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ALL-WAYSTM NEWSLETTER

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Coming Soon

Some things to look for during the second half of 2010: A number of modest upgrades to ALL-Ways Software will be released. The new Frandsen Publishing Web site, currently in development, will go live. Additional powerful wagering and handicapping articles will be added to the Frandsen Publishing Favorite Article Series. The October 2010 ALL-Ways Newsletter will provide big help for handicapping the 2010 Breeders' Cup at Churchill Downs. Stay tuned!

About this Newsletter Issue

First, just about every horseplayer, both ALL-Ways users and non-ALL-Ways users alike, will find the Wagering Reference Sheet and the Handicapping Process Reference Sheet included inside this newsletter to be very helpful for “improving their game”.

Since publishing the Triple Crown Saturday handicapping article in the April 2010 ALL-Ways Newsletter, significant numbers of players have become new ALL-Ways handicappers. And, because ALL-Ways Software historically has excelled in handicapping the Breeders' Cup races, we expect a similar situation as we approach the 2010 Breeders' Cup to be run at Churchill Downs on November 5th and 6th. So, we are including information in this issue to help new ALL-Ways handicappers get started with the software. We briefly discuss the fundamentals of the software and then turn our attention to suggestions for becoming proficient with ALL-Ways in a simple, organized and enjoyable manner. Be sure to watch for a comprehensive Breeders' Cup article in the ALL-Ways Newsletter for October 2010.

Getting Started With ALL-Ways

Why bother?

In pari-mutuel wagering, you are not playing against the house such as playing slot machines in a casino. You are not playing for the tracks money. Instead, you are playing for the money bet on the same races by other handicappers who are your competitors. And, these competitors may be sitting across the room from you, or in another room at the same facility, or at a simulcast facility across the country or, nowadays, at his or her computer at home taking advantage of on-line account wagering. This is a very important distinction because it means, if you do a better job of handicapping than the other players, you can make a profit at their expense.

ALL-Ways Software was designed with all this in mind. It a large toolbox full of effective handicapping tools. Successful ALL-Ways users select the tools that best fit their interests and style of play and integrate them into their personal handicapping process. In this age of computer assisted handicapping, there are two important points to keep in mind: **First, do not shy away from advanced handicapping information.** It is this advanced information that will give you an edge. If you do shy away, you will be left behind because the best of your competitors will be using it. **Second, strive to obtain as much unique information as possible.** It is not how much information that is important. It is the uniqueness of the information that gives you the “edge” over your competitors. “In a nutshell”, **ALL-Ways handicappers have a distinct advantage over non ALL-Ways Software users.**

About ALL-Ways

ALL-Ways was designed specifically to be easy to use by computer novices. There is no manual data entry. The user interface is very friendly. You simply click your computer mouse to get around the software. And, every screen display actually reminds you what the next step is for you to take.

There is a lot of powerful and unique handicapping information available to you in ALL-Ways. Most ALL-Ways handicappers settle on the 3 or 4 specific handicapping reports they want to use and integrate them into their personal handicapping process. Some ALL-Ways handicappers simply use the Spot Play/Final Process handicapping report which is designed to be used as a comprehensive one page standalone handicapping tool. If you like, ALL-Ways actually lets you design your own personal custom handicapping reports with just the information you want to see.

ALL-Ways Fundamentals

ALL-Ways Software’s handicapping is aimed directly at the specific type of race being handicapped at the specific track being played. **In other words, ALL-Ways is both race type and race track specific.** And, this is all automatic. As you use ALL-Ways, behind-the-scenes, the software automatically builds a constantly growing database for each track you play. When it

is time to handicap a race card, ALL-Ways automatically looks at each race on the card, finds similar races in the database for the track and automatically creates Handicapping Profiles aimed specifically at each race. **And, these Handicapping Profiles are actually designed to automatically look for not just the win horse, but for the place and show horses as well.** This automatic handicapping includes generating a probability for each horse and an odds-line to help spot good wager values. It also identifies the primary Contenders, any potentially Dangerous Non-Contenders, good Key horse Candidates, the Best Early horses and the Best Late horses and much, much more. Every handicapping report in ALL-Ways, including any Custom Reports you may have designed, can be printed and/or displayed on your computer screen. **And, virtually every handicapping report uses the powerful side-by-side horse comparison layout, which is a much easier format for handicapping than the traditional racing form layout.**

Easy Ways to Get Started

The first step, of course, is to download the software from the ALL-Ways Free Software Page on the BRIS Web site and install it in your computer. We also recommend printing the ALL-Ways Quick Start Guide on the same Web page.

ALL-Ways Software is usable “right out of the proverbial box”.

Start by reading Chapter 1 in the ALL-Ways User Manual and then follow the directions in Chapter 2 including doing the practice handicapping session. ALL-Ways comes with a sample ALL-Ways Data File and with a good set of Default Handicapping Profiles. We suggest using the following ALL-Ways handicapping reports: The Contender Summary Report, The Search Report, The Top 10/Ranking Report and the Past Performance Report. Note that every handicapping factor in ALL-Ways is explained in Appendix B of the User Manual and every handicapping report is explained in Appendix C. You are now ready to handicap races at the track(s) you like to play.

Three Good Options for Building Your ALL-Ways Database(s)

As you use the software, ALL-Ways will automatically build your individual race databases for each track you play. Eventually getting to a minimum of 300 or so races is a good idea. Here are three options for you to consider.

“Fast Track”: ALL-Ways Batch Download files are available on the ALL-Ways Data File Page on the BRIS Web site that let you AUTOMATICALLY and INSTANTLY build large ALL-Ways Race Databases made up of hundreds of past races at the track(s) you play. This is the most economical way to build large ALL-Ways databases. These files contain full race cards for full recent meets at the track.

“Accelerated Track”: BRIS offers Meet Subscription Packages that let you download ALL-Ways Data Files for every race date of an upcoming meet at a track at a very economical price.

When you get 20 to 30 race days into a current meet for a track, you will have a 200 to 300 race database.

“As You Go Track”: You can simply download ALL-Ways Data Files for the days and tracks you want to play and build your Race Database for a track as you play.

Very Important! If you use the “Accelerated Track” or the “As You Go Track”, we suggest you download the FREE ALL-Ways Handicapping Profiles from the User’s Corner of the Frandsen Publishing Web site for each track you play. You can use these race type and race track specific profiles to handicap while you are building your own database for a track.

Proceed At Your Own Pace

ALL-Ways Multi-Level Professional Edition software operates at four different levels. Level ONE, the recommended starting point, includes a basic set of ALL-Ways handicapping tools. As you move from Level ONE up to Level TWO and then up to Level THREE and eventually to Level FOUR, more and more handicapping and wagering tools are made available. Level FOUR activates 100% of ALL-Ways features. You can move up to each higher level at your own pace, only when you are comfortable doing so. All four levels are contained in the single version of ALL-Ways Multi-Level Professional Edition software that you install. The 4-part ALL-Ways Newsletter series “From Novice to Expert at a Reasonable Pace” explains each level. The series is available in the Newsletter Section of the Frandsen Web site.

Level	Title	NL#
1)	<i>“Getting Started with the Basics”</i>	# 44
2)	<i>“Unleashing ALL-Ways Databases”</i>	# 45
3)	<i>“Analysis and Control”</i>	# 46
4)	<i>“Ultimate Handicapping Tools”</i>	# 47

Solid Support

“How ALL-Ways Works” is a brief, easy-to-read description of the concepts and primary features in ALL-Ways Software. It is an easy way to get a good feel for what you will be working toward as you use ALL-Ways. It is available to print on the ALL-Ways Free Software Page on the BRIS Web site.

ALL-Ways comes with a comprehensive **User Manual**. It is not meant to be read cover-to-cover. Again, we recommend new ALL-Ways users start by reading Chapter 1 and following the directions in Chapter 2 which will point to other parts of the manual when more information is needed. We also recommend having BRIS mail the manual to you all printed and in a 3-ring

binder. There is a modest shipping and handling charge. The full manual is also available on the ALL-Ways Free Software Page on the BRIS Web site. You may want to print Chapters 1 and 2 to use while waiting for the printed manual to arrive from BRIS.

ALL-Ways Newsletters including the new **ALL-Ways Favorite Article Series** are widely considered to be one of the best sources in the industry for powerful handicapping and wagering insights. The newsletters and Favorite Articles as well as a Major Topic Index are available in the Newsletter Section of the Frandsen Publishing Web site. They are all free!

BRIS and Frandsen Publishing **Technical Support** personnel will help answer your questions. They can be reached by e-mail and by telephone.

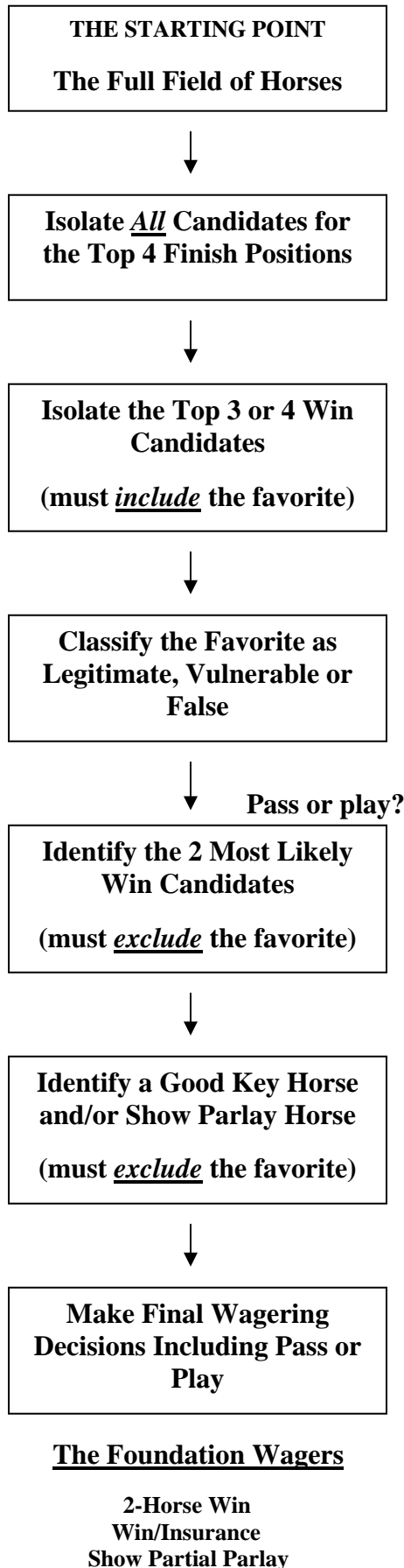
Bloodstock Research	bristech@brisnet.com	(800 354 9206)
Frandsen Publishing	FrandsenPublishing@Comcast.net	(952 937 9180)

So, let's get started:

Simply download and install ALL-Ways Software from the ALL-Ways Free Software Page on the BRIS Web site. Then read Chapter 1 and follow the directions in Chapter 2 of the comprehensive ALL-Ways User Manual. Note that the same ALL-Ways Data File you use to drive ALL-Ways Software can also be used to print the BRIS Ultimate Past Performances at no additional cost using the free BRIS Past Performance Generator Software. **Finally, treat yourself to using ALL-Ways Software a few times at the track. One more good winner or a nice Exacta is all it takes to give you a nice return on investment. And, it's fun too! Bonus: You will be ready to use the power of ALL-Ways for the 2010 Breeders' Cup.**

ALL-Ways™ Newsletter Wagering Series Reference Sheet

Handicapping Flow



Key Points to Remember

Your job is to identify, in advance, the two out of three races that are not won by the crowd favorite and to identify the two non-favorite horses most likely to beat the favorite.

Evaluating Horses (Upgrade or Downgrade)

Based on Handicapping Factors:

- Suitability to distance
- Suitability to surface
- Current form
- Class level
- Speed
- Jockey and trainer

Based on the Pace Scenario:

- Will the horse's running style be helped or hurt by the probable pace?
- Will early runners (E, EP) be able to hold on down the stretch?
- Will late runners (P, S) be able to catch the early horses in the stretch run?
- To avoid "4th-place-itis": Will late runners be close enough at the 2nd call to be a factor in the race.

Based on Situational Factors:

- + Trouble last (not persistent)
- + Double Move last ("V" Pattern)
- + Ran well vs. today's probable pace
- + Returning to a distance, surface, track or class the horse will like
- Persistent trouble
- Returning to a distance, surface, track or class the horse will not like
- Ran poorly vs. today's probable pace
- Bad recent race(s) without an excuse
- Bad recent race(s) without a reason to expect better today

Learn From Every Race

What worked?
What did not work?
What did you miss?
Reason(s) for a major surprise

The Top 10 List

An epiphany: Set a realistic profit goal to pursue with discipline ... and mean it!

Develop your personal handicapping and wagering process that efficiently takes advantage of advanced handicapping information.

Take 30 to 60 seconds to learn something from every race and use what you learn to refine and improve your handicapping process.

Become skilled at classifying the crowd favorite as legitimate, vulnerable or false. Crowd favorites lose two thirds of their races.

Never bet against legitimate favorites. Almost never bet on a legitimate favorite.

Make wagering decisions with confidence, not wishful thinking.

"To pass or play?" ... that should be the question. If confident, then play. If confused, then pass.

When you are ahead for the day, takes some profits out of play. (20% is a good amount.)

Do not lose discipline at the end of the day. Do not squander your profits (It is your money). Do not increase your losses.

"Walk before you run." Do not move up the logical progression of wagers until you have mastered the foundation wagers.

BONUS

Become expert at something!

ALL-Ways™ Newsletter Handicapping Process Series Reference Sheet

Full Field of Horses



Isolate All Contenders for the Top 4 Finish Positions



The Keystone Steps

• Initial Assignments •

Assign to a Group based on speed, class, compound pace and comprehensive ratings using the concept of Gap Advantage.
Exclude horses eliminated from further consideration.



Group 1

Top 3 or 4 Win
Candidates

Include Favorite



Group 2

In-the-Money
Candidates



Group 3

Marginal
Horses

• Final Assignments •

Move horses between groups based on suitability to surface/distance, the pace scenario, form factors, jockey/trainer influence and situational changes from past performance races to today's race.

Group 1



Group 2



Group 3

Top 3 or 4 Win
Candidates

In-the-Money
Candidates

Marginal Horses

Evaluate the Favorite

Decide which group you would now assign the favorite

If Group 1: Legitimate

If Group 2: Vulnerable

If Group 3: False

Key Decisions

Decide: Pass or Play the Race?

Remember "The Curse of the Legitimate Favorite"

Group 1



Select 2
Non-Favorite Win
Candidates



Select a Key Horse
and/or a
Show Partial Parlay Horse

Supporting "Favorite Articles"

• Wagering Series

Part 1 "Realistic Expectations"

Part 2 "3 Critical Skills"

Part 3 "How Are You Really Doing?"

Part 4 "Where to Go from Here"

Part 5 "Wrapping It Up"

• Handicapping Process Series

Part 1 "Isolating Contenders"

Part 2 "Keystone of the Process"

Part 3 "Key Decisions"

Part 4 "Getting Unstuck"

Part 5 "Feedback"

Part 6 "Wrapping It Up"

• "Fourth ... place ... itis" How to Avoid It

• Race Pace Shapes

• The Curse of the Legitimate Favorite

• To Pass or to Play? That Should Be the Question

• How I Use ALL-Ways

A compilation of articles
submitted by ALL-Ways
handicappers

The Foundation Wagers

• The 2-Horse Win Wager

• The Win-Insurance Wager

• Show Partial Parlay Wager

- Part 1 "Getting Started"

- Part 2 "Becoming an Expert"

ALL-Ways Newsletters,
including a Major Topic Index,
and more than two dozen articles
making up the Favorite Article
Series are posted in the
Newsletter Section of the
Frandsen Publishing Web site at
www.frandsen.com.



[ALL-Ways Home Page](#)

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