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**Your No.1 FREE Newsletter For A Quick Sport Fix!
Issue 67 - Monday 18th December 2017**

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I hate Russian dolls, they're so full of themselves.

Today's free tips are courtesy of Lucky 7 Naps, Select Two Daily and Early Odds.

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TODAY'S SPORTS BETTING TIPS...

1 - Win Bet - 14:05 Ffos Las - Fairmount @7/2

2 - Win Bet - 12:20 Plumpton - Lisp @ 1/1

3 - Win Bet - 15:40 Wolverhampton (A.W) - Deviate @ 3/1

Hey Sports Lover...

...You're About To Be Seduced!

TRY IT... IT WORKS LIKE MAGIC!

Our in-house team of horse racing experts and enthusiasts love the sport of kings as much as you do and will do their utmost to help you become a winner over the bookmaker!

We have access to high quality inside information from some of the best minds in the business and by using the exciting AR - Augmented Reality technology we can now interact with you without the need of email or you having to visit websites.

ZapTips is **TOTALLY FREE** and promises to keep you in loop with the very best of racing information!

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Advance Ratings - **HALF PRICE** 1st Month Available!

Advance Ratings finished the free trial week with a quiet day, only managing to find 2 winners.

However, it has been a brilliant week. Here are some of the highlights of the BetFan exclusive free trial...

* On Friday 15th, in the 3:05pm at Cheltenham, the ratings predicted the first 3 horses (in the right order.) The winner paid 12/1 and the Trifecta paid £328.20.

* On Thursday 14th, from 22 races, there were 3 correctly predicted forecasts. They paid a total of £60.01 to £22 in stakes. This equates to a POI (profit on investment/ stakes) of 172.77%,

* On Tuesday 12th, 6 of the 8 races (many meetings were abandoned) were won by a top three rated horse.

* On Monday 11th we had a 46.15% strike rate and, to level stakes to ISP, the POI was 16.45%.

If you want to learn more about this blindly profitable ratings service, don't miss out - check here...

[CLICK HERE TO JOIN ADVANCE RATINGS](#)

How Can You Use Advance Ratings?

1 - Filter out the non-contenders. With these ratings in 2016 50% of all winners came from the top three rated horses. And that was for all field sizes; imagine if you have a 17 horse handicap race and know that you can reduce it into a three horse race by just looking at the three real contenders.

2 - Validate your tipster's tips. If you subscribe to a tipping service you don't actually have to back all of the tips you receive.

After all, it's your own money. You might want to check those tips against some ratings and only put your sixpence on if the horse is top three rated. You might even find it profitable to increase your stakes and risk a shilling if the horse is top rated. In this way, ratings are a kind of safety check.

3 - Validate your own choices. Whatever system or strategy that you use to identify horses to back (or lay) then you can validate those selections by checking them against the ratings.

4 - Create your own systems. If the ratings agency that you use allows you to download a spreadsheet of all historical results (not all of them do but, obviously, these ratings do) and if you're a bit handy with Excel (or some other spreadsheet) then you can use a Pivot Table to Slice and Dice the data to show profitable strategies.

5 - Find which races to avoid. If, for a certain race, the ratings for the top three rated horses are very close together then I would swerve that race. Or maybe Dutch the top three rated horses.

* Advance Ratings has a System Builder. This allows you to test and create profitable systems and have any selections emailed to you every day at about 6am. Thus, allowing you to get on the early prices.

* As BetFan members you get the first month for half price.

* The ratings come out at 6am every morning. This allows you to get on the early prices. From January 1st 2018 the ratings will be coming out at 6pm the evening before the day of the racing.

* The ratings come with a free eBook containing 5 systems that have, historically, generated a 35% strike rate and a 35% profit on stakes to ISP.

* Advance Ratings is a joy for those of you who like systems. But then, it's not hard to create a profitable system when you are starting out with ratings that are blindly profitable.

* Advance Ratings is the only ratings service that is blindly profitable to level stakes to ISP. No other UK & Irish ratings service can claim that.

* You need a ratings service to help you validate any Tipsters tips that you receive. If that tip isn't a top three rated horse, consider it very carefully. If that tip is top rated on Advance Ratings, think about doubling your stakes. Spend a month paper trading this strategy and see how much it improves you profits.

* Need I say any more? Be one of the lucky ones who are members of a special club; subscribers to the only ratings service that is blindly profitable to level stake to ISP.

Click the link below for your access to Advance Ratings...

[CLICK HERE TO JOIN ADVANCE RATINGS](#)

The Overlay Race Analysis Technique - By Michael Wilding

A forecast bet is one where you have to predict the horse that are going to come first and second in the race in the correct order. In other words, you need to select the horse that wins as the winner and the horse that comes second as the placer. There is also a bet known as the reverse forecast which allows you to select two horses and as long as one of them comes first and the other second then it wins.

As you know I'm an advocate of thinking outside the box. We should always be pushing ourselves to create and develop new ideas. Often this can be done by taking someone else's idea and adapting it to our situation. There is nothing wrong in doing this and I have made a number of very successful strategies with this approach.

Ultimate anything to do with betting is going to rely on it "suiting you". It needs to be something that fits your personality, time constraints, concentration, bankroll and risk level. That is why you should always take an idea and then try different variations of it to see what the most effective approach is for you.

When we're looking for the two horses that are most likely to come first and second we need to start by asking ourselves the same question we always do when we're analysing a race:

Who are the most likely contenders in this race?

Answering this question through one of the techniques I have written about before will provide you with a key piece of race information.

How competitive is this race.

This piece of information can help to determine whether you want to continue to look for a forecast bet or whether it is best to move on to the next race.

As I mentioned earlier, we want to think out of the box when we're looking into new methods of analysing a race and this is no different. I'm going to assume that you've found a race which has no more than five contenders. This means that there are only five horses which you consider having a strong chance of winning the race.

Now we're going to use a method of comparing each of these horses with each other to determine which the strongest are. I'm going to call this method the Overlay Race Analysis technique.

You can do this on paper or a spreadsheet program, but it is going to need to be somewhere that you can make a graph.

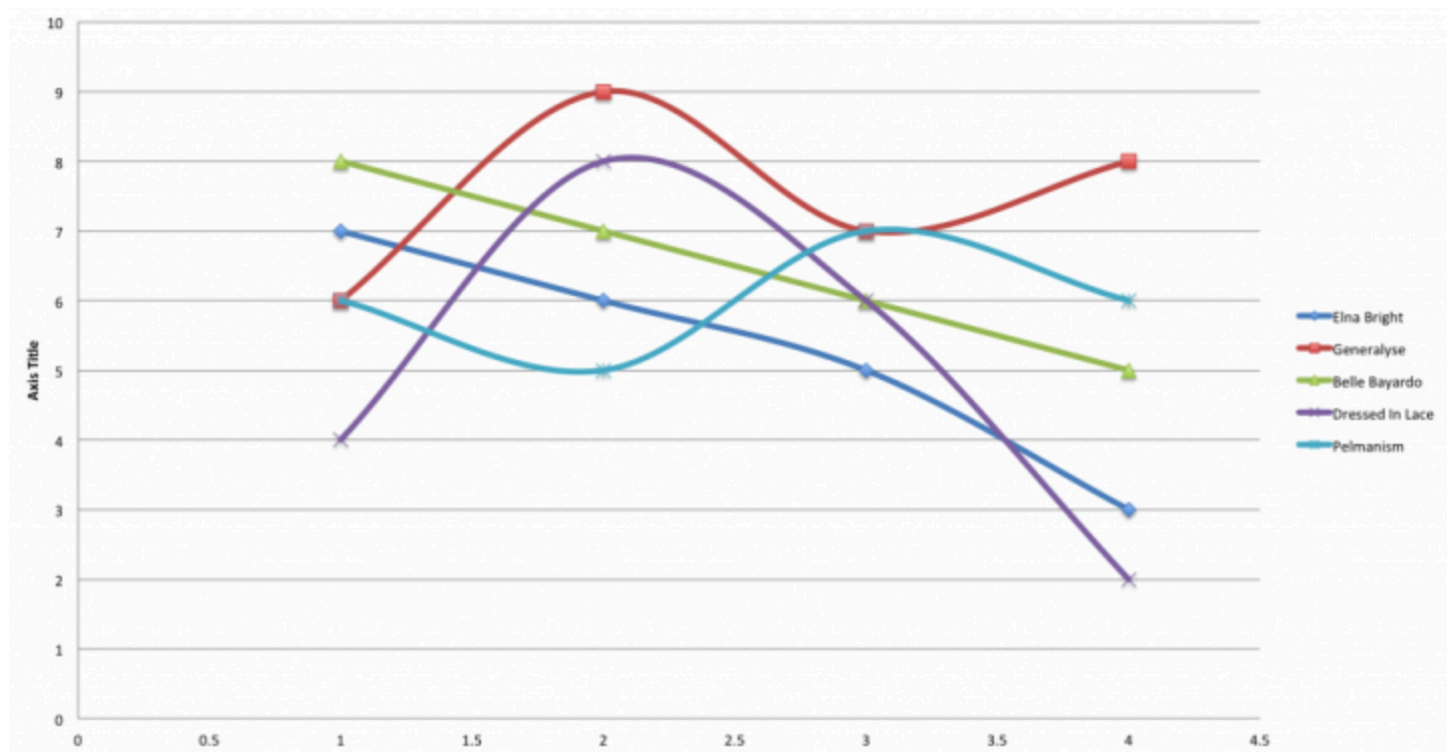
For each of the five contenders you want to give them a rating out of ten for each of the following four areas:

- Class
- Speed
- Current Form
- Connections

This should be a very quick process as you've already analysed the race to find your five contenders. This is a reducing down of all your analysis into the four main categories.

Next we create a simple graph with each of our horses marked on it for the rating we have given them in each of the above factors.

For example...



This allows us to compare each of the horses with each other for all the criteria. In the above example the x-axis (the horizontal line) stands for:

- 1 = Class
- 2 = Speed
- 3 = Current Form
- 4 = Connections

Let's start with Elna Bright and Generalyse. We can see that Elna Bright is slightly higher rated for Class but is significantly lower rated for all the others. If we were going to pitch these two against each other we would expect Generalyse to come out on top more often.

The key to this strategy is going to be to give a number to how often we think one horse would beat another. Personally I like to do this out of ten, but experiment as you may find a more preferable way.

I would expect Generalyse to win 7.5 times out of 10 against Elna Bright. This can also be written as I expect Generalyse to win 75% of the time against Elna Bright.

Then we move on to the next pair which is Elna Bright and Belle Bayardo. Belle Bayardo is better than Elna Bright for everything but only just. I would expect Belle Bayardo to win 60% of the time against Elna Bright.

Don't spend too long determining the percentages here. Go with your gut feeling. You've analysed the race to find contenders and you've then gone on to rate the contenders in each of the four main categories based on your analysis. You've already done the work, now we're just working out how to bet so your gut feeling is going to be a very good indicator.

With the two pairs that we've done we can already see that we think Generalyse and Belle Bayardo would beat Elna Bright more often than Elna Bright would beat them.

If you continue to do this for all the pairs you are going to have a list of horses with the strongest two clearly indicated when compared with each of the other contenders. These are the two that you use in your forecast or reverse forecast.

Today's Sports Betting Preview - By Rick Elliott

Last night Sam Allardyce was presenting the England World Cup winning women cricketers with the Team of the Year award at the Sports Personality of the Year ceremony in Liverpool city centre and tonight he is a few miles up the road managing Everton against Swansea at Goodison Park. The manager has brought some steel and stability to the famous old club but his success as a manager has always been about doing enough to avoid defeat and that approach has brought him plenty of success. Don't forget England never lost while he was the manager of the national team!

You can't keep a good man down and despite the ignominy of being in charge of England for the shortest time of any coach he still gets jobs which are highly paid. Allardyce has become a fire fighter and the financial implications of relegation from the Premier League means his reputation for keeping sides up will always make him employable. That reputation will be put to the test when Everton play Swansea

tonight. Fans should not expect a high scoring extravaganza because both teams have scored in four of Swansea's 17 league matches this season.

The statistic is partly accounted for by the fact that Swansea have conceded just 22 goals this season which is the joint-lowest of any side in the bottom six and six fewer than Everton. Defending is not the major problem because in those 17 matches in the Premier League season to date Swansea have found the net just nine times which is four goals less than the second lowest scoring team.

It may have been a personal boost to his own confidence and approach to coaching football teams but Allardyce has said he can't understand how the same players who lost their way under Ronald Koeman are now functioning efficiently under his direction. Results have been more convincing than performances but this is Swansea tonight who EVERTON can beat to nil which can be backed at [1/2 with Sun Bets](#).