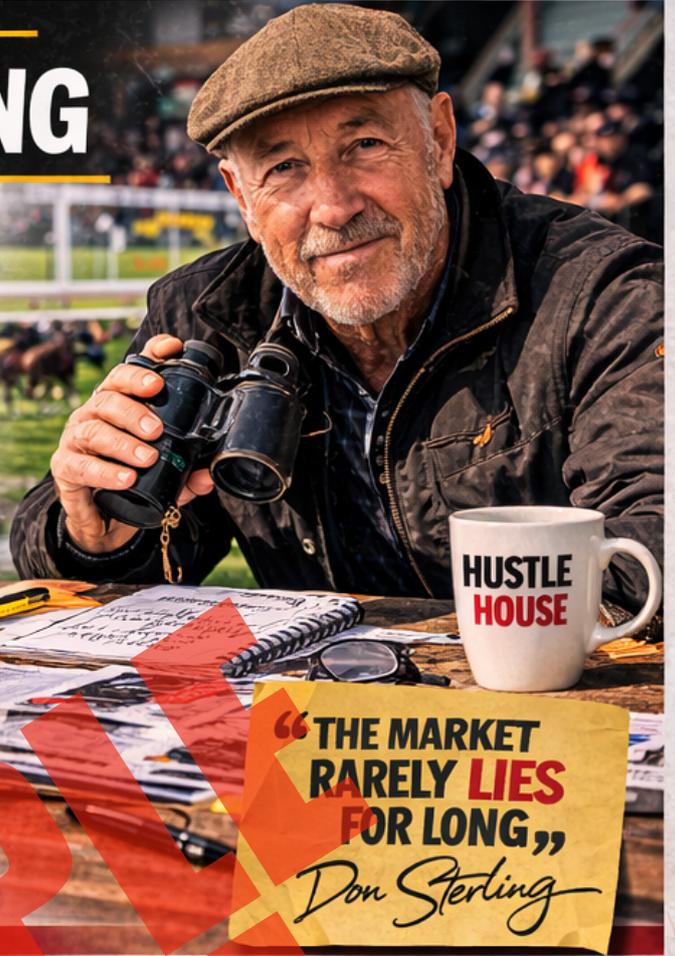


DON STERLING'S WEEKEND BRIEFING

THE SMART MONEY SIGNAL



**MOST PUNTERS WATCH THE RACE...
SMART PUNTERS WATCH THE MARKET
BEHAVIOUR BEFORE THE RACE
EVEN BEGINS**

When prices drop quietly from 10/1 to 6/1 the bookies start getting nervous... because the smart money is moving.
Don't just follow tips — follow the evidence.

“THE MARKET RARELY LIES FOR LONG,”

Don Sterling

THREE HORSES TO WATCH

IRON SOVEREIGN

Strong staying form, improving at the right time



SILVER BANNER

Quiet money coming in — great track record



KING'S RANSOM

Consistent form & good draw this weekend



MARKET MOVERS

HORSE	RACE	YESTERDAY	CURRENT
 IRON SOVEREIGN	Newbury 2:30	10/1	7/1 ↑
 SILVER BANNER	Doncaster 3:10	8/1	6/1 ↑
 KING'S RANSOM	Kempton 4:45	12/1	9/1 ↑

DON'S FINAL WORD

“Learn to watch how prices move, not just what people say. That's where the real betting edge is found.”



NEXT ISSUE:
FESTIVAL PREVIEW & INSIDER TIPS

DON STERLING'S WEEKEND BRIEFING



HOW THE SMART MONEY SPOTS
WINNERS BEFORE THE RACE

THE MARKET OFTEN TELLS THE TRUTH...

When prices move quietly,
it means smart money
is already betting.

LEARN TO READ THE SIGNS
BEFORE RACE DAY!

THREE HORSES TO WATCH

IRON SOVEREIGN
NEWBURY - 2:30



SILVER BANNER
DONCASTER - 3:10



KING'S RANSOM
KEMPTON - 4:45



MARKET MOVERS

HORSE	YESTERDAY	TODAY
IRON SOVEREIGN	10/1	7/1 ▲
SILVER BANNER	8/1	6/1 ▲
KING'S RANSOM	12/1	9/1 ▲

WATCH THE
MARKET...
NOT THE NOISE.

Don Sterling

GET THE EDGE BEFORE THE PRICE COLLAPSES!

HUSTLE HOUSE INSIDER CLUB

JOIN TODAY



THE VALUE FRAME HUNTER

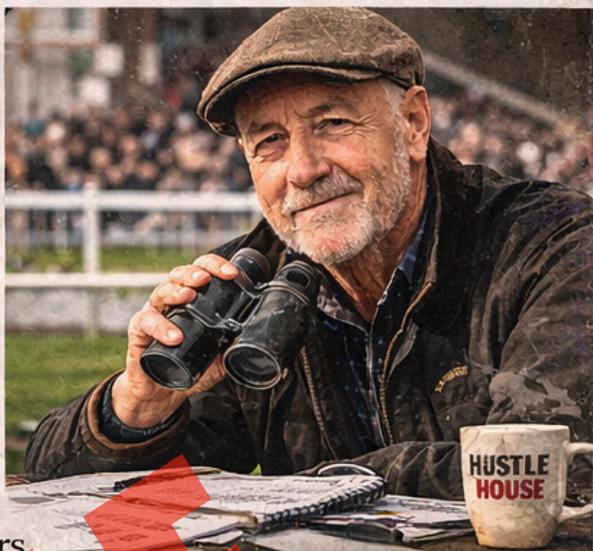
Smart Each-Way Betting for Calm, Consistent Profit

(EACH-WAY BETTING — Up To 9 Runners)

1 RACE SELECTION

Choose races with:

- ✓ 8 or 9 runners
- ✓ Handicap races preferred
- ✓ Avoid 2-year-old races
- ✓ Avoid races full of first-time headgear or unknown variables



In **races with up to nine** runners, bookmakers usually pay two places. That **means we want horses** 🐎 that are **very likely** to hit the frame, but still priced **generously**.

STEP 1

Choose races with:

- ✓ 8 or 9 runners 🐎
- ✓ Handicap races preferred
- ✓ Avoid 2-year-old races
- ✓ Avoid races full of first-time headgear or unknown variables

2 PRICE ZONE (CRUCIAL)

Your horse must be:

- 🐎 Between **5/1** and **10/1**
- ✓ Below **5/1** - not enough each-way value.
- ✓ Above **10/1** - place chance drops too sharply.

This price band is where the market often **underestimates consistency**.

3 THE PROFILE YOU WANT

Look for a horse that:

- 🐎 Has placed in at least **2** of its last **4** runs 🐎
- ✓ Is running from a similar **OR** (official rating)
- ✓ Has proven form on similar going

You are **NOT** looking for a flashy winner — you are looking for a reliable trier.

4 MARKET CLUE

Ideal race setup:

- 🐎 **One strong favourite**
- ✓ **One or two obvious dangers**
- 🐎 **Then your horse sitting just behind them in betting**

This creates a “two-horse race” perception — and value on the horse most likely to nick third or second.

TURN MATHEMATICAL CONSISTENCY INTO PROFIT

