HURDLE HEROES

A NATIONAL HUNT BETTING STRATEGY

CONTENTS

INTRODUCTION

Thanks for downloading Hurdle Heroes, my newly released horse racing strategy for the 2019/20 national hunt season.

As some of our more experienced readers will already be well aware, the vast majority of betting systems fail to live up to expectations. There are two common outcomes for users of these systems; the first being conservative profit, but less than the claims or past results would indicate. The second outcome is an overall loss, and this happens more often than you might think.

I have managed to identify three common causes for the failure of horse racing systems to generate substantial profit for their users:

1. **The system is comprised of a fixed set of rules**, that don't take into account certain nuances of the sport including the conditions of the race in question, the ability of other runners in the race, and whether the odds on offer represent value.

2. The system has been created using past racing data (e.g. with *Horseracebase*), **but hasn't been tested in the real world**, with real money wagered, to confirm profitability.

3. **The system is too widely available, and therefore over-used**. When this happens, the odds on offer tend to depreciate, and the value that was originally available is lost.

This is the starting point for the strategies offered through *Lucrative Racing*. By finding solutions to the common causes for failure, I've managed to create several strategies that actually work in the real world, and can help you to earn a substantial profit from your betting.

A THREE STEP SOLUTION

For Hurdle Heroes, I have addressed the common causes for failure by implementing the following features:

1. **The strategy involves a three-tier selection process**, the first being a basic set of rules which helps to immediately reduce the number of races and horses to look at. The second tier involves checking the betting market to identify which runners are likely to give value. The third and final tier involves a closer look at the race in question, to compare the runners and identify which are most suited to the conditions.

By taking into account the race conditions, the other runners, and the available odds; we reduce the risk of blindly placing bets that have little chance of winning, or where the odds represent poor value.

2. I haven't used a database of past races to create this strategy. Instead, Hurdle Heroes has been reverse-engineered from my own results history of over 6,000 selections. **Each and every selection has been bet with real money**, and therefore profit on paper and profit in the real world, are one and the same.

For several years I created systems using *Horseracebase*, some of which were more successful than others. Towards the end of 2017 I began collecting my own data, based on the portfolio of strategies offered through *Lucrative Racing*.

This method has proven far more effective for identifying betting strategies that produce profit in the real world, not just on paper.

3. Not only have I set a strict limit on the number of people who have access to Hurdle Heroes, but part of our selection process involves searching for value, which means that **poor value bets are removed during the process**.

This adds a second layer of protection, which may be needed if users end up sharing this guide with their friends or family. Generally, I recommend against this as it means I can't keep track of how many people are using the strategy.

Instead, if you know of someone who could benefit from Hurdle Heroes, please refer them to the registration page at https://lucrativeracing.com/trp1a-free-hurdle-strategy/.

STEP 1: THE RULES

The rule-set for Hurdle Heroes has been found by analysing my full results history and breaking down the performance according to various factors including Race Type, Going, Distance, Number Of Runners, Class, and Odds.
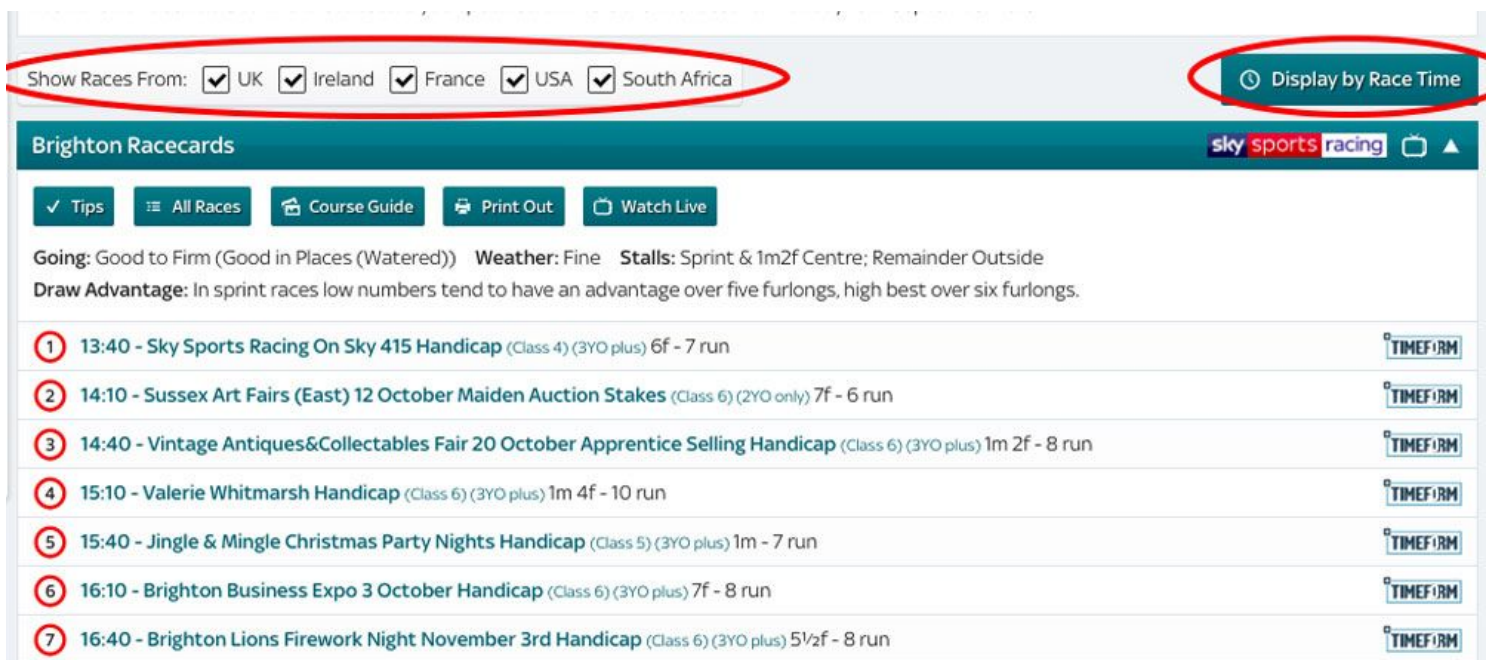
To date, the following criteria have been the most profitable to follow:

Rule 1: UK Racing & Daytime Meetings Only.

I recommend omitting Irish meetings, and any races taking place after roughly 5pm, both of which haven't been particularly profitable to follow.

You can use a standard set of racecards to view a list of daytime races in the UK. To run you through the process, I'm going to use the racecards available from https://www.atthe races.com/racecard/.

On the racecards page, uncheck the "Show Races From" boxes that aren't the UK, then click the "Display by Race Time" button to the right:

Rule 2: Hurdle Races Only.

Of the five race types analysed, Hurdles have generated the greatest profit, followed by All Weather, Flat, Chase, and finally NHF.

In the racecards, qualifying races will display "Hurdle" after the race name:

Rule 3: 17 Runners Or Less.

Larger fields can be an area where it's more difficult to profit; more hindrances, fallen horses, unseated riders, and so on, tend to go hand in hand with crowded race conditions.

The number of runners is also displayed on the racecards page, as highlighted in the above screenshot.

Rule 4: Odds Between 6/4 - 25/1 (2.5 - 26).

Betting at odds below 6/4 has produced a loss, likely because there is little value to be had at prices this low. Above 25/1 has also produced a loss, although this is more likely due to the long losing runs that are part and parcel of betting at high odds.

To check for runners that pass this rule, click one of the qualifying races to load up the odds comparison tool:

	Best Odds Guaranteed	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	QuickBet	👆	👆	👆		👆	👆			👆	
	Need an account? Click any bookmaker logo			Ladbrokes	PADDYPOWER.		betway	UNIBET	BETFRED	BoyleSports	
14	Josie Abbing	11/4	11/4	3/1	3/1	3/1	3/1	10/3	3/1	5/2	3/1
1	Affluence	4/1	7/2	7/2	10/3	7/2	7/2	4/1	3/1	3/1	10/3
11	Mr Muldoon	4/1	4/1	4/1	4/1	4/1	4/1	9/2	4/1	4/1	4/1
13	The Blues Master	9/2	5/1	11/2	5/1	11/2	5/1	11/2	5/1	5/1	5/1
2	Arcade Attraction	7/1	8/1	6/1	8/1	6/1	7/1	8/1	7/1	8/1	8/1
9	Mix Of Clover	14/1	11/1	11/1	12/1	11/1	11/1	14/1	11/1	11/1	12/1
	Each way terms:	3 1/5	3 1/5	3 1/5	3 1/5	3 1/5	3 1/5	3 1/5	3 1/5	3 1/5	3 1/5

To summarise, the first three rules allow us to narrow down the number of races to focus on. On a given day, this can range from zero if there are no daytime national hunt meetings, to several if there is more than one meeting.

The fourth rule allows us to omit the extremes of the betting market, and therefore narrow down the runners to focus on in steps 2 & 3 of the selection process.

Step 1 Notes:

One thing worth mentioning here, is that I personally don't run through the selection process in this order. I usually apply the above rule-set after completing steps 2 and 3, for all races taking place in the UK on a given day.
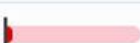
However, it generally takes me 1-2 hours to arrive at my final list of bets each day. I therefore recommend applying the above rule-set first, which will allow you to reduce the time taken to find your bets to as little as 15 minutes.
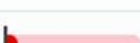
STEP 2: THE MARKET

Consulting the betting market is an essential part of any successful betting strategy, because **the odds taken dictate whether or not a profit is made**. The strongest horse in a race doesn't necessarily represent a strong bet, if the odds on offer are sufficiently poor.

For our purposes, we are looking for runners that have a certain amount of "market confidence" or, in other words, are being well backed. The result of this is a gradual decline in the available odds, as we move closer to the off.

One of the easiest ways to find these runners is to use the *Market Movers* tool on the racecard. Underneath the odds comparison section, select the "Market Movers" tab:

Horse	Last ▼	First ▼	Move ▼	Swing ▼
AFFLUENCE (IRE) 112 (13F) 🔄 b g Thewayyouare - Castalian Spring (Oasis Dream) D G MM	4/1	7/1	42.86%	
MR MULDOON (IRE) 169 🔄 ch g Rajj - Miss Muldoon (Alphabatim)	4.5/1	6/1	25%	
GLOBAL WONDER (IRE) 8 🔄 b g Kodiac - Traveller's Tales (Cape Cross) G	150/1	150/1		
PINCHPOINT (IRE) (27F) 🔄 ch g Excelebration - Al Amlah (Riverman)	66/1	66/1		
DAWN TROUPER (IRE) 18 🔄 b g Dawn Approach - Dance Troupe (Rainbow Quest) D G HG CI	40/1	33/1	21.21%	
MOMTALIK (USA) 9 🔄 b g Point Of Entry - Sacred Feather (Carson City)	66/1	50/1	32%	
LAUBERHORN ROCKET (GER) (21F) 🔄 b g Maxios - La Hermana (Hernando)	50/1	33/1	51.52%	

We're looking for runners with a green bar in the "swing" column. In the example above, there are 2 positive market movers, *Affluence* with a 43% move, and *Mr Muldoon* with a 25% move.

Rule: Add positive market movers with a swing of 20% or greater.

At this point, I recommend shortlisting each of your potential bets on a spreadsheet. Based on the above rule, both *Affluence* and *Mr Muldoon* are added to the list.

You can also use your spreadsheet to record your results, once you start placing bets. A simple excel template is available at https://lucrativeracing.com/wp-content/uploads/2017/10/Results-Template.xlsx

Step 2 Notes:

Due to market liquidity, this step can usually only be performed on the day of the race, the ideal time being early-mid morning (8am - 11am). Once exception to this is for higher class racing and festivals, where more money is wagered in advance.

To generate the greatest profit from runners that are well backed, my suggestion would be to perform this step at least 2 hours before the race in question begins. The value that is available earlier tends to diminish closer to the off.

There are several other ways to check for market confidence, including *Oddschecker*, the "odds tracker" tool available through *Horseracebase* (monthly subscription), or directly from the betting exchange market on *Betfair*.

STEP 3: THE RACE

The third and final stage of the selection process can be tricky to replicate. There is plenty of nuance involved when looking at a racecard, and trying to find if our potential bets are suited to the conditions. In addition, I prefer to use premium online racecards and form tools, which tend to make things easier but which also cost a subscription fee.

In this guide, I want to provide a method that doesn't require the use of a paid subscription service. To that end, I have modified and simplified this part of the selection process, to the best of my ability.

The aim of step 3 is to rate each of our shortlisted horses, based on the major factors that are likely to affect their performance.

During this process, we can also keep an eye on the other runners in the race; if another runner looks particularly suited to conditions, we can shortlist and rate them.

Once we've rated the horses on our shortlist, we'll be in a better position to decide if any should be removed, and can arrive at our final list of bets for the day.

Let's get started by navigating to the relevant racecard on the *Attheraces* website:

No.	Form	Horse	Age / Wt / OR	Jockey / Trainer	Timeform says (star rating) ▾
6		**16:20 Worcester 16 Sep 2019** sky sports racing — **Fifty More Years Of Ucrete Maiden Hurdle** — Class 4	4YO plus — Winner £3,769 - 15 run		2m — Good — Draw Advantage: None — Weather: View course guide — ☐ Watch live ☐ Archive playlist		TIMEFORM
1	4-2	**AFFLUENCE** (IRE) 112 (13F) — b g Thewayyouare - Castalian Spring (Oasis Dream) D G MM	4 11-2 / 110	L P Aspell / Martin Smith	Fair on Flat (stays 1½m) and took a step forward from hurdling debut when runner-up at Huntingdon in May. Added to his tally on the level since and should make his mark in this sphere before long. ★★★★★
11	P/4P112-	**MR MULDOON** (IRE) 169 — ch g Rajj - Miss Muldoon (Alphabatim)	6 11-2 / -	Sam Twiston-Davies / Dr R D P Newland [1]	Rajj gelding. Dam winning pointer. Dual point winner, second last time (Mar 31). One to note on debut for a respected yard. ★★★★
6	F07	**GLOBAL WONDER** (IRE) 8 — b g Kodiac - Traveller's Tales (Cape Cross) G	4 11-2 / -	J E Moore / Suzi Best	Fair 10f winner on Flat for Gay Kelleway. Well held completed starts over hurdles and looks the type to do better once sent handicapping. ★
12		**PINCHPOINT** (IRE) (27F) — ch g Exceleration - Al Amlah (Riverman)	4 11-2 h / -	Mr Alex Chadwick (7) / J Butler	Half-brother to useful hurdler Wolf of Windlesham, but only a modest maiden on Flat (stays 1¼m), well held last time. Hooded for hurdle bow. ★
14	8-514	**JOSIE ABBING** (IRE) 17 — b m Fame And Glory - Bella Venezia (Milan) G	5 10-9 / -	R Johnson / Peter Fahey	Fair bumper winner who ran below that level sent hurdling when 13¾ lengths fourth at Down Royal (16.4f) 17 days ago, but likely she's capable of better. ★★★★
4	35	**DAWN TROUPER** (IRE) 18 — b g Dawn Approach - Dance Troupe (Rainbow Quest) D G HG C	4 11-2 t / -	David Noonan / N J Hawke	Fairly useful at best on Flat (stays 2m) and has offered some encouragement both hurdle starts, but handicaps more likely to be his bag. ★★
10	8	**MOMTALIK** (USA) 9 — b g Point Of Entry - Sacred Feather (Carson City)	4 11-2 / -	Kielan Woods / P W Middleton	Fair maiden on the Flat (stays 12.5f) for John Gosden. Sold for £26,000 in May, but offered little on recent hurdle/yard debut at Stratford. ★★
8		**LAUBERHORN ROCKET** (GER) (21F) — b g Maxios - La Hermana (Hernando)	4 11-2 / -	Alan Johns / Tim Vaughan	Dam half-sister to fairly useful hurdler/chaser (2m/17f winner). Lately. Modest on Flat (stays 1½m), below form last time. Percentage call to look elsewhere on hurdle debut. ★★
15	5-255	**MISS BROOKLYN** 17 — ch m Notnowcato - Serraval (Sanglamore) D G C	5 10-9 / 102	Harry Bannister / M W Easterby	Ran a race full of promise when 3½ lengths second on Southwell hurdle bow in May. Run best excused at Stratford next time and never on terms in similar event at Bangor since. Remains with potential. ★★★

Based on the information available on these racecards, these are the main factors we're going to focus on:

1. Horse Form
- Race type
- Course
- Distance
- Going
- Class

2. Trainer Form

3. Pace

4. Verdict

Horse Form

For each of our five conditions; Race Type, Course, Distance, Going, and Class, we're going to award between **0-3 points**, as follows:

3 points - win rate of at least 25%
2 points - won at least once
1 point - placed at least once
0 points - no wins or places

You can hover over the horses name to bring up the main form stats:

According to the stats, we will award *Affluence* the following:

Race Type: 2 runs, 0 wins, 1 place = 1 point
Course: 0 runs, 0 wins, 0 places = 0 points
Distance: 2 runs, 0 wins, 1 place = 1 point
Going: 20 runs, 2 wins, 10% win rate = 2 points
Class: 1 run, 0 wins, 0 places = 0 points

***Affluence* is awarded a total of 4 points.**

Overall, this runner doesn't seem particularly suited to the race conditions. However, he has recently progressed from flat racing to jumps, so there is a limited number of previous runs for most of the conditions.

Our other shortlisted horse, ***Mr Muldoon***, is a newcomer and therefore has no relevant form to draw upon. In this case, we have no option but to score him **0 points**.

Note: For newcomers with little or no form, the main areas where we'll find meaningful information include the trainer and jockey form, the betting market, and Timeform's verdict. Sire and Dam information can also be taken into account, if you wish.

Trainer Form

We're going to award **0-5 points** for the trainer's form, as follows:

5 points: 25%+ win rate, and SP profit for Race Type **and** Course
4 points: 25%+ win rate, and SP profit for Race Type **or** Course
3 points: 25%+ win rate for Race Type or Course
2 points: 20%+ win rate for Race Type or Course
1 point: 15%+ win rate for Race Type or Course
0 points: win rate below 15% for Race Type **and** Course

For this example, let's take a look at *Mr Muldoon's* trainer *Dr. R Newland*, as we can get some useful information for this factor:

Last 12 months			Last 14 days			All time
Type	Rides	Wins	Places	Win prize	Strike rate	P/L (£1 stake)
Flat Turf	5	1	1	£2,782	20%	£2.50
Chase	106	18	24	£241,658	16.98%	-£21.89
Hurdle	155	40	35	£293,727	25.81%	£6.19
NH Flat	1	1	0	£2,274	100%	£1.88
TOTAL	267	60	60	£540,441	22.47%	-£11.32

For hurdle races, almost 26% of *Dr Newland's* runners win, and a small profit has been produced at SP too. If we take a look at the course stats:

Courses	Rides	Wins	Places	Win prize	Strike rate	P/L (£1 stake)
Worcester	23	7	7	£34,221	30.43%	£1.01
Southwell	11	6	2	£25,668	54.55%	£6.42
Uttoxeter	15	5	4	£32,219	33.33%	£10.82
Stratford	14	5	3	£32,230	35.71%	-£3.27
Market Rasen	13	4	2	£25,017	30.77%	£5.00

We can see that he has a win rate of over 30%, and has produced another conservative profit.

Based on these stats, **we can award *Mr Muldoon* the full 5 points**.

Affluence's trainer *Martin Smith,* on the other hand, has only managed a win rate of 18% from hurdle races, and has just one previous entry at Worcester (0 wins). **We will therefore award *Affluence* 1 point**.

Pace

I often include the draw in this section, but seeing as we're only covering *National Hunt* racing, we will focus solely on the pace. This can be one of the more consequential factors in a race, but is often overlooked due to the limited information available.

Fortunately, *Attheraces* has done the grunt work for us by providing a "pace" tab with a rating for each runner:
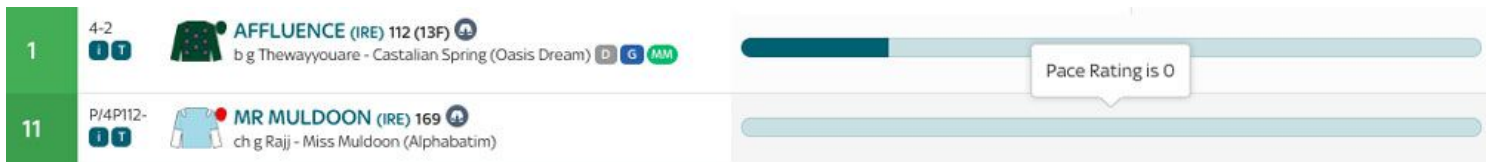
Attheraces scores runners from 0 to 10, but to avoid giving too many points for this single factor, we're going to award between **0-5 points**. Simply divide the pace rating provided by 2, to find the number of points to award:

With a pace rating of 2, *Affluence* **is awarded 1 point**.
With a pace rating of 0 (due to no previous runs), *Mr Muldoon* **is awarded 0 points**.

Personal Verdict

Unlike the majority of betting systems, where the rules are fixed, I'm a firm believer in the importance of your own unique opinion. For more experienced punters, it's probably the most important factor in the selection process.

Even if you're a beginner, since you've already taken a good look at the race in question, and the various factors that can affect your horses performance, you're in a better position than most to weigh up what you've seen, and draw your conclusions.

I generally award between **0-5 points**, based on my opinion of the horses chance of winning, and how much value the odds are offering. For what it's worth, here's my verdict on the two runners we've looked at in this guide:

Affluence - The main selling points for this runner include Timeform's verdict, which is clearly in his favour, and that he is being well backed in the betting market. However, it's possible that Timeform's verdict is causing more punters to back this horse, thereby pushing the price down.

I also have some doubts about his previous form at today's race conditions, alongside the poor pace rating. Based on these factors, **I've chosen to award *Affluence* 2 points**.

Mr Muldoon - Unfortunately we have a limited amount of data to go on for this runner. With it being his first race entry, I'm somewhat intrigued that he is being well backed. This may suggest connections are involved in the betting, in which case "following the money" could pay off.

After a bit more digging into the horses history, I found that *Mr Muldoon* moved to *Dr Newland's* yard roughly 9 months previously. It should be interesting to see how he fares after several months of training with what can only be described as an exceptional yard, and with *Sam Twiston-Davies* booked for the ride.

Despite the limited information available, **I've decided to award *Mr Muldoon* 4 points**.

Timeform's Verdict

This is an optional addition to the ratings process, which I've put it in for those of you who don't currently feel confident enough to give your own verdict, or where the race in question is particularly tricky and you'd like to give credence to a well respected team of pundits.

For this factor, simply rate your potential bets from 0-5, based on the star rating provided by Timeform:

Horse	Timeform says (star rating) ▾
AFFLUENCE (IRE) 112 (13F) 🔵 b g Thewayyouare - Castalian Spring	Fair on Flat (stays 1½m) and took a step forward from hurdling debut when runner-up at Huntingdon in May. Added to his tally on the level since and should make his mark in this sphere before long. ★★★★★
MR MULDOON (IRE) 169 🔵 ch g Rajj - Miss Muldoon (Alphabatim	Rajj gelding. Dam winning pointer. Dual point winner, second last time (Mar 31). One to note on debut for a respected yard. ★★★★☆

According to Timeform's verdict, *Affluence* would be awarded 5 points, and *Mr Muldoon* 4 points.

Final Verdict

Based on the factors we've covered in step 3, including Horse Form, Trainer Form, Pace, and my personal verdict, my shortlisted horses have been rated as follows:

Affluence: 8
Mr Muldoon: 9

Once we've rated our shortlisted horses, we can take one or more of the following actions:

 1. Remove selections that are rated notably low; my suggestion would be 5 points or lower.

 2. Remove the weakest selection, when there is more than one shortlisted horse in a single race. This is a good option if you prefer not to place multiple bets in the same race.

 3. Vary your stake according to your ratings. For example, you could stake 2% of your bankroll on the higher rated horses, and stake 1% on the lower rated horses.

While neither *Affluence* or *Mr Muldoon* have particularly high ratings, we had a limited amount of previous form to go on. Taking into account the other runners and their form, none seem particularly suited to race conditions.

In light of this, both our shortlisted horses have relatively good ratings in the context of today's race. And, since I personally don't mind betting more than one horse per race, **I have decided to accept both *Affluence* and *Mr Muldoon* as qualifying bets.**

THE RESULT

As it turned out, the 9 months worth of *Newland* training paid off for *Mr Muldoon*, who won easily by a full five lengths:

Position	Dist Btn	Horse	SP	Age / Wt	OR	Jockey / Trainer
1		11. MR MULDOON (IRE) chased leaders, mistake 4th, went 2nd after 4 out, led after 3 out, stayed on well flat	7/2 2Fav	6 11-2	-	Sam Twiston-Davies Dr R D P Newland
2	5	7. KINGFAST (IRE) chased leaders, challenged 3 out, every chance after last, no impression towards finish	33/1	4 11-2 p	-	Aidan Coleman David Dennis
3	2¼	14. JOSIE ABBING (IRE) took keen hold, held up in mid-division, headway from 3rd, led after 4 out, hung left before 3 out, soon headed, one pace last	11/4 Fav	5 10-9	-	R Johnson Peter Fahey
4	3	13. THE BLUES MASTER (IRE) in touch, not fluent 3rd, driven when not much room and switched left after 4 out, stayed on same pace from 2 out	11/2	5 11-2	115	Thomas Bellamy A King
5	2¼	2. ARCADE ATTRACTION (IRE) chased leader until 4 out, no extra flat	8/1	5 11-2	116	Adam Wedge Evan Williams
6	9	15. MISS BROOKLYN held up towards rear, headway approaching 4 out, no extra from 2 out	33/1	5 10-9	102	Harry Bannister M W Easterby
7	1½	1. AFFLUENCE (IRE) held up in mid-division, headway on inside 4 out, soon hampered and lost place, tried to close 3 out, mistake and no impression 2 out, no extra when mistake last	9/2	4 11-2	110	L P Aspell Martin Smith

In hindsight, the fact that he was well backed in the betting market provided us with a useful signal, without which this runner would likely have been completely overlooked.

Affluence didn't perform so well, although it's worth noting that he was badly hampered in the closing stages, after which he struggled to make up lost ground. Given a clear run, he probably would have fared better.

PERFORMANCE

Hurdle Heroes has produced the following results from 13.12.2017 - 09.09.2019 inclusive:

	BOG Bookmaker	Betfair SP
Qualifying Bets	1096	1096
Profitable Bets	416	416
Strike Rate	37.96%	37.96%
Points P/L	+516.56	+401.45
Profit At £50 / Point	£25,828	£22,573
Return On Total Staked	23.57%	18.31%
Annual ROI	309.94%	240.87%

Using the industry standard **100 point bankroll**, based on the strike rate of approx. 38% the recommended stakes are:

 - **2 points to win, at odds under 4/1**
 - **1 point each way, at odds of 4/1 or above**

To maximize your profit levels, I recommend taking the best odds available to you before 11am, using a "best odds guaranteed" bookmaker if possible. Good results have also been produced at Betfair SP, if you prefer.

An up to date record of the full results history can be viewed by clicking this link.

SUMMARY

In this guide, my goal has been to provide you with a racing strategy that would succeed where the majority fail; helping you earn a substantial and consistent profit from your betting.

Based on the 1,096 bets I've already placed, and over £25,000 accrued so far, I'm confident that this is an achievable goal.

The three-tier selection process laid out in this guide does require a regular time commitment, and practise in order to work. However, it's well worth the effort, and at the end of the day you'll be getting paid to do what you enjoy (*because who doesn't enjoy betting on the horses?!*)

Thanks for taking the time to download and read Hurdle Heroes. I hope it will prove a worthy addition to your betting portfolio, as it has been to mine.

All the best,
Michael