

# INTELLIGENT BETTING

## A Fundamental Guide To Betting On Horse Racing

Improve Your Betting And Beat  
The Bookies

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Betting On Horse Racing**

**KENNY TURNBULL**

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# Introduction

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## 1

### **The 3 Principles Of Profitable Betting**

As you have decided to start reading this book, I would assume that you are looking for a way to improve your betting, and ideally make a profit from it. But for at least 98% of the betting public, that is not the reality of the situation.

The bookmakers are in the business of making money, so in order for them to turn a profit they must set

the odds in their favour. That is how they ensure they win more money than they lose.

In the likes of casino games, such as roulette, where the true chance of any possible outcome can easily be calculated using basic mathematics, the casinos can fix the odds in their favour so as to make the game unbeatable over the long term.

If you were to play roulette, you could get lucky and land a big win, but if you were to continue playing indefinitely you would lose more than you would win, getting back roughly 0.97p for every £1 you staked.

But the bookmakers are not infallible.

Unlike casino games, sports betting is not so simple. The bookmakers can't easily calculate the mathematical chances of any one horse winning a race. They can however take an educated guess at a horse's chances of winning based on a variety of information about that horse. Such as how that horse has performed in the past, and the past performance of other horses running in that race. And that is exactly what they do so in order to set their betting odds. But sometimes they get their odds wrong and if you have a keen eye for spotting the bookies mistakes you can take advantage of this and turn a profit from your betting over the long term.

I know, I know...

Easier said than done, right?

Yes, and anyone who would try to convince you otherwise is a liar.

Making money from your betting requires a fair amount of time, effort, and dedication. But it's certainly not impossible.

I tried my best to keep this book as brief as possible without sacrificing any important details. This should allow you to read through the book in a fairly short space of time (*no more than 2 to 3 hours*) so you can immediately start implementing some of the ideas within this book to your own betting and see an improvement right away.

Don't get me wrong.

Reading this book will not magically turn you into some sort of betting genius.

And you will not find any kind of fool proof betting system, guaranteed to make you profits within these pages. (*Although I will show you a couple examples of some actual profitable horse racing systems and show you why they work.*)

But what this book will do is give anyone who is serious about improving their betting the necessary knowledge and tools to do so. Effectively shortcutting a good chunk of the very steep learning curve to becoming a profitable bettor.

This book, as the title suggests, will mainly focus on betting in regards to horse racing. However, you will be able to apply a great deal of the information throughout the book to many other areas of betting if you wish to do so.

# Becoming a Better Bettor

In order to improve your betting in any meaningful sort of way, it greatly helps to have a solid understanding of what principles go into betting successfully.

I firmly believe that in order to make long term profits from your betting you have to combine these three key principles.

1. Taking Value
2. Bankroll Management
3. Mindset

These three principles will be covered in greater detail and each have their own section of this book dedicated to them. But first, I'll give you a brief explanation of each of the principles here first so you can understand how they all fit together.

## Taking Value

In order to make any money from betting over the long term, you will have to be taking value. Taking value simply means you are placing bets at odds which are higher than the selections true chances of winning.

As I've previously mentioned, spotting when the bookmakers have set their odds too high is easier said than done. However, in the next section of this book you will discover the fundamentals of some of the methods you can use to do just that.



# Bankroll Management

Even if you are successfully taking value with your bets, you will still hit losing runs. Sometimes they will be long losing runs. So you have to make sure you have a big enough betting bankroll in order to sufficiently deal with these losing runs.

How big a bankroll? - That depends on the type of selections you are betting on.

In the bankroll management section of this book you will discover what key figures and other important factors to consider when setting the size of your bankroll. As well as how you can decide what sort of staking plan you should use.

This is a part of betting that most gamblers would consider boring and not worth bothering about. But a well thought out bankroll management plan is absolutely vital in order to have any long term success with your betting.

## Mindset

The third, final, and possibly least discussed principle of profitable betting is mindset. The correct mindset is what will tie the other two principles of your betting together.

No matter how good a bettor you are, you will experience losing runs. But so long as you are following a

well thought out bankroll management plan your bankroll should be able to cope with these losing runs.

The more important question to consider is how well will you deal with these losing runs?

Would you be comfortable with losing 50%, 75% or even 90% of your entire betting bankroll?

Would you still be able to look at your betting logically at that point, or would you start making irrational decisions and chase your losses?

Everyone's comfort level is going to be different. But by asking yourself these sort of questions, before you are in the middle of a losing run, will allow you to plan for those occasions.

In order to be a profitable bettor it is very important to take a long term view of your betting and not get caught up in the day to day wins and losses.

In the mindset section of this book you will discover what steps you can take to reduce your emotions when it comes to betting, allowing you to make better betting decisions.

## **Let's Get Started**

That's a brief overview of the three key principles you must combine in order to become a more successful bettor. If you are missing any one of these three key principles, any success you have from your betting will be short lived.

Throughout the rest of this book there is a section dedicated to each of these principles which will take an in depth look towards improving them and therefore improving your overall betting. So without further ado, let's get started with the first principle - Taking Value.

# Section 1 – Taking Value

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## 2

### What Is Value?

The only way you can make money from betting in the long term is to take value. But what does taking value really mean?

Taking value means betting on a selection whose odds are priced greater than the true chance of that selection winning.

A common misconception a lot of people have when it comes to value is that they think high odds equals value. This couldn't be further from the truth.

An odds on favourite could be considered a value bet if the low odds were still a little bit higher than they ought to be. And a 30/1 outsider might not be a value bet if odds of 30/1 are still lower than they ought to be.

Here's a short and often used example to explain what a value bet really is.

Take a coin flip. The true chance of a coin landing on either heads or tails is 50% and therefore the true odds for this bet would be 2.0 (*1/1 or evens*).

If you were to bet on either heads or tails at odds of 2.0 for an extended period of time, let's say 1,000 bets, you might hit a few winning runs or losing runs, but you would likely end up close to breaking even.

In this example your bets would have zero expected value meaning you would not expect to gain or lose any money from these bets over the long term.

But let's say the odds on offer did not reflect the true chance of the coin landing on heads or tails. And that the odds for heads were 2.5 (*6/4*), and the odds for tails were 1.5 (*1/2*).

If you were to bet on heads at odds of 2.5 for 1,000 bets, you won't win every bet, but you would very likely walk away with a profit. This is because betting on the flip of a coin at odds greater than 2.0 has a positive expected value.

The opposite is true if you were betting on tails at odds of 1.5 for those 1,000 bets. In that case you would most likely walk away with a loss after the 1,000 bets. This is because betting on the flip of a coin at odds less than 2.0 has a negative expected value.

This is a very simple example of how value works. Albeit not a very realistic one, as I have never been lucky enough to come across anyone offering such good odds on the toss of a coin. However, the same

principals of value shown in this example still hold true when betting on the horses.

The chances of a horse winning a race is far much more complicated to work out compared to the odds of a coin toss.

This however can actually work to our advantage, and is in the fact, the sole reason why it is possible to make a profit from betting on the horses, and sports betting in general.

Since it is impossible to precisely calculate the true chances of any one horse winning a race, the odds that the bookmakers offer the public to bet on are based on educated guesses as to what the chance of a horse winning might be.

The bookmakers then add in their over-round to the odds which is usually anywhere between 5% and 15% (*sometimes more*). The over-round is the bookies margin for error and is what ensures that they make a profit on every race.

Because the bookies base their odds on educated guesses, it is possible for a punter to make a more informed guess at a horse's chances and possibly spot a vital piece of information that the bookies may have missed.

If the punters suspects a horse's chances of winning a race is greater than the bookies odds suggest then there could be value in backing that horse to win.

Of course, finding enough value to beat the over-round (*the bookies margin for error*) is no mean feat, but it is still possible. The rest of this section will focus on a number of ways that you can gain an edge over the bookies showing you how you can go about picking your own profitable selections. You will also discover how you can find profitable selections automatically by taking a look at a couple of betting systems, looking into exactly why they work and how you can go about creating your very own betting systems.

# 3

## Analysing Races

If you want to be able to pick your own profitable selections, you first need be able to analyse a race. The better you can understand how a race is likely to play out, the more able you will be to make better betting decisions. The process of analysing a race can be broken down into 3 steps...

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Thank you for taking the time to read the first couple of chapters of Intelligent Betting, outlining the basics of how you can go about improving your betting in a structured manner.

**But why stop reading here? Here are just a few of the things you will find within the full book:**

- A simple 3 step process to analysing races
- **The time saving technique used by successful bettors to gain a definite edge over the bookmakers**



- How to create your own profitable horse racing system - and the one important thing you shouldn't do when creating a horse racing system
- **A look into 2 profitable horse racing systems that will reveal the details of what makes each system successful**
- How to know if you are "taking value" when betting each way.
- **Where exactly you should place your bets in order to maximize your betting winnings**
- Why you should never bet without a bankroll - **And the technique used by professional bettors, blackjack card counting teams, and investors such as Warren Buffet, to determine what size of bankroll is right for your betting**
- What key figures you should be recording that could reveal huge mistakes you are making with your betting
- **The easy to follow staking plan you can use to maximize your betting profits** - and what commonly used staking plans you should avoid like the plague
- **How to develop the right mindset in order to make clear headed and rational betting decisions**

- The exact steps you can take to prevent the bookmakers from restricting your accounts
- **The secret the bookies don't want you to know**
  - How to continue betting, even when your bookmaker accounts have been restricted or shut down for being too profitable
- **And much more...**

Let's make one thing clear. Intelligent Betting is not going to turn you into one of the world's greatest bettors. Any book or course that guarantee's that is lying to you.

But it will however, give you the necessary knowledge and tools you need to become a profitable bettor.

This book is fastest way (*that I am aware of, at least...*) for you to get up to speed with all the fundamentals required in order to enjoy long term success from your betting.

And if you are willing to take the time to apply the concepts within this book, Intelligent Betting will be one of the greatest investments you will ever make in improving your betting knowledge.

**[Click Here To Buy Intelligent Betting](#)**