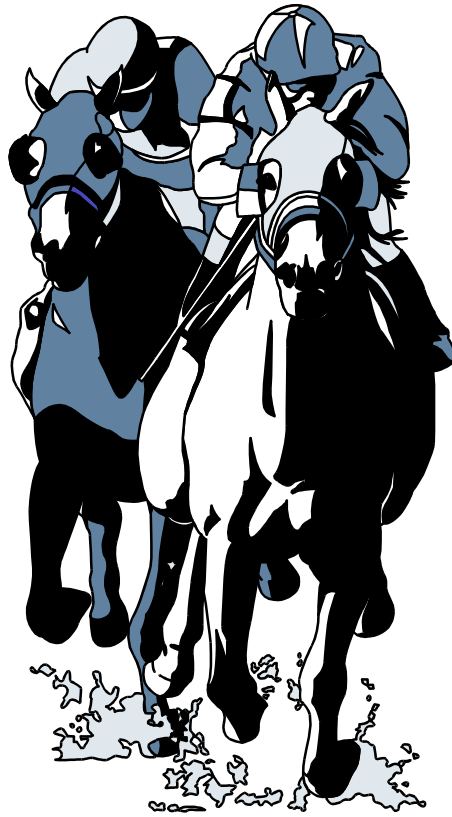


**THE
ALTERNATIVE PUNTERS
SYNDICATE**



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Dear New Member,

A very warm welcome to our exclusive syndicate.

The Alternative Punters Syndicate (TAPS for short) was established in May 1996 and we have been operating successfully under the same name ever since.

TAPS was formed in order to provide the average punter with the means of accessing top quality, profitable betting information at minimal cost.

The syndicate is run on a friendly and informal basis and we have always welcomed comments, suggestions and constructive criticism from our members. As a result we have introduced many changes and improvements to our service over the years.

We now provide a comprehensive betting advisory service designed to suit everyone from the complete novice to the seasoned professional. So whatever your personal level of experience you are sure to benefit from our information and advice.

In addition to profiting from our betting advice, you also have the opportunity to profit from our flexible affiliate programme. Simply by recommending the syndicate to others, you can earn yourself a very useful residual income. If you would like to promote TAPS, or any of our products or services then simply register as an affiliate [here](#). It's free to sign up and we will provide you with all the help and advice you need to succeed.

This short manual provides full details of the service we provide and also gives comprehensive advice on how to use the daily information to your best advantage so please do take the time to read through it. You are strongly advised **not** to start betting until you have at least studied pages 4-5 and pages 11-12.

If you have any queries once you have read through the manual then please don't hesitate to contact me personally. I will be only too pleased to answer any questions you may have or to offer any further help and advice you may need.

Our number one aim is to make your membership as rewarding and enjoyable as possible.

Kind regards,

Dave

Syndicate Administrator

www.taps-uk.com

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All the syndicate's information is sent direct to you by email every day so please ensure we have your correct email address. You should also adjust the settings on any spam blocking software you may have to help ensure you always receive our emails. Some Internet Service Providers automatically place certain emails into a special bulk folder so you may also need to alter those settings to allow our emails to reach your inbox.

All our horse racing back bets and trading selections, together with full staking instructions, will be sent in the same email each day.

We operate 7 days a week all year round so there will be bets most days. However if there are no bets on any particular day, we will still send you an email to let you know.

If you haven't received our daily email by 12 noon then please check your spam/junk/bulk folders before contacting us for assistance.

Before you start betting on any of our information it is **very important** that you get yourself organised first. Don't be tempted to rush in.

There is detailed advice on how to get the most from our service throughout this manual. This includes guidance on setting up your betting banks with sufficient funds and determining the optimum staking levels as well as other useful information and advice. Get yourself off to the best possible start by having a read through it now.

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Planning For Success

Quality information is only the first step on the road to achieving long term success. You will also need discipline and patience. In fact you will need to treat your betting activities as you would any other business.

You are now involved in a business which, if managed properly, has the potential to provide you with substantial long term profits. However, as with all other successful businesses, disciplined financial management is essential. The average punter often overlooks this extremely important aspect. That's one reason why the bookmakers make such a good living.

The first thing you need to do is decide how much money you can afford to use for your betting banks. Remember, as with any other business venture, there are risks involved. We can take steps to minimise those risks, which will be explained later, but nevertheless you should **never bet with money you can't comfortably afford to lose**.

It doesn't matter if your betting banks are small to begin with, you can always increase them with any profits. It's far better to start small than to risk everything you own from the outset. A cautious, systematic approach is the key to long term success.

The next thing you need to do is decide what information you are going to follow. We recommend that you follow both categories of information using two separate betting banks.

You should use 50% of your total available funds for your first betting bank, which should be used to follow our '**Horse Racing Back Bets**'. Use the other 50% of your available funds for your second betting bank, which should be used to follow our '**Horse Racing Trading Selections**'.

I know following both categories of information on a regular basis may not suit everyone so, although that's what we recommend, if you are uncomfortable with that approach then just choose the category that best suit you. You can always add the other category later on. Whatever you decide, it is absolutely essential that you follow the information consistently in order to secure long term profits.

Once you have allocated funds to each of your betting banks you then need to decide how much to bet on each selection. There are numerous staking strategies you could use and those of you who are experienced punters will probably have your preferred methods. Nevertheless, whatever your level of experience, you should consider following our recommended staking advice as each category of information we provide requires a slightly different approach. (See 'The Syndicate's Information' section on pages 12-15 for more details).

In the next section we provide details of a few popular staking strategies including the ones we recommend. And one we most definitely do not!

If you are a newcomer to the world of betting, you may find some of the following sections a little confusing. Or it may all seem a bit too much like hard work! Don't worry! Everything will become much clearer as you gain experience. In any event, later on in this manual, we provide specific advice on exactly what staking methods you should adopt for each individual category of information we provide. And we also advise you of the exact amount you should stake on each selection. In short, we do all the hard work for you! And we are only a phone call or an email away if you ever have any questions or need some help.

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Staking Strategies

There are any number of different staking plans, some are fairly basic but others are rather more elaborate and at first glance appear quite clever. However, the most ingenious staking plan ever invented is worthless without a steady flow of winners and if those winners don't come along at the right time to suit the plan.

One of the worst staking strategies ever is also probably the most famous. The original 'Martingale System' was designed to be used on the even money chances on a roulette table and came with a cast iron guarantee that winning was an absolute certainty! In theory that rather outlandish claim is true. In reality however, following the system is a sure fire way to financial ruin!

There are now many variations of the system in circulation but in its original form, you simply double your bet after each loser until you eventually have a winner. The law of averages state that sooner or later, even the unluckiest person alive, will land a winner especially when betting on even money chances. The sting in the tail is that, even after a modest number of losers, your stakes would be so large you would either run out of money or your bet would be refused.

This table clearly illustrates why this particularly system should **never** be used.

After just ten consecutive losers, your total losses are an incredible £5,115.00! And that's trying to win just £5.

Still, if your eleventh bet was a winner at even money, you would end up winning your fiver. But only if you risked another £5,120.00!

And if your losing streak happened to continue for twenty consecutive losers then you would be in the red by more than £5 million!!

Bet	Stake	Res	Prof/Loss	Total Prof/Loss
1	£5.00	L	-£5.00	-£5.00
2	£10.00	L	-£10.00	-£15.00
3	£20.00	L	-£20.00	-£35.00
4	£40.00	L	-£40.00	-£75.00
5	£80.00	L	-£80.00	-£155.00
6	£160.00	L	-£160.00	-£315.00
7	£320.00	L	-£320.00	-£635.00
8	£640.00	L	-£640.00	-£1,275.00
9	£1,280.00	L	-£1,280.00	-£2,555.00
10	£2,560.00	L	-£2,560.00	-£5,115.00
11	£5,120.00	W	+£5,120.00	+£5.00

Level Stakes Betting

This method is simplicity itself and is certainly a good starting point for relative newcomers to this business. You simply stake the same amount on each selection regardless of whether your previous bet won or lost. However, even when using this straightforward method of betting, you must put some thought into how much your level stakes will be. Don't make the common mistake of setting the stake value too high.

The actual amount you allocate for each bet must be determined by two factors. The size of your betting bank and the expected strike rate. When you know the strike rate you can then calculate the longest losing run you are likely to have. However, don't assume just because the strike rate is high that you will have short losing runs. This table shows the results of extensive computer analysis into the longest losing runs that could be encountered by selection methods with varying strike rates. I think most of you will be surprised at just how long a losing run can be, even with a very high strike rate.

Strike Rate:	10%	20%	30%	40%	50%	60%	70%	80%	90%
Losing Run:	78	32	23	20	14	9	7	5	3

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As you can see from the previous table, even with a 90% strike rate, a losing run of three was encountered. And take a look at the losing run for a 50% strike rate and then imagine yourself using the Martingale System! Obviously the results of our analysis, which were generated using computer simulation software, are not conclusive. Nevertheless they are useful as a guide when calculating the value to set for your level stakes.

For example, if the strike rate of the selections you are following is 40% then your betting bank would need to be a minimum of 20 times your level stake. With a strike rate of 50% your betting bank would need to be at least 14 times your level stake and so on. However, if the longest losing run was repeated your entire bank would be lost and you would be unable to continue. Not an ideal strategy!

Therefore you should also build in a safety factor by adding approximately 50% to the losing run figure. So with a strike rate of 40%, your betting bank should be 30 times your level stake and 21 times your level stake with a 50% strike rate. This would ensure you had sufficient funds to cover a losing run far in excess of what you are likely to encounter.

Level Stakes Per Point

This is a useful variation on the basic level stakes method and can be used when the information for some selections is considered to be stronger than for others.

For instance, one selection could be considered to be worth a one point bet while the information about another selection could warrant a two point bet.

All you need to do is allocate a monetary value to each point advised. The amount you allocate should be calculated in much the same way as before. However, you should also increase the safety factor unless you are satisfied that the higher stake bets have a proportionately higher strike rate.

When using either the 'Level Stakes' or 'Level Stakes Per Point' methods you should consider reinvesting some of your profits from time to time so your betting bank gradually increases.

The Bank Method

This method is very popular, not least because it has the potential to produce huge returns from a relatively small starting bank.

You simply stake a percentage of your betting bank on each selection. If you win, all your profits are added to the bank and if you lose, all your losses are deducted from the bank. The next bet is then a percentage of the new bank.

Many people who use this method refer to it as the '10% Staking Plan' but you can effectively stake any percentage you think is appropriate for each selection. In fact, the percentage you actually stake should ideally be calculated in a similar way to the method used for calculating level stakes.

Simply divide 100 by the losing run figure plus the safety factor. The result can then be rounded up or down to the nearest whole percentage. For example, if the selection process provides a 50% strike rate then the percentage of the bank to be used for each bet would be $100/21 = 4.76\%$. This figure can then be rounded up to 5%. With a 40% strike rate the amount staked on each selection would be 3% ($100/30 = 3.33\%$ then rounded down).

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The table below illustrates how this method might work in practice. The results are based on 5% stakes from a starting bank of £1,000 and a 50% strike rate. For simplicities sake, all stakes are rounded up to the nearest whole pound.

The first bet is for £50 (5% of £1,000) which wins at 2/1. The £100 profit is added to the bank which means the stake for the next bet is £55 (5% of £1,100). This bet loses so the stake money lost is deducted from the bank which means the stake for the next bet is reduced to £53 (5% of £1,045).

Notice how your bank increases quickly during a winning streak and is also protected during a losing run because your stakes are automatically reduced. This built-in safety factor ensures it is virtually impossible to lose your entire bank. The drawback, however, is that it takes a lot longer for your bank to recover following a losing sequence.

A more aggressive way to use this method is with a ‘**ratchet**’ approach. This means you only ever increase your bank, you never reduce it. So after a loser or a series of losers, your stake remains the same but every time your bank reaches a new peak, your stake increases.

This method obviously doesn’t protect your betting bank but provided you have calculated the percentage staking levels correctly then the risks involved are no greater than betting to level stakes.

This table shows the ‘ratchet’ method in operation using the same set of results as before.

As you can see, the stake increases after the first winning bet exactly as before but then remains the same until the bank reaches a new peak following the 4/1 winner.

The end result is that the overall profits of £423.50 are greater than with the original method. It’s worth noting that the profits achieved if betting to £50 level stakes would be £375.00. Hard and fast conclusions can’t be drawn from such a small set of results but this example does show the potential of both versions of the ‘Bank Method’. When using either version, you will need to decide at what stage you are going to withdraw some of your profits.

As already mentioned, there are countless other staking plans and it would be impossible to cover even a small fraction of them in this manual. A large number of them involve increasing your stakes after a loser and, although most are not quite as suicidal as the ‘Martingale System’, they do need to be treated with a good deal of caution. We strongly suggest you use the staking strategies we recommend, particularly if you have little or no betting experience.

<u>Stake</u>		<u>Result</u>	<u>Prof/Loss</u>	<u>Betting Bank</u>
£50	Win	W 2/1	£100.00	£1,100.00
£55	Win	L	-£55.00	£1,045.00
£53	Win	L	-£53.00	£992.00
£50	Win	L	-£50.00	£942.00
£48	Win	W 6/4	£72.00	£1,014.00
£51	Win	W 4/1	£204.00	£1,218.00
£61	Win	W 3/1	£183.00	£1,401.00
£71	Win	L	-£71.00	£1,330.00
£67	Win	L	-£67.00	£1,263.00
£64	Win	W 2/1	£128.00	£1,391.00

<u>Stake</u>		<u>Result</u>	<u>Prof/Loss</u>	<u>Betting Bank</u>
£50	Win	W 2/1	£100.00	£1,100.00
£55	Win	L	-£55.00	£1,045.00
£55	Win	L	-£55.00	£990.00
£55	Win	L	-£55.00	£935.00
£55	Win	W 6/4	£82.50	£1,017.50
£55	Win	W 4/1	£220.00	£1,237.50
£62	Win	W 3/1	£186.00	£1,423.50
£72	Win	L	-£72.00	£1,351.50
£72	Win	L	-£72.00	£1,279.50
£72	Win	W 2/1	£144.00	£1,423.50

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The Importance Of Value

As a member of our syndicate, you will never need to decide for yourself if any particular bet represents value or not. We do all that for you and we only ever advise bets that are considered excellent value. Nevertheless, you will almost certainly benefit from having a basic understanding of this fascinating and controversial topic.

Value betting is, without doubt, one of the most important, yet also one of the most misunderstood, concepts when it comes to betting. Most punters have their own opinions as to what represents a value bet but in the majority of cases they are completely wrong! Even some so called experts and TV pundits are ill informed on the subject.

Many punters think that there is never any value in backing short priced favourites and believe that only long priced outsiders can be value bets. The truth is any bet can represent value no matter what odds are offered provided those odds are greater than the *true* chances of the bet winning.

Some punters argue that if any bet is successful, regardless of the price, then by definition it must have represented value simply because it won. Others make the seemingly valid point that there can be no value in a losing bet.

The fact is, however, in order to achieve long term success, every single bet you place must represent value. And that fact remains true regardless of whether the bet ultimately wins or loses!

Some new members reading this will now be nodding their heads in total agreement while others will probably be thinking I'm a furlong short of a mile! If you belong to the first group then please bear with me while I try to convince the non believers.

Let's assume a bookmaker accepts bets on the outcome of a flip of a coin.

His odds are 2/5 'heads' & 2/1 'tails'.

Punter **A** stakes £100 on 'heads'. Punter **B** stakes £100 on 'tails'.

The coin lands on 'heads'.

Punter **A** collects £140 and is in profit by £40. Punter **B** loses £100.

Who do you think was the smart punter?

The correct answer, of course, is Punter **B**.

You see the chances of correctly calling the flip of a coin are exactly 50-50. Therefore the true odds are even money. So although Punter **A** won on this occasion, he simply got lucky. His bet represented terrible value and he would lose a fortune in the long term betting in such a way. Conversely, although Punter **B** lost on this occasion, his bet represented tremendous value.

Let's assume the same scenario was repeated 1000 times and each punter had the same bet each time. The coin lands on 'heads' a total of 500 times and also lands on 'tails' a total of 500 times. Punter **A** would stake a total of £100,000 but his returns would be just £70,000. A net loss of £30,000. Punter **B** would stake the same amount but his returns would total £150,000. A net profit of £50,000! Now who do you think was the smart punter?

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Deciding if a bet represents value or not is fairly straightforward when all possible outcomes are known to have an equal chance of being successful such as in the previous example. There may be long winning or losing sequences but over a period of time the luck factor will even itself out and the law of averages will dictate that the coin lands on 'heads' and 'tails' an equal amount of times. So the only possible way to make a profit in the long term is to consistently get better odds than even money. In other words, odds that are greater than the *true* chances of the bet winning.

When the chances of each possible outcome is not certain, such as in a horse race or football match, it is much more difficult to determine if any particular bet represents good or bad value. That's when you need to use your skill and judgement to assess the relative chances of all the contestants.

Once you have done that, the next step is to check out the odds on offer from the bookmakers to see if their opinions differ from yours. If they do, you then need to decide if the difference offers sufficient value to warrant a bet.

The mistake a lot of punters make is once they have selected what they think is the most likely winner of an event they bet on it regardless of the odds on offer. Even when the odds are much lower than the true chances of their bet winning. That is something you must never do.

Strike Rate versus Value

Another common misconception amongst most punters is their belief that a selection process with a high strike rate will automatically give them an edge over the bookmakers.

Over the years one of the most common questions asked by people considering joining our syndicate is; "What's your strike rate?"

Now that's a reasonable question. After all, as explained in an earlier section, that information is useful for estimating the longest losing run you are likely to encounter. Which in turn helps you to set up your betting bank with sufficient funds.

However, knowing the strike rate alone doesn't give any clues as to the profitability or otherwise of the information. You also need to know the average winning odds.

A 50% strike rate may seem impressive to some but if the average winning odds are just 2/5 then you will lose a fortune in the long run. Just like our hapless Punter A in the flip of a coin scenario.

On the other hand a 20% strike rate may seem poor by comparison but if the average winning odds are 20/1 then you will win an absolute fortune over time.

In short, knowing the strike rate is useful but the overriding factor that dictates whether you win or lose in the long term is **value**. And that's a fact!

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The Syndicate's Information

Hopefully you have read through the previous sections of this manual and have now set up a separate betting bank for each category of our information you plan to follow.

In this section we briefly explain how we obtain all our various information and also give you specific staking advice for each category. The amount we advise you to stake on each selection has been determined, amongst other things, after considering our various strike rates, longest losing runs and average winning odds.

Horse Racing - Backing Information

Our horse racing information is obtained in a variety of ways. We pay to receive information from a number of professional sources including quite a few inside contacts. In addition, we spend a good deal of time analysing the form book and watching racing ourselves. We also monitor and evaluate various racing systems.

The information we receive from our many contacts is excellent but it's not what many people believe. A lot of punters are under the illusion that anyone with inside contacts must know for certain when a horse is going to win. I'm afraid it's not quite as easy as that!

Think about it for a moment. To know for absolute certain that a horse is going to win a particular race, you would not only need to know that it is 100% fit, ready and trying to win, you would also need to know that every other horse in the race is not trying to win. In other words you would have to know that the race has been 'fixed'. Whether that sort of thing is a common occurrence in the real world is a matter for debate. Suffice to say that we are not privy to such information.

The information we receive from our contacts varies from day to day but generally includes reports on the well being of a number of horses together with overall assessments of their chances of winning. All this information is then carefully collated on a daily basis, together with the selections derived from our own form analysis, in order to produce a short list of potential betting opportunities. We then use our experience to decide if the likely odds available for each individual selection represent sufficient value to warrant a bet.

All our advised bets will be recommended as a standard one point bet. (Either one point to win or a ½ point each-way).

We recommend you use one betting bank to bet on these selections using the 'Level Stakes' method as detailed in an earlier section. You should divide your betting bank by 40 to determine the monetary value you allocate to each bet. So, for example, if you have a betting bank of £2,000 then you should stake £50 on each selection. (Either £50 to win or £25 each-way).

If you choose to use the 'Bank Method' then we suggest you do so using the 'ratchet' version. You should stake 2½% of your betting bank on each bet advised.

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Horse Racing - Trading Information

Our trading information is obtained using a sophisticated computer program that pinpoints the horses most likely to shorten in price without necessarily winning. We provide up to five bets each day.

All our previous profits are based on backing each selection at the Betfair SP and then trading in-running to lock in a guaranteed profit. However, you can increase your profits if you take the best available price with a bookmaker (particularly one offering Best Odds Guaranteed) or watching the market on Betfair and placing your bet at the optimum time.

If your time is limited then simply place your back bet at a time that suits you best or opt to take the Betfair SP. Then place a lay bet to trade out for an equal profit. If you place your lay bet before the off then be sure to tick the option to keep the bet in-play.

Our unique online Trading Calculator will calculate the optimum lay odds and the lay stake for each bet for you to make the process of placing all your bets as easy as possible.

We recommend you use your second betting bank to bet on these selections and stake the same amount on each back bet. The amount you stake will depend on your target profit for each bet.

If your profit aim per bet is 50% you should stake 5% of your betting bank on each back bet. Therefore, with a betting bank of £2,000, each back bet would be £100.

If you want to aim for a bigger percentage with each bet then do be prepared for longer losing runs and adjust your stakes accordingly.

As a guide, these are our recommended maximum staking levels for different profit aims...

Profit aim 50% - 75% - Stake 5% of your bank on each bet.

Profit aim 76% - 100% - Stake 4% of your bank on each bet.

Profit aim 101% - 125% - Stake 3% of your bank on each bet.

Profit aim 126% - 150% - Stake 2% of your bank on each bet.

We do not recommend betting with a profit aim of less than 50% or greater than 150%.

Reading through this short manual should have given you a good insight into how we operate and how to get the best from our service but if you have any questions at all or need some advice then please don't hesitate to contact me personally.

I hope you enjoy being a member and I look forward to helping you profit long term.

Kind regards,

Dave

Syndicate Administrator

www.taps-uk.com