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**JSH - BETTING FOR PROFIT SYSTEM**

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**INTRODUCTION**

**When this racing system was first shown to me I felt like a kid at Christmas it was bordering on the ultimate racing system. The theory is that the business of making money out of horse racing is little different to the pattern and principles you live by.**

**There are good days and bad days, provided you realise this in advance and plan for them then the bad days would be no more damaging than a burst pipe or catching a common cold. Whilst both are inconvenient and uncomfortable they’re fairly easy to survive because you know they are resolvable problems and you work around them until things are fixed.**

**The BIG secret to winning consistently from betting is not finding winners; it’s having a clearly defined and disciplined ‘System Selection Plan’ to work through.**

**Most people who bet have no plan, they just ‘bet’. They win and they increase their stakes out of greed, they lose and they increase their stakes out of desperation. They have no idea what the long term implications are of doing either – they just do it.**

**Compare it to an appointment for a job interview that, in a perfect world your only expected outcome would be to simply jump in your faithful car, with plenty of petrol, drive unhindered to the interview, provide all the right answers to the interviewer, and of course be offered the job right there.**

**Sadly, if you live in this world, then your chances of being in total control are fairly limited.**

**If however you begin to make allowances for traffic problems, needing fuel, perhaps the car breaking down, parking problems, and the interview going so badly the interviewer tells you ‘no thanks’ there and then your chances of being in total control are fairly high.**

**Obviously you don’t want to have to spend money on car repairs, train fares, and be told you’re not wanted but if those possibilities were in your thinking at the beginning and you planned for them, you’d survive.**

**Knowing what to expect and how to handle things whether they are going well, or not so well, is a minimum requirement before you place a penny on a horse.**

**You have to realise up-front; nobody would ever become fabulously rich using this system.**

**Used correctly, the system will allow anyone to make respectable amounts of cash but the whole idea of accumulating the kind of cash required to buy houses, expensive cars, and holiday homes, is totally misconceived.**

**This might puzzle you at first and you will probably have a real problem grasping why you wouldn’t be able to use this system to make hundreds of thousands of pounds – after all, it is documented as being incredibly successful and the money you are prepared to use to regularly increase the stakes will be bookmakers or exchange punters money. The risk to you is minimal and so you set off to make your millions.**

**After a few weeks, the system has worked perfectly, you are using bookies money to bet with, yet you are still making the same amount of money day after day. It is like having a money-making machine that only has one speed - £50 a day! To say that this is becoming frustrating is a total understatement.**

**The crazy thing about the situation is you can see what is happening yet there is nothing you can do about it. You will then realise perhaps the most important lesson about gambling you will ever have. It’s such an important lesson that the first chapter is dedicated to it and you are urged to read it well and commit it to memory; it is possibly the most important part of this document.**

**Some people have what it takes to make money out of gambling, most do not. When you have finished reading you should have a much better idea which side of things you sit on. Learn from this information and follow it on paper for a while – see exactly what it can do if you can apply the principles you are going to read about.**

**With faithful application, you will make enough cash each week to make a real difference to your life, I’m sure if you can take this on board. You can do this BUT, before you attempt to use the system make sure you read and understand the basic principles of gambling, there is no shortcut, no way around, and you must learn these lessons well or you will NEVER be successful.**

**FINANCIAL MANAGEMENT**

**Financial management is about one thing, money. How much you have and how you use it.**

**The first thing you are going to have to do to follow any kind of betting strategy or system is set aside a bank. Whilst this is a relatively simple thing to do there are two particularly important things to get right.**

**The first thing to get right about your betting bank is your attitude towards it. Firstly you have to get it firmly placed in your head that however good a system appears to be it is still gambling and whatever bank you set aside you MUST be fully prepared to lose every single penny of it. The possibility of losing your betting bank is part of the planning and you need to have a plan to work around it. It could be, you are prepared to start again with a new bank, or it maybe you give up – whatever it is you decide, stick with it.**

**You need to place yourself in the position of losing your bank and find out how you feel. If it’s no more than an acceptable risk of doing what you do then you’re in good shape to move on. If it scares or worries you, if it means some household bills are not going to get paid or your standard of living is going to be affected then you’re not in such good shape and it’s time to think long and hard as to whether ‘betting for ‘profit’ is really for you.**

**Your betting bank is ‘working capital’ for your business of betting. This means it is not available for dipping into to buy groceries, pay bills, or go to the pub. And it’s not available for the occasional ‘fun’ bet. If it can’t be that way for you then again think long and hard if this is really for you.**

**Betting strategies often fail for the same reasons new businesses fail – lack of capital. In simple terms that means running out of money.**

**Think in ‘points’ when it comes to the financial side of betting, it means you can speak in the same words to someone who has £20 to risk or another person who has £1000. A point is a point, whether it is 10p or £10 – you make that decision for yourself, but make sure you have enough of them. When backing I suggest at least 500 points, for a long-term business.**

**The betting strategy this system uses requires a fair amount of points to run comfortably. When I first began following it for real, I used just £1 per point and began with a bank of £300 that is 300 points. At the end of the second week I had built that bank up to £970 (or 970 points). I believe a bank of 500 points is sufficient for flat staking. If you decide to use a staking plan, a bank of 1000 points is so comfortable I can almost 99.9% guarantee you will never go bankrupt with this method.**

**As of today, I’ve never found a time where the system ‘wipes out’ more than 30 points in a whole day unless you use the stop loss. Without the stop loss you can hit -30points.**

**As you can see a 300-point bank allows for 10 days of no winners. It is not going to happen, it is nigh on IMPOSSIBLE.**

**Obviously, it’s a different story using a staking plan for aggressive / nonaggressive recovery but the results we show are based on flat staking. I categorically recommend you NEVER chase losses.**

**This is the level of bank you need to be thinking about, 500 points. If you have less than £1000 as a starting bank, then you have two options. First option reduce your bank to 300 points and invest £600 into Betfair. Betfair uses minimum bets of £2 so that is the minimum I would suggest using. The second option is to do as I did and start using a bookmaker account. You can place nominal bets with most firms!**

**A point can be worth whatever you like but I can tell you now, do not bother going too high. This system can produce a daily profit of between 1 and 20 points so if you opt for too big a value you might have problems getting bets on.**

**Detachment – No Room for Emotion**

**OK, you are almost ready to dig into how the system works but before that we need to cover the biggest problem of them all – EMOTION.**

**I started with a £300 bank and in my mind, it was not my money, fortunately I had won it previously, so I wasn’t attached to it. Your starting bank might be a small windfall or a gift, it helps massively if you don’t use your hard-earned or rainy day capital, but if it is derived from there, please make sure it does not affect your ability to pay bills and put food on the table. Maybe you can accumulate the bank by forgoing a few nights out, take-away meals or similar, these simple sacrifices should not be ‘life changing’ amounts of money.**

**So, I was happy to follow the plan in a completely disciplined manner. If I lost the £300, I lost what I never really had – it was worth that to see if this system would work for me. I was the model follower, doing only what the system plan told me to do.**

**As already said, after two weeks I’d changed that £300 into £970 and it was starting to look like ‘my’ money, the kind of money that would pay a bill, buy some clothes, pay for a week's shopping, a sit down meal for the whole family. Two weeks earlier I’d had no hesitation about losing £300 but a thousand pounds (in round numbers) was beginning to look a lot different.**

**So it was that I found myself ‘taking my foot off the gas so to speak when I saw the bank being used – FOR THE PURPOSE IT WAS DESIGNED FOR, working capital. It was not money to be used for buying food, drink, or nights out, it was money to be used to finance a betting strategy.**

**But I stopped seeing it that way.**

**Imagine the feelings when that bank becomes £5,000 and it’s nearing Christmas or a birthday, or some unexpected bill drops through the door? There will come a point where your bank will reach a level in which you can withdraw a small income for yourself each month.**

**But, until that time comes, be disciplined. The crazy thing was that I can never remember a time when more than about 10% of my bank was at risk, and yet all I could see was the potential for zero.**

**I’m sure you too will arrive at a time when you simply can’t place the next bet and so you finish the day with a loss, when the next bet would have saved the day! (This happens a lot)**

**And then of course you are full of regret at not having been able to stick to the plan, and you become angry with yourself. Sometimes you will find yourself taking it into the evening, even to bed with you – the disappointment of not doing what you should have done.**

**You may even find yourself one day thinking it would have been better to lose your entire bank than not having won enough through not following the plan. Strange little demons will sing and dance inside your head telling you all kinds of things – and you must learn to control them.**

**Unless you are experienced at doing so already you must learn to detach yourself from the emotion. The bank is no more than working capital, if you lose it you lose it – you are prepared for that and will deal with it. Learn to stay detached, consider professional systematic betting as just a job, some horses win and some lose – it matters not, a loser is no more than an inevitable part of the daily betting story.**

**One thing I can assure you is that while you follow this on paper as part of your preparation it is easy to make all sorts of decisions. Stick to the plan; make sure all your bases are covered. And you should never get to the end of the day with a scenario that was not already thought of and planned.**

**Selecting and Placing the Bets**

**About the only things you need to get going in addition to the ‘soft’ skills we have already covered is a betting bank, access to the JSH paid subscription service.**

**JSH (Just Start Here) Free to join here – https://www.jshracing.uk – This is where you will determine all the proper selections every day you use the system.**

**I prefer to use the desktop system and if not at my desk, the internet version, and remote links to my desktop. With a bit of practice, you can operate the system while you work on other things and even whilst out and about.**

**Either way I suggest you start with a 1000-point bank if you want to use some sort of staking plan and a 500 point bank for flat stakes.**

**It takes me about 40 minutes to get ready to operate this system.**

**Personally, I don’t use the evening meetings, this is time to relax and enjoy life, but you could just as easily use the system in the evenings during the summer, or use the system through the afternoon and evening. It is all down to you to make the decision.**

**Saturdays generally have the best racing of the week, but they can be difficult with qualifying races sometimes overlapping others.**

**If you decide to use it on a Saturday be careful as there can be too many races to make it work. You do need to be available from the first race onwards until you have made the profit you have set out to make, unless you decide to back all selections during the day.**

**A good plan for a Saturday is to split your bank into 3 separate banks and do the same for the race card and use one bank for each at reduced stakes obviously.**

**We have two ways we use the method, (Staking strategy 1) we stop at first blood which means when we have made at least 1 point profit for the day we stop.**

**The other plan is (Staking strategy 2) we bet on all qualifying races throughout the afternoon and run the system continuously regardless of profit and loss on any particular day and look at the results at the end of each week and change the staking accordingly.**

**Finding Selections**

**At a suitable time in the morning, normally between 9-00am and 11-00am you will go through the race cards on JSH and view, in order of start time, each race in sequence. Depending on which staking plan you choose to use you need only to view the first 10 races as you can usually stop [first blood] within 10 races. If you decide to bet continuously then view all races for the day.**

**The next job is to check the last known back price (LKBP) on JSH for each race and find the horses LISTED third, fourth, and fifth favourite in the betting Forecast. If there are more than 3 horses listed in those 3 positions, then we use the selection that has the best Cherry Pick Rating (ECPR).**

**The idea is that you are going to begin betting on the first race of the day, betting on all three selections per race, with one point of your bank on each until you make a predetermined sum of money for that day – then you stop, but that’s If you choose to use (Staking strategy 1)**

**You may decide to bet on every race during the day, which can also be very profitable. See Staking strategy 2.**

**The advised predetermined profit is a minimum of 1 point. For [Staking strategy 1], you can of course change this to what you are comfortable with.**

**Occasionally you will find one of your selections may get backed down to favourite and what was a selection at decimal odds of 9.0 in the morning on Betfair turns out to be as short as 4.5.**

**But on the other side of the coin I have had winners that were forecast at 10.00 end up winning at much greater odds.**

**The Particulars**

• **Check that there are at least 5 runners.**

• **If at the time of betting one or more of your 3 horses has been withdrawn whether it be 5 minutes before the race or 5 hours before the race you will use the next horse/s in the Betting forecast list**

• **You can look for your bet from the time your last race finishes until the next race starts, if it qualifies at any point in that time. The bet is a bet! Unless there is no physical time to put the bets on. Your first bet of the day can be placed up to 1 hour before racing starts.**

• **We ignore All Weather racing if it is 6 furlongs or less. All other All-weather races qualify.**

• **We Ignore IRISH racing**

• **If the Betfair favourite is 2.2 or shorter at the time a bet qualifies, ignore the race. If the favourite spends most of its time at that price or below then leave it well alone. It may drift out suddenly to 2.7 for example 2 minutes to the off. This would then make our 3 selections qualify. Only a drift this large on the favourite at this time would signify we have a good chance of winning.**

• **If the favourite or second favourite are withdrawn nothing changes, we still use our same horses from the forecast.**

• **The shortest price of your 3 selections should be priced at 4.0 or longer to ensure at least 1-point profit if we win the race. If one of your selections is hovering around the 4.0 mark we would definitely go with the selection. Use 3.90 as a maximum lowest!**

• **If the favourite is 2.9 or shorter, our shortest priced selection should be no more than 4 points longer - suggests the market thinks we have a realistic chance. This would mean we would want our shortest selection of the three to be around 7.6 or shorter at the time of placing a bet.**

• **We do not bet at say 2 minutes before the off on all races, we bet when a race qualifies. This can be at different intervals leading up to the race; no race can be the same, it could be 4 minutes one race and 6 minutes the next. Get your bet on as soon as possible.**

• **If you decide to use Staking strategy 1 and stop at first blood, we suggest using a 15 point stop loss which will let you go up to 5 races without a winner.**

**Staking Strategy 1**

**This method is flat stakes, but you stop at First Blood, First Blood means you stop when a winning bet puts you into at least 1 point profit.**

**You may settle for a profit of 0.9 points or break even especially after a long day of favourites winning many of the races.**

**If we reach 5 races and still no winner (-15 points) you should stop betting and take the loss. This is again your own personal choice, many days we have had 5 losers only to find the next 5 races we have had enough winners to wipe out the earlier losses.**

**Staking Strategy 2**

**Bet every single race that qualifies, I suggest a very good-sized bank. This has proved to be a great little earner. We look at profits on a weekly basis; we do not judge our profit from day to day.**

**If it interests you the average odds winners for this system are 10.00 Whilst it sounds a little ‘hectic’ it’s actually quite easy to operate after time, the only time you may have to juggle a race ‘out of place’ is if a race is delayed and runs into the next race. In this situation, it is just unfortunate, and I usually carry on placing my 3 bets on the next race. But it is personal choice on what to do. This is your business and you must plan every aspect.**

**If you are a shop customer then you could simply fill out a betting slip for each race and keep them in chronological order ready to use. On the Internet I open up 2 browser windows (if you’re non-technical all that means is I click on Internet Explorer twice and have two open at the same time) and log one onto The Racing Post website where I can even see a running commentary on the race and get ‘real time’ results, and the other one is logged onto my on- line betting account. I just flip between the two to ‘watch’ what is going on and place bets.**

**There are a lot of parameters with the system that are and can be personal choice. These filters are only as a guide and what we have found to be most successful. This is a Seed that has sprouted and know I pass it on to you. All our results on the website follow the e-book rules.**

**What your aim should be is to make 33% profit on your bank, once per month, and as I have proved to myself this is easily achievable sticking to 1 point on each selection, at the end of each month you reassess your bank and find your new 1 point stake amount.**

**CONCLUSION**

**First of all you must be comfortable with everything we discussed in the E-book, this entire System is based on the ‘a winner is due’ theory and whilst it hasn’t let me down and I’m having a hard time finding a period where it would have – this type of system requires that your mindset is geared to the idea that you could lose the whole bank, but if you follow my recommendation I very much doubt that will ever happen, but this is gambling after all!**

**The upside of that is that the rewards are impressive. Unlike betting on favourites where your profits are small and a couple of losers can easily leave you at a loss, when your winners turn up at odds of 8/1; 10/1; 12/1; 14/1; 16/1 ; and even 25/1 and 40/1; it’s much easier to reverse a negative position.**

**For some people the biggest disadvantage is the amount of time needed to operate the system, but business is usually ‘done and dusted’ within an hour or so each day if using (Staking Strategy 1) so it’s not as bad as it might seem.**

**Most bookies allow a nominal minimum stake, so it is possible to get off and running on a modest bank, but make sure you have sufficient ‘points’ (even if a point is 50p). If you do not, and run out of cash after a few bets, do not check the results – you’ll be extremely disappointed and unhappy...**

**Do not forget (or avoid) to follow it on paper until you are familiar with it, this really is important.**

**This is a pretty ‘fast moving’ system, you need to know what you are doing, and learning live ‘on the job’ could end up being expensive. The attraction of this is that you can win a decent amount of cash quickly. You can do very well out of it and it’s an exciting system to operate but don’t forget this is a ‘winner is due’ type of system and there’s always the very real chance that one day the winner won’t come.**

**Don’t bet with money you can’t afford to lose (not just with this, that’s a GOLDEN RULE) and don’t get carried away – if you build up to a decent bank and pull down £50 - £100 a day then you’re well ahead of the crowd.**

**And my final word – enjoy your betting and stay in control if your betting is taking over your thoughts at every waking hour – STOP – it’s not worth it.**

**Many thanks for reading this and the absolute best of luck, and I sincerely hope you get as much out of this as I do.**