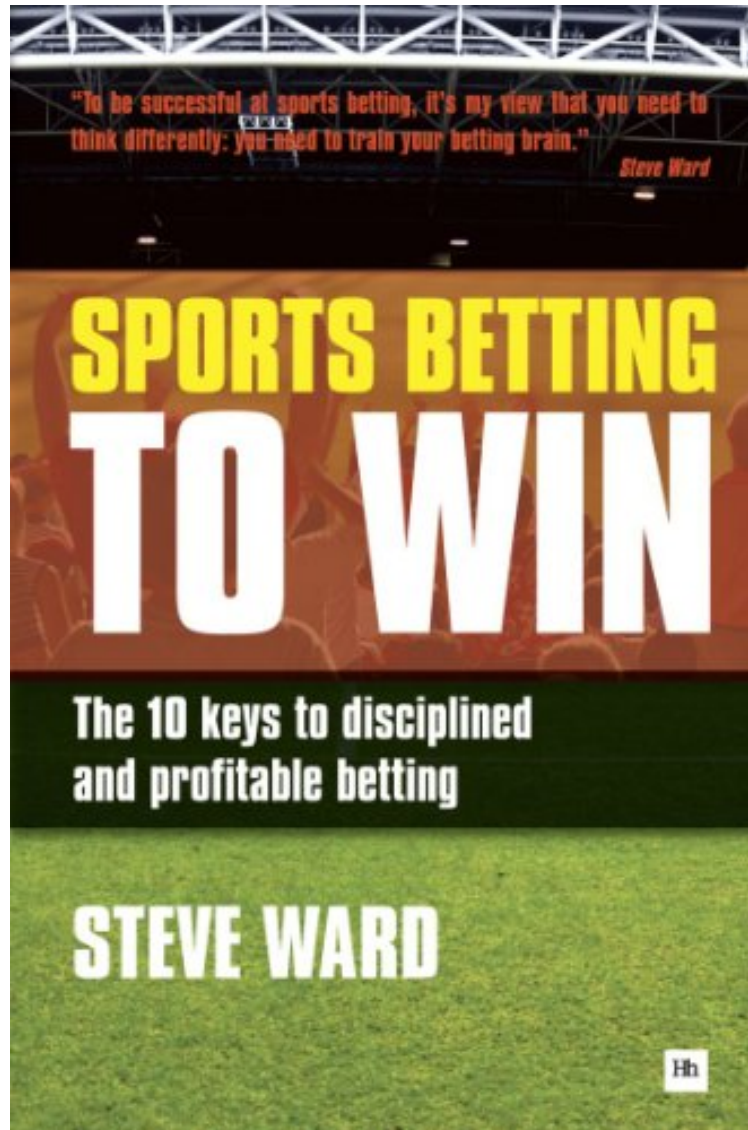


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## Sports Betting to Win: The 10 keys to disciplined and profitable betting

Ward Steve

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**Ward Steve : Sports Betting to Win: The 10 keys to disciplined and profitable betting** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sports Betting to Win: The 10 keys to disciplined and profitable betting:

2 of 3 people found the following review helpful. The most honest book. No magic bullet for betting success. By ERNESTO GARCIAI bought this book looking forward to have success on my betting. Or, at least, to be proud of how I manage my betting money. This book since the first page makes you confront the truth: That betting is a high risk

activity in which most people fail. At first, you can read the book and feel the author is like those teachers who always told you "yeah, we'll cover that later". The course (the book) ends and you simply didn't learn anything practical at all. But here's the catch: If you feel you didn't learn anything from this book, it's because you probably expected a surefire path to betting success, which simply doesn't exist. Book's structure presents a detailed program to work on your psychology, more than your technique, when it comes to betting. I believe it would be helpful to follow this book by taking notes and performing all recommended activities (the "How does this apply to me" corner at the end of each chapter. Think of it as a tutorial you want to get the most of. Even if you do not follow the book in such a precise way, you should be that organized when it comes to your bets. The "keeping record" section of the book is very good, at least that is one of the things that worked better for me. Am I a Betting Ace 3 months after buying this book and following its advice? Nope, but I am having more fun as I bet responsibly and I always learn or earn from my bets. If you want actually a \*method\* or a \*strategy\* for betting, go find yourself another book. Mind you, having a method or strategy won't do anything for you if your head is not in tune with it. And that is where this book really shines. I do recommend you buying this book to be a happier, down to earth punter, bettor or eventually a professional. 0 of 0 people found the following review helpful. everything was fine. regards from germany. By kingkade23 everything was fine. from delivery time, to state of bought item up to Price. thks . pleased to deal again. Kind regards from Germany. 0 of 0 people found the following review helpful. Fundamental By patricio Amazing book. Like a manual for me from now on that i want to start betting seriously.

Thinking, and betting, like the pros "Most people in sports betting are looking at things the wrong way." - Peter Webb, founder of Bet Angel "Some people only ever seem to want to hit the sexy six, and not take the singles" - Compton Hellyer, founder of Sporting Index This is a book that teaches you how to bet on sports with the same discipline and mindset as the professionals. Lots of books and websites give advice on profitable strategies - and tipsters and systems proliferate. But this is the only guide that helps you make your trades and bank your wins for the long term, avoiding the perennial dangers of overconfidence, irrationality and emotion. However successful your selections, you are never safe from crippling losses until you know how to bet with the clear head and calm approach of the masters. The simple fact is that most people betting on sports lose over the long term. Performance errors currently hamper the majority of bettors: they lose their bets because they first lose their heads. The only answer is to think differently. With chapters ranging across motivation, performance analysis, the betting process and going pro, this book is the definitive guide to achieving this:- Use dozens of exercises to sharpen your thinking and refine your betting processes.- Share in the exclusive insights of professional sports bettors, who reveal for the first time how they have built successful gambling careers.- Benefit in every chapter from one-to-one training from the author, a professional sports and trading performance coach. Sports Betting to Win is your own personal course for establishing a firm psychological foundation for long-term betting success.

About the Author Steve Ward specialises in performance coaching and training, developing people and teams in risk-taking, high-pressure and results-driven environments, helping them to achieve and sustain high performance and to maximise their potential. He has over 15 years of teaching, training and coaching experience and has worked with elite athletes and teams in over 30 sports, financial traders and institutions across the globe, sports traders, poker players, business leaders and managers and sales teams. Steve co-managed a large team of over 40 professional traders in London, was a consultant to the BBC TV programme Million Dollar Traders and is a regular trainer at the London Stock Exchange. He is also the author of High Performance Trading: 35 Practical Strategies and Techniques to Enhance Your Trading Psychology and Performance (Harriman House, 2009). Steve has a special interest in the demands of performing in conditions of financial risk and uncertainty and has extensive knowledge and experience of helping people in the financial and sports markets to develop the skills, attitudes and behaviours required to perform with discipline and to maximise their profitability. Utilising techniques and strategies from sports and performance psychology, behavioural finance, stress management, and cognitive, behavioural and solution-focused coaching, Steve provides practical, powerful, easy-to-learn and easy-to-use methods for improving performance.  
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