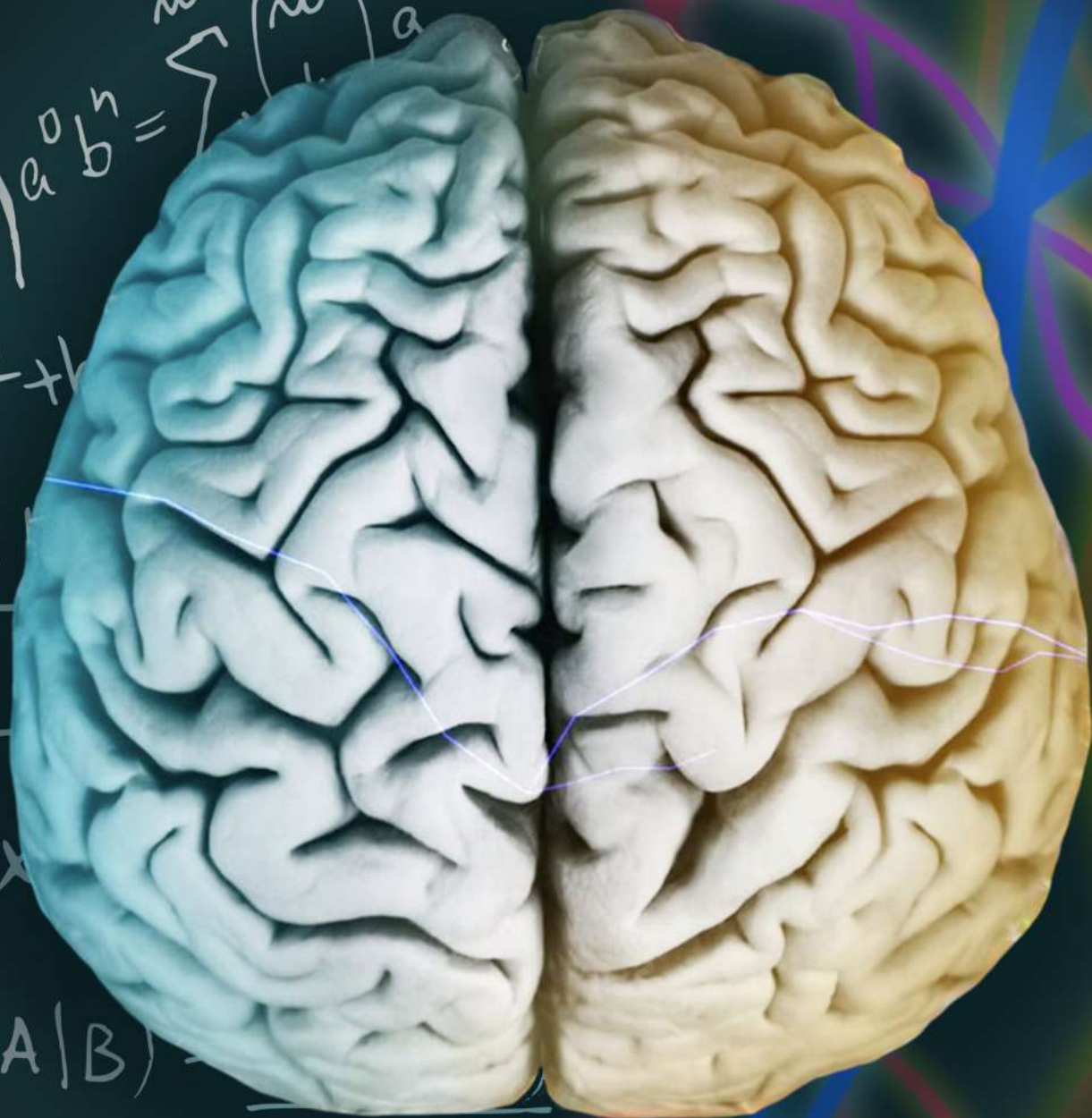


# PERFECT PUNTING

RIDING THE LINE BETWEEN ORDER & CHAOS



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## INTRODUCTION

Thanks for downloading *Perfect Punting*, my newly released guide covering the various factors, aside from the actual selection process, that can determine how much success you will experience in your betting.

Like with all worthwhile pursuits, in betting there are various paths we can take to get us to our goals, some of which are more effective than others. From choosing how much to invest and stake, where to place our bets, and tracking our performance; to building a betting portfolio, there are many ways for punters to improve their results going forward.

Whether you prefer finding your own bets, or are interested in joining our membership service, *Perfect Punting* should prove an invaluable asset for riding that line between order and chaos, and accelerating you on your journey to profit.

## SET YOUR GOAL

Like with any project, it helps to begin with the end in mind, and the aim of this guide is to help you find success in your betting.

A good way to measure your success is to set a goal, and then work towards that goal. For most people, the end goal is to generate substantial profit, but often this is left open-ended with no specific target in mind.

To measure success accurately, your goal should be **specific, realistic and achievable**, based on the strategies used, and their historical results. While we're at it, let's clearly define what we mean by betting success.

Success doesn't mean winning most of your bets every day, nor does it mean taking home a profit every week, or even every month. What we're really talking about here is **betting investment**, which can be defined as:

**“The ability to generate substantial profit from your betting activities, over the long term.”**

Based on this definition, a good way to measure success is by calculating your annual return on investment, or ROI. This is different from standard ROI used in betting, which is calculated as:

**ROI = Total Profit / Total Staked**

Annual ROI, on the other hand, is calculated as:

**Annual ROI = Annual Profit / Starting Investment**

This is much the same as most mainstream forms of investment, including the interest rate of your savings account.

Your annual ROI can vary greatly, depending on how effective the strategies used are. Using the strategies in The Racing Portfolio as an example, **our target annual ROI is in the 200% - 400% range**, assuming a flat staking plan.

This translates to the following profit target, depending on your starting investment:

£500 investment: **£1,000 - £2,000 profit**

£1,000 investment: **£2,000 - £4,000 profit**

£2,000 investment: **£4,000 - £8,000 profit**

£5,000 investment: **£10,000 - £20,000 profit**

The above targets may seem too optimistic to some or perhaps not all that exciting to others, but the important thing is that they are firmly grounded in the historical results.

**This is the best way to predict what you can expect to earn in the future.**

Note: There are methods to accelerate your annual ROI above and beyond the 200 - 400% range, for those who are willing to re-invest their winnings. We'll cover this shortly in the chapter on staking.

In addition to defining success, it's also important to define what we mean by failure.

Failure is not a losing day, week, or month. In the grand scheme of things, **short term losing runs aren't a problem, as long as you're willing and able to ride them out.**

With that being said, if at the end of the year you've produced an overall loss, your current strategy for finding bets needs to be looked at and most likely replaced before you resume wagering.

Adopting this mindset is a process, not an event, and riding the line between Order and Chaos can be a challenge to begin with but becomes easier with practise.

The reactive, fear based part of your mind may want to revert to old ways of doing things. It may tell you to quit when the going gets tough and stick to "safe" investments in future.

Or, it may urge you to chase losses and gamble in an attempt to make your losses back immediately.

Training yourself to be resilient to these urges is an essential part of Perfect Punting, and can often make all the difference between success and failure.

By setting a clear goal, and adopting the ideal mindset while working towards it, the path to betting success will open, and your journey can begin.

## HOW MUCH TO INVEST

The next step on your journey is to choose how much to invest. But, before emptying your savings, here are a couple of important points to take into account:

### **1. Once your bankroll is invested, it should not be used for anything else.**

It shouldn't be used for casual betting or gambling, for a social event or holiday, and certainly not for life's essentials such as your mortgage or weekly food shop. In other words, you should be able to comfortably afford the amount you choose to invest.

Note: Your investment is not the same as your profit, which can indeed be withdrawn and used as you wish. With that being said, there is generally a short delay between investing your money and withdrawing your first profit.

### **2. Betting is a “high risk” form of investment.**

Risk and reward go hand in hand, so the higher your potential returns, the higher the chance of losing your investment.

With sports betting, 200% - 400% annual returns are certainly possible, but this is far higher than the vast majority of other investment opportunities. Therefore, you should expect the risk to be higher too.

As betting enthusiasts, our tolerance for risk tends to be higher than the average person. But let's not be blinded by the possibility of incredible returns and forget that losing our investment is a possibility too.

Once you've chose how much to invest, you also need to decide **where to store your investment.**

There are two main options available:

## **1. Use a bank account that you currently don't use for anything else.**

You can simply transfer your bankroll to this account, then use it to deposit and withdraw funds to and from your bookmaker accounts.

There are a couple of potential issues here, the first being the time it takes to withdraw funds from the bookmaker back to your bank, which is generally 3-5 working days. Also, if you don't have an unused bank account, you'll need to open a new one.

## **2. Use an e-wallet service like Skrill or Neteller.**

You can deposit your bankroll into your e-wallet, then transfer money back and forth from your bookmaker or exchange accounts from there.

One advantage of using e-wallets is that withdrawals generally take 24 hours or less. This makes it easier to spread your bankroll across several different bookmakers, and transfer money between them quickly.

Another advantage is that you can earn rewards, and 3rd party services such as [eWallet-Optimizer](#) can offer you free VIP status and cashback on your transactions. Some punters have reported earning up to £100 - £200 per month from this service alone, so it's well worth looking into.

The main disadvantage of e-wallets is that not every single bookmaker firm accepts them. So, be sure to check with the bookmakers you regularly use first.



## HOW MUCH TO STAKE

Your staking plan can make all the difference between substantial profit, and losing your full bankroll, so it's essential to get it right from the get-go.

When it comes to stake size, this is normally determined by the strike rate of winning bets. For our purposes, strike rate can be defined as:

### **Number of profitable bets / Total number of bets**

In other words, if you prefer to bet each way at higher odds, the bets that place and return a small profit can count towards your strike rate.

One problem if you plan to find your own bets is that you won't know your strike rate in advance. To combat this issue there are a few options:

1. Paper trade your bets initially, until you have enough data to work out your strike rate.
2. Start with the industry standard 100 point bankroll, and 1 point level stakes, then adjust as necessary once you have enough data.
3. Use a proven strategy or service, where the strike rate is already established.

Based on your strike rate, you can use this table to work out the amount of points you should split your bankroll into, and therefore how much to stake per bet:

<b>STRIKE RATE</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>30%</b>	<b>35%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>
<b>MAX LIKELY LOSING RUN</b>	<b>66</b>	<b>43</b>	<b>31</b>	<b>24</b>	<b>19</b>	<b>16</b>	<b>14</b>	<b>12</b>	<b>10</b>

Let's use the strike rate from my daily shortlist as an example, which is approximately 36%. This means the estimated maximum losing run is 15 bets.

Generally, I recommend setting your stake so that your bankroll can cover at least 5 maximum likely losing runs. Use the formula:

**Max Losing Run X 5 = Bankroll Size (in points)**

to work out the size of your bankroll, like so:

**15 X 5 = 80 Point Bankroll**

Then to work out your stake, divide your bankroll by its points. For example, if you've invested a £1,000 bankroll:

**£1000 / 80 points = £12.50 stakes**

Based on the strike rate of my daily shortlist, you would require at least an 80 point bankroll. If you invested £1,000 you could stake up to £12.50 per bet, if you invested £2,000 you could stake up to £25 per bet, and so on.

Once you've worked out your stake, you can then choose one of the following plans:

### **1. Level Stakes**

This is where your stake size stays the same, and your profit is withdrawn every set period of time, for example at the end of each quarter. This is a good option if you plan to invest a larger amount, as your profit will be considerable from the outset.

For example, with a £5,000 starting bankroll, you could expect to earn somewhere in the region of **£10,000 - £20,000 per year**, based on our target ROI of 200% - 400%.

## 2. Ratchet Stakes

This is where your profit is added to your initial bankroll, and your stake increases as your bankroll grows. This is a good option if you plan to invest a smaller amount, as it allows your bankroll to grow faster than time would normally allow...

For example, let's say you invest £500 in our *Hurdle Heroes* strategy, which historically has returned **309.94%** per year. Instead of betting level stakes and withdrawing your winnings, you re-invest your winnings at the end of each quarter. The outcome would look something like this...

Bankroll after quarter 1: **£887**

Bankroll after quarter 2: **£1,575**

Bankroll after quarter 3: **£2,796**

Bankroll after quarter 4: **£4,963**

At the end of year 1, you might decide your bankroll is large enough, switch to level stakes and start withdrawing your profit. Assuming the same rate of return the following year, you'd earn **£15,383** from your betting in year 2.

As it's clear to see, compounding your bankroll and stake size can be incredibly powerful. With that being said, you can't continue to increase your stake size forever. Eventually, you'll run into problems getting your bets on, whether it's the bookies refusing to take them, or getting your bets matched on the exchange.

## **BET PLACEMENT**

When it comes to placing your bets, the main thing to focus on is finding the best available odds. This can be done quickly and easily using an odds comparison tool like Oddschecker.

Preferably, you're looking for bookmakers who also offer the "best odds guaranteed" concession. The firms that offer this concession have a green tick in the "best odds guaranteed" row, above the bookmakers name.

At this stage, there are three common scenarios depending on your current situation:

### **Scenario 1: You are relatively new to betting, or haven't yet opened many bookmaker accounts.**

In this case, I recommend opening at least a handful of accounts that you can use to place bets. The more accounts you have, the more often you'll be able to take the best available odds.

The five I'd recommend to begin with include **Bet365, William Hill, Skybet, Betvictor** and **Betfair** (you can access their sportsbook and exchange from the same account).

### **Scenario 2: You already bet regularly, and have a range of active and unrestricted bookmaker accounts.**

If you already have open bookmaker accounts, you're all primed and ready to place bets at the best available odds.

At this point it's worth noting that if you're in scenario 1 or 2, I strongly recommend taking a close look at the "avoiding restriction" section of this guide, to ensure your accounts stay open long term.

### **Scenario 3. You already have a significant amount of restricted accounts.**

Being “gubbed” by the bookie is something all seasoned punters dread, as it can limit your ability to get on at the best odds. With this in mind, here are some options worth considering:

#### **1. Concentrate your efforts on the betting exchange.**

Betting exchanges are a sanctuary for those of you who have been restricted by the bookies, Betfair being the most widely used.

In my experience, if you take the current odds it will likely reduce your profit by 5 - 10%, in comparison to the odds you can get with a “best odds guaranteed” bookmaker. Betfair Start Price on the other hand, closely represents “true odds” and is therefore typically more difficult to turn a profit with.

#### **2. Open up new bookmaker accounts**

There are a growing number of newer or lesser known bookmaker firms that offer BOG, and often top odds too. Examples of these include **Black Type, Betstars, Sportpesa, Moplay and Unibet**. It’s easy enough to find more online simply by googling “list of best odds guaranteed bookmakers”. More seem to crop up all the time.

#### **3. Make use of “Lay to Lose” guarantees.**

Lay-to-lose guarantees currently allow people who have been restricted to place bets, up to a maximum payout limit of £500. At the time of writing, the firms offering this guarantee include **Betvictor, William Hill, Skybet and Betfair Sportsbook**.

Note: This guarantee only applies to Horse Racing. If for any reason you’re not able to place horse racing bets with any of these firms, I recommend getting in touch with them via their live chat to request the restriction be lifted. Please be aware that this list may change over time.

#### **4. Ask your partner, or a relative/close friend to open an account for you.**

I won't officially recommend this practise, as it's against the bookmakers terms and conditions. At the end of the day, we're all adults here, so it's your call.

Note: If you choose to do this, please be aware that the person opening the account will need to provide a copy of their ID, and proof of address at some point.

Hopefully, the above options provide plenty of opportunity for those of you who have already been "gubbed" by the bookmaker.

## **AVOIDING RESTRICTION**

There are several strategies you can deploy to help prevent your bookmaker accounts being restricted. The following strategies have been ordered according to how effective I have found them:

### **1. Remove Bookmaker Spyware.**

I definitely recommend removing any spyware the bookmakers may use to track your betting activities. For more information on how and why to do this, please read this article:

[How to remove bookmaker spyware.](#)

The instructions for Windows computers are within the article, or for Mac refer to my comment, which is linked below the Windows instructions.

The notion behind this strategy is this; if the bookmaker can't track your full betting activities, they're much less likely to close you down. And in my experience, it works.

### **2. Place “Mug” Bets.**

This may seem counter-intuitive, but being seen to place regular poor value bets is an effective way to keep your accounts open and unrestricted. As long as you keep the stakes small, the extra money you make from getting on at the best odds, will more than offset any losses in the long run.

Here are a few ways you can be seen to place mug bets:

- Place multiples on your lunch break - patents, yankees, lucky 15's, forecasts, football accas - whatever takes your fancy. Just keep the stakes as small as possible.
- Bet on “hot favourites”, then lay them off on the exchange (be sure to remove bookmaker spyware beforehand).
- Bet “in-running” and make use of the “cashout” feature.

### **3. Open Accounts For Major Events.**

For Horse Racing, opening accounts just before Cheltenham or Royal Ascot, then placing plenty of bets during the festival, will make you appear like a “recreational bettor”.

Afterwards, give the account a short break before resuming your more disciplined betting activities.

### **4. Bet Round Stakes**

Simply put, betting stakes of £5.42 or £12.73 is going to draw unwanted attention; it looks like you’re using a staking plan. Keep to round stakes i.e multiples of £5, unless you’re just using the remainder of the funds in your account.

### **5. Split Up Large Bets**

If you’re betting larger stakes, consider splitting the bet across two or more bookmaker firms. One unusually large payout can cause the bookmaker to scrutinize your betting activities more closely.

For example, a £100 bet could be split into 2 x £50 bets, or even 4 x £25 bets.

### **6. Minimize Betting In Advance.**

One of the easier ways to secure value is to bet the evening before, or place Ante-Post bets for bigger events. This is particularly true when the bookmaker is offering the “non runner no bet” concession.

However, it’s yet another way the bookmaker can identify us as winning punters and shut us down. Ideally, place the majority of your bets on the day; there is generally plenty of value still available in the morning.



## CREATE YOUR ROUTINE

This involves setting aside a time you can regularly dedicate to finding and placing your bets.

How regularly you do this, and at what specific time, comes down to personal preference. Ideally, it will fit well into your current routine, and work around your other commitments.

The amount of time you'll require can vary depending on whether you plan to find your own bets, use proven strategies such as *Hurdle Heroes*, or invest in a full bet advisory service such as *The Racing Portfolio*:

**1. Finding your own bets-** Set aside 1-2 hours per betting day, plus additional time for research and development.

**2. Betting Strategies-** Set aside 15-30 minutes for each strategy used, per betting day.

**3. Bet Advisory Services-** Set aside 5-10 minutes for each service used, per betting day.

It isn't a requirement to bet every day; in fact, I've found at least one "rest" day from betting each week to be beneficial. On the other hand, the less regularly you bet, the lower your profit and return figures are likely to be at the end of the year.

I therefore recommend making a minimum commitment of 3 days per week, and you can increase this up to 6 days to maximize your results.

By planning a regular routine in advance, practising this routine to the best of your ability, and being rewarded for your efforts, a new habit will form over time.

That habit is to regularly place bets that generate a substantial return on your investment, over the long term. Once that habit has been perfected through practise, it will become an automatic process, and require minimal effort to perform from then on.

## TRACK YOUR RESULTS

Meticulous record keeping is an essential part of any successful betting venture, because you need to know exactly how much you are winning or losing over the long term.

The most common method of tracking your results, is to record each bet placed on a spreadsheet. I recommend the use of Google Sheets, which is a free program available via [Google Drive](#).

The main reason I prefer Sheets to Excel, is that you can access your spreadsheets from any computer with an internet connection; and because it's stored securely online, there's less chance of losing your data.

Unlike the majority of punters, I also record some other factors with my bets including the race type, number of runners, distance, class, going, my rating, and whether the horse is steaming (the odds are dropping) or not.

This additional data comes in very useful when analysing your results, and finding ways to increase your profit levels.

There's also the option to use a "Bet Tracker" tool. Using a bet tracker not only saves time recording your results manually, but it can also record various other factors, providing valuable insight as to where the majority of your profit is coming from.

If using a bet tracker tool, I recommend cross-checking your records with the betting history from your bookmaker accounts, to ensure the P/L figures are accurate.

Once you've collected enough results, you can work out your return on investment (in percent) using the formula:

$$\text{ROI} = (\text{Total Profit} / \text{Initial Investment}) \times 100$$

You can then work out your Annual ROI using the formula:

$$\text{Annual ROI} = (\text{ROI} / \text{Months Used}) \times 12$$

## **BUILD YOUR PORTFOLIO**

There are three main benefits to establishing a regular routine, use proven betting strategies consistently, and tracking your results over the long term:

### **1. You can iron out any short term winning or losing runs, and get into substantial profit.**

Although the majority of punters are more apt to blame the strategy used for poor results, just as often the punter is at fault by failing to treat their betting as an investment.

The sad fact of the matter is that most people only allow betting strategies a couple of weeks, or maybe a couple of months at a push. If results aren't seen within this time frame, they will go to the next one, and repeat the cycle.

If that sounds familiar to you, it's probably time to get off the Merry-Go-Round.

Professional punters tend to allow at least a full season, if not a full year, before reviewing how profitable each strategy has been for them, and making an informed judgment about how profitable they are.

### **2. You can accumulate a substantial amount of useful data.**

One of the biggest differences between amateur and professional punters, is that the pros like to analyse the data.

While there are external sources of this data available online, the most powerful source of data is your own results history, especially when it's based on actual bets placed, and actual profit generated in the real world.

Anyone can use a database to create systems that show good past results, but whether or not they produce profit in the real world is a different matter entirely. If you've tried following various systems before, you'll already know that.

Collecting your own data, then using it to identify where the majority of your profit is coming from, and where any losses are being produced, will undoubtedly help you on your journey to betting success.

In fact, two of the strategies in *The Racing Portfolio*, *Hurdle Heroes* and *All Weather Warriors*, were found simply by accumulating useful data over time.

### **3. You can build your own betting portfolio.**

Once you're able to make informed decisions about each of the betting strategies you use, and are able to identify where the majority of your profit is coming from, you can start building up a betting portfolio.

Your portfolio will include only the most profitable betting strategies you've found, and can improve the more strategies you test, and the more data you collect.

The most obvious reason for building a betting portfolio is to **maximize your profit, and reach the goal you set when starting out**. However, another important reason for creating a betting portfolio is that it allows you to **spread your risk**. We've all heard the saying:

***“Don't put all your eggs in one basket; if the basket is dropped, all is lost.”***

By creating a betting portfolio, we're increasing the number of baskets in which our eggs are kept. It's important to do this because as we already know, betting is a high risk form of investment. And therefore, any steps we can take to reduce this risk will serve us well in the long run.

If you can spread your bankroll over a few different betting strategies, you are protected even if one of those strategies takes an unexpected nose dive. If you haven't experienced losing your full bankroll before, let me tell you now that it can happen, and being prepared for the worst case scenario is a wise move.

**Protecting our bankroll should come first and foremost, and generating our profit second.**

If we can strike a balance between the risk and reward by building a betting portfolio, there's no reason why we can't have our cake and eat it too.

## SUMMARY

We've covered a fair bit of ground in this guide, starting from setting realistic goals for your betting, right through to building your betting portfolio.

Depending on your level of experience, you may have already implemented several of the points we've covered, and are successfully riding the line between Order and Chaos.

Or, it may seem like you have an overwhelming number of things to do, to get your betting from where it is now, to where you want it to be. If that's the case, let me offer some encouragement by saying that you don't need to be a "Perfect Punter" to create an income from your betting.

In reality, there is no such thing as a Perfect Punter. We've all made mistakes in the past, and will again in the future, myself included. We all stumble and fall from time to time, but having the resilience to dust yourself off and *get back on the horse*, is often the only thing that separates the winners from the losers.

My advice, therefore, is to start where you're at, and gradually implement some of these practises to the best of your ability.

Alongside proven profitable betting strategies, whether they be your own, or those provided with our membership service, it shouldn't take long to start seeing the desired results.