

PREMIER

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A BETTING GUIDE

Maintain discipline and patience by betting ONLY when we advise. This can be frustrating particularly during periods when bets are less frequent. Judge us on your profits after a season or a year, NOT on the frequency of our selections. We make our service profitable by being deliberately over cautious and will not take unnecessary risks. The advantage we have over the bookmaker is that they take money on every race and every horse. We choose when to bet, they cannot make us bet, and we pride ourselves on betting only when we have an advantage.

Stick rigidly to our staking instructions. This can be particularly difficult after a few consecutive losing selections, yet this is when it is most important. It is useless to vary the stakes or you will end up with £100 on a loser and £5 on a winner.

Detach yourself from your betting bank. Use an amount you feel comfortable with and keep the money separate. In the short-term your bank will go up and down but the overall picture will be one of growth. Take a long-term view and be professional. Premier can make you staggering profits, but this is not a get rich quick scheme.

Keep detailed records of every bet – this is vital if you are to become professional. (We have enclosed a record sheet for you to photocopy and use).

If you begin with a £1000, when your bank reaches say £5,000, you may wish to take out your £1,000 and ‘pay yourself back’. In your own mind you can then regard the remaining £4,000 as the bookmaker’s money. This works well for some clients as they can then detach themselves from the betting bank and have no psychological factors holding them back from betting. It can be quite daunting when you eventually place £1,000 ++ on selections as the relevant stake of your bank.

TYPES OF BETTING ACCOUNTS

We recommend you open a number of betting accounts with leading bookmakers (there is a comprehensive list of both telephone and Internet bookmakers on page 5) and ROTATE the use of these accounts. In the long term it is possible that your accounts may be closed down. Rotating your bets between several accounts will prolong the period the bookmaker is happy to have you as a client. If one of your accounts is closed, do not worry; we have plenty of other bookmakers to recommend and many contingency plans. Call us if and when a problem arises. For now though please remember to rotate your bets between accounts.

TELEPHONE ACCOUNTS

To set up a telephone account you will need a debit/switch/credit card. Please call the number and simply ask to open an account. It will only take two minutes. Your winnings are credited back to your account at the end of the day you placed the bet. When you wish to place a bet all you need to do is call the bookmakers free phone number and quote your name and account number. State the meeting, the time of the race, the selection and amount you wish to stake. E.g. Mrs Jones - Account 54678 – 3.00pm Ascot - £50 to win on ‘Blue Boy’. It is very similar if the bet is for a football match: Mrs Jones – Account 54678 – I would like £50 to win on Everton in their match in the Premier League this evening.

Credit accounts and deposit accounts are also available. If you are interested in one of these, ask the individual bookmaker for details. The type of account described above is a debit account and the one most people prefer to use.

INTERNET ACCOUNTS

You will need to register online using a valid debit card to set up your account. See page 5 of this guide for a list of Internet bookmakers you can open accounts with.

There will be no problem in opening a telephone and Internet betting account with the same bookmaker. There will be occasions when it may not be convenient to use your Internet accounts so it is useful to have both types.

Winnings for a bet placed on the Internet are credited back to your Internet account shortly after the race/event has ended. Internet accounts are like bank accounts - you can easily credit or withdraw funds to and from your actual bank account. If you want to move any winnings from your Internet account back to your bank account, go to the 'account' section where you will find this very easy to do.

Most clients like to keep a small balance in their Internet account to save them having to 'credit' the account every time they want to place a bet. This will save you time.

It is a good idea to record any credits or payments made to and from your Internet accounts (this applies to your telephone accounts too). You can then check that they have been carried out correctly each time you get a bank statement. Mistakes are quite unusual but can occur.

TYPES OF BETS

You may occasionally be advised to place an each way bet. This is effectively two bets on the same selection. In a horse race, an example of this may be a £25.00 each way bet on a selection at 5/1 – this bet would cost a total of £50.00. £25.00 is for the win at 5/1, the remaining £25.00 is for the horse to be placed 2nd, 3rd and even 4th depending on the type of race. Again, depending on the type of race, the place will pay a quarter or fifth of the odds.

Example:

'Blue Boy' at 5/1 – we place a £25.00 each way bet (total £50.00). Blue Boy wins the race – our first £25.00 (for the win) returns us 5 times our stake (£125.00) plus our stake back. The remaining £25.00 returns us a fifth of the odds (1 x £25.00) plus our stake back. The total returns for this race would then be £200.00 including our stake.

Let us imagine what would have happened if 'Blue Boy' didn't win but came 3rd. The first £25.00, for the win, would be lost. The remaining £25.00 for the place would have returned a fifth of the odds (1 x £25.00) plus our stake back. The total returns for this bet would therefore be £50.00 – our original investment. This is what we would term a 'safe bet' for certain horses in certain types of races if the price allows it. You would have effectively had a low risk bet with a potentially high return. You can see from this example that each way betting can be a sensible way to invest. For obvious reasons it would be inappropriate to bet each way on a 2/1 selection. We will advise you very clearly when a selection is to be each way.

Please note that the amount of 'places' in a race will depend on the number of runners and the type of race and could be for 2nd, 3rd and sometimes even 4th place. It makes no difference (for the purposes of an each way bet) which 'placed' position the horse finishes in, it will return the same fraction of the odds whether it finishes 2nd, 3rd or 4th.

PRICES

Live Market

Betting in the 'live market' usually occurs 10-15 minutes before the start of the race.

S.P.

You can bet anytime during the day if you are willing to accept S.P. (Starting Price). This is useful if you are not going to be available for the live market and you will at least be sure that your bet is placed. The odds you obtain for this type of bet is the price the horse started the race at.

Early Bird

Early Bird prices may be available for some races with some bookmakers. In other words, if you ring at say 2.30pm for a race due to start at 5.00pm and early bird prices are available, you can take the price offered and place your bet. You can of course choose to place your bet early and still ask for S.P. but you will not know what price you have obtained until the race starts. This can be a good idea if the price is likely to 'drift' in the live market. We will advise you if this is appropriate.

Ante Post

'Big' Important races such as the Grand National, Derby and other classics are priced and available months in advance. Occasionally, we may advise you to take a big ante post price in the knowledge that, on the day, the price may be somewhat shorter. A 16/1 ante post price can end up being 6/1 on the day. The risk is that the horse may be withdrawn from the race. If this does happen, your stake will not be refunded.

ODDS

If you are not too familiar with bookmaker's odds the following may help.

2/1 You will be returned 2 for every 1 you stake plus your original stake back.

13/8 You will be returned 13 for every 8 you stake plus your original stake back.

Evens You will be returned 1 for every 1 you stake plus your original stake back.

The above are all described as 'Odds Against'. There are many more illustrations of these types of odds, but hopefully these examples will help you follow the bookmaker's prices.

The following are prices offered by the bookmaker described as 'Odds On'.

2/5 You will be returned 2 for every 5 you stake plus your original stake back.

5/6 You will be returned 5 for every 6 you stake plus your original stake back.

1/2 You will be returned 1 for every 2 you stake plus your original stake back.

Again, there are many more illustrations for these types of odds. If you are ever uncertain or confused over the odds offered on one of our selections and need help, please call us.

PROFESSIONAL ACCOUNT BETS

When you call the line and enter your PIN on your telephone keypad, you will hear our message for that day. Our message will first of all give details of any professional account bets for Racing and/or Football. These are the most important bets and the ones we expect you to follow precisely.

As you are aware, we do a considerable amount of research and analysis each and every day with the intention of finding suitable professional betting opportunities for our private clients. Each day we identify what we believe are excellent opportunities that don't quite meet the criteria for a professional bet. These selections are given out at the end of the message and are classed as "daily bets". We make it very clear which bets are which so there is no confusion or ambiguity in the message.

It may be that you follow racing on a daily basis or you would just like to compare your own thoughts with those of a racing analyst. If this is the case, I'm sure you will find this information very useful. On the other hand, if you are not interested in betting on a daily basis, then you do not have to listen to this additional information at all.

If you would like to follow the "Daily Bets" service, we recommend that you have a separate bank or fund available to the one you use for the Professional Service.

STAKING FOR THE PROFESSIONAL SERVICE & DAILY SERVICE

Staking for the professional Service is given as a percentage of the bank you have put aside for your betting. Whatever percentage we advise for a bet should be applied to the current total of your Professional Service betting fund. If we make more than one recommendation on the same day, then it is acceptable to calculate the stakes for all the bets based on the starting bank that day. For example, if your bank is at £1000 and we recommend two bets on the same day at say 5%, then you would place £50 on the first bet and £50 on the second. Thus you are spending 10% of your original starting bank for that day. It makes the calculations much more straightforward.

The staking for Daily Bets is different to the professional service staking as instead of recommending a percentage of your bank, we use a points system. Your bank needs to consist of 40 points in total. A point can be anything you want. It could be £5.00 in which case your total bank should be £200.00. Or it could be £20.00 in which case your total bank should be £800.00. The most important aspect is that you have a total of 40 points in your betting bank to start with. We will recommend staking on a points system for each selection so you have a staking plan in place.

It may be, for some selections, that we recommend quite small stakes i.e. $\frac{1}{4}$ pt to win. In this case, if you were using a 40-point bank at say £20.00 per point (total bank of £800.00), this would equate to £5.00 in total for that bet. Some bets can be much larger, maybe 3 or 4 point win bets. Others may be recommended each way i.e. $\frac{1}{2}$ pt e/w. In this case the total stake for that bet would be 1 whole point. If you are ever unclear about the staking for this system then please ask. We are happy to advise you on any aspect of staking your bets.

I would like to repeat that these additional daily bets are completely complimentary and it is entirely your choice whether or not you choose to follow them. We are making this information available to you free of charge via our national rate number, and we undertake to continue to provide these services entirely free whilst you are a private client of Premier. We hope that this demonstrates the commitment we have to our private subscription clients and, not only adds value, but further enhances the enjoyment of your membership to Premier.

Below, you will find a list of telephone & Internet bookmakers. We recommend that you open accounts with a number of them so, if necessary, you are able to shop around for the best prices when we advise a bet. This may not always be necessary as we will, whenever possible, advise of the best prices and where to get them when bets are given.

TELEPHONE ACCOUNTS

WILLIAM HILL	08005 873920
LADBROKES	08081 001328
THE TOTE	0800 221221
VICTOR CHANDLER	08000 978794
STAN JAMES	08000 351135
BLUE SQUARE	08005 870200
SKY BET	08000 722421
SPORTINGBET	08000 280348
PADDY POWER	08000 565265
BETINTERNET	01624 698141
BET 365	08004 588888
CORAL	0800 242232
BETFRED	08007 311210
BOYLE SPORTS	0800 440000

INTERNET ACCOUNTS

www.williamhill.co.uk
www.ladbrokes.com/bet
www.totesport.com
www.victorchandler.com
www.stanjames.com
www.bluesq.com
www.skybet.com
www.sportingbet.com (Internet only)
www.paddypower.com
www.betinternet.com
www.bet365.co.uk
www.coral.co.uk
www.betfred.com
www.boylesports.com

These accounts are not presented in any particular order of preference. These should provide you with an excellent range of accounts. Telephone numbers and website addresses can change from time to time. However, the above were all correct at the time of printing.

