

SECRET BETTING CLUB

HORSE RACING SPECIAL PREVIEW

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WELCOME TO THE SPECIAL PREVIEW OF SBC'S WINTER RACING SPECIAL EDITION

Thank you for downloading this special preview of this special winter racing edition of the Secret Betting Club (SBC) magazine.

With this preview you can get a taste of the sort of content we produce every month for our readers. We offer more than this though:

- **Racing & Sports Magazines:** We cater for all interests with a separate racing and sports edition each month for the price of a single subscription.
- **Exclusive Tipster Discount Club:** We take no commission from our reviews so are able to pass on any exclusive discounts in full for our subscribers. Save hundreds, even thousands on tipster fees with an SBC membership.
- **Vibrant Members Forum:** Get free tips from fellow members and commercial tipsters on our private members forum.
- **Betting Guides:** From beginners' guides to advice for seasoned pros you'll find information to take your betting to the next level.
- **Free strategies & systems:** Get amazing systems such as the 4 Pronged Attack free as an SBC member.

Issue Notes: ROI = Return On Investment. AKA profit on turnover. Total profits divided by total amount of money staked.

Find out more by becoming a member of the [Secret Betting Club](http://www.secretbettingclub.com).

-----EXTRACT: Racing Tipster Ratings-----

QUICKLY FIND THE TOP RACING TIPSTERS, EXCLUSIVE DISCOUNTS AND VISIT OUR ONLINE KEY FACTS PAGE.

HORSE RACING TIPSTER RATINGS

THE LATEST SECRET BETTING CLUB RATINGS TABLE

The following is a list of those *horse racing* services, which we have reviewed in full in a past SBC Issue and the current SBC rating awarded to them (Scale between 1 and 5). Each tipster is judged on a range of measures including profitability, practicality, reliability, customer service, longevity, odds availability and our own confidence in them.

Those services **highlighted in blue** are those we recommend as part of our **Hall of Fame** – our list of which we consider the best horse racing tipsters.

We've hidden the name of the services, except for one tipster to use as an example.

Service Name	Description	SBC Rating	SBC Saving	SBC Key Facts
Name for subs only	Numerous daily bets from proven method	5/5		Subs only
Name for subs only	Daily tips with 5 yr+ winning record	4.5		Subs only
Name for subs only	Long-term each way based daily tips	4		Subs only
Name for subs only	Daily flat racing based tips	4	Yes	Subs only
Name for subs only	One bet a day racing strategy	3.5	Yes	Subs only
Name for subs only	Daily racing selections	3	Yes	Subs only
Name for subs only	Daily racing tips from affordable service	3		Subs only
PJA Racing National Hunt	Daily national hunt based tips	3	Yes	Web Link
Name for subs only	Daily tips often at big prices	3		Subs only
Name for subs only	2 systems producing daily racing tips	3	Yes	Subs only
Name for subs only	Daily racing tips via Bet Advisor	3		Subs only
Name for subs only	Daily bets, often at large odds	3		Subs only
Name for subs only	Daily racing betting strategy	3		Subs only
Name for subs only	Selective racing tips	3	Yes	Subs only
Name for subs only	Daily all weather based tips	3	Yes	Subs only
Name for subs only	Daily all-weather racing system bets	2.5	Yes	Subs only
Name for subs only	Daily racing tips	2.5	Yes	Subs only
Name for subs only	Daily tips from 6 National Hunt systems	2.5	Yes	Subs only
Name for subs only	Daily racing tips for Betfair	2.5		Subs only
Name for subs only	One bet a day racing strategy	2	Yes	Subs only
Name for subs only	Racing Post daily betting advice	2		Subs only
Name for subs only	Regular bets from well known tipster	2		Subs only

** denotes a service which operates a waiting list for new memberships.*

Find out more by becoming a member of the [Secret Betting Club](#).

----- EXTRACT: Racing Tipster Commentary -----

MONTHLY EDITORIAL UPDATES ON THE HIGHS AND LOWS OF THE TIPSTER WORLD. THIS HELPS YOU PUT ANY PERFORMANCE STATISTICS IN CONTEXT. TIPSTER NAMES HAVE MOSTLY BEEN DELETED FOR THE BENEFIT OF SUBSCRIBERS.

RACING TIPSTERS IN FOCUS WITH GREG GORDON

ANALYSIS ON THE LATEST PERFORMANCE FROM OUR MONITORED RACING TIPSTERS

We're going with a briefer update this month due to the tipster awards dominating proceedings in this issue. It is worth noting how a number of services have had their ratings adjusted due to recent form, and so a rundown of all such changes is documented below...

For tipsters, September means the end of summer racing and the start of the National Hunt season. And as with all ends and beginnings, September is a month of fresh hopes and unfulfilled regrets.

No such regrets though for **Tipster A**. xxxxx premium racing service have had a great September. Following our advice they have reduced their price as well, to £390 for only 12 months, which is a great deal considering the cost for non SBC members is £1,320! To take this up you need to contact xxxxx With a profitable September to the tune of 69.15% ROI, we also need to upwardly adjust our rating of this service following the fees reduction and a fine set of numbers.

It's a case of further regrets for **Tipster B** after a woeful spell where they have dropped 15.67 pts in the last two months alone, which when you consider the advised betting bank of 45 pts, equates to a third of their bank lost since August. Subsequently, their SBC rating needs to go down from 2.5 to 2.0 to reflect the recent downturn. The long-term ROI is just 4.64% and it doesn't look good for followers of this service.

XXXX will start the all weather campaign proper in an optimistic frame of mind. xxxx budget-priced **Tipster C** service is looking very good, having accrued a 9.33% ROI since May 2010, which is a 13.39% ROI over the past 12 months. Should that long-term ROI nudge over the 10% marker, we will be upgrading this service into the Hall of Fame, especially given the affordable subscription fees. As you'll see elsewhere in SBC 64, xxxxx are the recipient of our Best Tipster this Summer award.

September continued the thin pickings for **Tipster D**. With a loss of -5.17 pts in September, they have performed very poor in 2011 as a whole – and that is a real concern. A continuation of such poor form will see their Hall of Fame rating removed, and this month we are dropping their SBC rating from 3.5 to 3.0 in reflection of the poor returns of late.

As Guy Fawkes night approaches, it will be **Tipster E** who'll be lighting their bonfire with a fat cigar. xxxxx are looking at a potential Hall of Fame upgrade. An 18% ROI over 16 months and 469 bets is good going and another four to eight weeks of consolidation should see SRT riding higher in our standings.

It has been a tricky period for **Tipster F** with only a 14.05 pt profit in the past five months and a ROI of 6.47% to show for his endeavors. It's a similar situation going back 12 months, with a ROI of just 7.48% as he has struggled for the bigger 20%+ ROI returns that he enjoyed back in 2010. We are confident he will bounce back but as a result of this downturn, his rating is dropped from 3.5 to 3.0 in reflection of these results.

In stark contrast we have our *Most Improved Service* award winners **TIPSTER G** continuing their renaissance. xxx have dispelled any thoughts that their systems had lost their edge by producing a ROI of 21.39% in the past six months. Going back a year the ROI is still solid at 13.65% and as such their rating increases from 2.0 to 2.5. A further increase will be on the cards if they can maintain this form. We wonder if they should be considered the Lazarus of racing systems as whenever we get prepared to write them off, they seem to miraculously resurrect themselves!

Finally, **TIPSTER H** have been going very nicely with 123.32 pts (15.57% ROI) in last 12 months and a 23.35% ROI in last three months. Their £50 for an annual membership offer has been well received too so an upgrade in rating from 2.5 to 3.0 is coming their way.

Find out more by becoming a member of the [Secret Betting Club](#).

----- EXTRACT: SBC RACING AWARDS -----

OUR FIRST AWARDS EDITION, REWARDING THE BEST TIPSTERS OVER THIS SUMMER AND PAST WINTERS. THIS IS AN ABRIDGED VERSION OF THE AWARDS.

SBC RACING AWARDS

YOUR BEST WINTER AND SUMMER TIPSTERS

In this special section for this issue, we have our first ever awards for horse racing, which we have broken down into two sections.

The first is a look-back over the last 6 months, in what we are terming our **‘Summer Racing Awards’** to find out who performed the best in the most recent past.

We have awards for the Best of The Best, Best Newcomer & Most Improved Tipster of the past six months. Additionally we are also looking forward to the next six months and the forthcoming Jumps and All Weather season to see who wins our **‘Winter Racing Awards’**

If you are looking to choose which tipsters to follow, our unique tables should be of great assistance, as well of course, as the awards themselves for Best Tipster & Best Value For Money.

These awards and tables this month replace our usual Best Buy Tables, which will return as usual in the next edition. However, you can still find the full spreadsheet as usual in the newsletter downloads area.

SUMMER RACING AWARDS

BEST TIPSTERS FOR THE 2011 SUMMER SEASON

As the flat season breathes its last, this section deals with the top tipsters of the summer season. For simplicity, we have used the last six months to represent the ‘Summer’ which means tipsters are being compared on their records from April until September. We recognize that this may not be a purists definition of summer racing, but we had to balance this with the need to increase the sample size as much as possible and six months is a good round number for this. We have included all forms of racing taking place during this period.

The tables below show only the top few tipsters in each category with the full results available within the Racing Tipster File which can [be downloaded here](#).

We also use a number of unique ratings to assess services as follows:

SBC Ratings: Our Subjective ratings taking into account many factors beyond results (5 best).

Average cost: Based on the price of the lowest multi month option (Usually three months).

Odds: A score of 5 generally means the service proves to Betfair SP or SP. A rating of 1 means odds move very quickly

Return on Investment: Total points profit divided by the total amount staked. AKA Profit on Turnover.

ROI+: The ROI times by the number of bets. A high score rewards those tipsters who have maintained a good ROI over a large number of bets.

HOF: Hall of Fame inductee.

BEST OF THE BEST AWARD

This table shows who the best tipsters are regardless of whether they are currently accepting members or not. A * means they are full or have a waiting list. It is always worth contacting the tipster about spaces to register interest as these lists move quicker than you'd think. HOF means the tipster is in the SBC Hall of Fame.

The table shows profits from a £5,000 bank over different time frames based on our recommended points bank. *Please note the £5,000 bank is used for illustration purposes only, such an investment may not be suitable for everybody.*

Total profits in the last six months:

The left hand table shows total return on a £5,000 bank while the right hand table shows the same table after tipster fees are taken into account.

Service Name	SBC Rating	6 Month (£) Profit	Service Name	SBC Rating	6 Month (£) Profit After Fees
	5	£7,436		5	£6,736
	3	£5,198		3	£5,048
	3	£3,377		3	£3,272
	3.5	£3,327		3.5	£3,207
	3	£3,003		3	£2,853
	4.5	£2,661		3	£1,885
	3	£2,005		4.5	£1,861
	2	£1,977		2	£1,737
	2	£1,911		3	£1,348
	3	£1,642		2.5	£1,305
	2.5	£1,455		3	£1,243
	3	£1,363		2	£1,161
	2.5	£1,244		3.5	£1,020
	3.5	£1,182		2.5	£744
	3	£826		F) 3	£603
	F) 3	£703		2.5	£601
	2.5	£700		3	£438
	3	£526		3	£92
	4	£127		4	-£73
	2	-£228		2	-£390
	3	-£462		3	-£702
	2.5	-£638		2.5	-£1,214

(Note – the tipster names have been blanked out as this is for SBC Members only)

The Final Decision

Tipster X would most certainly take the gong for the best racing tipster over this summer, were it not for the fact that it is closed to new members. We must highlight **Tipster Z** which ran a very close second. Results have been superb recently thanks to a storming June and August. This service is well worth a look and is due a ratings upgrade soon, especially with the very generous SBC discount available ([See our discount club](#)). However, the winner overall is **Tipster Y** which scored well across all the metrics. At an average price of £20 per month, this SBC Hall of Famer provided excellent value for money this summer.

BEST TIPSTER THIS SUMMER: TIPSTER Y

WINTER RACING AWARDS

BEST TIPSTERS FOR THE WINTER

Although the balmy summer weather would have us believe otherwise, winter is coming. With this in mind, it is high time for a special feature analysing the best tipsters over the winter season.

The National Hunt season doesn't have an official start and end date, but generally races start in October whilst grade one races only run from November until April. You could argue about exact dates for a 'winter' season, but we have chosen October to April as our sample months so as to increase the sample size. We have included all race types taking place over the winter including National Hunt, All Weather and even any flat races. We have looked back into tipster results and included results from all months falling into this period across their history.

This analysis is by no means definitive and we have employed a degree of subjectivity in our actual awards. By only focusing on some months, you may miss big winners from the records which is nothing to do with the calendar, but just raw luck as to where the distribution of winners fell. This is especially important when you consider that for some tipsters we only have a single winter to go off.

Winter Racing Overall:

First it's worth examining the combined results from all the tipsters across winter months. Interestingly, there is very little significant difference between total winter records and total records for all months.

The results below are simply based on advised points staking so the ROI is the more significant thing to pay attention to here.

Month	Bets	Staked	Profit	ROI
Oct	2410	13,215	-1,522	-11.52%
Nov	2749	13,825	3,844	27.81%
Dec	1964	7,592	462	6.09%
Jan	2686	10,799	2,179	20.18%
Feb	2805	9,691	2,886	29.78%
Mar	3547	11,695	522	4.47%
Apr	3915	9,893	606	6.12%
Winter	20078	76,710	8,978	11.70%
All bets	37211	131,667	16,668	12.66%

One noticeable difference is the under-performance of 'shoulder months' with October, March and April amongst the least productive periods of the winter season. These are the months that horses may be tested on a different surface for the first time, experimented with or returning from a lay-off, so this difference is perhaps understandable.

We wouldn't go as far as saying that you should avoid these months, but equally we wouldn't counsel raising stakes during these periods either.

Full subscribers can access all the awards including:

- All tipster results this summer.
- The best tipster after fees this summer.
- The best tipster for winter months.
- The best value for money tipsters.

Find out more by becoming a member of the [Secret Betting Club](http://www.secretbettingclub.com).

----- EXTRACT: Profit From Horses To Follow Lists -----

A LONG TERM SBC MEMBER UPDATES ON HIS STRATEGY FOR PROFITING FROM HORSES TO FOLLOW LISTS. THIS IS AN ABRIDGED VERSION WITH THE FULL ARTICLE AVAILABLE TO SBC MEMBERS ONLY.

UPDATE: HOW TO PROFIT FROM HORSES TO FOLLOW LISTS

SBC FORUM REGULAR & PREMIUM TIPSTER PIECOST UPDATES HIS POPULAR STRATEGY

Over to Piecost...

Following on from the article in the [March 2011 newsletter \(SBC 59\)](#) I have been asked to give an update on my progress following the Commercial Flat Horses To Follow lists during this summer and to preview my plans for the forthcoming NH season.

A full explanation of how I came to be involved with Commercial Lists is included within the previous article and anyone looking for further information can find SBC 59 within the [archive section of the website](#). You can also follow my original [forum thread](#) which follows my progress & thoughts over the 2010/2011 National Hunt season and contains other members' views on my approach.

Last winter my NH horses to follow lists made a profit of 64 points with an ROI of 24%. This article recaps on my summer horses to follow results as well as providing a look forward to the coming NH season.

Original Article Recap:

I recommend you read the original article, but it will still be useful to provide a brief description of what horses to follow lists are and how you can make use of them.

At the start of every season (March for the Flat, Sept / Oct for the NH) there are a number of books published which give a list of horses that the author recommends backing for the duration of the season in the hope of making a substantial profit. Titles such as 'Timeforms 50 For The Flat' 'Well Handicapped Horses' 'Racing Post's Guide To The Jumps' are all such titles that can be found on the shelves of WH Smith or online at the Amazon books website, or similar.

Therein lies the fundamental problem, because there are so many to choose from it would be easy to make an expensive mistake. I have been following the progress of these lists / books for some time now and have been able to make a decent profit for the last two National Hunt Seasons.

How to find the right list:

This summer I have also been following two lists specifically purchased for the flat and I would like to share my progress.

The great beauty of online bookstores such as Amazon is that they also carry second hand stock – and a second hand book that is also well out of date can be bought at a very cheap price. So this February (2011) I purchased four books (Flat 2010 season editions) and set about checking how I would have fared if I had purchased them when they were new (Feb 2010) and if I had profited by following each recommended horse at a level 1pt stake to win on its every run in the UK & Ireland.

This was done fairly easily by typing the horses name in the search facility on the home page of racingpost.com and recording all its results from March – October 2010. I was able to discount two of the books quite quickly, as their reputation was certainly not deserved in my opinion as they provided a thumping great loss.

This left me with two, which to be honest I couldn't separate, so I decided in the end to follow both. All the horses names were entered into the 'Alert Me' feature on the gg.com website which sends you a free email the evening before any of my chosen horses are running.

This is a brilliant service and is absolutely essential in my view. I understand this type of service is also available via other websites, but I cannot vouch for their reliability as I have never tried any other service other than this one from gg.com.

Summer Season 2011 (April to Sept):

I am writing this report at the beginning of October so the lists have in fairness another 5 – 6 weeks of Flat (Turf) racing still to be judged on, however we have 6 months worth of results to form an opinion on how well each list has performed.

Ahead On The Flat 2011 (AOTF) (Cost £7.99)

This is the sister publication to the One Jump Ahead book which did so well for us during the 2010/11 National Hunt season. The author yet again is Mark Howard and the book is full of stable interviews, lists of promising maidens, handicappers, unraced 3year olds and the most important of all 'The Top 40 Prospects'. The Top 40 Prospects consist of a list of 3 & 4 year olds horses that the author feels will challenge for major honours in the months ahead.

However I have found this year's selections to be disappointing, and have recorded just a small profit of 3.10 pts in the period (this to early BOG prices meaning probably a small loss at BFSP prices). Only two of the six months have been profitable so it looks a failed experiment unless October can give us a few winners.

Marten Julien's 'Dark Horses Annual 2011' (MJDH) (cost £ 12.99)

Again very much a book containing previews of the forthcoming classics, 'dark horses' 'dark handicappers' 'ten to follow, and 'The Premier List' which is the list that I concentrated on. My initial reaction when purchasing the book was that it was overpriced compared to the Ahead On The Flat publication, however for this test it was the quality of information that really counted.

Again the Premier List was focused on 3 & 4yo's and the list contained 23 horses. The results to date have fared better than the AOTF publication having returned a profit of 20.28 pts from 98 runners giving an ROI of 21%. Star of the show was undoubtedly 'Whiplash Willie' who has won twice this summer at a big price.

Conclusions:

A combined profit of 23.38 pts has certainly covered the cost of the books and the research costs that I incurred last winter however I am left slightly disappointed, as this return is not as high as the 2010 season would have produced.

As I said earlier there is still 5 to 6 weeks still to go and the results may well improve, but the jury is still out at present as to whether I shall persevere with this approach next summer. Although I

chose the lists carefully I still found that there were too many selections in certain races at the Royal Ascot meeting particularly and probably one list would have sufficed.

The AOTF made a better profit than MJDH in 2010 but now the situation has reversed in 2011 so I am still undecided which list (book) would be the better one to follow.

NH Season 2011 – 2012.

I have no doubts whatsoever though that the approach can be profitable for the National Hunt Season.

Therefore following that bold statement I shall now give details of the approach that I am going to take over the next seven months or so, finishing with the Aintree meeting in late April 2012.

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The full article reveals the Horses to follow lists that Piecost will be following this Winter

Get the full list and more by becoming a member of the [Secret Betting Club](#).

----- Full Review Example -----

THIS IS A FULL REVIEW DEMONSTRATING THE LEVEL OF RESEARCH APPLIED WHEN WE ASSESS RACING TIPSTERS.

FULL REVIEW: PAUL JONES PRIVATE NH SEASON SERVICE REVIEWER: DAN JONES

BUILD AN ANTEPOST PORTFOLIO FOR THE 'WORLD CUP' OF RACING

Service Name: Paul Jones NH Season Service	Sports Covered: Horseracing
Contact: Paul Jones	Bet Frequency: Weekly with more bets in the lead up to Cheltenham. Additional bet ideas each weekend.
Telephone: n/a	Pricing: £240 / £220.0 with SBC discount.
Website: Info Page. Sign up Page. http://www.bettrends.co.uk/	SBC Discount: Available for SBC Members Only
Email:	Bet Delivery: Website log in.

Service In Brief: The primary offering is the weekly National Hunt analysis building up the Cheltenham festival, with specific ante post bets put up. In addition you also have access to Paul's weekend betting note ideas though there are no formal bets advised here. There has been a strong performance at past Cheltenham festivals, but will best suit those people with a particular interest in ante post betting and Cheltenham in particular.

Service Details: We first looked at Paul Jones' service prior to the 2011 Cheltenham festival in SBC 58, so it's worth a recap of the service and its main offering.

Paul Jones, has been author of the Cheltenham Festival Betting Guide since 2000 and running the dedicated Antepost tipping service since 2008.

Starting in October, Paul builds up to the biggest festival in the racing calendar by targeting each major race in turn and picking out big early prices.

The key here appears to be in plotting a particular horse's route to the major races and getting ahead of any good runs that might shorten the price considerably. For those not too familiar with racing, this is rather like betting on the outcome of the world cup final based on the performance of teams in the qualifier stages. The main risk is that the horse doesn't make it through to the finals (i.e. doesn't start the race or is withdrawn following a poor race in the run up), in which case you lose your stake without a race being run.

Paul's analysis appears to combine statistics with form reading and perhaps most importantly, reading between the lines as trainers talk about their horses in the buildup.

Subscribers access the Bettrends website at 7.00 p.m every Monday with a PIN number to obtain the info which, on average, is between 5,000-7,500 words each week. This will increase to daily emails within the final seven days leading up to the Festival.

Suggested bets are mostly Each Way for the bigger prices and win only for the shorter priced bets. Things are fairly straight forward from this perspective though one or two non standard "X horse to start as favourite"-style bets are advised which might only be available with one bookmaker.

As part of the National Hunt service you also get a detailed summary of the weekend's racing. This appears to be well informed commentary that could serve to help you find your own bets or act as a filter.

We are normally sceptical of such information based services as it is hard to quantify their value, but thankfully we can assess the performance of Paul's ante post bets as a indicator of his betting ability. In addition, you also receive full advice throughout the festival itself as well as late info, on the day, betting tips.

Service Proofing: We have only proofed the results for the 2011 Cheltenham festival, but have seen nothing in this to make us doubt the accuracy of previous year's results. We proofed results to advised and level stakes. Bets for 2011 were sent as advised stakes though the service is advertising results to level stakes. For consistency we shall report on result to level stakes going forward.

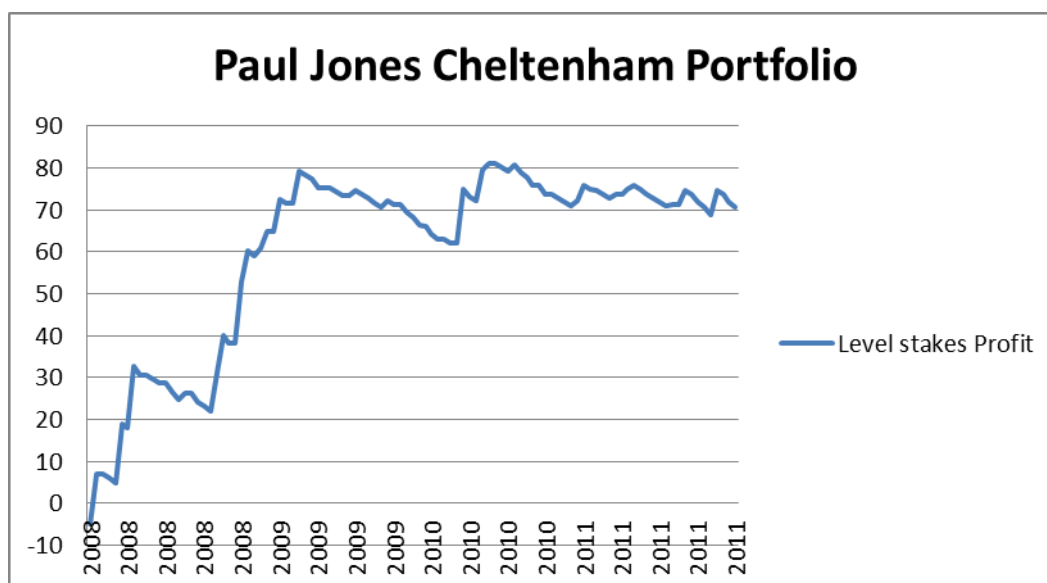
Service Results:

Over the last four years, Paul's Cheltenham portfolio service has returned an excellent 70.7 level stakes profit from 128 points staked for a total ROI of 55.23%. Our records differ slightly from Weatherby's but in conversations with Paul, this appears to come down to the treatment of one or two races Each Way place terms and is nothing significant in our opinion.

When we analyze the distribution of results, we see that 2008 was a monster year producing an ROI that was quite unsustainable. 2008's profits were so large that they made 2009's excellent 16.55 points from 31 (53.39% ROI) look pedestrian. The service has effectively been break even for the last two festivals.

Year	P/L	Staked	ROI
2008	52.75	32	164.84%
2009	16.55	31	53.39%

2010	1.5	30	5.00%
2011	-0.1	35	-0.29%
Total	70.7	128	55.23%



There are a number of ways to look at the distribution of results so far and what it means for the service. The fact is that it is very difficult to read much into results either way over just 128 bets and with prices often in the region of 20/1 plus, you have to expect a lot of variance in returns.

Therefore it would also help to look at how often Paul beats the market by bagging juicy early prices that can often more than halve by the time of the actual race. Secondly, we can look at how often Paul gets horses in the right 'area'.

In both of these, Paul's record stands up well to further scrutiny. More often than not, the horses shorten in price with a number of horses going second in the break even 2011 season. A few cases in point include Mr Gardner in the 2011 Jewson Novice's Chase advised at 20/1, but who went off at 6/1 on the day. A particular highlight last year was Aimigayle advised at 40/1 Each Way. This went off at 25/1, finishing second having traded as low as 3/1 in running.

In the four years of tipping on the Fulke Walyn Kim Muir Handicap Chase, Paul has recorded a loss of -5 points. However when you look at the odds on the day for the horses that eventually ran, all four went off as favourite or 2nd favourite with odds movements as follows: 16/1 to 7/1, 14/1 to 7/2, 16/1 to 15/2 and 16/1 to 11/2.

This gets to the crux of how to get the best of this service which we shall discuss in the conclusion.

Service Practicality: Backing each selection blindly would be relatively simple but do be aware of odds movements as bookies can be especially prone to cut prices on early gambles like this.

These quick movements are unlikely to be more than a couple of notches, but could make all the difference in making a break even year a loss making one if following blindly.

Selections are only put up via the website which is another negative as SMS alerts could be absolutely crucial here.

Service In Summary:

Ante post betting is a specialist arena, but Paul Jones does indeed appear to be a true expert in this field when it comes to Cheltenham. Festival betting success does require lady luck on your side, but if you can find ante post bets at 25/1 that go off closer to 10/1 you are putting the odds in your favour.

Paul can clearly spot value as evidenced by the number of horses that go close at odds that often halve in price. However, you still need some luck to convert that value into actual profits. If a horse advised at 25/1 goes off at 10/1, you got a great value price, but you're still ultimately on a 10/1 horse.

Rather than blindly backing each selection, we believe that the service is best utilized to help you build your own 'book' for the festival. If you bag enough juicy prices early on, then you have a number of trading options available to you such as hedging on the day or trading in running from an advantageous position.

There is good value in all the accompanying information, but this is still not likely to suit the small stakes gambler. Overall we'd recommend the ante post service for the active, more experienced bettor looking to create an ante post portfolio for the biggest racing meeting in the UK.

SBC Discount: 10%. *Details of this are available in the full members magazine*

Service Ratings: 0-5 with 5=Excellent and 0=Awful

Returns: 3.5/5

Risk: 4

Cost: 2.5

Transparency: 4

Suggested portfolio weighting: 3

Overall: 3.5

Rating: Buy

More Tipster Reviews:

Also in this edition:

- We also reviewed two further profitable tipsters.
- One of these is an Irish tipster with a fantastic record, who we have the first ever review of
- The second tipster is an absolute profit monster who has opened up extra spaces exclusively for SBC members.

Access all this by becoming a member of the [Secret Betting Club](http://www.secretbettingclub.com).

----- EXTRACT: Expert Interviews -----

MOST MONTHS WE WILL INTERVIEW ON RACING EXPERT WITH A PROVEN RECORD OF PROFITS. FIND OUT THE SECRETS OF THE BRIGHTEST AND THE BEST.

Q&A: WILL LATTIMORE

AN INTERVIEW WITH AT THE RACES'S HIGHLY SUCCESSFUL IRISH TIPSTER

Many of you may already be familiar with the work of Will Lattimore if following his regular Irish racing betting tips on the At The Races website.

Will has built a solid reputation for his knowledge of the form book and is regarded by many as the leading voice on who to back when it comes to Irish Racing.

Here in an exclusive Q&A for SBC the Irish expert gives his lowdown on his own methodology and his contentious belief that a large number of Britain's racetracks simply aren't worth the trouble when it comes to punting.

1. Have you always been involved with betting and racing? Tell us about your background and how you came to be involved with At The Races and setting up your own tipping website?

It all started when my uncle took me to a Navan race meeting back in 1984. I was nine years of age and after that day I was hooked.

I did gamble under-age for many years and the bookies won of course, however that all changed when I stopped for two years between 2002 and 2004.

I spent those years reading race form, books, watching replays, and putting a lot of horses into my notebook. After my research I decided to invest in my opinions and I have made nice profits since.

Attheraces website were looking for somebody to cover regular Irish Racing tipster Gary O'Brien when he was unavailable during holidays and so on. I was successful with my interview and got the job in 2007, unfortunately there is no full-time employment with Attheraces however it has possibly worked in my favour. My tipping record on the site has been very profitable over the past four years which encouraged me to set up my own service with www.betsmartrading.com.

2. Let's look at an average day for you. Do you price up your own betting book each day? If so, how do you price up a race card? How do you begin evaluating your bets each day, can you take us through your methodology?

I don't price up a whole race card, just the races I'm interested in. Because I have so many horses in my notebook, there are usually 2-3 horses running most days between the Irish/English racing. That's my starting point and then if my notebook horse ticks the right boxes (ground, distance, track, trainers form, days off track, etc.) I then weigh up the relevant form against the opposition.

3. What are the key elements you look for when weighing up a horse or race – and what are the things you will happily disregard?

The ground, distance, track, the trainer's form, the horse's days off the track are amongst the things I'll consider.

4. Talk us through your thoughts on pace in a race? You've already mentioned this as a significant area of race reading. Am I right in thinking it is widely overlooked by punters?

The pace in a horserace is very important and nowadays it pays to be close to the pace, I'm sure regular punters have noticed this.

At tracks like Musselburgh, Kempton Park, Beverley, Ripon, Carlisle, Chester, Newmarket (July Course) it is very difficult to win coming from behind, especially when the pace is slow.

Punters do overlook pace, what they tend to do is see horses staying on really well inside the final furlong to finish just behind the placed horses or just fail to catch the winner and immediately say he/she would be suited by a step up in trip. It's not that simple you MUST go and re-watch the race from the start and see what the early fractions were in the first half of the race. If they went steady early, well the stronger gallop throughout might have suited the fast finisher better than a step up in trip next time would. I'd re-emphasise just how important it is to re-watch races because punters do get lazy and just read their Racing Post. There you will find one line analysis on the race which is not enough.

5. Why do you think that watching races yourself is so important and do you have any tips or advice for anyone else looking to do the same themselves? What should they be looking for? What you need to look for to put a horse into your notebook?

- (1) Pace; if the pace is slow, look for the horses who take a pull early out the back in behind horses, and when the pace quickens it's more than likely that he/she will have nowhere to go with a wall of horses in-front of them they usually stay on with a hand and heels effort.
- (2) If the pace is fast early on, look for the horses who fare out best of those who set the pace(have a look at Lady Chaparral at York 8th July 2011) you will see she did best of

You can read the full interview in the latest SBC Horse Racing Magazine.

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