

Kieran Ward is the brains behind the 3 [Value Services](#) (Festival, Evening & Morning Value) which are now available at discounted prices for SBC members only.

Since 2011, Kieran has been making excellent profits for subscribers to his 3 services using a unique value approach which focuses on larger priced bets around the 9/1 marker.

To understand his methodology further, we recently conducted an interview with Kieran and put to him a series of key questions about all facets of what he offers.

For more details on the special SBC offer available - please visit the [Value Service Premium Section](#)

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**SBC: First off, can you tell us a little bit about yourself and how long you have been betting?**

Kieran: I've been betting since I was around 12 or 13 years old when I would spend large amounts of my free time in the local bookies. I was only playing for pennies and was there more for the fun than any real interest in betting. I did, however, see that most people were betting without any thought or method behind their approach – and that always struck me as stupid.

When I was around 17, I started putting on for a local pub landlord and pro gambler He was betting huge amounts for the time – it was the mid 80's and he was regularly betting in the thousands. He was banned everywhere and I spent a lot of time getting on for him wherever I could. Once I saw he was a regular winner, I would always have a few quid on for myself and we did pretty well.

Once into my 20's, betting took a back seat for a few years and it wasn't until my early 30's that I really got the bug again. This coincided with bookmakers fleeing offshore and forcing the removal of betting tax. The edge advantages that this presented were too good to ignore and I started betting much more seriously again, initially following tipsters but over time developing my own profitable methods and strategies.

By 2007, I'd had about 5 years of consistently profitable part time betting so I decided to make the leap and go full time. And I've been doing it ever since!

**SBC: Moving onto your tipping service, how did you first become involved in running it and what made you want to get started?**

I'd been betting profitably for 8 years by and full time for 3 when I started my tipping service. It had always been something I fancied – it seemed like a natural progression – but I didn't do anything about it until I attended a course on how to set up and run a betting information business. That course gave me strategies for finding customers and gave me the confidence to give it a go.

**SBC: Is running MVS, EVS and FVS your full-time job and how many people work with you?**

Yes running the services is my full time job now. We've now grown into a team of 3 including another pro gambler who uses identical methods to myself and a part timer who takes care of general admin.

**SBC: Onto the various services you run, can you explain what they are and how they differ?**

The Morning Value Service was my first foray into the world of tipping and remains my premium offering. It's a high turnover service that focusses on securing value prices mid morning. After about 6 months of running the service, I added an evening update for Morning Value Service members as an additional profit stream. I also offered this update as a standalone service for people who were unable to take advantage of the morning bets. Hence the Evening Value Service!

In response to feedback from Evening Value Service members, I started offering my Festival Value Service in 2013. This service is a pared down version of the Morning Value focusing just on the selections at the big festivals throughout the year.

**SBC: What type of punter would most appreciate your service? I would suggest it is one with a fair bit of free-time in the morning or evening to place your bets as they come in - would that be fair?**

I think that's fair though it doesn't take a huge amount of time to follow the selections – I would say about 20 minutes mid-morning, followed by another 20 minutes late afternoon. More important I think is attitude. We have a fairly large number of bets each day and that can take a shift in mindset for bettors who are used to a more selective approach. I think the service suits a punter who wants to make a substantial income from their punting and who realizes that will take some work in terms of getting on and managing your betting funds.

**SBC: Can you explain the daily process of how you select your bets?**

I'd prefer not to go into a great amount of detail here as I've refined my selection process to such a degree that it is almost entirely systematized. In broad strokes, my preparation involves applying stats to every race in an effort to identify runners that I think are unlikely to win. This enables me to reframe the prices and identify those that I think are at a value price.

I then analyse the betting markets in the hour before I release the bets to identify where the betting markets are developing in a way that supports my opinion.

**SBC: You advise bets at a range of prices from short favourites to outsiders - do you have any stats on the best performing range of tips or areas to focus on?**

The higher the price of the selections the more profitable they become in terms of ROI. However, the length of losing runs increases as the price rises as well so it is important to strike a balance between value and winners!

**SBC: You operate a level staking plan - what is the thinking here and why do you prefer it to an advised staking plan?**

I think staking is one of the most difficult areas of betting and I like to simplify it as much as possible. If I were to operate an advised staking plan, the temptation would always be to go stronger on the shorter priced selections as they are more likely to win. That would result in the greatest turnover being concentrated in the area with the lowest ROI! I know existing members use a variety of staking plans with success but I prefer to keep things simple. There can be no smoke and mirrors with level staking.

**SBC: Both the Morning & Evening Value Service advise a large number of bets every day - can you explain why you take this approach and what you feel the benefits are?**

I strongly believe that it's better to have a small edge over a huge number of bets than a huge edge over a small number of bets. If I can sustain a 10-12% ROI across 25 bets a day that has to be better than a 40% ROI on one or two bets a day. Following this strategy means that the ROC for the service is very high because we turn our bank over so regularly.

**SBC: Is there anyway a member can filter the number of bets down to a lower, more manageable amount?**

It would be very easy to apply a price filter to the selections and bring them down to a smaller number each day. For example, if you were to only back selections at 3/1 or below, since the start of the service you would have had an average of 50 bets a month, a win strike rate of 31.45% and a level stakes profit of 246.03 points. You could operate that with a relatively small bank and for a very small time commitment.

**SBC: What times are bets released for each service and via what methods?**

Morning bets are released at 10.30am each day. Evening bets are released 45 minutes before the first race of the evening. Selections are sent via email or can be accessed by logging into the website.

**SBC: Odds availability is a big issue for many SBC members. What is your approach to quoting prices from bookmakers?**

I never quote a price that is available with less than 2 bookmakers and nearly 70% of bets are available generally (I classify generally as being available with at least 5 bookmakers)

**SBC: What bookmakers do you include when quoting a bet?**

I include all of the bookmakers on Oddschecker apart from 32 Red, Racebets, Titan and Winner but, as stated above, there has to be a minimum of two firms offering the price.

**SBC: Do you follow these bets yourself? If so, how do you find the practicalities of 'getting on' every day?**

Yes, I follow each and every bet myself. The practicalities of getting on can at times be tricky after 12 years profitable betting! I use a variety of methods to get on including ghost accounts, the betting exchanges and a group of colleagues who put on for me.

**SBC: Does your service perform better over any particular type of racing or conditions?**

No, not so far anyway.

**SBC: As an experienced tipster, you have suffered many a losing run in the past. How do you cope with the pain of a long losing sequence?**

With great difficulty, even after all this time! The one thing that experience really gives me is the knowledge that the methods I use have proved themselves over a vast number of bets and that any drawdown is temporary. When I'm on a losing run, I tend not to look at results on a regular basis - there's nothing worse than wallowing in the pain of sustained poor results. Better by far to forget about it and only check results intermittently!

The other thing that time and experience has given me is a very structured, step by step selection process. That process now leaves very little room for me to get in the way by second guessing myself on a downturn. A selection is either a selection or it's not and I no longer have much wiggle room to talk myself in (or out) of a selection.

**SBC: Speaking of which, what has been your worst or most testing losing run in the past? Just so potential future members can gain a realistic understanding of what the worst case scenario can be?**

In late 2012/early 2013 we had a drawdown of approximately 150 points on the account bets. It was pretty grim but it was mitigated slightly by an upturn in performance of our 'Of Interest' bets (longer priced, more speculative runners) which reduced losses to just over 100 points

**SBC: And for the balance of fairness, how about your best, most prolific run of form?!**

At one point, the account bets went 22 months and more than 1500 point profit without a single losing month. That run included a 3 month period in which we made more than 400 points profit. Our single biggest winning month was 226.47 points