High Lows – Public Release – Member's Resource Page – Mar 2018

Contents

Introduction

Welcome to the High Low package. The High Lows take advantage of bookmaker promotions to make exceptionally consistent profits. Since launch in November 2015, the High Lows have made a profit in 26 out of 28 months (Nov 2015 to Feb 2018).

This page contains all the info you need to get the most out of the package. I highly recommend you read all the information on this page (particularly if you are a new member). This page contains important information on a range of topics including maintaining your promo access, which is critical to making as much profit as you can from the High Lows.

Read the whole page before getting in touch with any questions. Some sections will contain information that is explained in more detail in later sections.

Update Time

You will get an Excel sheet at 5 pm each Friday night with the weekend's bets and an update on Monday morning at 10:30 am with the weekend's results. There is no rush to get the bets on since most of the bets are available right up until start time.

You will also receive occasional midweek writeups and bets for important events such the start of the AFL/NRL seasons, Super Bowl, Flemington Carnival week, etc.

Record

In each update, you are sent the latest copy of the "record". The record contains the latest bets to be placed, results for the current month and a whole host of additional information.

Each month, a new record is started to make it easier to track how we are performing. There are 3 sheets on the record: Specials, Breakdown and Summary.

The Specials sheet contains the latest bets and several columns, which are explained below:

Column A contains the Bet Number, which is used to refer to individual bets.

Columns B:G contain details on the match or race, including the start time.

Column H contains the bookie where the bet needs to be placed.

Column I contains the Bet Type, which is the market the bet needs to be placed on, e.g. Head to Head, Fixed Odds.

Column J is the Deal column and describes the terms and conditions of the promotion. This column includes:

- whether the promotion is Money Back or Bonus Bet
- when a Money Back or Bonus Bet is awarded
- limitations/requirements of the promotion, e.g. the promotion needs to be played on specific matches (e.g. "today's matches"), minimum price requirements (e.g. "minimum price per leg is $1.10").
- the maximum amount you can bet (usually between $5 and $100, most commonly $50)
- state restrictions (some bookies have state restrictions on NSW, SA and WA)

Column K is the Options and Instructions column. This column contains:

- general information on the promotion
- advice on how to play the promotion
- formulas that are useful to know when playing the promotion
- options to play different selections

Most bets will have a dash in this column because they are regular promotions, or a promotion played previously and there is nothing important to communicate.

Promotions that do contain information tend to be new promotions or contain valuable information on the specific match/race. It is important to read this column to get the most value out of the package.

Column L is the Selection column. I often list generic selections on races such as "Favourite". Generic selections are determined using a combination of:

- the price at the bookie where the promotion is bet (when there are equal favourites, the VIC, NSW and QLD Tote SPs are used in that order to determine the selection).
- other bets on the race
- the $1 rule

Column M is the ABC column and lets you know the quality of the promotion.

Column N is the Outlay column and contains the recommended (usually the maximum) outlay. The maximum outlay allowed is the default outlay. Sometimes I recommend outlaying less than the maximum allowed because the bet is on a "touchy" bookie.

Column O is the Price column. Sports prices are recorded at the time I send the update. Multi prices are rounded down to the nearest $0.10c. Racing prices are recorded at the starting price on the bookie where the promotion is bet.

Column P is the Result column. The different result codes are:

- W – Win
- L – Loss
- MB – Money Back
- Bonus – Bonus Bet
- Abandoned – meeting was abandoned
- Active – we have an active multi
- To Be Played – the match starts in 1-7 days
- No Bet – used in a few scenarios – when a bet is a late scratching at the barriers, to list bets that are only available to one state (e.g. Vic only) but are not fair to claim as winners on the record, unusual circumstance where I decide the fairest result is to make the bet a "No Bet".

Results can be a combination of above, e.g. W + Bonus is recorded when you receive a Bonus Bet when your horse wins.

Subjective decisions on results are based on what I believe happened to most members. When in doubt, I record results so you do better than the record, e.g. when the horse wins, I make it a "No Bet", or when the horse loses, I make it a bet.

Column Q is the return column. When there is a complicated return calculation, I leave the formula in the return column to demonstrate how the return was calculated.

Column R is the MB or Bonus Awarded column. Most bookies are good but some occasionally do not pay a Money Back and Bonus Bet when they should. This column provides a method to track when a bookie pays your Money Back or Bonus Bet. When a Money Back or Bonus Bet is due, I enter the word "Waiting" in this column. I never remove the word "Waiting" from the record but in your personal records, you can delete it once the bookmaker pays what you are owed.

Some bookies takes 24 hours to credit a Money Back or Bonus Bet. When a bookmaker does not return your Money Back or Bonus Bet, a polite phone call usually does the trick.

Column S is the Running Total Profit for the month.

Columns U:W tell you whether the promotion is available to NSW, SA or WA. These columns contain formulas that pick up the restrictions written in the Deal column. You can use the filter dropdown boxes at the top of these columns to isolate the bets specific to your state.

The Breakdown sheet contains a breakdown of the results by Bet Type, ABCs, Bookies, Sports and States.

The Summary sheet contains a daily results summary and a graph tracking how we are performing.

The all-time record can be found on the Champion Bets results page and contains all the results since the package started in November 2015.

Colour Codes

You will see 4 different colours on the Specials sheet:

- Green – new bet – back this bet as soon as you can – the promotion or price may disappear before match/race start time.
- Red – new bet – can be backed any time between the update and start time
- Black – previous bet – posted in a previous update
- Blue – used to highlight roughies when they form part of a multi

ABCs

I rate all promotions from A to F. A selections are the best value followed B selections, and so on. We recommend backing the A and B selections, which are listed in the record each update. Some selections provide excellent value and make A+ selections.

C selections are listed in update emails/messages for those who wish to use them but they are not listed on the record. They are not official bets and it is not recommended you back them.

Each value ranking represents the following:

A+ selection – cracking value
A selection – excellent value
B selection – solid value, worth a bet
C selection – some value, not worth a bet
D selection – marginal value, not worth a bet
E selection – long-term losing proposition
F selection – absolute shocker

Options

The High Lows are different to regular packages because there are often multiple selections you can back on the same promotion that will result in the same long-term profit. I will let you know in the Options and Instructions column. Whenever I provide an option, you can choose any selection that meets the criteria I describe.

Options provide an opportunity to:

- create a more consistent profit
  - "spread" your bets, e.g. back Team A when you are playing Team B on another promotion
- find better value and make more profit
  - use other pro tips to choose a better selection than the record's selection
  - back a team that is a better price on the promo bookie relative to other bookies
- vary your tips to other members
  - avoid yourself being grouped into a betting "syndicate" and getting promo banned
- back your team!

o   back your favourite team or a team you think will win – this is perfectly fine when I list your team as an option

State Restrictions

NSW, SA and WA are limited in the promotions they can play due to state restrictions. This has a negligible effect on WA and a significant effect on NSW and SA. For this reason, NSW and SA receive a discount on the package. Legislative requirements prohibit some bookies from offering promotions to certain states, although the application of these restrictions are inconsistent and varies widely across the bookies, and can even vary across different promotions on the same bookie.

Some bookies list state restrictions and never apply them, meaning you can still play those promotions even though your state is listed as restricted. Because I live in one state, it is difficult for me to test various state restrictions. I always recommend testing promotions and seeing if the state restrictions apply to you. It is a cheap cost for a potentially large, long-term profit.

I list state restrictions in the Deal column to the best of my knowledge. The restrictions I list do not always match the restrictions the bookies list. Until I receive feedback from members that particular state is/is not restricted on a particular bookie or promotion, I continue recording state restrictions in the same way.

Signup Bonuses

The more accounts you have, the more profit you will make on the High Lows. You also receive bonus bets when you open new accounts, which can be converted into real cash using the Dutch Calculator. It is well worth the effort to open as many accounts as you can.

Look around the Internet for signup deals that will give you the best bonus bets when you signup. If you do not receive a bonus bet when you sign up, call the bookie or send an email and sometimes they will give you the signup bonus (even when it says your state is not eligible).

Promo Bans and Normal Bets

The reason bookies have promotions is to attract new customers to their site and encourage current members to keep placing "normal" bets with them. Normal bets are the whole reason bookmakers offer promotions. If all you do is play a bookie's promotions, you will eventually be "promo banned" at that bookie (and very quickly on some bookies). That means you will no longer be able to play that bookie's promotions and won't be able to make a profit from them.

The best way to prolong your promo access is "normal" bets. Normal bets are simply any bet that is not a promotional bet. The more "normal" bets you can place with a bookmaker, the better. More normal bets increase the chance of maintaining your promo access, and continuing to make a profit on the promos and this package.

Bonus Bets

Members are expected to spend any Bonus Bets they earn on the High Lows on their own bets. There are no additional bets provided as part of the package to spend your Bonus Bets on. Additional bets were provided early on in the package but this was stopped for several reasons:

- specific matches have no value advantage compared to other random matches when it comes to spending bonus bets
- bonus bet value is dependent on price (not selections) – the better the prices you can find, the more profit you will make from your bonus bets
- members are more likely to find better prices themselves, rather than following posted bets
- bonus bets can be spent at a time when it is most convenient to the member, not when bets are posted
- your accounts will look different to other members, rather than all the same, which can make bookmakers suspicious

Members are provided with a "Dutch Calculator" as part of the High Lows, which provides an excellent and easy way to convert your Bonus Bets into real cash (see more information below).

Bonus Bet returns are recorded at 60% of the value of the bonus bet in the record. You should be able to comfortably achieve a 60% cash return on your bonus bets using the Dutch Calculator. For example, if you received a $50 bonus bet, the return will be recorded as $30 ($50 x 60% = $30).

Members should aim for a 50/50 normal:promo bet ratio, in particular on the touchy bookies. That means for every one promotional bet you place, it is good to aim for one normal bet.

Most bonus bets have expiries. The industry standard at the moment (March 2018) is 7 days. In other words, if you have not spent your Bonus Bet in 7 days, it will disappear from your account. Bonus bets are worth money, so make sure you spend them!

Most bookies will re-instate any expired bonuses if you ask them. That said, they are not obliged to do that and it's best not to ask them for too many favours.

Dutch Calculator

The High Low package can create a lot of Bonus Bets to spend and you need to provide bookies with normal bets to maintain your promo access. That is why I developed the "Dutch Calculator".

The Dutch Calculator is an Excel file that creates hedges on sports matches. In other words, you can back both sides on the same match in a way that returns the same profit on the match, regardless of the result.

The great thing about the Dutch Calculator is that is not only converts your Bonus Bets into real cash, but it provides you with a source of "normal" bets at the same time. Normal bets keep the bookies happy (and prolong your access to promotions), and you convert your Bonus Bets into cash.

In addition to converting Bonus Bets into cash, the Dutch Calculator can be used as an endless source of normal bets. The "Normal" dropdown option can be used to back normal bets on both sides of a match. You may need to do that when you have been playing a lot of promotions on a particular bookie and need to "pay them back" with some normal bets, or to look after a "touchy" bookie.

The Dutch Calculator has 4 sheets:

- Head to Head – this sheet can be used on any standard W/L market, e.g. AFL, NRL or NBA
- Win-Draw-Win – this sheet can be used on any W/D/W market, e.g. soccer, ice hockey
- Bonus Lay – this sheet can be used to trade off a bonus bet on a sports match on Betfair

- Racing Arbitrages – this sheet can be used to trade off a bonus bet on a horse race on Betfair

The instructions on how to use the Dutch Calculator are contained in the file.

Dutch Calculator Advice

This section provides some tips on how to best use the Dutch Calculator to your advantage:

- never bet the opposite side of the same match on the same bookie. The Dutch Calculator has a warning message when you are about to do this. It is against all bookies' terms and conditions to hedge a bonus bet (i.e. bet on both sides of the same match) and may result in an instant promo ban. That is what we are doing with the Dutch Calculator (i.e. hedging the bonus bet) with the key difference that our bets on the same match are placed on different bookies.
- use Bonus Bets on teams in the $5 to $10 price range. This price range generates good cash returns on your bonus bets and a good volume of normal bets.
- spread normal bets across as many different bookies as you can. For example, if you need to place an $80 normal bet on Arsenal, then bet $40 on one bookie and $40 on another – it creates two normal bets (rather than one) and give you a little more "credit" overall on a couple of different bookies.
- Bet $20 to $50 per bet per bookie and not $100+ – this is the lowest and highest amount that will be bet on a special (in general), so you want your normal bet size to be similar to make your account look consistent
- bet round amounts, e.g. $50, $60, $25, not $47.22. Put a little more on the favourite side of the match if you need to round up.
- Bet on a variety of common and popular sports, leagues, events and markets, e.g. AFL, NRL, NBA, EPL, UFC, Australian Open, Big Bash – these are the sports, leagues and events that regular punters bet on. Popular leagues/matches also have the best prices.
- Use odds comparison tools to help find good prices:
    - https://www.odds.com.au/
    - http://odds.aussportsbetting.com/betting
    - http://www.oddschecker.com.au/
    - http://www.oddsportal.com/
- When choosing the bookies to place your normal bets on, use a combination of:
    - best price
    - bookies where you've played a lot of promotional bets
    - touchy bookies
- Be willing to accept a slightly worse price to "pay back" a bookie you need to play normal bets on

Trading Off on Betfair

Bonus Bets can also be "traded off" on Betfair (see the "Bonus Lay" sheet on the Dutch Calculator). For example, you might back your Bonus Bet on Richmond Tigers and then lay them to lose on Betfair to make a guaranteed profit.

This is a profitable way to convert your Bonus Bets into cash. However, the problem is that you get no "normal bet credit" with the bookies like you do when you use the "Head to Head" and "Win-Draw-Win" sheets on the Dutch Calculator.

If you have a steady source of normal bets, then this is a good option. Otherwise, I recommend using the "Head to Head" and "Win-Draw-Win" sheets on the Dutch Calculator to convert your Bonus Bets into real cash.

Pro Tips

Tips from other Champion Bets packages are another good source of "normal" bets. Tips involve another subscription cost but make you additional profit on top of the High Lows and help maintain your promo access with normal bets at the same time. The newsletter provides a good source of free tips. All newsletter tips are profitable tips sent to paying members.

You can also use your bonus bets on pro tips. However, you won't be guaranteed a return on the bonus like you are with the Dutch Calculator, and, similar to trading off on Betfair, you won't receive any normal bet "credit" on the bookies.

Horse Racing Normal Bets

It is good (where possible) to place normal bets on similar sports to the sports you bet on the promotions. That makes your account look consistent to the bookie.

It's a little trickier to put on normal bets on horse racing because it is hard to bet on every horse in a race and markets can move quickly.

A tactic I sometimes use to place normal horse racing bets is to pick out races where there are two or three strong chances in the race and bet on each horse to return the same amount. Bet around $20-$30 per bet to create a mid-size bet that will make your bet look genuine but not so large that you will lose a lot when a roughie gets up. This is a risky strategy because you can lose all your bets but does provide a way to put in normal racing bets at low risk.

The "Bonus Lay" sheet on the Dutch Calculator also provides an option for creating normal horse racing bets and trading them off on Betfair.

Another good option is subscribing to a horse racing package on Champion Bets. That creates a source of normal horse racing bets and makes you extra profit at the same time.

Regular Punters

Bookies offer promotions to entice regular (generally losing) punters to their site. We obviously won't be trying to lose (!) but in all other aspects, the more you look like a "regular" punter, the better. What does a regular punter look like then? Regular punters:

- bet on a variety of popular sports, e.g. AFL, NRL, Horse Racing, NBA, NFL, Cricket, EPL
- bet on a variety of markets, e.g. match winner, multis, random other markets
- popular current events, e.g. Super Bowl, UFC, Australian Open, US Masters
- bet small amounts (never over $100)
- bet round amounts, e.g. $20, $50, not $47.22

The more you can make your account look like a "regular" punter, the more likely your accounts will remain open to promotions.

Bookies

Some bookies are a lot touchier than others when it comes to playing their promotions. Some bookies you can almost exclusively play their promotions with no regular bets and you won't receive a promo ban for a long time (you will eventually), whereas others are really "touchy" and you need to make sure to look after them with consistent normal bets, right from the minute you open an account.

Every bookie is slightly different and different bookies have different levels of "touchiness". The list below categorises how "touchy" each bookie is when it comes to playing their promos:

Promo-Friendly – you can almost exclusively bet just the promotions (not recommended):

TAB
Tabtouch
Topbetta
Ubet

Mid-Range – more lenient than below but still need normal bets:

Bet365
Crownbet
Neds
Pointsbet
Sportsbet
William Hill

Very Touchy – need regular normal bets to maintain promo access:

Betstar (owned by Ladbrokes)
Betting Club
Bluebet
Bookmaker (owned by Ladbrokes)
Ladbrokes
Palmerbet
Unibet

A good ratio of normal:promo bets to work towards is 50:50. Some bookies themselves use this ratio to distinguish promo punters to regular punters. The touchier bookies require a higher ratio than 50:50 and the friendlier bookies require less, but all bookies require a decent level of normal bets.

In particular with the touchy bookies, when you open a new account, it is a good idea to make your first few bets normal bets. That gets the normal:promo bet ratio off to a good start and shows the bookie you are not there just to play the promos. Some bookies pay high attention to new accounts.

Restriction Factors

If the corporates share one thing in common, they all (except Pinnacle, Topsport to an extent, and Betfair) have a business model where they want to restrict winners and encourage losers. Whichever way you win, whether it's promos or Latvian Handball, you will eventually be restricted.

Without being on the "inside", you will never know the exact methods they use to identify and restrict winning punters or promo players, but it is fact that it must be one, some or all of these metrics. I've included in brackets the order of the Top 5 in importance for us, in my opinion (the others I don't think are that important):

- Raw Profit (3) – makes sense. The only figure that matters really. We want to make a profit, they want to stop us – there's not much we can do about this one.
- Number of Promo Bets – most bookies would flag their promo markets, so they could see how many promo bets a member was making and how well their promos worked. Again, there's not a lot we can do about this one, if we want to make a profit from them.
- Ratio of Promo:Normal Bets (1) – what percentage of a member's bets are promo bets and what percentage are normal bets? This is the number 1 factor in my opinion and there is something we can do about this one. More normal bets = better. I think all bookies look at this. The whole point of promos is to encourage members to play normal bets with them. Bookies don't mind you playing their promos, it's how many normal bets they get you to play with them relative to the promos they want to know and encourage you to do – the more normal bets, the better from their perspective.
- Initial Bets (2) – I think bookies keep a special eye on new accounts. This is irrelevant to most but deliberately making the first few bets on a new account as normal bets is always a good idea just to show the bookie you're not there for the promos. Some bookies will promo ban very quickly, which means it cannot be based on raw profit alone. This gets the Promo:Normal bet ratio off to a good start.
- Ratio of Promo Volume:Normal Volume – what dollar amount does a member bet on promo bets relative to normal bets. This is similar to above, but less important. You could play 10 promo bets x $50 = $500 volume and then play 1 x $500 normal bet and that wouldn't do you much good. 10 x $50 normal bets = $500 (same volume) would be much more helpful.
- Sports and Markets – in general (this applies more to general restrictions but promos as well), the more sports and markets you play, the more you look like a mug, because professionals play one sport/market where they specialise. The High Lows help in this regard by providing a wide variety of sports and markets to bet on. Using a variety of sports and markets in your normal bets is a good idea.
- Bet Size (5) – there are flags for bet size. Any bet size greater than $100 is likely to raise a flag. Remember, promos are not designed for people who know what they're doing, they want regular unprofitable punters. Any sign that you're a profitable punter or you know what you're doing (record shows profit, large bets, obscure markets, getting good prices) and that will wipe your promo access instantly, even if you've played 100 normal bets and 1 promo. Split bets where you can across bookies if you need to bet more than $100.
- Bet Order/Statement (4) – some bookies outsource the job and get people to eyeball account statements. That's happened in the past. So how your betting statement looks is important. Don't have Caulfield R1-5 bets all in a row if there is a promo on Caulfield R1-5. Play different bets in between, so you look more like a regular punter who plays everything.

Bet Profit vs Cost

All winning punters are eventually restricted at most bookies because most bookies only want losing punters on their books.

There are lots of bookies that provide profitable promotions, so you can still make some nice profits even if you are restricted or banned at a few bookies. The important figure you need to know is how much profit you make from a service relative to how much you pay for the service. I think if your bet profits are 5 times the subscription fee you pay, then that is a worthwhile service.

The same principle applies to the High Lows. Once the profit you make falls below 5 times the cost of the service, that may be the time to start considering whether you would like to continue with the service.

Month-to-month volatility can make it difficult to assess whether a service is worthwhile. Ideally, you want at least 3 months of results or 200+ bets (as an absolute minimum, ideally more) to be making any judgments about a service. Hopefully though that provides you a guideline to use to assess this service and others.

Finding Extra Value

I post every bet I find that makes the A or B selection criteria. That said, there are a few things you can do to extract more value from the High Lows.

Keeping your accounts open to promos is obviously the best thing you can do to make as much profit as you can.

Read the options and instructions and use options that provide the best value to you. Specifically, the following advice will help you gain more value from the package:

- Tabtouch SuperPick – sometimes I say "this is the best race" but just back the usual first race in the list on the record.
- "Longer the price, the better the bet" means just that. Your strike rate is lower on longer selections, but the value is better. It's just a matter of how long you're willing to wait for a winner!
- Multis where you have different teams to choose from provide another way to improve returns. Compare prices amongst different bookies to see whether the teams I list in the selection are a good price relative to other bookies. If not, pick a different team that may be a better price and still meets the criteria.
- There's a good opportunity with the bonus bets to extract more profit than 60%. Shopping around for good prices makes a big difference. Use odds comparison tools.
- If you see which way a price is moving that helps to create more value. If it's firming, back it early. If it's drifting, back it late. In general, prices improve closer to start time as bookies' market percentages tighten. You also have a clearer idea who the true favourite is then.
- More aggression on Pointsbet stakes – I tend to play a tad conservatively on Pointsbet in case of a blowout result but realistically blowouts do not happen often and you should make more in the long-term playing more aggressive stakes.
- Use Tips – using other tips packages (e.g. Champion Bets) are a great way to add value to the High Lows. In fact, the best value you can gain out of the High Lows is in combination with profitable tips. The High Lows not only add value to other profitable selections, but pro tips can also add value when you have different options to choose from. For example, my analysis may tell me that Team A and B are the same value. But when, Steve (NRL) backs Team A or Trev likes Horse B in an even market, then both those selections are the best selection to make. The added benefit of other tips packages is they create a source of normal bets that keep your accounts open to promotions.

Most of the bets I select fall into one of two categories: a) shorter price = better value (e.g. Favourite selections) or; b) Longer the price, the better the value (e.g. First Horse $8+ selections).

I can't go into great depth about why this is the case (that's my edge) but I'll probably write a book on all this one day and you can find out the detail then!

Price Boosts

Several bookies now provide "Price Boosts" where you are offered better odds than the market price. Promotions such as "Extra Price Boost When You Run 2ⁿᵈ or 3ʳᵈ" are never worth a bet from a High Lows perspective. That's because they only ever catch up the market percentage and are therefore D selections (at best).

However, in combination with other tips packages, they can offer a significant value boost. Several bookmakers now have daily price boosts worth taking advantage of in this scenario. Some bookies provide extra price boosts on occasion that are also worth taking advantage of.

Never use a price boost just because you get one. Only ever use them on pro tips.

Racing Promotions

The most common racing bets on the High Low package are Money Back/Bonus Bet 2ⁿᵈ or 2ⁿᵈ and 3ʳᵈ promotions. The best bet on this promotion type is usually the Starting Price (SP) Favourite. Markets can move considerably between post time and start time, so I usually post the generic selection "Favourite" as my selection, and this is later filled in with the actual horse name once results are known.

Because the SP Favourite is usually the best bet, the best time to back racing selections is around start time, so you know who the Favourite is.

Differences Between Your Record and the Official Record

The nature of tipping generic selections such as "Favourite" means that the horse you end up backing will often be different to the record. This is normal and has no impact on your long-term profits. Some days the record will back the winner and you will back the loser. Other days you will back the winner and the record will back the loser. This difference evens out in the long run.

Sometimes the price you back will also be different to the record. Similar to above, any differences in price between your record and the official record evens out in the long run.

Price

Price is an interesting concept on the High Lows and another point of difference relative to regular packages. You always want to get the best price you can but there is no such thing as a "missed price" on the High Lows, so always have a bet on the promotion when I post a bet (never leave a bet alone because you've "missed the price"). In fact, most of the time, a shorter price means better value, which is counter-intuitive but is just how the numbers work out.

The "$1 Rule"

On a standard High Low race, when the Favourite and 2ⁿᵈ Favourite are within $1 of each other in price (i.e. close to equal favourites), the value difference between them is minimal and I recommend backing one bet on Horse A and one bet on Horse B. Backing two horses in the same race in this

situation reduces variance, creates more consistent profits, and all with minimal-to-no impact on profit. It is one of the reasons we win almost every month.

Because I need to post selections well before start time, the market often moves considerably between post time and start time.

Whatever the prices are at start time determine what the final selections will be, regardless of the selections I list on the record. This is done because it is the best play.

For example, if there are two horses that are equal favourites when I post selections, but there ends up being a clear favourite at start time, then both final selections will be "Favourite" (regardless of what the selection was at post time). Likewise, if there is a clear Favourite at update time but later ends up being equal Favourites at start time (within $1 of one another), the results will be recorded with Favourite on one selection and 2nd Favourite on the other.

This is what I call the "$1 rule". It is the best strategy for consistent profits.

Whenever you're in doubt, simply back the Favourite. It's the most likely winner and long-term, it will provide the best profit.

Matches/Races With Multiple Bets

Sometimes when we have multiple bets on the same match or race, there is one selection that is the best value and we have all our bets on that selection.

Other times when there are matches or races with multiple bets, we have the option to back both teams (or several horses). In this case, I "split" or "spread" the bets and play as many selections as possible.

The selections I post on the record assume all bets are available to all members. I do not consider state restrictions when I post selections.

There are a few reasons I don't consider state restrictions when I post selections:

- it makes no difference to your final profit
- it's easy to vary the selections yourself
- I encourage you to vary your bets yourself to make your selections look different to other members

I recommend spreading your bets wherever you can to create a smoother ride up the profit chart.

That said, when I say you have the option to pick either team or back any horse within $1 of the Favourite, while backing the same team or same horse twice increases the risk on an individual match or race, it makes no difference to your long-term profit.

Non-Favourite Bets

Occasionally, I will explicitly recommend a different selection to Favourite such as the "2nd Favourite". In this circumstances, it will be clear in the Options and Instructions column that this is the horse that should be selected (regardless of the "$1 rule") and not the default "Favourite".

On some promotions, the value increases as the price on the selection increases, i.e. "longer the price, the better the bet". These promotions are a balance between betting on the best value selection and getting a collect. While the 100-1 shot may be the best value in the race, you don't want to be waiting 10 years for your 1 in a 100 shot to win. It is personal preference in these scenarios how long a price you want to play. I will usually play a selection that is a balance between good value and a reasonable chance of a collect. That is usually a selection in the $8 to $15 range.

Start Time vs Early Bets

On racing bets, I recommend betting as close to start time as you can. Market percentages (i.e. prices) are better closer to start time and you have a better idea who the Favourite is (and therefore the best value bet) will be.

You can bet early and still make a nice profit on the High Lows and some members do that either all the time or when required but it is not the optimal strategy. Sports profits are not affected by betting early.

Advice vs Selections

The High Lows are a little different to most packages in that there are often several selections you can play with minimal-to-no effect on value. That means the selections I post are not always important. The advice is the most important part of this package. There are several reasons why it is always best to follow the advice, rather than the selection:

- market movements can change what the best selection is, e.g. the "$1 rule"
- personal or state restrictions may result in unnecessary risk on one team or horse when you could be spreading your bets over both teams or several horses
- it makes your bets different to other members on the (albeit small) chance you are grouped by a bookmaker and everyone in the group is promo banned. Bookies do not like accounts that appear to be acting together, in particular when it comes to promotions.
- you can make more profit (long-term) in specific situations when you vary your bet

Sometimes following your own selections rather than the record will result in a dreaded "missed winner". However, we so easily forget the times the opposite happens. As long as you follow the advice on the promotion, you will end up with the same or a better long-term result.

For these reasons, I always say "follow the advice, not the selection".

That said, there is a steep learning curve on the High Lows for new members. If you are a new member, start by following the selections listed (or just following the A selections if there are too many bets) and then as you become more familiar with the package, increase your number of bets and vary your bets in line with the advice.

Busy Days

Some Saturdays we have a lot of bets and sometimes a lot of bets (up to 10 bets) on a single race. On those occasions (and in general), it is good to be prepared before the race begins. Be logged in to your bookmaker accounts and have all the race pages open. Start betting well before the start of the race (e.g. 5 minutes before) to make sure you get your bets on. Once you become more experienced with the package, you can start betting closer to start time.

If you are unsure which horses you will be betting on (due to market movements and close prices), bet on the horses you know you will have a bet on first (e.g. Favourite), then you can make decisions on other horses in later bets.

Why Do We Win Almost Every Month?

We win almost every month for three reasons:

1) Exceptional Value – bookmakers have very little understanding of the value they offer on their promotions, which results in a mixed bag of promotions. Some promotions offer poor value and are long-term losing or marginally profitable propositions. Several promotions offer good to strong value. And some promotions are exceptional. We play the latter two groups (B, A and A+ selections) and leave the rest. In addition to that, bookmakers are always offering new and different promotions to distinguish themselves from their competitors and depending on which season or event is about to begin. For that reason, they are continuously offering new promotions with unknown value to them that we take advantage of.
2) Money Backs and Bonus Bets – the nature of promotions is that when your bet loses, you don't always lose – you'll often get a Bonus Bet or Money Back. That scenario greatly reduces variances and helps creates a much smoother ride up the profit chart.
3) Splitting Bets – we often have several promotions on the same match or race and, depending on the promotions on offer, the value between different selections (e.g. Team A or B) can be minimal. In these circumstances, we "split" our bets and play half of them on Team A and half on Team B. That means whatever the result, we break square (or thereabouts), which also reduces volatility and creates a smoother ride up the profit chart.

Print Outs

The record will not fit on one sheet if you like to print out your bets. To fit your bets on one sheet, try this when printing:

1) Make the Orientation Landscape. You can do this when you print, or on my version of Excel you can go to Page Layout tab -> Orientation -> Landscape
2) Hide Columns you don't want on your printout. To do this, you right click on a column heading and click "Hide". You could also straight out delete columns using a similar method as well.

Common Midweek Promotions

In this section I've listed common midweek promotions and tactics you can use to identify value should you may wish to play them yourself. Playing midweek promotions does increase your chance of a promo ban. However, in combination with a good level of normal bets, you can play these promotions midweek and maintain your promo access.

Neds Promotions

See the Neds Promotions document.

Sportsbet NBA Multi

This promotion is Bonus Bet 3 out of 4 (max $50, ex. SA and WA) and is offered every day. It is never worth playing a 5+ leg multi. Always play a 4-leg multi.

Around 90% of the time when there is a 4-leg NBA multi to play, we play it. The value ranges from A to C selection but it is most commonly a B selection. There are two general options on this multi: 3 x short 1 x long and Top 4 Favourites. Top 4 Favourites is the most common and default option. 3 x short 1 x long becomes a better bet when there are 3 or 4 short favourites in the market (all $1.20 or less in general) and in that case, the shorter the favourites and longer your roughie, the better the value, which is often an A selection. C selections occur when the favourites are longer than normal (no short favourites below $1.30, mostly favourites $1.50+). If you can avoid those days, you will do well out of this multi. You could also simply play Top 4 Favourites every day on this multi and you would still make a long-term profit.

Keep an eye on the conditions at the end of the month to make sure the promotion is still valid for the month ahead. There is also a "3 claims per calendar week" limit, so at the end of the week, keep an eye on the bonuses you have made, as you may have already hit the limit.

Tabtouch SuperPick

This promotion is Money Back 2nd (max $25, ex. NSW) and is offered every day.

We play this promotion every day without fail. Saturdays often provide a $50 bet on group races or the feature race and sometimes Money Back 2nd or 3rd. Both these options are almost always better than a standard Money Back 2nd (max $25) race.

In terms of picking out good races, in general smaller fields are best. 5-horse fields will always be a B selection at worst and usually an A selection. Metro races are better than non-metro races. Shorter favourites (in general) are better than longer favourites.

When the favourite is very short (e.g. $1.50 or less), then the 2nd Favourite generally becomes the better bet. Races where there are two good chances in the market (e.g. "match race") are generally great value, especially when coupled with a small field or metro track.

My selections were always based on the maths behind the market but these general principles will find you plenty of value selections.

Specific Bookie Advice

Betting Club

Betting Club have a running promotion called "Back An Aussie" where they provided special prices on Australian teams or players winning. These prices can be found via the Left-Hand Side (LHS) menu on the Betting Club website. Go to LHS menu -> Sports -> Back An Aussie to find the special price.

Tabtouch

The abbreviation "F2F" is often used in the Options and Instructions column on the Tabtouch SuperPick promotion and stands for "Favourite or 2nd Favourite". That means both selections are similar value and you can back either horse in that race for a similar long-term profit.

The Tabtouch SuperPick promotion is an example where there are almost always several bets that provide good value. I list all value races in time order in the "Options and Instructions" column next to the bet. The first race in the list is always the record's selection.

Occasionally, the record's selection will become ineligible for the promotion because a scratching makes it a 4-horse race (5 horses is the minimum field size on the promotion) or the meeting is abandoned. In that circumstance, the next available race in the list becomes the bet.

Keep an eye on the Options and Instructions column on this promotion. While most days the races I list are similar value, some days there are particular races that are better value than others, which I will let you know about in this column. Because I always list the first race in the list as the record's selection, this can provide an opportunity to make more profit (long-term) on top of the record.

Ubet

Ubet often have "Ultrabet" promotions, which are special prices on particular events. Ultrabets can disappear quickly, so it is always best to back them as soon as you can. There are 3 ways to access "Ultrabets":

- click on the home page banner when the Ultrabet promotion flashes by
- go to the Promotions page
- go to the Sports menu -> Ultrabet

Unibet

Unibet promotions sometimes require you to "opt in" before you are eligible to play them. To find out whether you need to "opt in" for the promotion in question, go to the Unibet promotions page, click on the promotion, and if there is a yellow "opt in" button, click on it. Not all promotions from Unibet require you to "opt in".

Unibet also provide special prices on certain events that are worth backing. In these cases, the special prices can always be accessed via their promotions page and will usually be under a generic group of promotions related to the sport, rather than a specific banner for the promotion in question.

William Hill

William Hill provide new promotions daily that usually need to be "selected" from their promotions page before you are eligible to play them. To do this, go to the William Hill promotions page, find the promotion in question and hit "Select".

Links

General

Dutch Calculator v8.xlsm (full version)
Dutch Calculator v8.xls (simple version) – the only difference between this version and the full version is the "Clear" button on the full version. The simple version was created for members with earlier versions of Excel, which may not support the macro code runs the Clear button.

Bookies

Neds Promotions – Feb 2018

Events

AFL 2016
AFL 2017
Australian Open 2016
Australian Open 2017
Australian Open 2018
Big Bash 2016-17
Big Bash 2017-18
NRL 2017

Monthly Summaries

At the end of every month, I write up a monthly summary that summarises the results and provides an opportunity to look for any trends and discuss my thoughts. Here are the monthly summaries:

Specials Summary – December 2015
Specials Summary – January 2016
Specials Summary – February 2016
Specials Summary – March 2016
Specials Summary – April 2016
Specials Summary – May 2016
Specials Summary – June 2016
Specials Summary – July 2016
Specials Summary – August 2016
Specials Summary – September 2016
Specials Summary – October 2016
Specials Summary – November 2016
Specials Summary – December 2016
Specials Summary – January 2017
Specials Summary – February 2017
Specials Summary – March 2017
Specials Summary – April 2017
Specials Summary – May 2017

High Lows Summary – June 2017
High Lows Summary – July 2017
High Lows Summary – August 2017
High Lows Summary – September 2017
High Lows Summary – October 2017
High Lows Summary – November 2017
High Lows Summary – December 2017
High Lows Summary – January 2018
High Lows Summary – February 2018

Results

High Lows – All-Time Record

Contact

1300 500 057
team@championbets.com.au
rod@championbets.com.au