

**IMPORTANT ANNOUNCEMENT! LAY PROFIT ALERT RELAUNCHES TODAY!** publication date: Nov 22, 2007

[Previous](#) | [Next](#)  
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IMPORTANT ANNOUNCEMENT!

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LAY PROFIT ALERT RELAUNCHES TODAY!

Strictly limited places available:

Please read immediately!

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Thursday 22nd November 2007

Hi

Imagine you're watching a race and your horse is running like a Blackpool Beach donkey!

But instead of shouting for the horse to catch up, you're willing him to lose:

'Slow down, my son! That's it, don't try too hard!'

When he trots over the line in 4th place you punch the air with a wide grin on your face then rub your hands with glee knowing you have pocketed another tidy win!

Win? Hold on - there's something wrong here!

Surely the whole point of betting is to back horses to win? Always has been, always will be. You go to your bookmakers with the sole intent of picking horses to come first and make you money.

Well let me break the good news to you here and now . . .

You really CAN profit consistently by backing horses to lose.

By using a proven selection system to back horses to lose, along with a low-risk staking plan you

could soon see your betting bank grow significantly over the long-term while keeping liabilities firmly in check.

And I've got just the way to do it . . .

I just wanted to let you be the first to know that I am opening the doors to The Lay Profit Alert - a daily alert service that you can use in just 15 minutes a day to make money from losers.

For reasons I'll explain in a moment, places are limited and offered on a first come first served basis. Of course as a regular WRMM reader you get priority. More of that in a moment . . .

First let me get the most important question out of the way . . .

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How much could you make by following these lay alerts?'

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I'm not making any wild promises here like the glossy brochure brigade - so don't expect me to claim 'you'll make £10,000 a month' . . . this is a serious betting investment strategy that aims to make a big return over the long term.

So let me give you the facts as they stand:

Since 24th June 2007, a £1,000 betting bank now stands at £1,599.46 - that's a whisker off 60% tax-free profit in 5 months!

Now compare that to what you'd get from a bank or building society (about 6%) . . . or property (probably zero over the next year) . . . or shares (10% if your lucky) . . . or compare that to any stock market tipster . . .

Please understand, you'll never take unnecessary risks using this approach. By following a proven 'price band' staking plan, you'll never put more than 1% of your betting bank on any single bet.

And today I am opening the doors to a total of just 400 members to join this special alert service which I believe will make you a consistent profit - week after week and month after month!

And with the magic of compounding the longer you follow the alerts, the bigger your daily gains can become and your initial starting bank can grow exponentially.

Look, I'm a self-confessed betting dunce. Gambling on big-priced horses for short-term kicks just doesn't make any sense to me - but this is different. It uses the same principles you would find in the financial markets - grabbing small daily gains that over time compound into big returns.

So if treating your betting more as an investment than a thrill ride is something you appreciate, then please read on . . .

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A quick guide to laying horses

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If you're new to laying, you may be thinking . . .

'I've visited my high street bookie. Surely the whole point is to win money by backing winners! Yet you're telling me that I can make great money over the long term backing losers - how is this possible?'

Good question! You'll find the answer lies with Betting Exchanges like Betfair! They let you back horses to win, and lay horses to lose (so really you are acting as the bookie). So instead of placing bets with bookmakers, you're placing bets with other punters.

Let's go back to our high street bookie.

Traditionally, you back the horse you expect will win, and place a bet with the bookie. The bookie then acts as the layer. That is, he takes your bet and, basically, will win your stake money if your horse loses, and any of the other horses win.

The advantages are obvious . . .

If you're laying one horse, you'll win if it loses. And so it follows that, by laying one horse, you have all of the other horses in the race running for you. I mean surely it's better to have 8 runners in a 9-runner race running for you?

And things get even better. You can exploit the benefits of laying without any previous knowledge or interest in horse betting. With Lay Profit Alert ALL of the hard work is done for you:

1. You don't need to know anything whatsoever about horseracing
2. There is no need to go over form
3. No need to pour over jockey's stats
4. No need to analyse trainer's stats
5. Or what the jockey had for breakfast
6. Or the going
7. Or the weather
8. And you can place your bets in less than 15 minutes a day and walk away - there's no need to watch the race itself - unless you want to!

Pretty good, eh?

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So how will this all work?

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Each racing day you'll be sent an email around noon with the day's lay selections. This will give you details of on average between 3 to 6 specific horses to lay.

You then go to your Betfair account and set up the lays (don't worry, it's easy to get started - we'll show you how to register when you join).

In the email you'll be given specific instructions on the percentage of your betting bank that you should place on each of the lay bets.

You could easily do all this in around 15 minutes and then simply wait until the end of the day to see how the selections have fared. We also update you on the previous day's results in each alert.

As I mentioned earlier, over the past 5 months we

have generated a 60% return - and that was with a strike rate of 73%.

But before you rush out and start laying individual horses to lose, you MUST control your liability. Your liability is what you stand to lose if your horse actually wins the race! And if you don't control your liabilities you can end up with mounting losses.

And that's where our staking plan comes in . . .

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How Maria's Staking Plan can help protect your bank and profit

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OK, it's not sexy, but if you combine a solid staking plan with a complimentary lay selection system, you can ensure long-term profit.

And the staking plan we use for Lay Profit Alerts is the one formulated by a legend of the betting forums - Maria - whose simple to understand approach to money management for the layer has proved a big hit in in-the-know betting circles.

You see, all too often lay system sellers and tipsters will tell you to lay each selection to level stakes. But, unless the selections have a very high strike, and the prices remain low the betting bank can be decimated if we have a string of losing lays (ie: the horses win).

Look, I'm very confident that LPA's lay selection filter will provide us with a high strike rate over the long term. As I said, it is currently running at 73%. But let's be realistic, losing lays do happen. Despite what some tipsters may claim, there is no such thing as a sure thing!

And from a layer's perspective - 33/1 shots DO win!

That's why we need to be in a position to include these bigger priced horses in our selection strategy, for they will lose races more often than they will win, but in such a way that if they win their races (and we lose our liability) this will not have such a great impact on our betting bank - especially compared to level stakes laying.

Using a Price Band Staking approach you protect your betting bank and controlling liability - we lay higher priced horses with a lower proportion (as low as 0.4%) of our betting bank to ensure liability losses are controllable.

At the other end we lay lower priced horses with a larger proportion of our betting bank (normally 1%), because with low prices comes lower liabilities.

Now let me ask you . . .

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Where else could you make this kind of money without big risks, paying tax or breaking the law?

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I can't think of many investment plans that could generate a 60% return in 5 months without taking big risks.

And yes, this includes days when we made a loss! (Remember, even bookmakers don't win every day.) There are also days where we were 'treading water' i.e. we break-even or had a marginal loss. These tricky days are factored into the staking plan to ensure that when they arrive (which they will - let's not gloss over this) we can absorb any losses and live to fight another day!

Your bank grows when we have winning days (and stakes will grow, so increasing returns, as the betting bank grows,) and will standstill or move slightly backwards when we have losing days.

And despite the few inevitable losers (ie: winners!) and days where nothing much happened, you are still able to control liabilities.

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So what will you need to follow Lay Profit Alert successfully?

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Right, let's look at the nuts and bolts . . .

You'll need a PC with Internet access plus you need to open a Betfair account. The website is very user friendly and customer focused. We'll also talk you through the whole process when you join.

All the hard work is done for you. Each day you'll get an email that tells you which horses to lay and the exact stakes you should use.

All you have to do is place the bets (which you can easily do in 10-15 minutes).

By the way, if you've never been on a betting exchange before, don't worry. We'll hold your hand all the way. You'll also have full email support so you can ask the LPA team any questions.

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How much do you need in your betting bank?

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I won't mess about here. This is a serious betting approach and I only want people who are comfortable taking the long-term view.

I suggest you have a minimum starting bank of £1,000. Why? If you want to see the effects of compounding sooner rather than later, then this is a realistic place to start.

Yes, you could start with as little as £500, but you'll be waiting some time before you see a significant move. Please note: £500 is the bare minimum bank you could start with on Betfair using our price band staking plan. Yes, you can use smaller stakes on the likes of Betdaq, but we recommend you stick with the top site Betfair.

OK, I know this will put some people off, but I want to be totally honest with you about the service.

So if you have the necessary starting bank and 15 minutes a day to place your lays then I would love to welcome you onboard. Simply click on the link below, go through to the secure page and reserve your place.

Remember, the sooner you start laying, the sooner compounding can kick in and see your

bank grow. Just click [here](#)

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An important confession . . .

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You know me by now, I like to be totally upfront about the risks and the history of anything I put my name to, so this next bit is important.

In March this year we launched The Lay Profit Alert on the back of some very impressive live test results. In a few months we had doubled our bank and were confident we had a winning strategy.

Alas, things didn't go according to plan: as soon as the service went live, the performance slipped. I was gutted about the performance and took it very personally.

Unlike other publishers I could mention, I decided to cease all promotions and not permit any new subscribers. I knew that the idea was sound, but I had to find the right person to number crunch those selections day after day.

One of my industry contacts suggested Kevin Lane.

I'm sure he won't mind me telling you he's a bit of a geek... a real number cruncher... but that's good. He doesn't let his emotions get in the way. Since he took over LPA, he has been delivering a high strike rate that has boosted the betting bank by 60% in 5 months.

And let me tell you EXACTLY how the selection process works . . .

Kevin tracks dozens of laying strategies. Some have been around for years. Others have just appeared.

With his decades of experience in analysing horses, he is able to filter out those strategies that are currently producing successful lays and those that don't. In any one day he might be generating 30, 40 or more potential lays. Obviously that's not good for us, so he then boils these down by refining his filter to select only those horses that have the highest possible chance of losing with the

best possible odds.

This changes all the time depending on the weather, the race, the form and many other factors.

You don't need to worry about any of this - you get the benefit of his experience and are presented with an average and manageable 3-6 daily lays. All you have to do is visit Betfair, check the odds and place your lays according to the simple staking plan.

And thanks to Kevin, the service is fulfilling my initial hopes and is now making money. I'm sure you'll agree a 60% return in just 20 weeks is reason enough to start talking about The Lay Profit Alert again.

If compounding REALLY starts to take a hold, just imagine what we could do in the next 3 months... or year!

So how much is this new service going to set you back? I think you'll be very pleasantly surprised . .

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Start profiting from my lay alerts for as little as 95p a day! But only if you reserve your place now . . .

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If you do a quick search on the internet you'll find some lay services charge as much as £900 a year! Others will cost you £695, £568 and £439!

Yet not one I've found follows the tight staking plan that ensures that your bank doesn't get wiped out. Instead they usually recommend level stakes. OK, so this way you might get the odd spectacular win, but a couple of losers can soon wipe out your profits and put you back to square one.

But I don't want the subscription fee to be any obstacle to you getting involved. That's why you can join the Lay Profit Alert for the equivalent of as little as 95p a day - that's less the cost of The Racing Post!

You can either sign up at £347 for a whole 12 months (that's 95p a day) or £97 for 3 months. The choice is yours. And either way you are covered by our no quibble 30-day risk free trial (see below).

Based upon the last 5 months results, you would still be up over 35% net after fees and tax - a cracking return for any serious betting investor.

But please don't hang about! To make sure we get the best possible prices on Betfair, there are only 400 places available (and 97 already taken). To guarantee your place please [click here](#) and subscribe now

What's more you can try the whole service completely risk-free . . .

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No-fuss 30-day money-back guarantee!

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Like you, I hate the tipsters who wriggle out of giving refunds.

I also know that you might be very wary about anything associated with betting - that's why I want to show how confident I am that you could make money with this service.

So read this carefully . . .

If within the first 30 days of joining The Lay Profit Alert service you do not feel - for whatever reason - that it is right for you, then just let me know and I will refund your subscription fee in full.

No questions. No quibbles. I won't ask for proof of trades or anything like that. As this is a daily alert I think a month gives you plenty of time to assess the value of the service - you can even start by paper trading the tips until you feel confident to put place your bets for real.

Look, I'm supremely confident that our lay selections combined with the price band staking plan will deliver. As I have mentioned, we're looking to make great profits over the long term, but please don't expect fireworks in the first couple of days or weeks. Yes, they might happen,

but this is about steadily building up your bank through small regular gains and the power of compounding.

Yes, there will be days when horses win (ie we lose), but the staking plan and the lay filter are there to make sure that over the long term we profit.

Remember, over the past 5 months we have built up a 60% gain with a 73% strike rate.

Compounding is the key, so the sooner you get started, the sooner compounding can kick in and increase your returns - get signed up now on a completely risk-free basis! [Click here](#) to get started and we will start sending you alerts from the next racing day.

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The real reason I'm limiting places to just 400

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Let me be straight with you . . .

I'm not limiting the numbers because of some cynical marketing ploy to get you to sign up. There's actually a very logical reason . . .

You see, although the betting exchanges are liquid (ie: easy to place and match bets), if too many of us are laying the same horses the prices could change and lower our returns.

That's why I'm limiting entry to 400 places just in case. Now that may seem like a lot, but I can assure you that I've already got many of those places spoken for, so please don't hang around.

I have 97 people who have been with the service since March.

I have another 184 people on the waiting list.

So that makes just 119 guaranteed places left.

But as you are a WRMM reader, I'm giving you the first chance to get onboard the new and improved LPA service. In a couple of days I will be opening up the remaining places (if there are any left) to other lists.

So if you want to start profiting from the Lay Profit Alert (and most importantly appreciate this conservative approach to betting investing) then I urge you to get started right away. Once we have enough members I will close the door until other spaces come up.

If you don't get on in time your name will go on the priority waiting list. I will only accept new names if and when someone drops out (which I think will be highly unlikely with the current track record!).

I'm not going to insult you by suggesting you'll be driving a Porsche, jetting off to the Bahamas or retiring to a mock Tudor country mansion any time soon! But what I can say is that in a year's time, by sticking to the tight staking plan and following the alerts, you could be a whole lot better off.

Maybe you'll have enough to treat you and the family . . . perhaps pay off those credit card bills and just have the extra money for life's little luxuries . . . and along the way we can have a lot of fun!

Just [click here](#) now and reserve your place today

Regards

Nick Laight  
Publisher  
Lay Profit Alert

PS: To guarantee one of the 400 limited places (remember 97 have already been taken with a further 184 on the waiting list), just click on this link and follow the simple instructions:

<http://www.on2url.com/app/adtrack.asp?MerchantID=100387&AdID=349417>

&nbsp;[Back to top](#)

&nbsp;[Previous](#) | [Next](#)