



Matchday
Profits

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About The Author

My Name is Paul Ruffy and you could say I'm fairly experienced when it comes to low-risk betting.



I've spent the best part of two decades helping others to make low-risk betting profits and over the last few years, particularly from matched betting - this includes lots of "bet and get" offers and refund offers whereby we end up with lots of free bets.

Typically people who follow the formula pushed by the big Matched Betting Sites are just "underlaying" these using high odds single bets to guarantee a profit from them.

There are a few problems I have with this; it's BORING, you hardly make any money, it can lead to being excluded from offers faster, and you'll often have a chunk of money tied up on the exchanges to cover liabilities on the lays.

So what I do instead is focus on finding bigger-priced winners with these free bets, very often by way of multiples, ie Doubles, Trebles, and other Accumulators.

This report is written from my own perspective and how I often use the tipster's analysis to assist me in building up bigger priced multiples which I will bet with free bets.

There may be a different approach you prefer, which is fine too!

Introduction

My interest in recording the RP Sport Tipsters' performance started initially not with the Racing Post itself but with its weekly sister paper, the Racing and Football Outlook (RFO), which had recently started a weekly Acca.

Their "Acca Backer" was always a five-fold at big odds - after seeing some initial success I decided this would be a good use for some of the (at the time abundant) extra free bets I had to use on a weekly basis.

If just one or two of these came in, I could easily make a lot more than I would with a guaranteed profit of £2.50 per free bet.

Using this approach, I converted a number of £5 Free Bets into hundreds of pounds. Being an avid reader of the football columns, I expanded my research to include more and more of their writers.

As I now have a good sample of selections from multiple columnists over many years. I'm able to share this information with you - and I think you'll be pleasantly surprised with how they've performed, especially since many of these picks are absolutely free!

General Notes

Most of the tipsters submit their "Best Bets" as part of the Saturday Racing Post Sport pages or Friday's "Assist." Although there will sometimes be more bets when there are midweek EFL or PL programmes, my proofing has focused on the weekend bets, but expanded recently to include more from midweek columns. I make no claims as to the accuracy of the information provided and it shouldn't be viewed as comprehensive.

Very Important

Where I refer to "Best Bets" in this guide I am referring to a tipsters section or column, covering a host of matches. NOT individual TV games, where they will also provide a "Best Bet/s" selection box. Individual TV game tips have not been recorded.

Racing Post - Dan “Golden” Childs

Arguably the best of the stable, Dan was given the Golden label after a stellar 2020/21 season - as the paper was happy to announce, see below.



Dan is the Racing Post's EFL expert meaning he covers from the Championship down to League Two - A whopping 72 teams to cover.

I've recorded Dan's selections since January 2020, so around four and a half years at the time of writing.

His weekend column has largely remained unchanged and includes a few different bets, so there's a good sample size and different angles.

Typically, there's a First Goalscorer, an Acca, and Best Bets.

It's important to note that there are a good number of full midweek fixtures in the EFL and often Dan will put out various bets for those, that's something I've only recorded over the last season or so. I suspect he's done at least as well on the midweek EFL as he has at weekends.

Dan Childs First Goal Scorer Selections

Bets	Winners	P/L	ROI
124	17	-2.5	-2%

Let's get the bad out of the way first. Whilst I think there are some circumstances where this market is worth focusing on, for example where a player starts playing more advanced or a player takes over penalty duties etc. I think this market is generally poor value with the bookmakers.

So the fact that Dan has managed to nearly break even is a good thing.

He has actually made a profit in each of the last two seasons with these (+10.5, +13.5pts) but before that time they were showing a 26.5pt loss with -39% ROI.

With the kind of prices we're talking about it's still a very small sample size even though I have collated over 4 years worth of data, so I do not recommend backing these unless there's a very good reason, such as a free bet in that market.

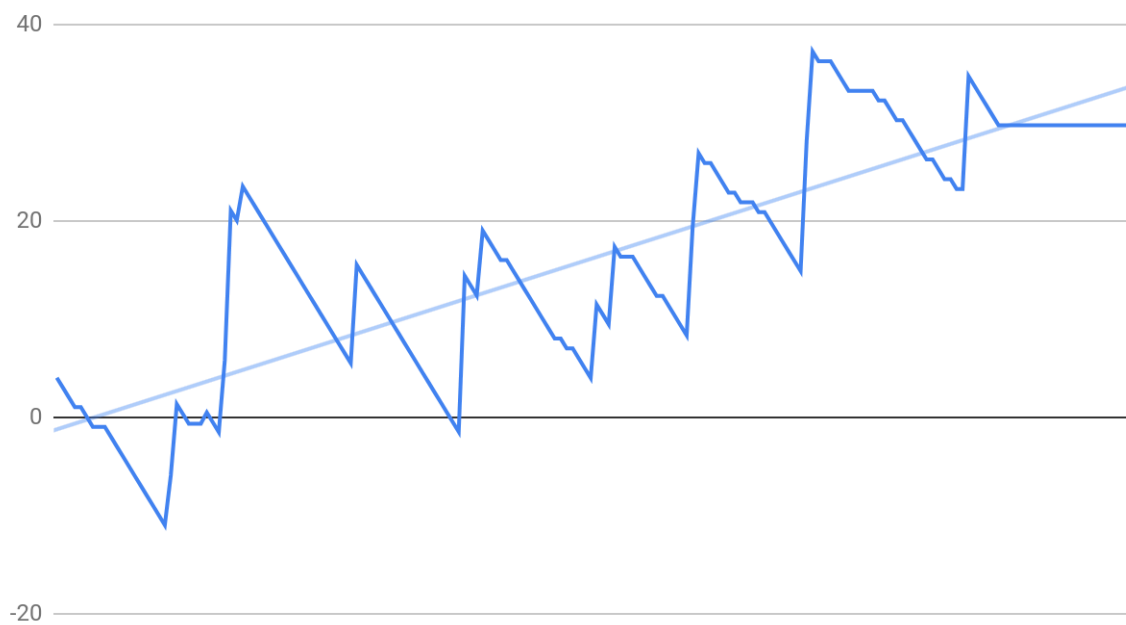
Let's move on.

Dan Childs Weekend Accas

Period	Accas recorded	Accas Landed	Acca P/L	ROI	Acca "as Singles" P/L	Acca "as Singles" ROI
11/1/2020 through to 4/5/2024	133	17 (12.7% SR)	+29.75	22%	+24.07	4%

Dan has an impressive record with his Accas over this period. Whilst the sample size is small the odds we're dealing with, when digging into the data and calculating the profit "as singles" we get +24.07 from (approx) 518 bets, a return on investment of around 4%, which is very good indeed given that these are typically short odds selections, and a good sign overall.

Accas



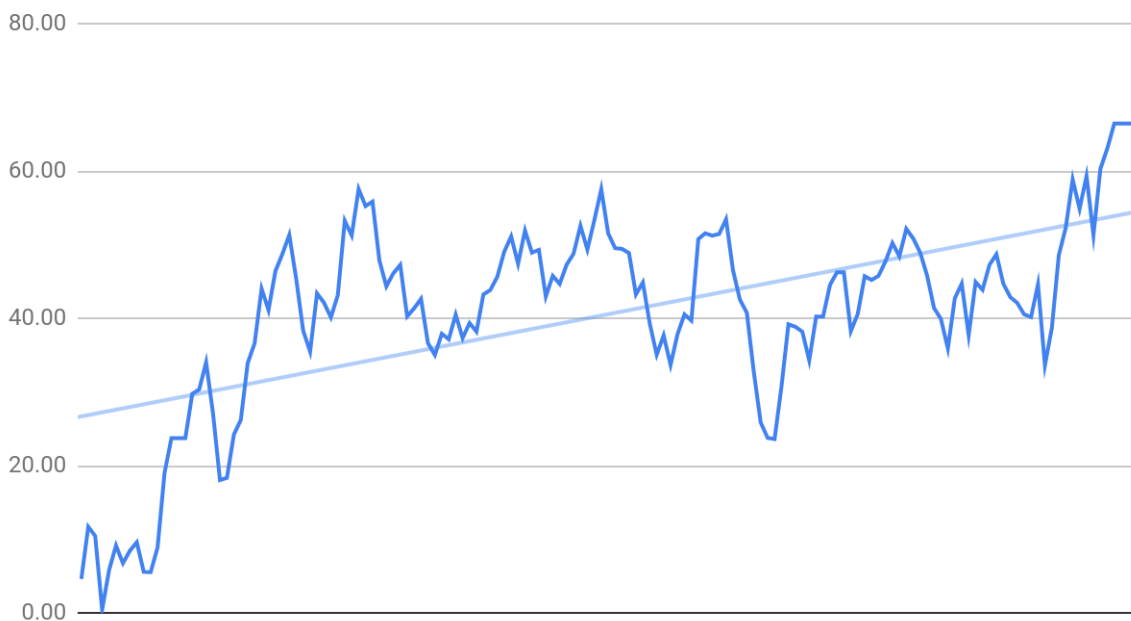
This positive trend was also seen with his main "Best Bets":

Dan Childs Best Bets

Period	Total Selections	Winners	SR%	Total Advised Stakes	P/L	ROI
5/9/2020 through to 4/5/2024	481	235	49%	1067	+66.44	6.23%

Again really impressive performance with a 49% strike rate and a marginally better ROI than his Acca selections as singles to level stakes.

Best Bets



Summary

Whilst still not a massive sample, Dan Childs has shown a consistent profit with his best bets over the last four seasons. At the odds advised we can see a definite edge that Dan has with his picks over this period.

But the graph highlights the volatility of football betting and as with most football tipsters there's the potential for a losing season.

The last four season totals I recorded were: +38,+11,-9,+26.

The important thing is we can see the trend.

Dan's picks can be the basis of a weekend Acca for maximising profits from free bets. Or indeed as the basis of a higher risk strategy using your own bank.

Racing Post - Liam Flin

A relative newcomer Liam has established himself as a serious contributor at the Post. His record is perhaps the most impressive of all those I've been recording. He covers the top European Leagues and I've been recording his Best Bets column since January 2021.

Liam Flin Best Bets

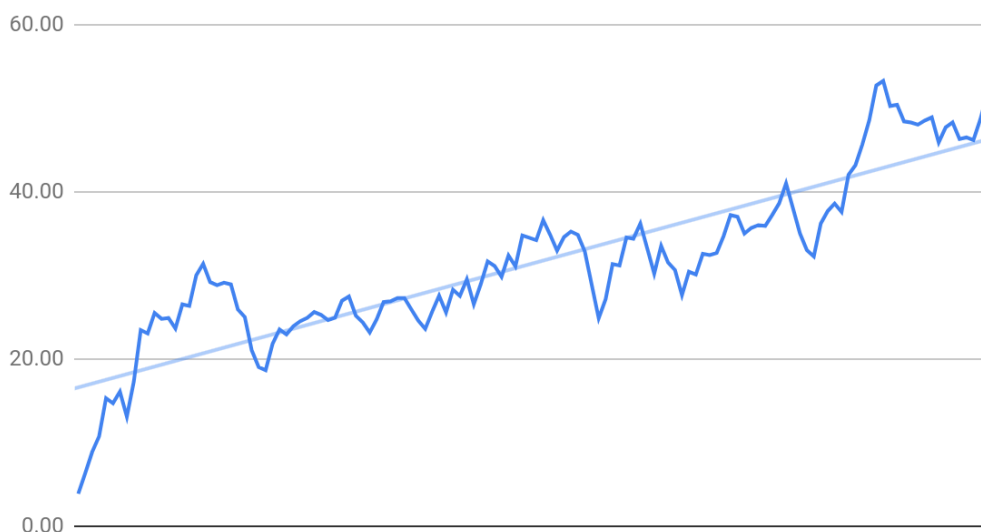
Period	Total Advised Stakes	P/L	ROI
23/1/2021 through to 25/5/2024	398	+51.7	12.99%

I haven't been recording the total number of bets for Liam, mainly due to the amount of work/tipsters I had started to record, but typically there are between 2 and 4 bets, each advised to 1pt or 2pt stakes (mostly 1pt).

In terms of strike rate data I am therefore a little lacking, but I can say that I've recorded only 21 occasions where all selections lost out of a total of 131.

Like Dan Childs, these bets are typically in the low odds range from 1.50 - 3.00 so the ROI is really impressive, at 12.99% to advised prices.

Best Bets



Summary

In terms of putting together a multiple, Liam's column has often helped me identify and put together plenty of decent-priced winners. The ROI over the last three years has been really impressive.

His column is definitely worth a look!

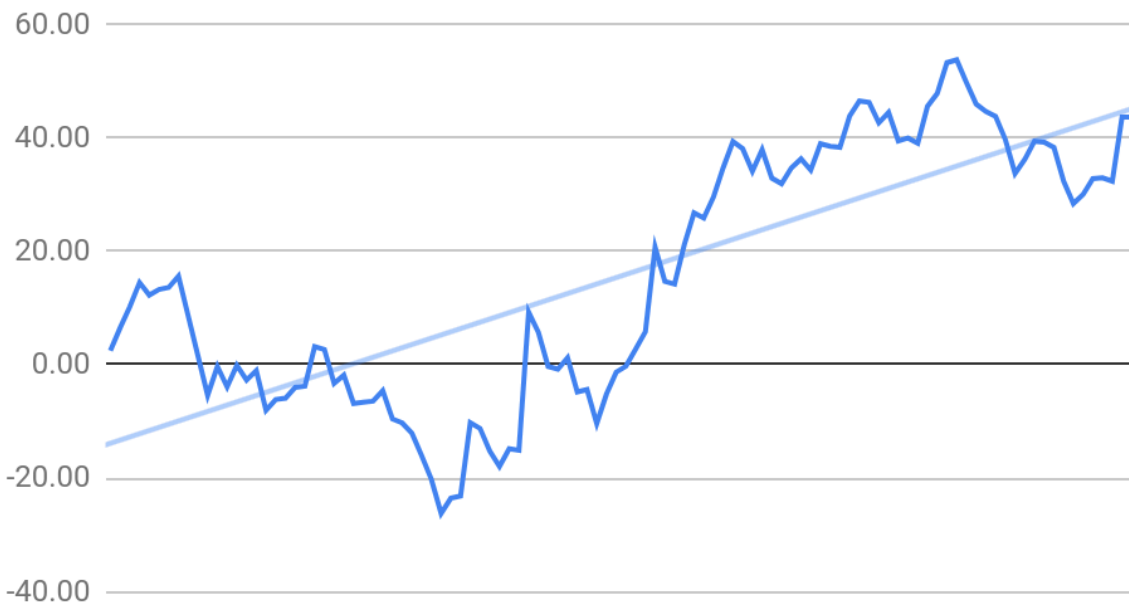
Racing Post - James Milton

James took over from Mark Langdon on the leading Premier League Column and although he is the only one of the main stable of tipsters not to be in front over the proofed period when I did this guide in 2022, his performance has picked up markedly to now be well in profit over the last three and half years.

James Milton Best Bets

Period	Total Advised Stakes	P/L	ROI
1/1/2021 through to 17/5/2024	557	+43.69	7.84%

Best Bets



Accas

Period	Accas recorded	Acca P/L	ROI
1/1/2021 through to 17/5/2024	97	-5.15	-5.3%

Bankers

Period	Bankers recorded	P/L	ROI
1/1/2021 through to 17/5/2024	96	+9.34	9.73%

Summary

James overall (Best Bets) record is good and clearly knows what value is. It's worth noting that James does stick to the same kind of 1pt, 2pt, 3pt staking as the other columnists, but he often has longer priced selections. So it follows that results have been more volatile - to the advised staking at least. His biggest recorded drawdown was 42pts over the recorded period although it's worth noting also that he has on occasion won 24pts on one weekend.

So some kind of moderation to the staking by either reducing stakes on larger priced bets, or looking at alternative ways to back the selections - such as Draw No Bet, or Double Chance/Asian Handicaps might be worth considering.

Regardless of that he has shown a decent edge at advised prices.

Racing and Football Outlook

The Racing & Football Outlook is the Weekly sister publication to the Racing Post. You will find the same tipsters do the majority of the columns. Mostly there's match by match best bets on each Premier League game and also big games from the other main leagues.

True Odds

The RFO's "True Odds are put together using the Racing Post's Spotlight projections and aim to provide an objective reflection of the chances of each outcome in a football match."

Basically they are selections based on their own ratings system.

I like the idea but how have they fared over the monitored period?

Period	Bets recorded	Winners	Strike Rate	P/L	ROI
29/8/23 through to 6/8/24	135	41	30.37%	+3.9	2.88%

These have shown promise without setting the world alight just yet.

It is worth noting however that they are using early odds and I've just recorded results to the odds printed, which are usually available at the time of print but as with all of the printed odds most of the time you'd have been able to get better odds on the exchange or by using an odds boost.

The last point is that they often throw up bigger priced selections which can skew results when recorded like this to level stakes. Aside from one 15/2 winner these have mostly been losers but I have noted at least three selections at bigger odds (10/1,4/1,6/1) recently that would have landed double chance bets.

So perhaps this is an angle worth considering, which would smooth results and perhaps increase profits.

Archived: "Acca Backer"

After nearly six years the weekly "Acca Backer" was discontinued in 2023. Four of the six years showed a very nice profit for those that followed every bet.

	Accas recorded	Accas Landed	Acca P/L	Singles P/L
2018	52	6	166.18	-0.78
2019	53	6	101	31.43
2020	40	0	-40	-25.4
2021	51	5	68.61	7.03
2022	53	0	-53	-47.53
2023	25	2	40	-0.26
Totals	274	19	282.79	-35.51

Another metric I record, which you will have seen elsewhere in this report, is P/L "as singles". Here I work out a theoretical profit/loss had 5 x singles been placed instead of one Acca. It's a useful guide as to whether the Acca profits/loss are down to luck or good judgement.

In the case of the RFO Accas, the Return on Investment as Accas is a whopping **103%**. But as singles the ROI works out as **-2.59%**.

To put that into context, however, betting as singles you'd have made 1370 bets and to be only 35pts down shows that to me that you've drastically reduced the bookmakers' edge, which is always more than a few per cent.

Mark Langdon

Mark is sports Director of the company that owns the Racing Post, he's been with them a long time and is highly regarded as a decent judge of value for good reason.

Although he doesn't tip in regular columns in the paper anymore I've included some of his past performance here for reference as his selections are still available via various other channels, most notably the weekly podcast/video released on the Racing Post's youtube channel. ("The Assist" from this season)

Weekend Accas

	Accas recorded	Acca P/L	ROI
2016/17	30	+13.37	44.5%
2017/15	34	+5.47	16%
2018/19	38	+27.32	72%
2019/20	34	-6.7	-19.5%
Totals	136	+39.46	29%

BTTS Trebles

	BTTS Trebles recorded	P/L	ROI
2019/20	33	+26.6	80%

I also recorded Mark's Bankers from 2016 to the end of 2020:

Bankers (Including weekly best bet from 30/1/2021)

	Weeks	Staked	P/L	ROI
17/9/2016 through to 28/5/2022	181	189.5	+9.97	5.26%

Summary

There are not many people with more football betting knowledge, experience than Mark. His best bets along with his multiples can confidently be included in your Free Bet Accas provided the prices are close to what he has advised. Those with more betting experience/higher risk tolerance might want to consider adding his single bets to “pad out” accounts that you are using for matched betting.

Aaron Ashley/Aaorn Rogan/Jamie Griffith/Steve Davis/Joe Casey/Henry Hardwicke

There are plenty of others who write for the RP Sport other than those main guys I've already covered. Those above tend to be the ones to fill in for others when called upon. Henry Hardwicke does the Scottish football.

I've got some data for all of them and although not really enough to draw any firm conclusions, and only two of the six mentioned are up with their best bets. Generally, I like to hear what these guys have to say and I will continue to monitor them and see where it leads.

Racing Post Sport - Tips to Avoid

1) Big TV game picks

Their writers are duty bound to provide selections for all of the live TV matches. This means they are trying to find an angle, even when they don't have a strong opinion on the game or when they don't think there's any value.

Often they'll just be finding the "least worst" option.

That said - these write-ups are a good starting point when there's a host of offers on the match in question - for example, a free inplay bet, or a refund offer.

2) Novelty/Bet Builders/Proposition bets

Yuck!!

These are typically your first goalscorer bets (see Dan Childs Picks), Shots on Target, Player to be Booked, and combination bets within the same game. Punters have been fed these poor value offerings for a while now and they are popular (I guess) with mug punters who mistake higher odds for better value. Now although, there are some people who can develop an angle on the lesser known markets, generally these are to be avoided due to big bookie margins and poor value, whilst BetBuilders ie: "pickyourpunt" "yourodds" or whatever else they call them - are just easy ways for bookies to sell you poor value bets. Just take a look at the odds for a team to win in a match with both teams scoring via the betbuilder with any bookie, and compare it to the price in the "Match odds and BTTS" market with the same firm.

3) Daily Bets

Starting in December 2019, the Racing Post Sport team put out a "Daily Treble". They put out 192 bets and recorded a loss of -34pts (-17% ROI) before putting the idea to bet at the end of 2021. Granted the pandemic really did them no favours in this venture but it does go to show how difficult it is to find worthwhile sports bets on a daily basis.

They then replaced it with a single "Today's Best Bet", which showed a marginally better -6.6% ROI for 2022, before also being discontinued.

The Competition - Sporting Life

The Sporting Life, for those of us old enough to remember, was once the mainstay daily paper for punters. The Racing Post came into existence and after a battle throughout the 90s became the only choice in print. The Sporting Life brand did carry on however with Sportinglife.com and still remains as somewhere to get additional or alternative views.

I did have some more historical data on their Acca's which I recall did alright, but I only have the last season's data which they do, to their credit, share on the website.

There's a weekly podcast where tipsters Tom Carnduff, Jake Osgathorpe, James 'Jimmy The Punt' Cantrill, & Joe Townsend come up with an Acca, usually of 4 selections at double figure odds.

Here's an overview of how it performed last season:



It would be interesting to see how the individual picks did as singles but for now we'll have to make do with the above.

A Betting Strategy

As I've already mentioned, as a matched bettor, putting acca's together for the free bets or offers is a useful approach. So these well researched selections are certainly useful in that regard.

So If you've free bets to burn, rather than underlaying to get a small profit, look to bet that free bet on something around 5/1 or bigger to maximise profits. Using an acca or combination of selections from proven tipsters makes a lot of sense.

Fake Mug Bets

Your main betting accounts are probably worth around £250-£400 a year each if you're taking advantage of most of their high value offers.

One way to keep these from being gubbed for longer is to place "mug" bets on them. Typically these will be singles that you'll be laying these off on the exchanges for a small loss.

With a "Fake Mug Bets" approach however you'll be risking your own money by backing the tipsters selections as either singles or multiples with a view to turning a profit over the course of a season.

This could extend the length of time your account remains unrestricted due to looking like a recreational punter. (If you win a fair amount some firms may just gub you anyway but at least you'll have made a profit from them.)

Word of warning though. If you're new to betting or don't understand betting bank management, this approach probably isn't for you. Following a tipster's selections requires that you absorb the inevitable losing runs, staying disciplined enough to back the winners when they arrive and don't deviate from your staking plan to avoid busting your bank.

The Bets Bet selections put out by Dan Childs, Liam Flin, James Milton and Mark Langdon certainly warrant consideration for this approach.

Final Thoughts

Newspaper Tipsters often get a bad rap for being unprofitable and promoting bookmakers. Whilst it's true that they do encourage recreational betting with arbitrary selections on events, the football guys at the Racing Post, are certainly providing value to punters.

The usual caveats apply with regards to price movements - take a price worse than what's been advised and don't expect to make a profit over the long term.

I will continue with my proofing over the coming season and share my updated stats with members at [Matchdayprofits.com](https://www.matchdayprofits.com)

Good Luck.

Paul

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If you think you may have a problem with gambling, there is plenty of help available to you.

All these websites offer advice and assistance:

<http://www.gamcare.org.uk/>

<http://www.gambleaware.co.uk/>

<http://www.gamblingtherapy.org/>

<http://www.gamblersanonymous.org.uk/>

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Feb 2024/25 Season Update

How have the main guys highlighted at the start of the season faired so far this season?

Well in short pretty well.

Liam Flin has continued in the same vein recording a chunky ROI of 14.68% and profit of 13.51pts to advised stakes.

Likewise, Dan Childs is also in front at this point, adding 22.21pts profit and further solidifying his already established long-term ROI.

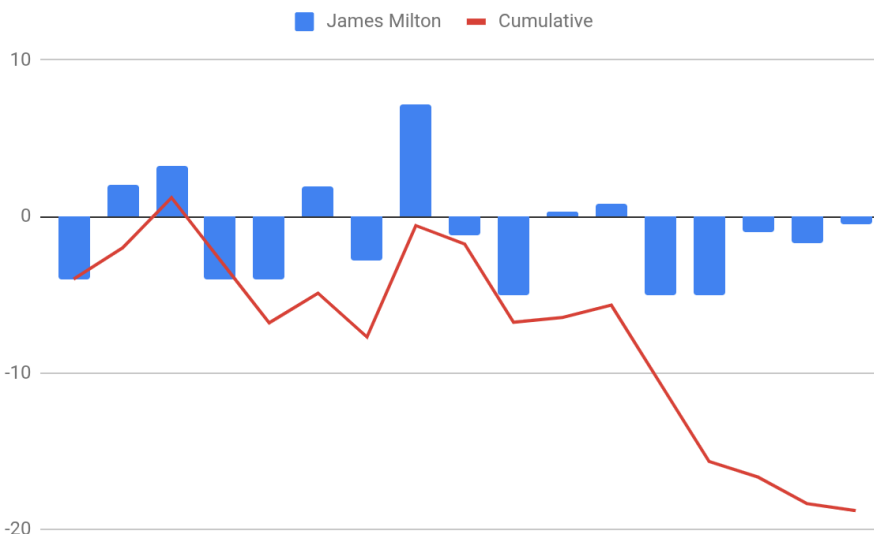
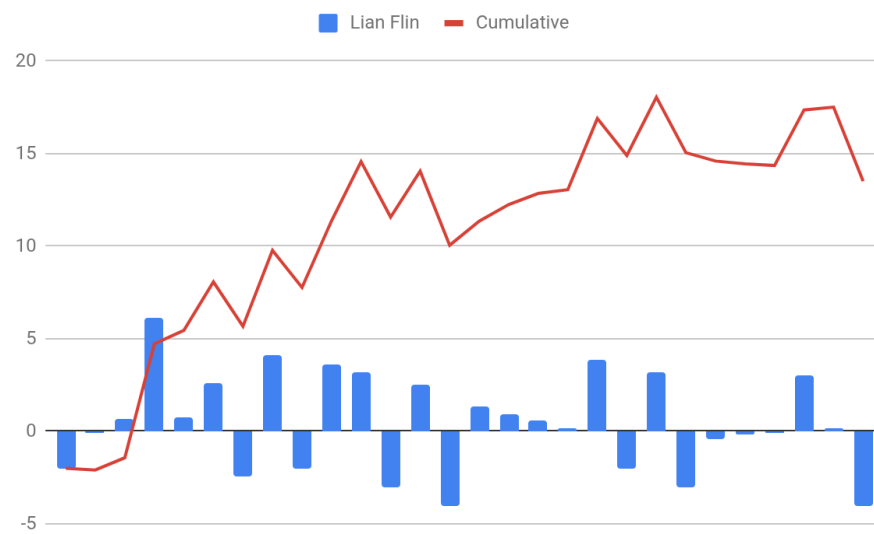
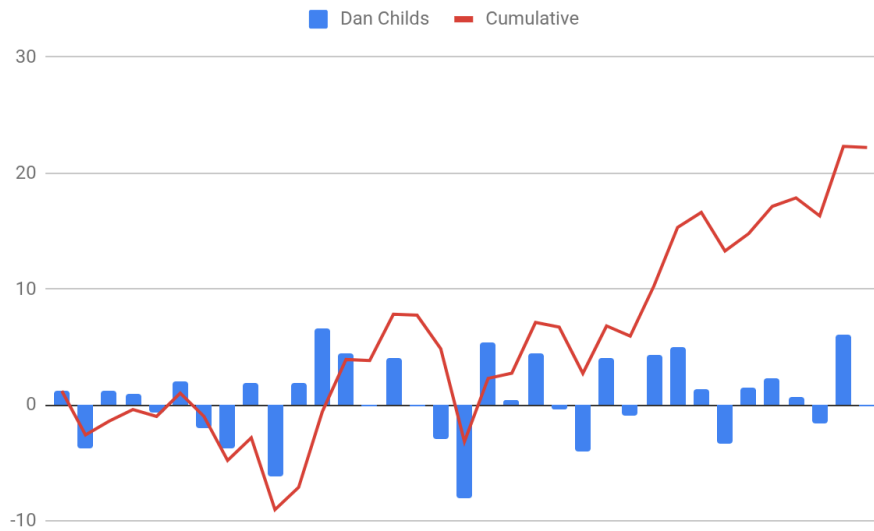
James Milton hasn't managed to hit previous heights as yet. He has recorded a loss of 18.81pts shifting his long-term ROI down to around 4% from 8%.

It is worth mentioning though, as already highlighted at the start of the season that his bets are often at bigger prices and with drawdowns as large as -42pts and with gains recorded as high as +24pts in one weekend - it's clear that his approach is more volatile than the other tipsters here, and as such I'd always recommend moderating stakes down, or using alternative markets. (Handicaps or double chance instead of win, anytime goalscorer instead of first goalscorer etc)

Best Bets

Period	Tipster	Total Advised Stakes	P/L	ROI
24/25 Season to 2/5/25	Liam Flin	92	+13.51	14.68%
24/25 Season to 2/5/25	James Milton	81	-18.81	-23.22%
24/25 Season to 2/5/25	Dan Childs	235	+22.21	9.45%

Best Bets Charts (This season)



Accas (This season)

Accumulator backing can be volatile at the best of times but they can have their place, particularly for small value freebets, and making the most of boosts, acca refund offers etc.

Two good places to look for Accas that have produced profits in the last are Dan Childs' Racing Post column and "This Week's Acca" weekly podcast from Sporting Life.

In almost perfect symmetry Dan Childs is -23pts this season (to 5/2/25) and This Weeks Acca is +23pts.



As the above graphic from the Sporting Life demonstrates we are dealing with narrow margins when it comes to profitability backing Accas.

They have hit three winners this season and are 23pts to the good. Whereas Dan Childs hasn't landed an Acca at all from his 23 attempts - but it's worth noting he has had 7 "near misses" (ie one result short).