www.bettingdata.co.uk

<u>Cold Hard Cash</u>
<u>*(The secret bank that pays 30% interest!)*</u>

Published By Viral Success Ltd 2004

<u>A Viral Success Book</u>

<u>Author: Craig Beck</u>

**First published in Great Britain in 2004
By Viral Success Ltd**

Forward:

How much does your bank or building society savings account pay?

Is it 2%, 3% or maybe you've found a good deal online and managed 5%. What if there was an investment technique that delivered a 30% return month in, month out.

Would you be interested in an investment system that had turned £1000 into £8000 in just one year?

Would you like to find out how that £8000 turned into £64,000 in under 18 months?

Craig Beck uncovers the closely guarded secret investment system of European professional gamblers.

In 'Cold Hard Cash' you will learn:

- Why 95% of people never become rich.
- The secrets only the select 5% know.
- What bookmakers love about punters.
- How to avoid the conmen and lies.
- Bankrolling your investment.
- What makes a good bet.
- The mentality of the super rich and how you can get it.
- Finding odds up to 20% higher than any major bookmaker
- The Cold Hard Cash 80% winners system.

Please note this is not another 'get rich quick' system, but rather an extensively researched study of how some people can earn a living, grow investments and become wealthy while virtually everyone else loses in the long run.

Chapter 1: Introduction / Gambling Explained

"Cold hard cash"
"Dirty filthy money"

Isn't it strange how we describe money? There are people around you who believe wanting money is a terrible sin. They believe you can't be a nice, respectable member of society if you seek wealth. Creating an abundance of money is a niche art, and by that I mean most people never get to grips with it. According to research if you took 100 men aged 18 and followed them through life to the age of retirement, do you know how many would be wealthy and self sufficient? Just 5! Of those who have survived to retirement just 5 of our 100 men are what we would consider to be rich. This means up to 95 of our men are so poor they can't survive without the help of the state.

Why do so many people fail to create an abundance of cash? Well it helps if you think of the human mind as the world's largest most powerful computer, capable of millions of calculations per second. Researchers recently tried to work out how much the human brain is worth in financial terms. Meaning, if it was possible to go and buy a computer with the ability and potential of the human mind – how much would it cost? The answer they came back with was 6 billion pounds! Yes, 6 billion pounds worth of computer and we all get one free when we are born. The problem is we don't get a user manual with it. And so we set off in life trying to program this computer without any knowledge of how it works.

In my audio book ['The New Science Of Persuasion And Influence'](#) I go into this in much more detail….. But for now let me give you an example of how we all program our minds incorrectly.

www.viralsuccess.co.uk/craigbeck.html

Creating wealth requires skill, knowledge, ability and most often a great deal of hard work. Rather than face and tackle this challenge most people give in before they start by programming themselves, (and those around them) that wanting money is bad. It will change you into a bad person – nonsense!

'Cold Hard Cash'……. don't be silly cash isn't cold or hard it's soft and warm. You could wrap yourself in it; line your bed with it. It is true money is not everything, but as Zig Ziglar jokes it comes a close second to oxygen. I know that sounds shallow, and I don't mean it to. But I know you live in a wonderfully abundant world, everything and anything is available to you if you have the resources.

It's like the story of the three little pigs. Each of the three pigs built a house to protect themselves from the big bad wolf. Now this traditional story holds something back. Because I am assuming the first little pig would not have built a house out of straw if he had the resources of the third pig with his brick house.

Yes with money you can protect those you love, you can buy security and potential. If your child gets ill you can afford the very best doctors and healthcare. Money is not a bad thing, money is a freedom thing. You are free to be the best you can be, to do and to help everyone you want to.

Poor people talk about money in a different way to wealthy people. They talk about looking after the pennies and the pounds will look after themselves. I am sure this is a very well intentioned theory but I can't believe anyone would want to set the bar so low. In fact I don't really care how many pennies are in my wallet, I couldn't care less. I do care about pounds, euros and dollars – in fact I will take as many as those as you can send me. These same people will talk about saving for a rainy day – wow how exciting. They will carefully save a few pounds or dollars every week into a building society or bank savings account. They believe that is the safest place for their money, their father did it and their father's father before him.

I even fell for this routine for a while myself, I still have a bank saving account (although unused). If I put a thousand pounds in that account the interest they would offer me would be 1.45 %, how generous. When you consider inflation averages around 2%. Everyday I am becoming poorer and poorer – great. Now if I increased that holding to ten thousand pounds the bank would be a little more generous with a rate of around 3% (minus the 2% inflation of course, that would leave me one percent richer). I don't know about you but I am still not jumping up and down with glee!

Now I know there are better savings options than this, and I am taking the most miserly example to demonstrate my point. If I asked you to go off on the internet and find me a better savings option I am sure you would be back within minutes. However, what I said go find me a savings account that pays 30% interest, yes 30% not 3% but 30%!

I am not going to do that because I will never see you again, this will be all you read of 'Cold Hard Cash'. You would never find a saving account that pays 30%, you would not find one that pays a half that amount.

My investment system called 'Cold Hard Cash' delivers exactly that, month in, month out. I started with a theory a few years ago; I decided to risk £1000 on this theory. Now I use the word risk deliberately because I was the first person to do this system, I had carefully worked over the mathematics and I knew it would work. But back then £1000 was a lot of money to me, every part of my programming was screaming put it in the bank and save for a rainy day. I have to admit here and now I did not tell a sole what I was planning to do, I did not tell me wife, my friends or colleagues. If I had done, they would have told me not to be silly and put the money in a savings account. One friend would say '3% interest is better than a poke in the eye with a sharp stick'. You know I don't think I would be massively keen to have either.

So before I tell you my system I am going to tell you what it has done for me so far.

One year later my £1000.00 had turned into £8000.00, the year after that £53,000. So I am not a millionaire yet, but I tell you something here and now. As sure as night follows day, I will be and it gets closer everyday!

By the way, before you ask…. my revealing this system to you is of no threat to my income, it doesn't matter if I do this alone or with you my income from it will remain the same. I have not found a secret money fountain in the woods; this opportunity is available to every person in the world.

Having said that, not everyone in the world should do it and a massive percentage of the world would not have the discipline or ability to do it.

The small problem with this investment technique is most people have a pre-conceived belief about the field in which it operates. My Cold Hard Cash system involves placing carefully calculated bets on sporting events. At this point a certain percentage of people reading this will say 'I am sorry but I don't gamble' or 'gambling is a mugs game, I am not wasting my money on that' and then they switch off. Those people in my opinion are deluding themselves. If you have ever bought stocks and shares you are gambling on the success of that company, if you have ever invested in an endowment savings policy you are gambling on the performance of the account investors at that particular investment bank, if you have a mortgage on your house you are gambling that the national interest rate will not go up beyond what you can afford to pay.

In the 1980's the interest rate for borrowing in the United Kingdom reached 15%. At the time of writing, the borrowing rate is 4% and the housing market is extremely buoyant, some would say dangerously buoyant. If interest rate shot up to 10% a third of the population would lose their house or even face bankruptcy – now that is a scary gamble to take, but we all do it.

The reason the gaming industry has such a tainted image is that anyone can gamble. You don't need any special license, you don't need to prove you have the common sense to do it, you don't even need to prove you are literate and numerate and this is all

compounded by the fact that the bookmaker would prefer you were neither of those.

Everyone knows someone who has lost money gambling, and it's a scary prospect. But for every person you know who has lost money gambling you probably know someone who has lost a lot of money on the stock market.

In my eyes there are three types of gambler:

1. The fun/social gambler, these people will have a bet on the super bowl or the English Grand National. They may wander into a casino while on holiday. They could lose fifty quid or win five hundred, but it would all be down to luck rather than technique. Short term / sporadic fun gamblers have fun, sometimes they win, and sometimes they lose. It does not play a major part in their life. The problems arise when these fun/social gamblers become long term fun gamblers. These people will always lose in the long run, they pay for the bookies holidays and are very, very welcome in betting shops and casinos across the world.

2. The second type of gambler is the 'poor and deluded' gambler. These people are in most danger of losing everything they have and then some. They are desperate to alleviate their financial burden and see gambling as the quickest way out of the mire. They bet with money they can't afford to lose. Now obviously, no body likes losing money. What I mean is they use the mortgage or rent money. On pay days they may lose a good chunk of their income on a supposed tip and spend the rest of the month in pure misery trying to survive until the next payday. They live hand to mouth hoping and dreaming of that one big win. What they don't appreciate is how off course they are. Professional investors in sports prediction have a saying, it goes: go broke in a hurry or become rich slow. Serious

investors in this area see the bookmaker not as an enemy they must beat. But a long term friend, they are not looking for the one big win. They are aiming for long term small but consistent wins. Seriously, these are the people who you hear about in the papers, the people who risk everything on that one big pay day. They destroy their marriages, health, careers and lives. If this is you, do not continue with Cold Hard Cash, you are not ready for this. Come back to this system when you have all the bills paid, a happy and healthily life and £1000.00 sitting in a savings account that could go tomorrow and not destroy you.

3. Our third type of gambler is the professional investor. They under stand small steady growth in a controlled environment is the only way to make impressive returns. So what is different about this person compared to the other two types. Well for a start this person only bets when the time is right, your single biggest advantage over the bookmaker is you can decide when to play. The betting shops must be in with their money on every sporting event available. They can't decide they don't fancy their chances they simply must offer a betting option. Obviously if there is an extremely strong favorite in the race or match they will persuade most people not to bet by offering very low odds. What most people forget is even at appalling odds of 1/2 (or in digital terms 1.5) that still represents a 50% return on your investment. 50% - name me one building society or bank account that pays 50% interest on savings – you can't because one doesn't exist. Professional investors bet using a percentage of a set bank (I personally bet 5% or 10% on every system tip I calculate). We do not like risk or as some would call it thrill, we are only interested in consistently adding to the bank at the expense of the poor deluded and fun gamblers. You notice I did not say at the expense of the bookmaker – the first bit of programming you have to change is to understand the bookmaker is our friend. From now on he will be paying us every week, month in month out. Professional gamblers bet on mathematical theory not gut feeling or other people opinions. We expect to win but do not panic when we don't. We have faith in the robustness of our system, we know we will lose

occasionally, we know those loses could incur us a sizable drop in bank role but the massive number of small wins will vastly out way these losses.

Before we go any further on COLD HARD CASH I want you to understand nobody is born into a gambling type. Some people develop into professional investors through their business dealings, or by going through the pain of being a poor deluded gambler some find somebody who has worked it out and simply do what they do. This is called modeling and it is exactly what you are you are doing now by reading this. You should be proud of this small act because it shows you are willing to put the ground work in, you are ready to invest gaining an advanced knowledge of professional gaming. You are in a very small but impressive niche of people, only about 5% of people place a bet with the slightest inkling of what they are doing. This select club you are joining will always be small and secretive because the day everyone knows the information you are about to discover the day all bookmakers go out of business. That must not happen because they are our friends and we want them to stay happy and healthy.

In my audio courses and books (http://www.viralsuccess.co.uk/craigbeck.html) I always tell people to be products of their pasts but not prisoners of the past. What I mean by that is, you should always acknowledge your past because everything that has happening to you before now has brought you to this very point. However, beyond that what has happened in the past has absolutely no bearing on what will happen in the future.

It's for this reason that I have absolutely no problem is telling you about my past in this field.

Ten years ago I was broke, seriously off the scale poor. I had a good job and great prospects in that job but I was carrying around a £20,000 debt from a failed business venture, I had two houses with negative equity and consequently two large mortgages and a gold credit card almost up to its limit. I was in trouble; I was the very epitome of living hand to mouth. I was walking past a bookmaker one day and I put my last fifty pounds on a horse, it was pure desperation. I had a four hundred pound phone bill to pay and fifty quid would not even dent it. The horse won and I walked out of that betting shop with £475.00 in my pockets. I paid the bill and still had change – wow may be I had a knack for this, maybe this horse racing is easy – IDIOT, IDIOT, IDIOT!

Over the following three years I would go on to win £4000.00 but lose over £10,000. I was edging ever closer to bankruptcy, the only thing that saved me was one of the businesses I had set up struck gold. A software company called Zenith designed a piece of software that really took off. It was all hands to the pumps to keep up with demand and I gave up the gambling; I certainly did not want to go back to the bad old days. I did not lay another bet for two years, I even ignored those amazing insider tips your friends and colleagues seem to get from somewhere secret. I was happy I was away from the game, but I was frustrated that there were people who knew how to make a sizable income from the bookmakers and I was not one of them.

During my two-year break, I worked with programmers on testing the claims of betting tipsters. We tried hundreds of systems and literally thousands of random number generators used by online casinos. The result of the exhausted study was – more frustration. I was becoming increasing tired of all the false claims and scams. Well over 90% of the systems we tried did not live up to their claims and of the 10% left virtually all of them could not deliver results with any level of consistency.

Over the years we have heard more 'BS' than anyone should in a lifetime, we have discovered more conmen than we thought was possible. So why did we keep trying to find a way to create a viable investment system based on sports prediction?

To explain this I can only refer you to the work of Tomas Edison, the

inventor of the electric light bulb. Did you know it took Tomas Edison 10,000 attempts to create the light bulb? I subscribe to his theory that there is no such thing as failure only outcome. When he stood proudly in front of the press of his day to reveal his fantastic new invention. One young journalist shouted out 'Mr. Edison, are you embarrassed to have failed so many times'. He turned to the journalist and said 'I have not failed at all, I have found one way to create electric light and 9,999 ways that won't'.

That is why I have dedicated so much time to finding a method that delivers income consistently through 50 weeks of the year. It works and I can't believe how easy it is.

At this point in the course you have a choice, if you want to get started straight away you can have me perform the daily system calculations for you and email you when the system identifies valid betting opportunities. You can sign up for this service at my website:

www.bettingdata.co.uk

The system is open to you wherever in the world you are. If you own a website we even have a 40% affiliate program available.

Chapter 2: Myths & Nonsense

Even though I am not in the same room as you, talking directly to you. I do believe I already know certain things about you. I know you are an intelligent person who is willing to consider new alternatives; I know despite how much you have in your life at the moment there is something bigger you want and need. You want the security that money brings, you want to experience luxuries but more importantly

you want to be able to provide the very same for those around you. Seriously, most people don't do the groundwork on things like this, they just dive in and hope for the best and let me tell you the bookmakers love them.

In this section of Cold Hard Cash, I want to warn you about some of the false programming we have all absorbed at times in our life.

The most common mistake people make is what I call 'falsely assumed probability'. This mistake is not only common but it is dangerous, it bankrupts people. Let you give me a couple of examples of this in action.

Imagine a guy at the races he has backed 5 horses in 5 different races. He has put £100 on each horse and has painfully watched 4 horses run and lose. He is £400 down with all his hopes pinned on the last race. He wrongly assumes his luck must change sooner or later. So he increases his bet on the last horse. The last four horses have lost so this one must come home, surely it would be improbable to have five losers in a row. All these thoughts are going through his head as he increases his stake. Who knows whether he won or lost, we can't say. The mistake he made was to falsely assume the outcome of the previous four races somehow would have a bearing on the next race. If there is such a thing as luck it certainly does not conform to any man made rules.

Example number 2: A guy stands watching a roulette table for half an hour, during that time he has seen 20 spins of the wheel. The table seems fairly random but he notices in 20 spins no numbers in the top third of the table have come out. He falsely assumes that the top third of the table is overdue a hit and puts all his money on the top third. Again we don't know the outcome but neither did he and he bet on the false assumption that the wheel has some sort of memory of previous spins. No matter how many times you spin a roulette wheel the chance of any given number coming up is always 1 in 37 or 1 in 38 depending on whether you are playing an American or European table.

You can see why 'falsely assumed probability' costs people so dearly,

they believe they have an upper hand in the situation; they believe the odds have shifted in their favour – they are wrong!

It has been red six spins in a row it has to be black next – wrong. The chance of winning resets every time – the casino knows this and if you don't, you really are paying for the bookmakers holidays.

The big problem with people who slip into this mentality but then shift from being a short term fun gambler to a long term fun gambler or what I call a poor and deluded gambler. Remember there is no such thing as a long term fun gambler unless you find losing money fun. When people get a taste for gambling, they start to look for systems, they believe there must be one technique that will help them sting the bookie for thousands.

Let me tell you now there is no such system, despite all the 'BS' claims on the internet. You can find betting systems selling for as much as £1000. They claim to have found a secret loop hole in online casinos or the arbitrage systems claim to allow you to bet with absolutely no chance of losing your stake – these are all either completely impractical, illegal or mostly just complete garbage.

The first betting system people usually come across is the Martindale system. I would not be surprised if this system was designed by the bookmakers and casinos to increase their profits. The Martindale System is passed from idiot to idiot as though it is a closely guarded secret and the first idiot has just discovered it. To compound the trap of this system it is so easy to do it, even if you have trouble writing your name you could do the Martindale. These systems spread in a similar way to a virus because a loser tends to tell 2 people and a winner tells 200. So you are much more likely to hear from people have won cash with a system than the poor folk who have lost a fortune.

And here is how it works: lets go back to our casino environment.

Our player placed £20 on red to win.
Black comes up
Our player doubles his bet on red to £40
Red comes up our player wins £80. £60 covers his stake for the

losing spin and the winning spin plus it increases his bank by £20.

Our novice gambler thinks he has struck gold; he may even leave the table with a tidy profit. He sits at the bar dreaming of all the fantastic things he will be able to buy with his millions. After all he has just discovered a way to double his money.

Normally people get to play this system with mixed results for a while until they get stung. So lets assume our player now has a little confidence in his new ability as a pro gambler, he has a great system it's won him a couple of hundred in the past and he hits the roulette table with the confidence and manner of James Bond.

He places £50 on red to win
Black wins he loses
He doubles his bet to £100 on red
Black wins he loses
He doubles his bet to £200 on red
Black wins he loses
He doubles his bet to £400 on red
Black wins he loses
Sweating profusely, in a panic he tries to increase his bet to £800
The dealer refuses to accept the bet as the table maximum is £450.

This is game over; even if he plays the table maximum and wins he still loses. Casino security cameras must watch this activity with absolute glee.

In four spins of the wheel this guy has lost £750.00

So four spins of the wheel each time black, just as a bit of fun what do you think the next colour to win will be……………

If you answered black bow your head in shame, if you answered red slap yourself in the face and then bow your head in shame. Nobody on planet earth knows the result of the next spin and if you speculated that red was most likely because the past four spins were black, please stay away from casinos and bookmakers.

In the previous example we were stopped from betting more by the bet limits on the table. If you take this system into an environment without any limit on spending you could lose everything very quickly.

For example, our confident Martindale gambler goes to the races.

He bets £500 on the first horse
It loses
He doubles on the next horse to £1000
It loses
He doubles on the next horse to £2000
It loses
He doubles on the next horse to £4000
It loses
He doubles on the next horse to £8000
It loses

Now that is the same set of results that we talked about at the start of the course. Here we have another gambler who has bet on five events and all have lost, in horse racing this is an entirely probable outcome. Lets stay the races were at 30 minute intervals, in just 2 hours, over just 5 races this guy has lost £15,500 – wow!

The Internet is home to thousands of bogus claims and downright lies. The Internet is full of people with betting systems for sale that usually make promises of beating the casino or bookmaker at games of luck. Under no circumstances should you waste one penny on any gambling system. Every time one has been put to a computer simulation it failed and showed the same ratio of losses to money bet as flat betting. If you ask a system salesman about this you likely will get a reply such as, in real life nobody plays millions of trials in the casino. You're likely to also hear that his/her system works in real life, but not when used against a computer simulation. It is interesting that professionals use computers to model real life problems in just about every field of study, yet when it comes to betting systems computer analysis becomes "...worthless and unreliable..." as the salesman of one system put it.

A more basic argument against systems is that if they worked so well why are the salesmen selling them in the first place? If I had a system

with just a 1% edge, I could easily turn $1,000 into a $1,000,000 within a year, and keep going. I certainly wouldn't want any competition to create undue suspicion. If you ask them about this, the answer will usually be that they are trying to transfer money from the evil casinos and bookmakers to give to nice simple folks as yourselves. Remember what I said earlier we don't want to hate the bookmaker we want to be in a position where the bookie is our friend. We are not interested in bankrupting him or even hitting him for one big payday. All we want is a consistent return on our investment above and beyond what we can get from traditional savings accounts and funds.

Beware the BS there is a lot of it about!

Chapter 3: Betting On Horse Racing

A horse is a living animal with a mind of its own, it can get ill, it is subject to mood and emotion, they can get distressed from being shoved in tiny horseboxes and taken hundreds of miles to a racing event, they are whipped by the jockey and a single fall can end their career or even worse their life. On top of all this they can't communicate how they are feeling – are you sure you want to bet on something so unpredictable?

All that said horse racing events can generate generous odds and consequently healthy returns. Professional gamblers bet on horse racing because they can shorten the advantage held by the bookmaker by knowing their stats. By studying form and understanding all about the sport, they can step above the casual gambler.

Unfortunately 98% of people who bet on horse racing don't have a clue what they are doing.

Some of these people will recognize their failings and look to the expertise of a racing tipster. Personally, I don't recommend any horse

racing tipsters for the simple reason; they all claim more than they can deliver. They are surrounded by smoke and mirrors, claiming to have insider information.

What exactly is 'insider information', do they mean the horse telephoned them and said 'I am feeling pretty good about the race tomorrow'. Or do they know the race is rigged, either way is good information but not an area I want to be involved in.

The tipsters are laughing all the way to the bank; even if the horse loses you pay them for their tips – clever!

This chapter of Cold Hard Cash is pretty short, because it is very rare that I bet on horse racing. When I do bet, I do a heck of a lot of research and even if I spend three hours researching one race I still may decide there is no betting opportunity.

When I was designing my horse racing software RaceIQ I was spending over two hours per day, per card working out the mathematics of each bet. RaceIQ was designed primary to cut down the workload for me. It is now available for public use and I do suggest you use it; you can get a free demo copy at the website:

www.bettingdata.co.uk

In summary if you are considering betting on horses, use the RaceIQ software and follow these rules:

1. Start with a bank and bet 10% on each tip or 5% each way

2. If you lose do not increase the stake

3. Never bet on a race with less than 6 runners

4. Never bet on a maiden

5. Never bet on a novices chase

6. Never bet on a race with more than 16 runners

7. Your ideal race lengths are 8f to 2m 6f

8. Consider dutching a race (explained in RaceIQ)

9. Get the latest odds and enter them in Race IQ

10.   Don't bet if there are several strong horses with low odds

If you act like a professional and follow those rules you can make some serious profit but please do stick to your rules.

Finally for this short section I want to explain why you should ignore the tips of friends and colleagues.

Have you ever had one of those days where absolutely nothing goes right? A few months ago I was having one of those very days, I slept through my alarm, got a puncture as I dashed to a meeting I was already late for and subsequently ruined a very expensive suit trying to change a tyre in the rain. I got back to my office in a foul mood and a list of things still to do.

It was at this point the phone rang; it was a friend of mine called Graham who was at the races with a bunch of his colleagues. The conversation went like this:

Graham: Hey Craig the 3.30 at Lingfield is just about to go off what do you know?

Me: What do you mean, what do I know?

Graham: I need to know which horse to be on!

Me: What makes you think I know?

Graham: Come on don't mess about. The fact that you're being so cagey makes me think you must have some pretty good information. Come on mate tell me what your on!

Me: (I glanced down the list of horses in the Racing Post and quickly picked one with decent form) Go with Black Malvern. Graham I have to go I am so behind with stuff.

Graham: No worries mate, thanks for that I won't forget it.

I know this little conversation generated one of those 'secret insider tips' you hear about every now and again.

Graham told all his friends that he had *'a great tip (from someone in the know) for the 3.30 at Lingfield, but keep it secret, don't tell anyone'.*

I don't know how many people each one of his friends told, and I don't know how many people those people told (and so on). But, I do know what happens when you go up to someone and say '*whatever you do, don't look now, but I think that's so and so is over there'*. The very first thing they do is look, and the same thing happens when you go up to someone and say ' don't tell anyone, but…..'.

Black Malvern won that race at 4/1 and probably a couple of hundred people think they won because they got a great insider tip from their friend or colleague.

"Boy if only I knew what that guy knew, I would be loaded" they probably thought!

You and I know different, funny really because if I had rang each of them and said 'Listen, I have just done 10 seconds research on the 3.30 at Lingfield and Black Malvern looks ok' do you think they would have been so ready to bet on my advice?

The point of this story is…… when somebody offers you a 'great tip' you don't know whether the information started with a jockey, owner, bookmaker or just a man in a public house.

4. 'The COLD HARD CASH system'

I was looking for an investment system that returned 30% + on my money. I could not find one that offered even half that, so I had to create my own. The COLD HARD CASH system is all about a slow steady return on your money. If you are looking for a get rich quick scheme you will be disappointed with this system. You may even try a few other smoke and mirror conmen before you come back to CHC.

I used to claim there is no thrill or excitement in my system it is all careful calculation and research with a view to increasing the bank. But then I realized that is not true, because there is nothing I find more exciting than watching a fund of money I own grow day by day. I find that a pretty sexy activity, so now I just say there is no insanity involved with my system just excitement.

The COLD HARD CASH system operates on professional football betting opportunities. Soccer betting is in my opinion a much more stable form of betting. You are relying on the efforts of a team of professional players rather than one animal.

In horse racing if one horse is a much better prospect than the rest of the field they handicap it by piling on extra weight. In soccer this does not happen. If you want to buy a football club and buy the very best players and coaching staff nobody can stop you.

The bookmaker is not stupid and he knows this too. The odds available are often lower and so we are looking for a slow and steady increase in bank.

How it works:

My CHC system gives every team in a league a score out of 2000 based on their finishing league position from the previous season.

Eg. A team of 20 teams would have the top team with a score/rating of 2000 and the bottom team at 100.

As teams play each other they effectively bet 10% of their score/rating on the outcome of the game:

eg. If Manchester United (score 2000) play Bolton (score 1200). Manchester would risk 200 on the outcome and Bolton 120. The winner of the match takes the 320 points. So if Bolton won their new score/rating would be 1520 and Manchester United would be reduced

to 1800.

CHC looks for matches where there is at least a 500-point advantage to the home team. No matter how strong the advantage of the away team I do not bet on the away win. Partly because I know how I feel after a long car journey, my energy levels are low, I am tired and the last thing I want to do is run around. However, the main reason I don't bet is, I believe this is always the best opportunity for the underdog to do a bit of giant killing. The home team is in familiar circumstances, the players have their wives, girlfriends, *mistresses* and family watching and they have thousands of fans cheering them on to victory!

A lot of people ask how often I get to bet with such precise and strict rules. I bet around 5-6 times a week but to do this I can't just consider one league or even one country. I need as many options as possible. So every morning at www.bettingdata.co.uk we do the CHC mathematics for the following professional soccer leagues;

- English Premiership
- English Division 1
- English Division 2
- English Division 3
- English Conference League
- The Champions League
- Scottish Premiership
- Scottish Division 1
- Scottish Division 2
- Scottish Division 3
- Bulgarian League
- German Bundesliga 1
- German Bundesliga 2
- Denmark League
- Dutch League 1
- French Champions League
- Spanish Liga 1

- Portugese Liga 1
- Italian Serie A
- Italian Serie B
- Mexican Prima
- Argentina Liga
- Turkish League
- Swedish League
- Switzerland Soccer League
- Greek Football League 1

We only bet on the very strongest option out of all the betting suggestions. We are very strict about this, even if the system suggests 10, 20 or 30 betting options we only bet on the strongest. The result of this discipline is a strike rate of around 87%, and a continuous growth of our betting bank of around 30%.

At Betting Data we use a star (★★★★★) rating system so you can clearly see what betting options are available.

Key:

★☆☆☆☆ One Star Rated Match / Extreme Risk
The home team is at a major disadvantage. If you bet on away matches (we don't) this is where you may find options.

★★☆☆☆ Two Star Rated Match / Very High Risk
Neither team has any obvious advantage. Draws are most possible with these matches (but are unpredictable). Our members sometimes use these selections to play the football pools on a Saturday.

★★★☆☆ Three Star Rated Match / High Risk
If the home team has a full squad available, are fresh, ready to perform, roaring like lions and the wind is blowing in the right direction

they should win.

⭐⭐⭐⭐☆ Four Star Rated Match / Medium Risk
The home team has a strong advantage.

⭐⭐⭐⭐⭐ Five Star Rated Match / System Bet
This is the only tip we bet on; it is the strongest home advantage of the day.

Whether you do the system calculations yourself or use www.bettingdata.co.uk ensure you follow these rules:

1. Start with a bank and bet 10% on the strongest betting option.

2. Run the CHC system calculations on every team in a league before you bet.

3. Use a site such as oddschecker.co.uk or betfair.com to get the best odds available.

4. Expect average odds of around 1.50

5. Be suspicious of odds over 2.20

6. If the odds available are below 1.30 consider using a betting exchange or placing the bet in a double with the next strongest selection.

7. Don't get greedy – slow and steady all the way.

Thank you for reading this e-book, I hope you have found it useful.

Whatever you do from this point on I hope it makes you extremely wealthy!

Good Luck

Craig Beck DhP.

BettingData www.bettingdata.co.uk
Sports Outcome Prediction Data

Betting Data System Example

1	Arsenal	24	58	← 2000 Points
2	Man Utd	24	56
3	Chelsea	24	52
4	Newcastle	24	37
5	Charlton	24	37
6	Liverpool	24	35
7	Fulham	24	35
8	Aston Villa	24	33
9	Bolton	24	33	← 1200 Points
10	Birmingham	23	32
11	Southampton	24	31
12	Tottenham	24	30
13	Middlesbrough	23	28
14	Blackburn	24	26	← 700 Points
15	Everton	24	25
16	Man City	24	24
17	Portsmouth	24	23
18	Leicester	24	20
19	Wolverhampton	24	20
20	Leeds	24	17	← 100 Points

Who needs a tipster! Betting Data runs the system on every team in europe, every morning !

Here is how we use the betting data system on the UK Premiership.

We Give each team in the league a starting rating based on their position in the table. These ratings are fluid and change as the season progresses, every morning we run system calculations on every soccer betting opportunity available that day.

E.g.. Bottom of the table would get 100 points, second bottom 200 and so on right up to the top team which would get a score of 2000.

When two teams play each other they stake 10% of their rating on the outcome.

E.g.. Man Utd (2000 / 10%=200)
v
Bolton (1200 / 10%=120)

The team that wins gets 320 added to their rating. If Bolton won this match their new rating would be 1520 and Manchester United's would be 1800.

Rating Score	Advised bet
0 – 500	Neither team has an advantage – no bet advised.
500 - 1000	The home team has a strong advantage, good odds should be available.
1000 – 3000	The home team has a very strong advantage, short odds are likely.
3000 – 6000	The home team is virtually a dead cert, the odds are likely to be too short to consider a bet.

What to bet: **Bet 5% - 10% of your bank on each match you select to bet on, only bet on valid system tips and never increase you stake to try and compensate for a loss.**

Use oddschecker.com to find the best odds available on line.

http://www.bettingdata.co.uk/