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Despite the cost of living, have you noticed how popular it remains?

Today's free tips are courtesy of Racing Business, Value Wins and The Secret Handicapper.

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TODAY'S SPORTS BETTING TIPS...

Racing Business

1 - Win Bet - 18:45 Kempton (A.W) - Olaudah @ 6/4

Value Wins

2 - Each Way Bet - 15:25 Wetherby - Loud As Lions @ 25/1

The Secret Handicapper

3 - Win Bet - 18:15 Kempton (A.W) - Broughtons Fancy @ 4/1

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It's Liverpool Or Everton For The FA Cup - By Rick Elliott

There are 32 ties in the third round of the FA Cup this weekend and 22 are starting at the traditional time of 3pm. That means more than 30% of the matches have been rearranged for different reasons but the main one is for live TV coverage. He who pays the piper calls the tune which means one of the ties of the round that brings together Liverpool and Everton is being played on Friday. The home team in Liverpool should win this derby and progress to the next round. Derby themselves can avoid defeat against Manchester United at Old Trafford on the same night.

The matches shown for live coverage in the FA Cup are usually blockbusters between two big Premier league teams and ties that have the potential for a giant-killing. The Merseyside derby is a huge match in that part of the world but there are few matches that would appeal to the romantic and are about David and Goliath. The tie between Fleetwood and Leicester has popular appeal due to the number of subplots.

Leicester caused the greatest upset in sporting history by winning the Premier League in 2015/16. Fleetwood are a club going places and there appears to be no ceiling on their aspirations. After winning the title Leicester struggled but they are now near the level that saw them land odds of 5,000/1 to win the Premier League. Team selection will be key to the outcome but it is hoped that Jamie Vardy plays for Leicester because he scored 31 goals for Fleetwood in 36 matches in the 2011-12 season. The club were then in the Conference Premier but they now play in League One.

Sunday's tie between the home side in Shrewsbury and West Ham could be a banana skin for the Premier League club. Shrewsbury are second in League One having lost just three times in 25 matches. They have the best home record in the third tier of English football and have lost just one of 12 fixtures on their own ground, scoring 18 goals and conceding just four. West Ham have won just one of 11 Premier League fixtures on the road this season so the potential for an upset is obvious.

The outcome of visit of Chelsea to Norwich will depend very much on the strength of the Chelsea starting 11. The London club are right in the mix for Champions League qualification and that is far more important than a run in the FA Cup. The same could be said of Arsenal's tie at Nottingham Forest and without knowing the team selection its difficult to offer an opinion on these two ties. Brighton and Crystal Palace meet on Monday night but both sides could still have relegation issues so again team selection is key. Staying in the Premier League is paramount for both clubs.

The FA Cup is the most famous club competition in the world. The Final was a national occasion but it has been devalued by the number of live TV matches throughout the season. However, the cream usually rises to the top and the winner of the tie between Liverpool and Everton will be the ante post selection to win the Cup.

Today's Sports Betting Preview - By Rick Elliott

Can Derby Beat Manchester United In The FA Cup For The Very First Time?

Tonight's ties in the third round of the FA Cup feature one derby with a small d and one Derby with a big D. Regardless of the size of the initial both outcomes should be home wins. Liverpool are fancied to beat Everton at Anfield in a Merseyside derby while Manchester United look too strong for Derby County at Old Trafford. The double on the two home teams to win in 90 minutes pays [4/5 with William Hill](#).

However, team selection can be key to the outcome of the ties and if the home managers play weakened sides both visitors could progress to the fourth round. Derby are riding high in the Championship but no team from outside the Premier League has won the Cup since the top division in English football was rebranded in 1992. You can back them at 750/1 with Skybet to win the FA Cup this season.

In the semi-finals in 1976 United beat Derby 2-0 but then lost in the final to Southampton whose number 8 that day was called Mick Channon who now trains race horses. Gerry Daly was the only non-British player in both starting 11's and he was from the Republic of Ireland. Since then United have won three FA Cup ties at Derby and it's [9/2 with Ladbrokes](#) for the same score in tonight's match.

Ex-Liverpool player Phil Thompson said that he hoped Liverpool would have a good run in the Cup this season. Evertonians would be happy with just reaching the fourth round because that would mean they had got rid of Liverpool. The sides last met in the Cup in 2014 when Liverpool prevailed by two goals to one. That outcome tonight is [7/1 with Betfair](#). Everton have not won any of the last 14 meetings.

For the second day running there are three All Weather racing fixtures and one meeting on turf. The action on grass is at Wetherby but not one of the six races is worth £10,000 to the winner. At this time of the year most of the racing is betting office fodder but never mind the quality feel the width...whatever that means. Derby are trying to beat Manchester United in the FA Cup for the VERY FIRST TIME and a horse with that name is tipped to win the richest race at Wetherby today (1.50pm) at odds of [7/4 with Ladbrokes](#).

PLEASE NOTE: In 1896 and 1897 in the FA Cup Derby did beat Newton Heath, the team that became Manchester United!

Will You Achieve Your Betting Goals In 2018? - By Bet World Reviews

A very happy and prosperous New Year to all.

It is probably a good time to emphasise the need for all punters to periodically take a long hard look at the betting activities they are using and see if they are achieving what you intended when you started out. If you do not have personal records that allow you to do this then your number 1 priority should be to set up some means of knowing how you stand. There is no need for sophisticated spreadsheets unless you value the extra analysis they can offer but I urge you to have something in place to allow you to know how you stand at any time.

Long term punters will remember what became known as the Rochdale Road gang - providers of serial system/services who offered nothing that could be verified and often disappeared quickly with subscriber's cash. Over the years there have been several similar operations, the main one that I can recall is the Circle Media outfit who made the Rochdale Road lot look like amateurs. And I am currently wondering if the latest such gang is operating from deepest Yorkshire - or at least using an accommodation address from there.

The address that is currently popular with services is County Way, S70 2JW Barnsley which is likely to be taking advantage of the virtual office space available through the Digital Meeting Centre - in other words an accommodation address. There have been several services launched over the past couple of months with this address specified on their emails and most are offering unproven products with wild profit claims. The real aim is to get a live email address from people so that they can sell these on despite the protestations that they will never do so - they will also use the permission you are asked to give to allow them to provide the product as carte blanche to send you details of other services which they will claim to have followed but in practice are sending pre-drafted copy that is provided by the service being promoted.

If you do get such invitations you can help others by unsubscribing using the option that the email will contain. And when you do you will be asked to give a reason for doing so - choose the "you did not have permission to contact me" option as the email service provider will not tolerate many of these before closing the account of the sender.

We are still getting reviews set up and running over at [Bet Word Reviews](#) with a new football service predicting [drawn games](#) from a long established provider and a new [daily lay bet](#) service for horse racing. And we are talking to an industry professional about the possibility of a special members deal for the service which is proving a steady performer with payment by profits.

On the down side the [Football Lays](#) service managed to lose the entire recommended betting bank in just 26 bets or 10 days and the author has ignored our requests for comment. However, we do seem to have found a profitable higher odds racing service - [Lucrative Profits](#) - and the new Chris Williams football system is looking good in its pre-release testing. It is due to launch shortly so watch out for this.