + a month, multiply that by 12 and you are potentially looking at **200% ROI** – return on investment per year. All successful ventures work around the principles of **compound interest**

The wealthiest investors on the planet amass their abundance by investing money. Getting 4% to 5% ROI is far greater than any bank will ever pay out. So it is **important to keep your expectations realistic**, focused and **attainable**. If you want **instant wealth** forget racing and buy a lottery ticket. Bearing in mind the odds of actually winning top prize are an astounding **13,000,000 / 1**.

## **4. Greed will lead to loses.**

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

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

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

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

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

There is no such thing as "**Bad Luck**" really as studies of self made millionaires have proven. In one of those studies the most successful people were asked why they were so fortunate, nearly all of them replied; the best definition of luck is...

### **"Preparation meeting opportunity"**

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

### **To summarize greed**

*Don't behave carelessly and chase loses. If you do it won't take too long for your betting bank to be seriously depleted, or even worse wiped out. Be warned, if on any days betting, AFTER YOU HAVE PLACED ALL YOUR BETS you still incur losses. See it as a temporary hitch on the way to your long-term profit goals; stop and walk away until the next day. Professional punters may only find three or four bets a week on occasions, but they will be very strong bets indeed.*

## 5. Discipline.

*"Lack of discipline will undermine your progress"*

Why do most punters still lose even when they use a good racing system patiently? They lack the **discipline** to follow the system religiously to the letter. The one thing all **good systems** have in common a **clear set of rules** to **follow**, leaving you no room to **second guess your decisions**, or even worse let the element of **human emotion** get involved.

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

A professional punter has **clear concise** rules that he follows religiously, that is what **separates** him from the **losing punters**. If a system has been proven to work long-term **stick to it** and don't make any changes. Unless in a rare situation when something in racing changes, which makes a particular rule redundant.

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

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

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

## 6. Laziness

*"It is a natural human characteristic to get away with putting in very little effort"*

You can't just spend 10 minutes looking at the racing post, or pick the same selection as your favorite tipster and **expect to win** long-term. Racing is a **complex sport**. You need to invest time initially and at the very least learn the fundamentals; to **gain an edge** over **95% of all punters**.

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

The main difference between punters who profit regularly from racing and those that don't is.... Successful punters invest lots of time and energy into learning **what works**, and just as importantly they **know what to avoid**. There are many strategies that you can use to profit from racing.

The key to success is learning to know **which strategies** to employ on **which types of races**. To help you I've listed a few examples of the more **obvious mistakes** made by the majority of punters when selecting a horse to bet on.

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

Other crucial factors most punters ignore to pay attention too are a change in the going, and the effect a **Non Runner** can have on the potential outcome of a race.

Fortunately you don't have to learn the hard way there is a far **easier solution** to the problem > <http://www.false-favourites.co.uk>

## 7. Learn from your mistakes

*"Gain a valuable edge and take advantage from past mistakes, by keeping good records"*

Another area where punters fall down badly is, they **fail to learn** from **past mistakes**, and continue to make the same stupid mistakes **over and over again**. You should definitely try to improve your performance, and **keeping good records** will help you to do this.

Document areas where you **could improve**, make notes of any particular areas of racing in which you have performed well in the past.

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

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

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

Focus only on **factual** information that is **relevant** to the **selection process**, again ignore hype and rumor.

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

## **8. Betting banks.**

*“Why you should never bet without one”*

Betting banks are absolutely **essential** for any one who wants to **take punting seriously**. If you want to **profit from racing** long-term you must put some money aside and use this money **solely for the purpose of betting**. This money must be totally separate from all your other finances that you need to live day to day.

This will **remove emotion** from the decision making process when you are betting; how you might ask?

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

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

How much money you can afford to put in a betting bank will of course depend on your own individual circumstances. Then you need to decide how much money you will use for each bet this is called a “**Staking Plan or point betting**” In other words each bet will be one or two points depending on how strongly you feel your selections chances are.

You should divide your bank into **50 - 100 points** in my opinion.

This will allow for any losing runs, and will over come the risk of an **emotional response** to a series of any unusually positive or negative results. In the next chapter I will explain how it works. But first you must understand the **overall dynamics of smart money management**, and always...

Start off small, and bet with money you won, not money transferred from your credit card.

The best way to start **backing or laying** horses is with a **small betting bank**, as your **experience and confidence grows** so will the **profits**, which will be mainly made up of money you have won and not deposited from your bank account or credit card.

The advantages of this approach are...

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

“Learn to **BELIEVE** and **YOU** will **SUCCEED**”

There is no such thing as LUCK in my opinion; it's a case of...

#### **PREPERATION MEETING OPPORTUNATEY**

## **9. Staking Plans and betting banks**

*“How they work”*

### **(Backing Horses To Win)**

Lets say for example you decide on a betting bank of £500. Dividing that by 100 will mean one point is £5. So let's say you carefully select three horses that you believe have a good chance of winning, you would place £5 on each one.

#### **Example 1.**

1<sup>st</sup> horse you back at 3/1 for a £5, the horse loses = -£5

2<sup>nd</sup> horse you back at 2/1 for a £5, the horse wins = +£10

3<sup>rd</sup> horse you back at 6/4 for a £5, the horse wins = +£7.50

Your total stake outlay would be £15 for the 3 bets

Which as the above example shows you would have returned a profit of £12.50

#### **Example 2.**

1<sup>st</sup> horse you back at 5/4, for a £5, the horse wins = +£6.23

2<sup>nd</sup> horse you back at 13/8, for a £5, the horse loses =-£5

3<sup>rd</sup> horse you back at 4/1, for a £5, the horse loses =-£5

Your total stake outlay would be £15 for the 3 bets

Which as the above example shows you would have made a loss of £8.77

#### **Example 3.**

1<sup>st</sup> horse you back at 11/8, for a £5, the horse loses =-£5

2<sup>nd</sup> horse you back at 7/4, for a £5, the horse loses =-£5

3<sup>rd</sup> horse you back at 9/2, for a £5, the horse loses =-£5

Your total stake outlay would be £15 for the 3 bets

Which as the above example shows you would have made a loss of £15.00

#### **Example 4.**

1<sup>st</sup> horse you back at 11/8, for a £5, the horse wins =+£6.88

2<sup>nd</sup> horse you back at 5/1, for a £5, the horse wins =+£25

3<sup>rd</sup> horse you back at 9/2, for a £5, the horse wins =+£22.50

Your total stake outlay would be £15 for the 3 bets

Which as the above example shows you would have returned a profit of £54.38

So over a period of four days betting using a good system your profit would be £43.11. Not bad at all, you would have virtually doubled your money. As you can see from the above 4 examples using **a good staking plan along with a**

**disciplined attitude will keep any loses acceptable and manageable,** and your betting bank will grow steadily over time.

This is only one example of a simple staking plan using £5 stakes, there are quite few different variations, but the fundamental principles are the same. Use a betting bank divide it up by 100 or 50 points, stick to your staking plan and you will profit long-term from racing - as long as you have **chosen the right selections of course.**

## **Staking plans and betting banks** (Laying Horse To lose)

The following single stakes plan is safe to use when laying horses.

When laying horses you need a **different type of staking plan** which calculates a **maximum liability** for each bet based on value. It's no use laying horses at ridiculously big odds, because when one does eventually win you will find yourself needing **too many bets** to break even again.

So based on experience I would advise you never lay a horse above the **maximum decimal odds of 4.7. Preferably lower in most instances.**

### **Staking plan 1 for total beginners**

You decide on a betting bank of **£200**. If divide that by **100** then one point would be **£2**. So let's say you've **carefully narrowed down your selections** to one favourite that you believe has the least chance of winning. You should then place **£2** lay bet on it.

#### **Example 1 All your lay bets are successful**

**DAY 1:** You lay the favourite at **15/8 for £2**, the horse loses you win **£1.90** That's the stake returned minus your 5% commission paid out to betfair. If the horse won you would pay out **£3.72** with no commission to pay.

**DAY 2:** You lay the favourite at **2/1 for £2**, the horse loses you win **£1.90** that's the stake returned minus your 5% commission paid out to betfair. If the horse won you would pay out **£4** with no commission to pay.

**DAY 3:** You lay the favourite at **9/4 for £2**, the horse loses you win **£1.90** That's the stake returned minus your 5% commission paid out to betfair. If the horse won you would pay out **£4.50** with no commission to pay.

**DAY 4:** You lay the favourite at **5/2 for £2**, the horse loses you win **£1.90** that's the stake returned minus your 5% commission paid out to betfair. If the horse won you would pay out **£5** with no commission to pay.

**DAY 5:** You lay the favourite at **11/4 for £2**, the horse loses you win **£1.90** that's the stake returned minus your 5% commission paid out to betfair. If the horse won you would pay out **£5.50** with no commission to pay.

**DAY 6** Saturdays are **optional** but can be a great profit boosting day as usually you will find a least 2 horse to lay: If you layed two favourites both for **£2**- one at **3/1** and the other at **7/4** you would win **£3.80** if both lost. That's the stake returned minus your 5% commission paid out to betfair. If the **7/4** favourite

horse won you would pay out **£3.40**; if the **3/1** favourite won you would pay out **£5.90** with no commission to pay.

*On **Saturdays** there can be lots of races to look at and we don't want to get bogged down studying too much form, so we stick to selecting favourites from one particular race code. It can be rewarding and boost the weeks overall profits. The racing is on the better grade courses, with more prize money on offer so the races tend to be pretty competitive making it ideal lay territory. Often you will be able find at least two good lay bets, in the end it's entirely your own decision.*

**DAY 7: No lay:** On Sundays there is a limited amount of information for each race on the R.P. web site. It is not really wise to bet without being aware of all the facts.

*As you can clearly see if you do lose the odd bet you are always just one or two bets from being back in profit as long as you don't go over on the 4.7 maximum. If you lay a drifter earlier in the day it is often possible to get even better odds so your liability is considerably less than if you laid just before the start of a race.*

### **Staking plan 3 is the same as above, but increase the stake size according to the size of your betting bank**

The key to making **long-term profit** is make sure you use a **proven system** and only lay one horse a day, always stick to the staking plan no matter what. You will be able to **increase your stake size** in no time at all. If you do prefer to use a **50 point** betting bank when your confidence has grown that's fine. The **100 point bank** is designed to give you plenty of leverage at the start.

I personally lay horses at around the **£20 to 30** mark which gives me on average about **£500** a month additional income, not bad for around **3 to 4 hrs work a week**. How much you would like to make will all depend on the size of your betting bank.

### **Discipline and money**

If you combine the **disciplined approach of a successful system** with strict money management techniques, you will not only be miles ahead of **95%** of the betting public, but also become profitable over the long-term.

## 10. Emotion

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

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

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

Races should be viewed as **singular events**, and you should learn to understand that one race has **no connection** to any other race; they are not related in any way at all.

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

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

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

Psychologically these punters are unsound because they **lose most of the time**. **Subconsciously** their minds are **programmed** to **accept this** and the bookies clean up. As discussed before in this report in order to be successful you need to have a **very positive mindset**, which means that you should expect to win more than you lose, which is something you will only achieve when using a **proven system**

**Too much emotion involved** in your betting decisions will be your undoing and drastically **affect your confidence**. This in turn will lead to **fear and bad habits** creeping back into your **betting patterns**; such as chopping and changing methods that has been proven to work long-term. You must understand that systems and strategies need to be monitored **over time** in order to assess whether they are successful or not.

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

**So to summarize** - Emotive gambling should be avoided at all times. Learning to control your emotions is one of the main ingredients to betting profitably. Once you do so, you will look back at your previous bad betting habits and it will become very clear why you lost most of the time.  
**"Lack of emotional Discipline"**

## 11. Take some time out

*"When we take a break our minds become refreshed and more focused on what we have to do"*

Some times in life it seems like we cant do anything right no matter how hard we try, unfortunately that can be a problem in itself, **trying to hard** can be as bad as **not trying at all**. The human mind can only learn so much information at any one time.

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

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

You will come across days when there are no bets to be had according to your chosen systems criteria. **Don't** under any circumstances try to find bets that **aren't there** through sheer frustration and **impatience**, you will **lose money**. Take a break, have a day off spend some of those winnings just stay away from racing. Especially if you have hit a slight losing run, which as you know is an inevitable part of racing.

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

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

>>>

**"JUST STICK TO THE FACTS PRESENTED TO YOU IN BLACK AND WHITE"**

## 12. Why you should use betfair instead of a traditional bookie

Betfair are the **world's largest betting exchange** they offer bets on virtually every sport on the planet. You also have the very important option of being able to lay horses to lose and still win, something that you definitely can't do with the traditional bookies.

They consistently offer **20% better odds** than the traditional bookies which means when you win you win more. Not only that when you sign up for a new account betfair will give you **£20 FREE!** Plus a free bonus payment after three months depending on your betting activity.

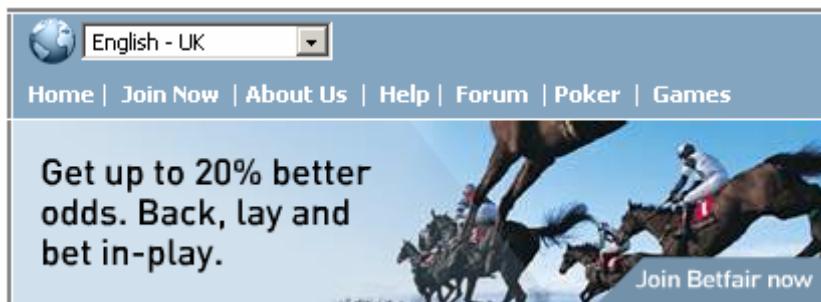
**To get your FREE £20 you must enter a code**



When opening your new account it is important that you follow the steps below. If you don't enter the code correctly or open an account without a code you won't get the free cash on offer.

Follow the steps below to open your new betfair account today.

1. Go to [www.betfair.com](http://www.betfair.com)
2. Click on the join betfair now tab



3. A registration form will pop up; fill in all your personal details. At the bottom of the form...

Enter offer code: (optional)	<input type="text"/>	Promotion code	<input type="text"/>	Refer and Earn code	<input checked="" type="radio"/> 4XUMLEREV	<input type="radio"/> I don't have a code
		6 alphanumeric characters Please allow 48 hrs after your first bet for cash to be credited.		9 alphanumeric characters Cash will be credited once you achieve 50 Betfair Points.		

NB. To be eligible for the offer, a valid code must be entered at time of registration.

Next

4. Enter the code **4XUMLEREV** into the “Refer and Earn” box (See the above screen shot) and click next continues to open your account.

Please remember to fill in the code **4XUMLEREV into the Refer and Earn** box as it is written in upper case.

Once you have opened your account using the code above betfair will credit your account **£20**. Then when you have placed enough bets to earn 50 betfair points, they will then credit your account with further bonus amounts after 3 months based on your betting activity over that time.

## **13. Repeat to internalize**

In this report you will notice a few of the **key facts** are mentioned **more than once** in some of the steps from **1 to 9**; this is because when we are trying to learn something new **repetition** is the key to **internalizing information**.

What I suggest you should do is read the report all the way through **at least twice** and then begin at number one; start to **slowly** digest each element until eventually all the information **is understood**.

Then and only then will you be armed with the right information to proceed with the **next course of action** > <http://www.false-favourites.co.uk>

## 14. Racing Resources

In this section, you will find a list of very useful resources and the best part is they are **all FREE!**

[www.oddschecker.com](http://www.oddschecker.com) The **best odds comparison site on the web**. This site compares all the prices from the UK top 16 high street bookies and betfair, best of all you have access to **3 TOTALLY FREE** betting calculators that will work out all the complicated math's associated with any bets you would like to place in seconds...

**Beware!!** There are **versions** of these calculators being sold on eBay and the internet for big money. **"DON'T BUY THEM THEY USE THE SAME SOFTWARE AND ARE VIRTUALLY IDENTICAL TO THE FREE ONES"**

[Click blue links to use a betting calculator](#)

**Bet settler** Works out all stakes and returns on any bets you make in both fractional and decimal odds format.

**Dutching calculator** In big fields, no matter what the sport, more often than not you'll fancy two or more of the possibilities. Rather than pick one and kick yourself when the one you neglected obliges, it's sensible to 'Dutch' and back them all - and you can get surprisingly good returns as long as the prices are big enough.

**Oddschecker's Dutching** Calculator tells you how much to stake on each selection to ensure an equal profit no matter which one wins. Simply enter the price for each of your fancied selections (in decimal format)

**Hedging calculator** If you've had a bet and it's shortened in price, use this calculator to see how you can guarantee yourself a profit **using the betting exchanges**, regardless of the result of the race, win or lose. Simply fill in the orange boxes, and the figure in yellow will tell you how much you should lay at the specified price to guarantee an equal profit win or lose.

**It doesn't matter which country you bet from** these calculators can use decimal or fractional odds to work out the complicated maths.

[www.racingpost.co.uk](http://www.racingpost.co.uk) If you want to take punting seriously you definitely need to use this site. It is the bible for racing fans used by professionals and casual punters alike. Register **FREE** and you will have access to all the latest tips, racing news and the most comprehensive UK and Irish form guide on the web.

**Final Words of wisdom**

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

***"Just stick to the facts presented to you in black and white"***

Never lose site of your main goal, which is to make consistent profit following the rules religiously in your chosen betting plan.

I wish YOU all the best on YOUR journey to success, have a profitable life.

*Jonathan Burgess.*

**P.S.** If you've tried to make money before betting on horses and failed, it probably isn't your fault, more than likely you have been using one of the over hyped non performing systems.

We are always interested in hearing your comments about our products and services, if you have an inquiry contact me here [burgess.2@ntlworld.com](mailto:burgess.2@ntlworld.com)

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## **Earn \$Unlimited Cash Giving This Report Away**

*We give you all the tools and resources you need to start making money straight away*

**Click here > [http://www.false-favourites.co.uk/AFFILIATE\\_1.htm](http://www.false-favourites.co.uk/AFFILIATE_1.htm)**

**Remember Knowledge is power > Bet smarter not harder.**

## **15. This Product Will Make YOU Consistent CASH!**

**"Who Else Wants To Create Regular Profits Promoting The Most Informative, Best Selling Laying System Available?**

**Earn 50% Per Sale!**

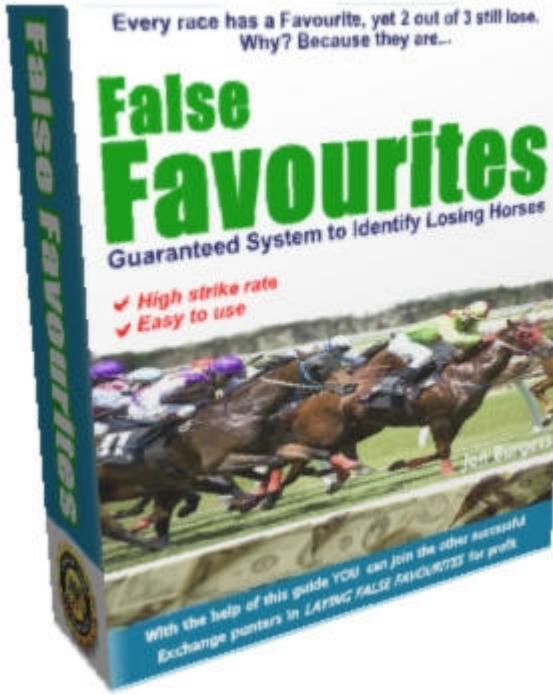
**Here Are 3 Excellent Reasons To Join The False-Favourites Affiliate Program**

- 1. False Favourites is a superb Laying System with lots of extras bundled for FREE, this is why we have Excellent Sales Conversion Rates! - Currently converting at 9.91%**
- 2. We offer support and marketing resources, so that you can profit immediately without any start up costs or large input. Offering SUPERB 50% commission on our £19.99 product = £9.98 ( \$20.25 ) each sale!**
- 3. False -Favourites Laying System is currently converting at 9.91%. However that percentage increases with sales, which ultimately means more money £\$ for YOU!**

For example every 1000 visitors you send to our website, 91 will buy. And you'll get - £9.98 x 91 = £908.08 or - \$20.25 x 91 = \$1842.75.



# **Start Earning Today Promoting False-Favourites Laying System**



## **Click Bank makes it easy to become a successful affiliate**

We use ClickBank to handle our affiliate sales. They offer the **best and most reliable affiliate program on the internet**. All payment cheques will automatically delivered to your door. All you have to do is bank them!

Because ClickBank handles our affiliate sales, you always get paid what you are owed, no questions asked **100% guaranteed**.

### **Get Started Today.**

It's easy to become a false-favourites.co.uk affiliate. Sign-up now and **start making money** on the sales you generate for us.

Once you join as our affiliate partner. Promoting our site through **bloggs, free advertising, subscription newsletters and pay-per-click ads** etc.. You'll be making **regular cash £ \$** right away.

Go to ClickBank.com (instructions below) and sign up for a user account. They will create a **hoplink** for you that will monitor every sale you make. From your FREE account you'll be able to check details such as, sales statistics, paychecks and much more. Your ClickBank payment cheques will be issued on the 1<sup>st</sup> and 16<sup>th</sup> of every month.

## **Become a Successful Affiliate by following these 3 steps:**

**1. Sign up as a clickbank affiliate > Find out how here > <http://www.clickbank.com>** If you already have a ClickBank affiliate account, go to **STEP 2**. It only takes a few minutes to sign up. Once you have completed the ClickBank sign up form and received your **NICKNAME**, come back to this page and proceed to **STEP 2**.

**2. Get your affiliate hop link to our site**

Once you have got a clickbank account, write down your **USERNAME**, then click on the link below to get your **HOPLINK** to advertise False-Favourites.

The affiliate link to this site is > <http://affiliate.falsefavs.hop.clickbank.net>

Here's how to make it work...

- Replace **affiliate** with **YOUR** affiliate **NICKNAME**. Leave everything else in the link as it is. For Example: If your ClickBank nickname is **abundance**, your link would read >

<http://abundance.falsefavs.hop.clickbank.net>

**3. Promote false-favourites to refer sales and make tons of £ MONEY!**

Below you will find different methods to promote **false-favourites laying system**

**Google - Pay Per Click Advertising** Is a great way to get started. It's quick so you can be up and running within 30 minutes. We give you all the necessary key-words that convert traffic into sales

**Text links** - Convert your web-site traffic into regular money by placing a text link in a prominent place. This method will make you tons of cash

We have created 4 powerful sales pulling email templates that YOU can use to send too your subscribers. **Copy and paste them, put in your affiliate link, send emails and start making regular cash!**



**Click below for email marketing templates 1 to 4:**

>> [<<](http://www.false-favourites.co.uk/email_templates.htm)

## Use Free Advertising Sites.

Below are some easy ways to generate regular money promoting False-Favourites and best of all they are all FREE >

1. Advertise our website on free classified sites. You can copy and paste sections on my sales page to easily create your ads, but don't forget to include your clickbank affiliate link: **If you target horse racing - betting related sites you will increase your conversion rates.**

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

[www.craigslist.org](http://www.craigslist.org)

[classifieds.yahoo.com](http://classifieds.yahoo.com)

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

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

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

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

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

2. A book review is a great selling tool. So any personal endorsement of our system will build credibility and increase sales. Just write an article about False-Favourites and submit it to any of these sites.

### Article sites dedicated to horse racing

[www.laytheodds.com/blog](http://www.laytheodds.com/blog)

[www.4-horse-racing.com](http://www.4-horse-racing.com)

<http://www.suite101.com>

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

[www.ability.org.uk](http://www.ability.org.uk)

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

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

### **General article sites which have horse racing articles posted**

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

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

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

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

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

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

<http://www.articlesbasecamp.com/>

3. Use blogs to promote False-Favourites. You can either Create your own blog at [www.mynewblog.com](http://www.mynewblog.com) or [www.blog.co.uk](http://www.blog.co.uk). or use existing racing blogs. If you do use your own to promote False-Favourites, make sure that you ping them at [www.autopinger.com](http://www.autopinger.com) . This is important because you need to show up in the search engines.

4. **EBay has 190 million registered users** world wide and information products are very popular. Use the massive traffic already visiting the site to drive visitors to your affiliate link. If you already have an account with eBay then even better because you can promote your affiliate link through a **ME page**.



EBay policy does not allow anyone to promote external website links, so don't try to, they will close your account. However if you set up a **ME page**, they allow you

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

to put links to your favorite sites there. Just create a few horse racing related auctions, selling eBooks about the sport, and then promote False Favourites through your **ME page**. We can give you one or two racing products we created to put in your auctions, that way the traffic you get to those auctions will be targeted, which ultimately makes it easier to make a sale.

This method works very well and we use it to great effect. However the traffic on eBay is so huge that there is plenty of room for any amount of affiliates to leverage a regular volume of sales.

5. The more horse racing discussion groups you subscribe to the better. You will be able to interact with subscribers that are within our niche, thus making it far easier to sell to them.
6. If you have a an opt-in list of people interested in horse racing, create an email campaign to promote False-Favourites, **using our free email templates or create your own**.

### **Important**

*As you all know unsolicited email/spam, is illegal. Don't send out email promotions for our system to people not on your subscribers list. You will be far more successful by targeting opt in or interested parties only, any one else will treat your emails as spam. In the worst case scenario you could be reported to your ISP and have liable action taken against you.*

# Pay-Per-Click - Adwords

You can generate excellent sales promoting your affiliate link for False-Favourites using Google adwords. Either direct traffic from search engines to your website promoting False-Favourites, or send traffic to our website using your affiliate link. Either way the amount of money you can make is amazing

The image shows the Google AdWords landing page. It features a large 'Google AdWords' logo at the top left. A dropdown menu shows 'English (US)'. Below the logo, the text 'Find the people trying to find you' is displayed, followed by the subtext 'No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.' To the right, there's a 'Sign up now»' button. Further down, there's a section for 'Sign in to Google AdWords with your Google Account' with fields for 'Email' and 'Password', and a 'Sign in' button.

The image shows the 'Learn about AdWords' page. On the left, there's a sidebar with links: 'How it works', 'Why it works', 'Costs and payment', 'For local businesses', and 'Success stories'. The main content area has several sections: 'You create your ads' (with a sub-section 'Get keyword ideas'), 'Your ads appear on Google' (with a screenshot of a Google search results page), 'You attract customers' (with a screenshot of a Google search results page showing an AdWords ad), and 'Keywords are what people search for on Google'. At the bottom, there are 'Sign up now | Next topic»' links.

Feel free to use any of these pay per click ads straight away. Just make sure to use relevant key words like the ones in our following example.

## Pay-Per-Click Ads You Can Use Now!

<p><b>Make Realistic Profits From Betfair!</b></p> <p>Ignore the overpriced hyped up laying systems. This is working for punters like you right Now!</p> <p><b>YOUR AFFILIATE LINK</b></p>	<p><b>Bet With A Method And Win!</b></p> <p>This superb system will give you the knowledge you need to become a pro layer!</p> <p><b>YOUR AFFILIATE LINK</b></p>
<p><b>Guaranteed Laying Profits from Betfair!</b></p> <p>Revealed - Why Laying Horses On The Betting Exchanges Isn't The Walk In The Park So Called Experts Are Claiming. Get the truth and start making money now.</p> <p><b>YOUR AFFILIATE LINK</b></p>	<p><b>Lay Horses for a living!</b></p> <p>Check our winning results using the best horse laying system around.</p> <p><b>YOUR AFFILIATE LINK</b></p>

### Top Key words

horse racing, **horse racing system**, horse betting, **horse betting system**, horse laying, **horse laying system**, horse racing software horse tips, **sports betting**, lay betting, **laying**, track race, **make money betting**, making money laying, laying favourites, weak favourites, false favourites, betfair, **betfair system**, online horse betting, **punting**, betfair trading, **online betting**, betting exchange,

All of the above methods are to help you make money using your affiliate link or website to promote false-favourites. However if you are new to internet marketing all this info probably looks a bit overwhelming. The key is to take your time and get one method working properly first, before starting another.

We look forward to a profitable partnership.

*Here's to your success*

*Kind Regards*

**The False-Favourites Team..**