Place Bet Pro

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The author, publishers and any third parties connected to this e-book cannot be held responsible for any loss incurred from using the information provided in this book.

The strategies and methods outlined in Place Bet Pro have been developed to give you a better chance of winning money, when followed correctly the systems should produce consistent profits, however we cannot guarantee or promise future profitability in anyway.

Although every effort has been made to produce a successful system that reduces the chance of losing, it is still classed as betting and any form of betting insures a risk factor. Only bet what you can afford to lose.
Thank you for taking the step and purchasing ‘Place Bet Pro’. As I stated on the website, this is a very simple strategy, so simple in fact, I don’t know how I didn’t think of it sooner, but don’t let this put you off. There are also a couple of more advanced strategies that can be used to boost your profits, and all of this will be explained in this book.

**Place betting**

Before I get into the system itself I’m just to go over ‘place betting’ so that you know exactly what it is.

A place win bet means that we are betting on the horse to finish 1\(^{st}\), 2\(^{nd}\) or 3\(^{rd}\), or if there are 7 or less runners then it’s just 1\(^{st}\) or 2\(^{nd}\). With place betting you still get paid the same winnings regardless if your horse wins the race or finishes 2\(^{nd}\) or 3\(^{rd}\).

Don’t get this confused with ‘Each Way’ betting, because this is not what we are doing. An ‘Each Way’ bet is in fact 2 bets, one bet on the horse winning and 1 bet on the horse placing. We are not interested in this kind of bet, we are only interested in the 2\(^{nd}\) part of it, and that is the ‘place’ bet only.

Now up until very recently, bookmakers did not accept ‘place only’ bets, and there are only a couple that actually do now. Luckily we now have the ‘Betting exchanges’ which allow us to do ‘place bets’ too.

**The System**

Firstly I’m going to explain the selection process in its simplest form, and then I will explain the more advanced techniques to really rev up your profits

Place Bet Pro is based on short priced favourites finishing in the placing. The theory is that if a horse stands a very good chance of winning the

Actual race, then the chances of it finishing anywhere in the top 3 are massively higher, and our strike rate will be very high too.

The basis of the system involves finding the races which are more likely to produce winners and discarding the races which carry a higher level of risk. There is no form to study or anything at this stage. We are simply finding suitable horses and races, and here is exactly how to do it:
Step 1

Open [www.betfair.com](http://www.betfair.com) and click on ‘Horse Racing – Today’s card’

You will then see a screen like this, with all of the days races listed down the left hand side. We then need to click on each individual (UK) race to check to see if there is a suitable horse that fits our criteria.
RULES

- The horse must be priced below 3 on the ‘win’ market (this is the actual odds for the horse to win the race)

- If the horse is priced below 3 on the win market then it must be priced at 1.3 or above in the ‘Place’ market.

The first thing to do is to make a list of all horses that are Favourites, priced below 3 on Betfair and priced 1.3 or higher in the ‘place’ market.

*If there are 8 or more runners you get paid out for 1st, 2nd and 3rd. If there are 7 or less runners, you only get paid for 1st and 2nd.*

**Step 2**

Now it’s time to get rid of the most vulnerable races. Discard all selections if:

- If there are 6 runners in the race
- If there are 7 runners in the race
- If there are more than 13 runners
- Discard all ‘Fillies’ races
- Discard ‘handicap’ races where there are 5 horses priced at 14 or below on Betfair.

This is the foundation of the system and betting on these alone should produce a nice profit for you. It only takes about 5 minutes to go through the races and find them. It’s a really simple process.

**Here are a couple of examples:**

Here is the 14:10 at Brighton, as you can see ‘Shere Khan’ is the clear favourite and is under 3, but there are 6 runners in this race, therefore we discard this one.
Here is the 3:40 Bright, there are only 4 runners which is ok, and ‘Kerchak’ fits our price range of under 3. We now need to click on the ‘place market’ to see if Kercak has a place price of 1.3 or higher.

You can view the ‘place market’ by clicking on the race down the left hand side which says (place) next to it. In this case – 15:40 Brigh (place)

As we can see, the price for Kerchak to finish in the placing is between 1.41 – 1.47 which fits our criteria. Remember, as there are only 4 runners, we only get paid for 1st or 2nd place.
Now here is a race that fits our rules on first glimpse, but this is actually a fillies race. Therefore it does not fit into our rules. We can check what type of race it is by looking on www.racingpost.com.
**Win market**

**Wolv 9th May - 16:00 5f Mdn Stks**

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<td>£36</td>
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<td>Patrick Mathers</td>
<td>30</td>
<td>£10</td>
<td>£38</td>
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Place market – as you can see, ‘Launch on line fits our price range

I hope by now that you understand the process to find the qualifying horses each day, if you are unsure about anything just re-read over the last few pages before moving onto the next section. It’s really easy once you have done it a couple of times!

**Step 3**

Just make a list of the qualifying selections. Here are the selections for the day this was written:

3:40 Bright – Kerchak  @ 1.42  
4:10 Bright – Timocracy  @ 1.66  
5:10 Bright – Athwaab  @ 1.42  
8:00 Towc – Coolfind  @ 1.36
Here are the results. Although the first horse ‘Kerchak’ did not get a place, as it only paid first and second, a profit was still made!

3:40 - digibet Handicap
» Full result
1m4f, Class 5, £2,331.36
1 Mihaylovec 13/8
2 Wily Fox 5/2
3 Kerchak 6/4
4 ran Distances: 2½l, 7l, 6l
TIME 2m 30.76s (slow by 1.46s)
Jockey: Richard Hughes
Trainer: Richard Hannon

4:10 - Take That Experience
Here 21st June Handicap
» Full result
1m2f, Class 5, £2,266.60
1 Miss Bounty 9/2
2 Timocracy 6/5F
3 Lilli Palmer 6/1
5 ran Distances: 1½l, 1½l, 1½l
TIME 2m 46.66s (slow by 4.66s)
Jockey: Harry Bentley
Trainer: Jim Boyle

5:10 - Brasserie Italian Marina Square Handicap
» Full result:
5½f, Class 6, £1,619.00
1 Athwaab 6/4F
2 Imaginary Dove 3/1
3 Miss Firefly 3/1
5 ran Distances: 2½l, 1½l, 2½l
TIME 1m 20.5s (slow by 1.75s)
Jockey: Charles Bishop
Trainer: Noel Quinlan

8:00 - Support Danetre
Hospital With Kevin Perry
Hunters’ Chase
» Full result
3m ½f, Class 6, £988.95
1 Coolifind 11/10F
2 Armoury House 11/8
3 Fruitful Citizen 5/1
3 ran Distances: 2½l, 2½l
TIME 6m 7.20s (fast by 0.80s)
Jockey: Mr Jonathan Bailey
Trainer: Stuart Morris
Where to place the bets

There are 2 sites where I place my bets and highly recommend:

www.betfair.com
www.paddypower.com

Paddy power are one of the few bookmakers that accept this type of bet, and the good thing about them is that we can also place doubles and trebles etc… which is what I’m going to be talking about in the next section. I highly recommend that you open a new Paddy Power account now. If you click this link and open an account you will receive a FREE £10 bet – CLICK HERE TO OPEN AN ACCOUNT

Section 2 – The System

How to maximise profits and use this system to its full potential.

Ok, this is the key to the system and this is how you can use it to massively increase your profits. In the previous section I showed you the foundation of the system and told you how to select the ‘qualifying’ bets each day. Now its time to rev it up and select the best bets out of our qualifying horses. We want to find 2 or 3 bets that we can be absolutely confident in, we then want to increase our profits by putting our selections into doubles and trebles. This is when we start to see the profits rolling in! ££££££££££
The strategy

- Select the best 2 or 3 horses from our qualifying bets
- Bet doubles or trebles
- Aim to achieve a 70%+ strike rate

Think about this for a minute! We are looking for just 2 or 3 short priced favourites that have a good chance of winning the race…. This is not difficult. Then for us to win, we only need them to finish in the placing!

It's really simple stuff and amazingly profitable…. As I am about to show you

Ok, here are some examples of exactly how we do this:

Example 1

I have spent 5 minutes going through the days racing and have written down the qualifying bets for the day, as explained in section 1.

Here they are:

- 3:40 Sthl - Amazing King
- 3:50 Bright – Alubari
- 4:50 Bright – Cathcart Castle
- 6:10 Towc – Leopard Hills

Only 4 qualifying bets today, but that’s fine. Our job now is to find the 2 or 3 best bets. So we start by going to www.racingpost.com

We then want to evaluate each race using the evidence we find on the racing post site. We don’t have to delve deep into form or anything like that. We are just looking at the basics, such as the verdict from the tipsters, the comments on the horse’s chance, previous runs, type of race. This should only take a few minutes.

We just want to make a quick assessment of the race. This is really easy!

Ok, so here is the first race and we are looking at ‘Amazing King’
We first look at the comment which is located underneath the horse’s name. Or you can simply click ‘comments’ towards the bottom of the page. I have taken screenshots from the racing post site to show you here.

3:40 sthl Beginners Chase – Amazing King

Decent hurdler and trainer in form.

In this case the comment says - “Decent hurdler and trainer in form”

We then look at the verdict which is located underneath the race card.

Here it says – AMAZING KING is preferred in a race where all make their chasing debut

We can also see that the horse has finished 2nd a couple of times before

Ok, so the comments look promising. My only concern here is that this is a ‘beginner’s chase’ which means this horse has never run over fences before. But none of the others have either.

On the evidence I would mark this as a potential bet.
2\textsuperscript{nd} Race

Here we are looking at the favourite ‘Alubari’. As we can see, there are only 5 runners so this will pay 2 places.

3:50 – Handicap – Alubari

The comment reads – “\textit{Excuses latest, 1m4f more suitable; respected}\n
The verdict does not even mention our horse. It talks about another horse ‘Celestial Girl’.

Also look at the comments for the other horses in the race. Apart from ‘The Wonga Coup’ they all seem to have a good chance here.

Looking at this evidence I would say that this IS NOT a safe bet and should be avoided. The comments and verdict does not exactly fill us with confidence does it!
3rd Race – Here we are looking at ‘Cathcart Castle’

4:50 Bright - Handicap

**VERDICT**

| 3 Cathcart Castle | 3rd | 67 | 70 | 15/8 | Bet Now |

**COMMENTS**

CATHCART CASTLE is a 13-race maiden but he ran well here once last year and has good prospects on his latest back-to-form. Wolverhampton AW 3rd. Tymismoni may be next best.

**Verdict** – Cathcart Castle is a 13 race maiden but he ran well here once last year and has good prospects on his latest back to form Wolverhampton AW 3rd

Racing Post Spotlight - (you can also view the verdict from the racingpost spotlight, as you can see above. To view this, simply go to the paddypower website and find the race, and simply click on ‘RP Spotlight under the horses name.

This looks like a potential bet and the comments seem to be good.
6:10 Tow – Selling hurdle – Leopard Hills

Only 5 runners here due to a non-runner. Comments are in our favour and the horse has few wins behind him. Looks a solid bet!

Ok, from the 4 qualifying bets we have discarded 1 of them, and that was the 3:50 Bright – Alubari’

The remaining 3 bets were ok. To be honest, they are not the strongest but I would put them in this order, strongest being first:

1 – Leopard Hills
2 – Cathcart Castle
3 – Amazing King
You now have the option of betting on 2 horses in a double, or betting on all 3 in a treble. As these are not the strongest, I would just use the 2 best horses in a double. There is nothing stopping you having a double and a treble, or 2 doubles. It's entirely up to you.

I am going to use our 2 strongest horses in a double

**Placing the bets**

Now it's time to place your bets. To do this you will need to use PaddyPower because they offer odds on ‘place bets’. They are also very good and their website is excellent.

To open a paddyPower account [CLICK HERE](#), and you will receive a FREE £10 bet.

If you want to use Betfair you can, but you can't do doubles and trebles on Betfair, therefore you would have to do them individually. I will explain at the end of this section!

Login to your paddypower account and click ‘horse racing’ which is located on the left hand side of the page. You will now see a list of all the racing for that day.

Click on the race you want to bet on and then you will be given a price for ‘a place’. Simply click on that price and then do the same with your other horses.
Your betting slip should then look like this:

![Betting Slip Image]

See I have entered £100 into the ‘double’ box. Should both horses get a place then our returns would be £183.33, which is a £83.33 Profit for us.

Here are the results, Leopard Hills finished 1st and Cathcart Castle finished 3rd, which means our double won. Has it happened, all 3 of our selections got a place anyway so you would have won by backing the treble or either horses in a double.
3:40 - Frontcover Make Up Beginners' Chase
Full result
2m, Class 5, £1,781.26
1 Amazing King 10/11F
2 Points Of View 7/4
3 L'Eldorado 6/1
5 ran Distances: 1 3/4, 5, 3 1/16
TIME 3m 56.30s (fast by 3.70s)
Jockey: James Reveley
Trainer: Philip Kirby
WIN £2.80 PL £1.10, £1.40
EX £3, £3.20
CSF £2.96
Course record time.
Watch Replay
Analysis

4:50 - Party On The Hill Here 27th May Handicap
Awaiting full result...
7f, Class 6, £1,619.00
1 Miss Dutee 12/1
2 Tymismoni 7/1
3 Cathcart Castle 7/4 Fav
12 ran
WIN: £17.50
EX: £60.90 CSF: £91.64
TRICAST: £221.77 Quadpot: £10.90

6:10 - "Mazda" Novices' Selling Hurdle
Awaiting full result...
2m, Class 5, £1,781.26
1 Leopard Hills 10/11 Fav
2 Fiery Red 100/1
5 ran
WIN: £2.30
EX: £36.80 CSF: £29.43
Example 2

Here is another example from a different day. Again I am applying the same principles. I have found the qualifying bets which I showed you in section 1, and now I am going to have a quick run through there comments and verdicts on the racing post and make a judgement and find the strongest selections.

Only 3 qualifying bets today:

- 3:05 Weth – Montoya’s son
- 3:50 Sthl – Jay Jays boy
- 5:25 Sthl – Pizzetti

- 3:05 Weth – Montoys’s boy

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<th>NO.</th>
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<th>WGT</th>
<th>JOCKEY</th>
<th>TRAINER R TP %</th>
<th>TS</th>
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<td>Howard Johnson 56</td>
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<td>112</td>
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<td>—</td>
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Recommended SP: 107.5%

BETTING FORECAST: 13/8 Montoya’s Son, 7/4 Dontpayahferryman, 9/2 King In Waiting, 6/1 Mickmacmagoole, 25/1 Petrozian.

VERDICT | COMMENTS | MY NOTES | STATS | POSTDATA | OR | RPR | TOPSPEED | SELECTIONS | PAST WINNERS
---------|----------|----------|-------|----------|----|-----|----------|------------|-------------
G Followed | Spotlight Verdict

Montoya’s Son and Dontpayahferryman have both shown good form but the former may want a longer trip on the ground and the latter some give underneath. KING IN WAITING looked to be getting the hang of chasing when last seen over fences and suffered as an alternative.
The favourite here ‘Montoyas Son’ looks to have a good chance. Has good comments and Racing Post verdict. Only 5 runners so needs to finish 1st or 2nd.

3:50 Sthl – Jay Jays boy

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<td>2</td>
<td>21352</td>
<td>SO IS SHE</td>
<td>3</td>
<td>66</td>
<td>Liam Jones</td>
<td>Alan Bailey</td>
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Recommended SP: 107.5%

BETTING FORECAST: 6/4 So Is She, 2/1 Jay Jays Joy, 5/2 Goel, 25/1 Arashone, 25/1 Dreamweaving.

VERDICT: Drowned

Jay Jays Joy will be well suited by the extra furlong this time and can return to winning ways at the main expense of So Is She.
Good comments and verdict for ‘Jay Jay’s joy’. Has been placed in his last 4 runs, again only 5 runners and looks to have a very good chance here.

5:25 Sthl - Pizzetti

The favourite ‘Pizzetti’ is not mentioned in the ‘Verdict’ but there is some confidence that this horse will improve for this race. Was placed last time out and Racing Post Spotlight suggests he will be in the mix. Not the strongest bet today.

Ok, having done a quick judgement on each race I would say our strongest bets were in the following order:

1 – Jay Jay's Joy
2 – Montoyas son
3 – Pizzetti
I would definitely do a double on our strongest 2 bets and I would also do a treble on all 3

**Bet 1**

- Jay Jay’s Joy
- Montoyas Son

£100 Double returns £187.78 giving us £87.78 profit

**Bet 2**

- Jay jays joy 3/10
- Pizzetti 1/3
- Montoyas son 4/9

£100 Treble Returns £250.37 giving us £150.37 profit

Results
Jay Jays Joy finished 2\textsuperscript{nd}
Montoyas son finished 2\textsuperscript{nd}
Pizzetti finished 3\textsuperscript{rd}

All 3 horses got a place which means both of our bets won giving us a total profit for the day of £\textbf{238.15}

I hope by now you can see how powerful this really is. We have just picked 3 short priced, fancied horses and none of them have actually won, and we have still made a whopping £238.15 profit
Why bet doubles and trebles

If you are wondering why we bet doubles and trebles rather than just straight win bets, take a look at this....

In the first image below, you can see that we have 2 horses and I have entered £100 stake on each of them. So basically we are betting singles.

In the second image we have the same 2 horses but I have entered £100 stake on the double, i.e. both horses must win.

Take a closer look at the bets above. When betting singles we are staking a total of £200 (twice as much as when betting on a double) and look at the returns should both horses win. The returns are £269.69 which means we make a profit of £69.69.

Now look what happens when we bet a double. Our total outlay is only £100 instead of £200 and our return is £181.82, giving us a profit of £81.82, which is more profit than when betting on the singles.

So basically, by betting on a double, we have halved our stake and at the same time increased our profits – Amazing really!!
The only advantage of betting singles is that if 1 wins and 1 loses we don’t lose all of our stake, but when we are having to risk £200 (double) instead of £100, it’s not worth it anyway.

Why risk £200 to win less, when you can risk £100 to win more

Same thing here again but with 3 horses..... Take a look at these bets

You can either bet singles and your total stake will be £300 to win a possible £91.91 profit.

Or you can bet a treble and your total outlay will be £100 and you stand to win £122.22 profit
It’s a no brainer really, especially when betting on such short odds!!

**The Plan**

By now you should know exactly how to find the qualifying bets and how to select the best bets each day. You should also know how to place the bets and understand why we bet doubles and trebles rather than single bets.

Now I’m not just going to leave you there because one of the most important aspects of using any system is to have a solid plan a profit forecast in place. Any successful business has a good business plan, so it shouldn’t be any different when using a betting system.

Throughout the book I have been using £100 stakes. How much you bet is entirely up to you, but for the purpose of this I will continue to use £100 stakes here.

Now the average win when placing doubles is £80, and the average win for trebles is £150.

If we aim to achieve a 70% strike rate for our double bets and we had 1 double per day, that would work out at 21 winning days per month, giving us an average of £1680 less the 9 losing days (£900). Total profit each month = £780 Tax Free

A 60% Strike rate would produce £240 profit per month

An 80% strike rate would produce £1320 profit per month

A 90% strike rate would produce £1860 profit per month

70% is a very achievable strike rate for this kind of betting.
**Trebles**

With trebles our average win is £150, so a 50% strike rate would produce a good profit, although you won’t be betting trebles everyday.

Always keep a record of all your bets so that you can keep track of which bets are proving the most profitable.

This is a very simple and logical strategy and I hope you use it to its full effect.

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**Please read F.A.Q**

**Q.** I have tried to put my bet on with Paddy Power but there are no ‘place’ prices available.

**A.** Paddy power can be a little slow at putting up the ‘place’ prices for some races, however they will be available in time to bet on the race.

**Q.** There are no ‘place’ prices for a 4 runner race on Paddy Power. What should I do?

**A.** Paddy power only pay out a ‘place’ when there are 5 or more runners. You will have to use Betfair to place your bets.

**Q.** When is the best time to to find the qualifying bets and use this system?

**A.** You can actually do it anytime on the day before the racing starts, but I would say, the later the better. Around lunch time.

**Q.** Do I have to bet everyday?

**A.** No, only bet when you are confident in your selections. Never bet for the sake of it.

**Q.** The horses ‘comments’ are not showing on the racing post website like in your examples above.
A. When you are viewing the race card on the racing post website, you will see a few ‘check boxes’ near the top of the card. You need to check the ‘comments’ box to view all of the horses comments.

Conclusion

I hope you have read through the entire book and can see how profitable this can be. Read through it a couple more times until you know exactly how it works and what you are doing. You can make a very good second income out of this as I have demonstrated in this book.

Now it’s time to go out there and make it happen!!!!!!!

And remember - The first thing you should do is open a paddypower account. You can do so by CLICKING HERE and you will receive a FREE £10 bet.