



This Is Why 98% Of Bettors Can't Win Betting On Horses

By Mel Gee

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Hello! Thank you for taking the time to download this report.

It's an awful headline, isn't it? The likelihood is that you are in the 98%. Be honest...?

I know I was, and I was in that 98% for almost all of my betting life. Not now though, and not for quite a few years. My rewards have been such that now I am financially self sufficient, I am my own boss and I work when I want to but I do keep the disciplines needed to remain in the 2% of Bettors who can say honestly, "I make my living from betting on horse racing". I am also fortunate in that Horse Racing - in fact all aspects of the horse racing scene – has been my lifelong passion. I wasn't born into horse racing. I had no family or friends connected to horse racing. It just seemed to happen way back in 1970 with Nijinsky and Lester Piggott and the following year, 1971 Mill Reef. I was in awe of all things Horse Racing as everything about it was way above my standing. It always has been a moneyed sport attracting Kings, Queens, Landed Gentry, Billionaires, Millionaires and Celebrities. Me? Just a lad from the sticks, a council estate, just about average at everything and my life was destined for mediocrity at best. Horse Racing has changed things for me but it has taken a lifetime so far....

How it started..... I think you might see yourself here?

Once the interest to "bet on the horses" is with you, then it becomes a bet almost every day, at all the meetings on the day and on almost every race. Small stakes to start, graduating to bigger stakes as the confidence grows or perhaps, most usually, after a win! I started with 5p's and 10p's, usually e/w on the bigger priced horses. I used to deliver "pop" (soft drinks) on a Saturday morning and from my pittance of a wage, I could afford a 5p win Yankee, total stake 55p. Four horses bet, and all fingers crossed. I was now on my way to a fully fledged member of the 98% club. But I wasn't aware of this at the time. I just loved the sport, the jockeys, trainers, owners, racecourses and of course the horses. The passion was beginning to develop. I would be 17 years old. No way could I have envisaged what lay ahead within the Sport Of Kings. (The ruin of Princes)

In hindsight, I was lucky to have found racing as a "whole" before I found the betting. It has always been the passion for horse racing that has kept me going through life's ups and downs, not the betting. I sincerely believe that if my first "find" had been to bet on horse racing, then horse racing and I would have parted long, long ago. Firmly in the ranks of the 98%, I would have quit as a loser. I would have complained that racing was "bent", the horse I bet was not trying, etc. But the passion burned red hot, (still does!). All I wanted to do was to become a winner within the sport. I knew I could never be an owner (then), trainer, nor jockey and I didn't have the desire to work in the industry. I wanted to make a living though from being a part of the industry. But how do you do it? The single minded, selfish, all consuming journey had begun. Lots of heartache and upsets ahead.....

As the losses happened, but some wins too, I decided I wanted to know everything I could about everything horse racing. I studied everyday trying to find angles for me to bet on a horse. The trainer / jockey combinations. Trainer / course combo's. Horses for courses. It was fantastic !! The things one discovered and when a horse was placed in a certain race at a certain course with a certain jockey I began to realise what a good chance of finding a winner I had discovered. All of this research was done from hard copies of the Sporting Life and later the Racing Post. We didn't have computers in the 1970's!! The realisation that it is the cast (horses) that changes each year, rather than the trainers and jockeys was an important fact to discover. There was a pattern. There was thread to follow.

But, looking back, that was the best research and education I could have had. If one can spend the countless hours I did, and still want for more, it had to benefit me long term. I stopped betting for a long time because of other commitments and a lack of money but I tried to continue the research almost every day. Not for a year or so of research, but 10 years, then 15 years, then 20 years, 30 years and 40 years. Does that sound believable? Well, you can believe it. Why? Because I have made it into the 2% thanks to the wealth of knowledge I have. I don't believe for one second that anybody would do what I did then, for over 40 years, yes years, today. It just would not happen. The commitment and resolution I gave was immense. I gave my "self" to the cause.

It is why the process for arriving at First Favourite selections is unique. There is no other approach that I am aware of as thorough and disciplined or as consistently successful as the approach I have for First Favourite. (Strike rate, wins to runners, is consistently better than 55%). I think all of you will agree when I say that 99.99% of those who look at a horse race, look to find what, in their opinion, will be the winner of said race. I don't look for the winner, not now. I look to see if I am going to invest in the race. There is a big difference - I am sure you can understand what I mean.... The biggest difference I can see between First Favourite service and any other horse racing tipping service is that fact alone. The difference is subtle, but it became the pivotal point in making consistent winning investments. It's a surprising statement isn't it, not to look for the winner?

Look at it this way. I did not know when I started out that I was trying to complete a jigsaw puzzle, not knowing how many pieces there were in total, no picture to follow as a guide and there were several hundred pieces from several hundred other puzzles in there as well..... Add to that, most of the pieces I needed for MY puzzle were missing!

But, what happened over all those years was a discovery, a pattern if you like, of why horses might win and equally as important, a pattern of why horses might lose. For want of a better statement, I had put together a set of rules to follow. And follow them I did. And still do. But after all that time, I could not better an average winning strike rate of 25%.

If the winning price is good enough, one can manage the losing runs. Even with 25% success, a probable losing run is 24 consecutive losers. So what size stake would you risk over 24 consecutive losers? And what size betting bank could you start with, comfortably? You see, making a living from betting on horses is not easy, even when you are as good as 25% success strike rate. To be quite blunt and honest, I don't think you can make a living from this amount of success, good though it is. Perhaps this is a good time to introduce the subject of Bookmakers. The previous words I have written explains quite well why Bookmakers win, why they exist, and why they make so many tempting offers to get new business, new punters, new mugs. Have you ever heard the saying aligned to betting on horses? "It's a mug's game!" Honestly, it is a mug's game. And it was for me. But, for me, it is no longer a mug's game, not now. Also, I must add, for all current long term Members of First Favourite, it is certainly not a mug's game. We are all firmly in the 2% of winners.

There we have it. Some 40 years of research, heartache, ups and downs, several £000's of losses, I was still not at my destination. But horse racing is my passion. I keep on. And then one day, the stupidest idea I had has become the answer to the question of how to make my living from betting on horse racing. I had a set of rules proven beyond doubt that could pick winners and avoid losers but only to a 25% success. What would happen if I applied my rules to FAVOURITES? But favourites only win about 31% of races over each year and it is an almighty loss backing every favourite as everyone knows. But, let's see what would happen if.....

And that was the answer to my problem. My personal quest for the Holy Grail was found. I had found a consistent winner finding approach at a winning price that would make a profit. Yes, overnight, I went from 25% success to 55% - 57% success at an average winning price at close to 11/10. Long term, I knew I could not lose!!! My rules are and have been set in stone for many years because I proved them countless times. I applied the exact rules to FAVOURITES and I became a winner and in 2012, www.firstfavourite.com was born. With my strike rate consistent at 55% - 57%, my probable losing run is 9 and therefore my stake can reflect such. We all need a betting bank, a Bankroll, and with 55% - 57% strike rate I can apply an aggressive 10% of my Bankroll to each bet. With such a set of Rules, I do not bet any old favourite. I wait for the right horse, in the right race, and bet accordingly. I get it right year after year after year to the tune of better than 55%. Success!! One has to develop a patience to wait, instil a discipline to back according to the Bankroll and yet more discipline to bet only at 1 to 2 or better (minimum 50% Return On Investment). The average winning price of my selections is nearer to 11/10. The jigsaw puzzle is complete. And it is some picture on the front of the box!

My Clients, in the main, are not Horse Racing people. They see my approach as an investment. The medium of Horse Racing is irrelevant to them. Many of my Clients, however, are Horse Racing people and they have turned their betting world upside down and away from the 98% of losers and firmly into the 2% of WINNERS. It can be done. We do it. We have been doing it together since 2012.

Please read my website. Every testimonial is unsolicited. Every result is proofed to independent companies and a firm of solicitors. Above all, though, every result is proofed by my Clients.

Thank you for reading a potted version of my history. I have arrived. My Clients have arrived. It is your turn to arrive now. It does not matter at which station you board the train. What matters is that you board the train....

You are very welcome to join us on our journey.
Join us at www.firstfavourite.com

Good luck to us all
Mel Gee

IN MEMORY OF: I dedicate this short history to my long time true friend, who helped me in my life journey to reach this point of success. Never once did he fault me for my determination to succeed. You were always there for me to encourage and praise my efforts. Sadly, he was lost to us in November 2016. May God rest your soul, my GREAT friend, Bob Safford. I know you remain with me.