

A dark silhouette of a person wearing a trench coat and a fedora-style hat, standing in the center of the page. The background is a light gray gradient.

Mentoring Service

BetfairGuru

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Introduction

I launched my initial trading service back in October 2010, prompted by a simple but significant request from a Russian lady who had purchased one of my trading products on eBay.

What started as a basic email service — where I would share my daily tennis trading plans and a few back-to-lay horse selections — has since evolved into something far more sophisticated.

Over the years, that initial email service naturally transformed into the comprehensive subscription model I offer today.

It now includes advanced Tennis, Football, and Horse Racing trading selections, enhanced with ratings and predefined entry/exit points. The goal has always been to provide a stress-free or even fully automated trading experience for those who subscribe, allowing them to engage with the markets efficiently and confidently.

As the service grew, so too did the diversity of my subscriber base. I found myself catering to members of varying experience levels, from complete beginners to more advanced traders.

To accommodate this, I expanded my offerings to include a Live Trading Room, Trading Seminars, and a variety of tailored Webinars. Each of these services provided unique learning experiences and fostered a supportive trading community.

- **While the Seminars and Webinars continue to run successfully, the Live Trading Room ultimately became unsustainable.**

It was initially designed to provide real-time insights and hands-on guidance, but as the room expanded, it demanded more and more of my time. At one point, I found myself dedicating up to 14 hours a day to ensure all members, regardless of their trading schedules, had access to the live sessions.

Naturally, this created significant time pressures, leaving little room for my own trading or personal time.

Despite the immense value the Live Room brought to members — many of whom have gone on to become successful traders — it became clear that this format was no longer viable.

However, I didn't want to abandon the concept altogether.

I enjoyed the process of coaching and guiding members, especially those who were new to trading or struggling to find consistent success. Breaking down bad habits, challenging ineffective strategies, and instilling solid trading principles was incredibly rewarding — and I witnessed first-hand how these traders improved as a result. Some even explicitly credited their transformation to the methods I taught during those live sessions.

There was a real sense of loss when I had to close the Live Room, but it sparked a new idea:

- **What if I could offer the same level of personalized support without the overwhelming time commitment?**

After a lot of reflection, I developed the 1-to-1 Mentoring Service, a more focused and manageable solution that delivers the same benefits of in-depth, personalized guidance but in a more structured and efficient way.

This service allows me to provide high-quality mentoring to a select group of traders, giving them the tailored support they need to overcome their trading challenges while ensuring that I can manage my time more effectively.

The Mentoring Service is designed to provide traders with the individual attention they deserve, at times that suit both of us.

Unlike the Live Trading Room, where members were constrained by the availability of the room, this one-on-one structure offers flexibility — we set mutually agreed-upon times that work for your schedule and mine.

It's important to be clear: this service isn't for everyone, and it won't suit every trader. There are inherent limitations due to the personal nature of the mentorship. In the following pages, I'll outline the benefits of this service as well as the potential drawbacks, so you can assess whether it's the right fit for you.

Through this Mentoring Service, I commit to delivering structured, tailored learning that adapts to your current level and trading goals.

We'll explore everything from foundational concepts to advanced strategies, depending on your needs, ensuring you leave the program with greater knowledge, better habits, and a much clearer understanding of how to succeed in sports trading.

Together, we will establish a timeline for your tuition and set clear objectives for the program, all of which will be flexible to accommodate your individual progress.

Whether you're new to trading or looking to refine your techniques, this mentoring program is designed to help you become a more confident, competent, and consistent trader.

As we go further, I'll explain in detail how this service works. contact guidelines, pricing structures, program content, start dates, and — most importantly — what you can expect to achieve by the time you complete the mentorship.

What Am I Offering?

This mentoring service is not just a crash course or a series of vague emails. It's a deep, comprehensive, and structured learning experience designed to transform you into a consistently profitable sports trader.

Delivered on a 1-2-1 basis, it provides unlimited, unfettered access to my expertise through a variety of mediums—email, PDF guides, live chat, and live trading sessions—tailored to your individual needs.

I don't just guide you through strategies or handhold you through a few trades. I break down your current approach to trading, eliminate bad habits, and rebuild your entire mindset, methodology, and understanding of the markets from the ground up.

By the time we finish, you will have the knowledge, skills, and confidence to navigate sports trading profitably on your own.

Service Fundamentals

The mentoring process starts by identifying and dismantling the bad habits that are likely holding you back.

Whether you've been trading for years or are relatively new, it's crucial to return to the basic principles of trading—those that form the foundation of long-term success.

From there, we systematically build your understanding, focusing on both the technical aspects of trading and the mindset needed to maintain discipline and control risk.

Direct, No-Nonsense Feedback

A key part of this service is honest, direct feedback.

Many traders struggle because they aren't given the tough truths about their trading habits. I won't sugar-coat it—I'll tell you exactly where you're going wrong, why, and how to fix it.

This frank approach has led many of my previous mentees to success, though I admit it's not always easy to hear at first.

Structured Learning Programme

This service is not a casual “talk-about-psychology” type of mentoring.

While mindset is important, my primary focus is on actionable, concrete steps you can take to immediately improve your trading.

You'll follow a structured learning programme that is designed to not only correct your current trading errors but also to develop you into a trader capable of consistently profitable decisions in the future.

We'll cover:

- **Market dynamics:** Understanding the forces that drive price movements.
- **Technical analysis:** Reading charts, interpreting trends, and recognizing patterns.
- **Staking and bank management:** Ensuring your risk is controlled and your potential rewards maximized.
- **Risk management:** Essential techniques for limiting exposure and preserving your bankroll.
- **Trading principles:** Core concepts that underpin all successful trading activity.

Key Features of the Service

This isn't just about theory—it's a hands-on, immersive experience that combines knowledge, live trading, and constant feedback.

Here's a detailed look at what you'll receive:

1) Four Weeks of Intensive Training

You'll have four weeks of continuous access to my expertise, where we'll address every aspect of your trading—from basic strategies to advanced market techniques.

Each week will feature a balance of live trading, email support, and structured learning materials.

2) Direct Access to an Experienced Professional

Throughout this mentorship, you'll have direct access to me, not just to discuss the psychology of trading but to tackle real, in-depth topics—whether it's refining your current strategies, analysing the markets, or answering specific questions on live trades.

3) Minimum 6 Hours of Live Trading per Week

We'll spend at least 6 hours each week trading together, live in the markets.

These sessions will provide you with real-time guidance on spotting opportunities, executing trades, managing open positions, and understanding the flow of the market as it unfolds.

4) Custom Trading Tools

I will provide you with a set of custom spreadsheets and tools that I've developed to streamline the process of finding selections and even automate parts of your trading.

These tools alone will save you time and improve your efficiency.

5) Live Workshops

We'll conduct regular workshops, either through live chat or in PDF format, covering a wide range of essential topics like:

- Market dynamics across multiple sports (Tennis, Football, Horse Racing, Cricket, NFL, NBA, and more).
- Technical analysis and chart reading.
- Risk and bankroll management techniques that protect your capital.

6) Daily Trading Reports

You'll receive daily updates on my personal trading selections for that day, offering you an inside look at how I approach the markets and execute my strategies.

7) Learning from My Mistakes

In addition to teaching you what works, I'll also share the mistakes I made early in my career—mistakes that cost me time and money.

Avoiding these errors will immediately give you an advantage over other traders, and this insight alone is worth the cost of the mentorship.

8) Proven Trading Strategies

By the end of the mentorship, you'll have access to clearly defined, profitable trading strategies across multiple sports, ensuring that you leave with a toolkit of techniques that you can implement immediately.

9) Unlimited Email Support

You'll have unlimited email access for the entire duration of the mentorship, ensuring you can ask questions, clarify doubts, or seek advice on any aspect of your trading.

This support will extend beyond the official service period, ensuring you continue to benefit from the knowledge and guidance you've gained.

10) Exclusive Access

This service is designed to be exclusive—personalized, 1-on-1 mentoring that offers more value than any generic trading guide or public seminar.

The level of individual attention you'll receive is something that simply isn't available in most public services.

11) A Complete Transformation

By the time we're finished, you'll not only understand how to trade profitably but also have the skills to apply what you've learned independently.

You'll leave the mentorship with a robust understanding of the markets, advanced technical analysis skills, and the ability to confidently manage risk and execute trades with precision.

A Typical Mentoring Service Period

While there is a structured outline for the service, I pride myself on being flexible and adaptable to meet your specific needs.

Customization is key, and I'm happy to adjust the focus of each week based on your progress, goals, and trading experience.

We'll plan this in advance, allowing you to get the most out of each session.

A few days before we begin, we'll have a preliminary conversation to ensure everything is lined up—establishing objectives, discussing availability, and tailoring the programme.

Below is a general outline of what we'll cover during the service, although we'll make adjustments as needed to suit your situation.

Pre-Service: Initial Setup & Introduction

Before diving into the first official week of mentoring, we'll set the stage for a successful month by focusing on the following:

- **Introductory Session:** This session is our chance to get to know each other. We'll talk about your current level of trading experience, your goals, and any specific challenges you're facing. This discussion will allow me to identify where your weaknesses lie and help tailor the content to best suit your personal trading development.
- **Establishing Timings:** Together, we'll determine the best times for live trading sessions, workshops, and other key interactions, making sure they fit into your schedule without causing unnecessary disruption. Flexibility is important, so we'll ensure the plan is realistic and manageable.
- **Starter Pack:** You'll receive a starter pack, including essential programs, scripts, and spreadsheets that you'll be using throughout the mentoring. This includes tools for market analysis, trade selection, and automated trading. Familiarizing yourself with these tools before the first week will give you a head start and allow us to focus on application when we begin.

Week 1: Football Markets & Model Introduction

- **Objective:** Introducing core concepts and market dynamics using football as a foundation.
- **Football Focus:** Football trading is an ideal entry point, allowing me to introduce several key concepts that apply across various sports. We'll look at market behaviour and discuss modelling techniques that help identify profitable trading opportunities.
- **Software Introduction:** We'll also dive into the programs provided in your starter pack, showing you how to use them to assist in trade identification, execution, and analysis. This hands-on introduction to the tools will lay the groundwork for the weeks to come.
- **Key Concepts:** During this week, we'll touch on several fundamental ideas, including:
 - **Market inefficiencies:** How to spot and exploit flaws in the market.
 - **Odds movements:** Understanding how market participants affect prices.
 - **Pre-match analysis:** Recognizing trading opportunities before a game starts.

This first week will provide a comprehensive foundation, and football, as a widely traded market, offers an accessible platform for demonstrating how to apply modelling and software tools effectively.

Week 2: Horse Racing Markets & Speed Ratings

- **Objective:** Expanding your understanding of markets by exploring both pre-race and in-play horse racing strategies.
- **Horse Racing Focus:** Now that you've had a chance to get comfortable with the tools and concepts from week 1, we'll shift focus to horse racing, exploring pre-race markets (where odds are formed) and in-play trading (reacting to live events). We'll study market sentiment, allowing you to predict price movements based on trends and betting patterns.
- **Speed Ratings:** One key tool we'll cover is speed ratings—a statistical method used to assess a horse's past performance and determine its likely potential in future races. These can offer an edge in both pre-race and in-play trading by helping you predict how certain horses will perform under specific conditions.
- **In-Play Trading Strategies:** We'll also dive into in-play markets, where quick decision-making is crucial. I'll show you how to manage trades in real time, using both odds fluctuations and live data to inform your decisions.

Week 3: Tennis Markets & Advanced Strategies

- **Objective:** Mastering tennis trading and introducing new strategies adaptable across different markets.
- **Tennis Focus:** Tennis is one of the most exciting markets to trade, offering continuous fluctuations and clear opportunities for value trading. This week will introduce you to advanced trading strategies specific to tennis but easily adaptable to other sports.
- **Market Angles & Thinking Differently:** Tennis allows for unique trading angles. For example, momentum shifts in a match (a player breaking serve, an injury timeout) can create trading opportunities. We'll focus on how to capitalize on these moments, using in-depth market knowledge and predictive analytics.
- **Multiple Strategies:** Throughout this week, we'll cover various strategies, such as:
 - **Set betting:** Trading based on the current score and likelihood of a player winning the next set.
 - **Momentum trading:** Leveraging shifts in a player's form and confidence.
 - **Statistical models:** Using historical data to predict match outcomes and price movements.
- **Live Sessions:** You'll apply these strategies in live trading sessions, allowing you to test and refine your approach in real-time.

Week 4: Staking, Bankroll Management, & Trading Plans

- **Objective:** Finalizing core concepts, reinforcing key learnings, and preparing you for independent trading.
- **Staking & Bankroll Management:** This week is focused on ensuring that you're equipped with proper money management techniques—the cornerstone of any successful trader. We'll cover staking plans, risk management, and methods to protect your bankroll while maximizing profits.
- **Daily Trading Plans:** A crucial part of becoming a successful trader is having a structured plan. We'll build daily trading plans together, detailing how to:
 - Set realistic profit targets.
 - Identify the markets and trades you'll focus on.
 - Adjust your strategy based on market conditions.
- **Live Trading Focus:** We'll spend a significant portion of this week's live trading sessions focusing on executing your trading plans. These sessions will help reinforce everything you've learned, from market analysis to strategy execution and risk management.

Post-Service Support

While the formal mentoring period may last four weeks, our relationship doesn't end there. I offer ongoing email support after the service concludes, ensuring that you continue to benefit from the experience.

Whether it's answering questions, reviewing your trades, or providing feedback on new ideas, you'll have access to me even after the programme is officially over.

Conclusion: A Roadmap to Success

The service is designed to offer a complete transformation in how you approach sports trading.

Over the course of the four weeks, you'll gain the skills, knowledge, and confidence to trade independently and profitably.

Whether you're a beginner or an experienced trader looking to refine your approach, this personalized mentoring will provide you with the tools you need to succeed long-term.

Subscription & Pricing

Membership Limits

One of the key distinctions of my 1-to-1 Mentoring Service is that I limit the program to working with just one trader at a time.

This decision is rooted in a few key principles that I believe are essential for ensuring the highest level of personalized guidance, accountability, and value.

Let me explain why this is so important for the success of both the trader and myself as the mentor.

Focused, Individual Attention

By working with only one trader at a time, I can dedicate my full attention to your unique situation, goals, and challenges.

Sports trading is not a one-size-fits-all endeavour, and each trader has their own learning curve, strengths, and weaknesses.

Limiting my mentoring to just one individual ensures that I can take a deep dive into your specific trading habits, identify areas for improvement, and tailor my advice precisely to your needs.

In larger group settings, it's much harder to provide this level of individual focus, as time and attention must be divided among multiple participants.

In contrast, my one-on-one approach allows me to invest the necessary time in developing personalized strategies that are most relevant to you and your trading journey.

Maximizing Learning Efficiency

Trading is a highly nuanced activity, and the key to success lies in mastering not just the strategies but also the psychology behind the trades.

In a one-on-one setting, we can address your specific questions, concerns, and mindset challenges immediately as they arise, without waiting for the needs of others to be addressed first.

This direct interaction accelerates your learning process and ensures that no question goes unanswered, and no concept is left unclear.

When you are the sole focus, the learning environment becomes more adaptive, allowing us to adjust the pace based on your understanding and progress.

We can spend more time on complex concepts if needed or move swiftly through areas where you're already comfortable.

This custom-tailored approach simply isn't feasible in group-based training.

Building a Trusting and Open Mentorship

A key component of any successful mentorship is trust and open communication.

Limiting the service to one trader at a time fosters an environment where you can feel comfortable sharing both your successes and failures without the pressure of being observed by a larger audience.

The privacy of a one-on-one mentorship allows for frank discussions about what's working and, more importantly, what isn't.

Trading can often be a solitary and sometimes emotionally taxing activity. Having the freedom to discuss these aspects openly and honestly with a mentor — without the distractions or judgment that can come from group environments — creates a more constructive atmosphere for growth.

Quality Over Quantity

The decision to mentor just one person at a time ensures the highest possible level of quality.

My commitment is to deliver exceptional value and support to each trader I work with, and this can only be achieved by maintaining a laser-like focus on your development.

Mentoring is not about delivering broad-based content that applies to a wide audience. Instead, it's about delving into the specifics of your trading approach, your mindset, and your habits.

By limiting the service to a single trader at a time, I can provide a fully immersive and thorough experience that might otherwise be diluted in a multi-member program.

Preserving My Own Trading Time

Lastly, another important consideration is managing my own time effectively.

Mentoring is a deeply involved process that requires a significant commitment from both parties.

If I were to take on multiple mentees simultaneously, it would inevitably cut into the time I have for my own trading activities, which is something I also need to protect.

By limiting the service to just one trader, I can strike the right balance between mentoring and my own trading, ensuring that I remain sharp and up-to-date with market conditions, strategies, and innovations.

This benefits you directly, as the advice and techniques I share with you are grounded in my own ongoing experience in the markets.

Pricing

Let's get straight to the point — how much does all of this cost?

You're probably used to seeing a sales pitch that sounds something like this:

"I originally wanted to charge £3000 for this, but a close friend convinced me that would put it out of reach for most people. So, I've decided to offer it for the unbelievable price of just £60 today!"

It's the type of sales tactic that always makes me laugh.

These pitches usually come from people selling generic guides, promising to make you rich by teaching you how to sell the same guide you just bought.

I'm going to skip the clichés because I respect your intelligence.

What You're Really Paying For

This is not a simple guide or generic course.

What I'm offering is direct, personal access to my entire knowledge base, honed over years of experience in sports trading.

Over the course of one month, I will work with you 1-on-1 to transform you into a consistently profitable trader, regardless of your starting point.

You'll have unlimited access to me during this time, along with personalized strategies, live trading sessions, and ongoing support that adapts to your needs as a trader.

- **My price for 1 month of full, unlimited mentorship is £450.**

Breaking Down the Value

Now, if we break that down purely by time, it works out to around £18 per hour — a small price to pay for a service that could fundamentally change the way you approach sports trading forever.

When you consider the immense value — not just in terms of time, but in the actionable knowledge you'll gain and the profitable habits you'll develop — I'm confident this is a very fair price.

This is especially true when you compare it to other services on the market, many of which charge more for far less direct interaction, experience, and hands-on guidance.

Payment Options

To make things as flexible as possible, payment can be made via PayPal, and I'm open to discussing payment plans based on mutual agreement.

If you'd like to talk about payment options or get more details, just get in touch via the [CONTACT FORM](#) on the [WEBSITE](#).

In summary, this is a real investment in your trading future. You're not just paying for a month of mentorship — you're paying for the opportunity to completely reframe your trading approach and start seeing consistent, long-term success.

How to Subscribe

Due to the personalized nature of this mentoring service, membership is not publicly advertised or available on a first-come, first-served basis.

This ensures I can provide focused, 1-on-1 guidance without overcommitting my time or diluting the quality of the mentoring experience.

If you're interested in joining the mentoring programme, the first step is to contact me directly via email either directly at betfairgurutrading@gmail.com or using the contact form on the website.

We will need to have an initial discussion to determine if this service is the right fit for you and if I have a space available.

How It Works

Before agreeing on a start date, we'll exchange a few emails to talk through your current situation and trading goals.

It's important that we establish a clear understanding of your circumstances, so I can tailor the programme to your needs.

Key areas we'll discuss:

- **Time Commitment:** Can you realistically dedicate enough uninterrupted time to live trade? Trading effectively requires focus, and we'll need to establish whether your schedule allows for that commitment.
- **Trading Bank & Expectations:** We'll also cover practical topics such as the size of your trading bank. For example, it's important to have realistic expectations — a small bank won't yield thousands in profits overnight. Understanding this from the outset is crucial for a successful mentorship.
- **Scheduling:** We'll agree on suitable times for our mentoring sessions and trading windows. These must be pre-arranged and stuck to, as consistency is key to your development.

If this sounds like the right opportunity for you, I encourage you to get in touch via email to discuss availability. I will respond as soon as I can to arrange a conversation and, if suitable, we can move forward from there.

FAQ's

- **CAN I PAY IN INSTALLMENTS?**

Yes, instalment plans can be arranged on a case-by-case basis. However, a minimum deposit of £100 is required to reserve your spot.

Please note that service will not begin until full payment has been received.

Feel free to email me to discuss your options at betfairgurutrading@gmail.com

- **DO YOU GUARANTEE I WILL BECOME A PROFITABLE TRADER?**

While I can provide you with all the tools, strategies, and guidance needed to become a profitable trader, success ultimately depends on your dedication.

You'll need to stick to the trading style and plan we develop together, and embrace the psychology and discipline work we do.

We may need to break some bad habits along the way, but if you're open-minded, follow the process, and most importantly, take action, you'll set yourself up to succeed.

That said, I cannot guarantee profits—there are too many factors involved, including how you apply what you've learned.

- **HOW LONG HAVE YOU BEEN TRADING?**

I've been trading seriously since 2008.

Before that, I dabbled without much direction or understanding.

My early days were spent trading pre-race horse markets on Betfair, and like many beginners, I didn't have a structured approach.

- **DO YOU HAVE ANY TESTIMONIALS?**

Yes, I have many testimonials from satisfied customers. You can find them on my website.

- **CAN I BOOK FOR LONGER THAN 1 MONTH?**

It's unlikely you'll need more than one month.

However, if after the first month you feel additional time would benefit you, we can discuss an extended arrangement.

- **I WORK FULL-TIME. CAN I STILL USE THIS SERVICE?**

Absolutely! I offer flexible scheduling for live sessions and workshops to accommodate your availability.

We'll arrange times that suit both parties

● **YOU SAID THIS SERVICE WON'T SUIT EVERYBODY?**

Correct. This service requires time, commitment, and patience.

If you're someone who needs constant activity or quick results, this may not be the best fit unless you're willing to adapt.

The focus here is on careful planning, risk management, and disciplined execution. We start from the basics and build up from there, assuming you're not yet a profitable trader.

● **DO YOU NEGOTIATE ON PRICE?**

No, the price for this service is non-negotiable, as I believe it offers tremendous value.

However, I am open to discussing custom propositions.

For example, I've done 2-day in-home visits for clients and provided email-based follow-ups. Some clients prefer to focus on specific areas, like tennis, in a shorter time-frame.

Feel free to propose your idea, and we can discuss it further.

● **WHAT MAKES YOUR SERVICE UNIQUE?**

Many similar services are limited to email support and a few generic notes on mindset. I find this approach severely lacking in accountability. You rarely hear success stories from these services, and I suspect many traders are left disappointed.

In contrast, my mentoring is hands-on and results-focused. I hold myself accountable for your progress, and I make sure that by the end of the program, you can do exactly what I promised you would learn.

In short, I do what I say I'm going to do—something that's sadly rare in this industry.

● **HOW IS THIS DIFFERENT FROM YOUR SEMINARS AND WEBINARS?**

This service offers the highest level of attention, detail, and personalized learning experience.

You get everything from the seminars and webinars, plus direct access to me in a live, interactive setting where I help you apply what you've learned.

● WHAT CAN I EXPECT AFTER COMPLETING THE PROGRAM?

By the end of the month, as long as you've applied yourself and followed the advice, you'll be on your way to becoming a successful trader.

You'll have a strong understanding of trading strategies, market dynamics, and risk management.

At the very least, you'll have a solid set of strategies to use consistently, even if you make mistakes along the way. The key is to fully embrace the concepts and stay true to the plan.

● WHAT KIND OF SUPPORT DO I GET AFTER THE PROGRAM ENDS?

Once you complete the program, you should feel fully prepared to trade independently.

However, I do offer ongoing email support if you need further guidance or advice as you put what you've learned into practice.

Rest assured, you won't be left on your own if you're not quite ready—I'll give you the final push to get going confidently.

● HOW DO I JOIN?

To join, you'll need to contact me directly via email. Spaces are limited, so I don't openly advertise this service online. We'll start with an email conversation to discuss your current trading situation, availability for live sessions, and expectations (e.g., trading bank size).

You'll need to be honest about your time commitment and realistic about potential earnings—this isn't a service where you'll turn a £50 bank into a £2000 monthly income.

Once we've covered these details, we'll agree on a start date and move forward from there.

● STILL HAVE QUESTIONS?

If there's anything else you're unsure about, just email me, and I'll get back to you as soon as possible.

As new questions come up, I'll continue to update this FAQ to keep it relevant and comprehensive.

This service is designed to help you grow into a profitable trader, and nothing is more satisfying to me than seeing my clients succeed. I've seen many traders arrive here frustrated by their past experiences, only to leave with a renewed confidence in their ability to trade successfully.