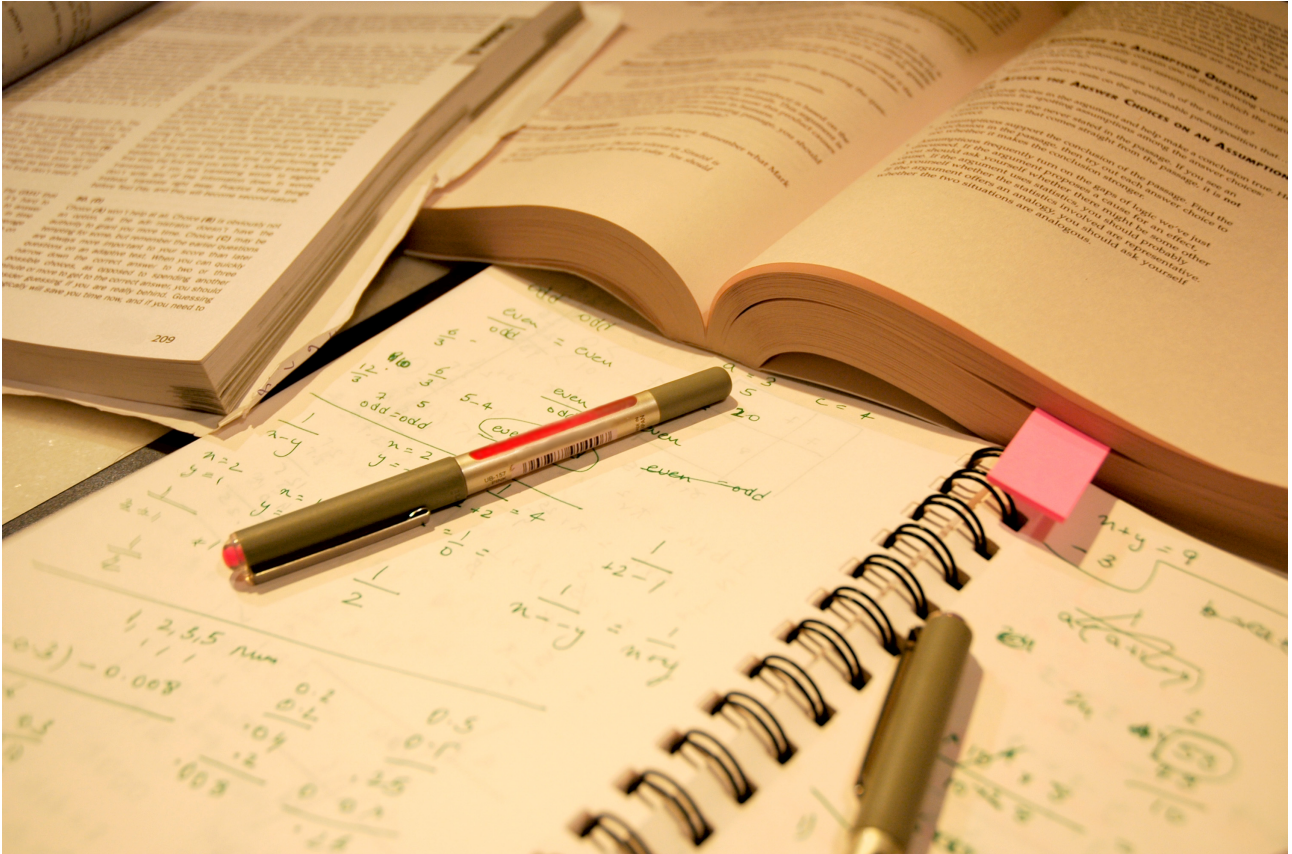# The Early Bird Ratings Diamonds and Gold System

Welcome

I believe that we all have a responsibility to give back. No one becomes successful without lots of hard work, support from others, and a little luck. Giving back creates a virtuous cycle that makes everyone more successful.

Ron Conway

When I created Focus Ratings I knew that I had come up with something special – something very special indeed...

A Horse Racing Ratings Service that has been in use since its launch in March of 2013.

Many of our current members have been with us since we first started when Focus Ratings cost just £10 a month.

However, over the years, Focus Ratings has grown and now has a System Builder, Free Systems, Live Ratings, Accurate Morning Ratings, Evening Before Preview Ratings and, more recently, a new and more accurate ratings formula for the Morning Ratings.

As a result, it has become more complex and, now costs £27 a month.

Now, whilst trying to promote Focus Ratings I have been reading all the feedback from people who have taken a 5 day Free Trial of that service.

These were some of the comments that I received…

"Too complex for me – I don't understand all the fields."

"Too expensive for me – I'm a pensioner."

Too many different formats of the ratings – I'd never know which one to use."

"I do my betting in the evenings – I'm at work when the Morning Ratings come out."

Also, one of the Focus Ratings members mentioned that I ought to take a look at the Evening Preview Ratings part of Focus Ratings.

He said that whilst it's not quite as accurate as the Focus Ratings Morning Ratings, he gets far better prices the evening before race day.

So, I decided to answer all those comments by creating a new service that is just the Focus Ratings Evening Preview ratings at an affordable price.

Thus **Early Bird Ratings** was born.

Now, I felt that if people were to take the risk of faith and subscribe to the service I ought to give them something back…

As a thank you.

The best way to do that, I felt, was to show them the power of the ratings by creating a system, based upon Early Bird Ratings.

I started off with over 4 years of data (from 01/01/2014 to 28/05/2018.)

I loaded that into Libre Office Calc (similar to Microsoft Excel) and did the few things that I always do with a new spreadsheet.

I *froze* the first row of the data so that I could scroll down without losing the column titles.

I then made the first row look prettier and, finally…

I added some conditional formattings so the I could more easily identify the winning lines.

The result is shown below…

race_date	race_time	race_course	race_class	race_type	race_type2	race_age	race_going	distance	hc	horse_name	age	sex	lto	d	c	cd	bf	fc	sps	uj	ut	runs	result	price
2014-01-01	12:00:00	Tramore	Unknown	NH - Hurdles	Maiden	5yo+	Heavy	16	No	Popmurphy	8	g	134	0	0	0	0	8	4	0	1	14	DF	11
2014-01-01	12:10:00	Cheltenham	Class 3	NH - Hurdles	Novice	4yo+	Good To Soft	20	No	Ballyalton	7	g	19	0	1	0	0	3	1	0	1	7	4	4
2014-01-01	12:10:00	Fairyhouse	Unknown	NH - Hurdles	Maiden	5yo+	sh;t To Heavy	16	No	Drumlee	6	g	17	1	0	0	0	6	2	0	0	22	4	3.5
2014-01-01	12:15:00	Southwell (AW)	Class 5	All Weather	Handicap	4yo+	Standard	12	Yes	Push Me	7	m	48	0	0	0	0	4	1	0	1	5	4	4.5
2014-01-01	12:20:00	Fakenham	Class 5	NH - Hurdles	Selling	4yo+	Soft	20	No	Akdam	4	g	6	0	0	0	0	3	2	0	0	8	NR	0
2014-01-01	12:25:00	Musselburgh	Class 3	NH - Chase	Juvenile	4yo	Soft	16	No	Rutherglen	4	g	10	1	0	0	0	2	1	0	0	5	1	1.8
2014-01-01	12:30:00	Catterick	Class 4	NH - Hurdles	Novice	4yo+	Soft	19	No	Admiral Hawke	8	g	26	0	0	0	0	4	1	1	0	7	3	2.88
2014-01-01	12:30:00	Tramore	Unknown	NH - Hurdles	Novice	4yo+	Heavy	16	Yes	Billybuster	9	g	18	0	0	1	0	4	2	0	1	7	4	3.25
2014-01-01	12:40:00	Fairyhouse	Unknown	NH - Hurdles	Maiden	5yo+	Soft To Heavy	20	No	Tudor Fashion	7	m	24	0	0	0	0	3	1	0	1	7	2	2.25
2014-01-01	12:45:00	Cheltenham	Class 2	NH - Chase	Handicap	5yo+	Good To Soft	26	Yes	Mendip Express	8	g	32	0	0	0	0	6	1	1	1	13	1	8
2014-01-01	12:50:00	Southwell (AW)	Class 6	All Weather	Claiming	4yo+	Standard	12	No	Reve De Nuit	8	g	137	0	0	1	0	2	1	0	1	5	1	1.36
2014-01-01	13:00:00	Musselburgh	Class 4	NH - Hurdles	Handicap	4yo+	Soft	20	Yes	Call Box	9	g	19	1	0	0	0	6	3	0	0	7	1	4
2014-01-01	13:05:00	Catterick	Class 5	NH - Chase	Handicap	5yo+	Soft	16	Yes	Bocamix	8	g	20	1	0	0	0	4	2	0	1	5	2	4.5
2014-01-01	13:05:00	Tramore	Unknown	NH - Hurdles	Maiden	5yo+	Heavy	21	No	Willow Grange	6	g	10	0	0	0	0	9	5	0	0	13	4	11
2014-01-01	13:15:00	Fairyhouse	Unknown	NH - Chase	Beginners	5yo+	sh;t To Heavy	21	No	Talbot Road	6	g	24	0	0	0	0	3	1	0	0	10	2	1.67
2014-01-01	13:20:00	Cheltenham	Class 1	NH - Chase		5yo+	Good To Soft	21	No	Taquin Du Seuil	7	g	25	1	1	0	1	2	2	0	0	4	2	2.5
2014-01-01	13:25:00	Southwell (AW)	Class 3	All Weather	Handicap	4yo+	Standard	11	Yes	St Ignatius	7	g	13	0	1	0	0	6	3	0	0	7	4	12
2014-01-01	13:30:00	Fakenham	Class 5	NH - Chase	Amateur Race	5yo+	Soft	21	Yes	Upton Mead	7	g	6	0	0	0	0	3	1	1	0	6	0	2.75
2014-01-01	13:35:00	Musselburgh	Class 3	NH - Chase		5yo+	Soft	20	Yes	Upsilon Bleu	6	g	33	1	0	0	0	5	1	0	0	8	4	3.75
2014-01-01	13:40:00	Catterick	Class 4	NH - Chase	Beginners	5yo+	Soft	25	No	Son Of Flicka	10	g	28	0	0	0	0	6	3	0	0	5	2	6.5
2014-01-01	13:40:00	Tramore	Unknown	NH - Hurdles	Handicap	4yo+	Heavy	21	Yes	Sacre Malta	8	g	3	0	0	1	0	7	3	1	0	18	2	4
2014-01-01	13:50:00	Fairyhouse	Unknown	NH - Chase	Handicap	5yo+	sh;t To Heavy	25	Yes	Thelobstercatcher	10	g	31	1	1	0	0	6	1	0	1	15	1	6
2014-01-01	13:55:00	Cheltenham	Class 2	NH - Hurdles	Handicap	4yo+	Good To Soft	24	Yes	First Fandango	7	g	66	1	0	0	0	26	9	1	0	11	NR	0
2014-01-01	14:00:00	Southwell (AW)	Class 3	All Weather	Handicap	4yo+	Standard	5	Yes	Powerful Wind	5	g	3	0	0	1	1	7	2	0	0	11	0	6

Basic Analysis

I started off by doing a very simple Pivot Table to show results and I sortedit into POI (Profit on Investment Order.) You can see the results below...

	race_type	race_type2	hc		Races	Wins	SR	Returns	P/L	POI
1	race_type	race_type2	hc		Races	Wins	SR	Returns	P/L	POI
2	All Weather	Selling	No		151	64	42.38%	353.024	202.024	133.79%
3	NH - Hurdles	Amateur Race	Yes		90	16	17.78%	208	118	131.11%
4	NH - Chase	(empty)	No		454	170	37.44%	902.5	448.5	98.79%
5	NH - Hurdles	(empty)	Yes		39	13	33.33%	74.685	35.685	91.50%
6	Flat	Auction Stakes	No		190	63	33.16%	346.5	156.5	82.37%
7	NH - Chase	Graduation Chase	No		30	12	40.00%	53.380806	23.3808	77.94%
8	NH - Hurdles	(empty)	No		563	185	32.86%	982.35	419.35	74.48%
9	NH - Chase	Hunter Chase	No		279	87	31.18%	478.5	199.5	71.51%
10	NH - Flat	Pro-Am	No		31	10	32.26%	49.4375	18.4375	59.48%
11	Flat	Conditions Race	No		208	70	33.65%	327.16559	119.166	57.29%
12	Flat	Claiming	Yes		20	7	35.00%	30.94	10.94	54.70%
13	NH - Hurdles	Novice	No		2043	751	36.76%	3066.2888	1023.29	50.09%
14	NH - Hurdles	Conditional Stakes	No		29	10	34.48%	42.880952	13.881	47.87%
15	All Weather	Maiden	No		1803	562	31.17%	2634.375	831.375	46.11%
16	All Weather	Conditions Race	No		169	54	31.95%	242.31216	73.3122	43.38%
17	NH - Hurdles	Selling	No		151	47	31.13%	215.072	64.072	42.43%
18	NH - Flat	Intermediate Race	No		117	40	34.19%	160.30588	43.3059	37.01%
19	All Weather	Claiming	No		239	96	40.17%	326.8	87.8	36.74%
20	Flat	Maiden	No		3066	955	31.15%	4084.2167	1018.22	33.21%
21	Flat	Novice	No		363	108	29.75%	482.76	119.76	32.99%
22	NH - Chase	Novice	No		727	243	33.43%	915.90959	188.91	25.98%
23	NH - Hurdles	Charity Stakes	No		10	3	30.00%	12	2	20.00%
24	All Weather	Nursery	No		39	10	25.64%	45.45	6.45	16.54%
25	NH - Chase	Intermediate Race	No		14	4	28.57%	16	2	14.29%
26	NH - Chase	(empty)	Yes		70	17	24.29%	79.611	9.611	13.73%

I then deleted all race types that weren't blindly profitable.

This left me with 32 race types where, had you blindly backed the top rated horse on Early Bird Ratings (for those race types) over the last 4 years you would have made a decent profit.

Over that period (about 224 weeks) you would have had the following…

Races – 13,486

Wins - 4331

Strike Rate – 32.11%

Stakes (to £10 bets) – £134,860

Returns (to ISP) - £189,983.18

P/L (profit/loss) - £55,123.18

POI (Profit on Investment) – 40.87%

Races per Week – 61.3

Now, in itself, that's quite a nice system but I'm not sure how happy I'd be with having to bet on 9 races a day (some days it might only be 3 or 4 but, on Saturdays it might be 12 to 15.)

Anyway, we can do better than that.

Initial Refinement

So, I decided that, actually, I don't want to bet on any race type that gives a POI (Profit on Investment) of less than 25% so I deleted those race types and this is what the results are...

	A	B	C	I	J	K	L	M	N	O	P
1	race_type	race_type2	hc		Races	Wins	SR	Returns	P/L	POI	
38											
39	All Weather	Selling	No		151	64	42.38%	353.024	202.024	133.79%	
40	NH - Hurdles	Amateur Race	Yes		90	16	17.78%	208	118	131.11%	
41	NH - Chase	(empty)	No		454	170	37.44%	902.5	448.5	98.79%	
42	NH - Hurdles	(empty)	Yes		39	13	33.33%	74.685	35.685	91.50%	
43	Flat	Auction Stakes	No		190	63	33.16%	346.5	156.5	82.37%	
44	NH - Chase	Graduation Chase	No		30	12	40.00%	53.380806	23.3808	77.94%	
45	NH - Hurdles	(empty)	No		563	185	32.86%	982.35	419.35	74.48%	
46	NH - Chase	Hunter Chase	No		279	87	31.18%	478.5	199.5	71.51%	
47	NH - Flat	Pro-Am	No		31	10	32.26%	49.4375	18.4375	59.48%	
48	Flat	Conditions Race	No		208	70	33.65%	327.16559	119.166	57.29%	
49	Flat	Claiming	Yes		20	7	35.00%	30.94	10.94	54.70%	
50	NH - Hurdles	Novice	No		2043	751	36.76%	3066.2888	1023.29	50.09%	
51	NH - Hurdles	Conditional Stakes	No		29	10	34.48%	42.880952	13.881	47.87%	
52	All Weather	Maiden	No		1803	562	31.17%	2634.375	831.375	46.11%	
53	All Weather	Conditions Race	No		169	54	31.95%	242.31216	73.3122	43.38%	
54	NH - Hurdles	Selling	No		151	47	31.13%	215.072	64.072	42.43%	
55	NH - Flat	Intermediate Race	No		117	40	34.19%	160.30588	43.3059	37.01%	
56	All Weather	Claiming	No		239	96	40.17%	326.8	87.8	36.74%	
57	Flat	Maiden	No		3066	955	31.15%	4084.2167	1018.22	33.21%	
58	Flat	Novice	No		363	108	29.75%	482.76	119.76	32.99%	
59	NH - Chase	Novice	No		727	243	33.43%	915.90959	188.91	25.98%	
60											
61					Races	Wins	SR	Returns	P/L	POI	Races/Week
62					10762	3563	33.11%	15977.404	5215.4	48.46%	48.92

Races – 10,762

Wins - 3563

Strike Rate – 33.11%

Stakes (to £10 bets) – £107,620

Returns (to ISP) - £159,774.04

P/L (profit/loss) - £52,154.04

POI (Profit on Investment) – 48.46%

Races per Week – 61.3

As you can see, the Strike Rate has improved by 1% but, more importantly, the POI has risen from 40.87% to a very healthy 48.46%

And, as everyone knows…

Strike Rate is Vanity,
It's Profits that count!

However, for me, 61 races a week is a bit to much; so…

I got greedy!

Second Refinement

I decided that I'd take a look at just those race types that give a POI (Profit on Investment) of 35% or more so I deleted those race types that didn't match that crtieria and this is what the results are…

	A	B	C	I	J	K	L	M	N	O	P
1	race_type	race_type2	hc		Races	Wins	SR	Returns	P/L	POI	
65	All Weather	Selling	No		151	64	42.38%	353.024	202.024	133.79%	
66	NH - Hurdles	Amateur Race	Yes		90	16	17.78%	208	118	131.11%	
67	NH - Chase	(empty)	No		454	170	37.44%	902.5	448.5	98.79%	
68	NH - Hurdles	(empty)	Yes		39	13	33.33%	74.685	35.685	91.50%	
69	Flat	Auction Stakes	No		190	63	33.16%	346.5	156.5	82.37%	
70	NH - Chase	Graduation Chase	No		30	12	40.00%	53.380806	23.3808	77.94%	
71	NH - Hurdles	(empty)	No		563	185	32.86%	982.35	419.35	74.48%	
72	NH - Chase	Hunter Chase	No		279	87	31.18%	478.5	199.5	71.51%	
73	NH - Flat	Pro-Am	No		31	10	32.26%	49.4375	18.4375	59.48%	
74	Flat	Conditions Race	No		208	70	33.65%	327.16559	119.166	57.29%	
75	Flat	Claiming	Yes		20	7	35.00%	30.94	10.94	54.70%	
76	NH - Hurdles	Novice	No		2043	751	36.76%	3066.2888	1023.29	50.09%	
77	NH - Hurdles	Conditional Stakes	No		29	10	34.48%	42.880952	13.881	47.87%	
78	All Weather	Maiden	No		1803	562	31.17%	2634.375	831.375	46.11%	
79	All Weather	Conditions Race	No		169	54	31.95%	242.31216	73.3122	43.38%	
80	NH - Hurdles	Selling	No		151	47	31.13%	215.072	64.072	42.43%	
81	NH - Flat	Intermediate Race	No		117	40	34.19%	160.30588	43.3059	37.01%	
82	All Weather	Claiming	No		239	96	40.17%	326.8	87.8	36.74%	
83											
84					Races	Wins	SR	Returns	P/L	POI	Races/Week
85					6606	2257	34.17%	10494.518	3888.52	58.86%	30.03
86											

Races – 6,606

Wins – 3,563

Strike Rate – 34.17%

Stakes (to £10 bets) – £66,060

Returns (to ISP) - £104,945.18

P/L (profit/loss) - £38,885.20

POI (Profit on Investment) - 58.86%

Races per Week – 30.30

As you can see, the Strike Rate has,again, improved by 1% but...

Just look at the jump in POI!

The POI (Profit on Investment) has risen from 48.46% to 58.86%

And also the Races per Week has halved from 61.3 to 30.30

This is about 4 races a day and that suits my temprament better.

Happy with what I have got, I decided to stop there.

I decided to call this the **Early Bird Ratings Gold System**.

The Gold System

The rules for the Gold System are...

Blindly back the Early Bird Ratings top rated horse in the following race types...

AW Claimers (non-handicap)

AW Conditions Races (non hadicap)

AW Maidens (non handicap)

AW Sellers (non handicap)

Flat Auction Stakes (non-handicap)

Flat Claimers (handicap)

Flat Conditions Races (non-handicap)

NH Chase Race Type 2 undefined (non-handicap)

NH Chase Graduation Chase (non-handicap)

NH Chase Hunter Chase (non-handicap)

NH Flat Intermediate Race (non-handicap)

NH Flat Pro-Am (non-handicap)

NH Hurdles Race Type 2 undefined (both handicap and non-handicap)

NH Hurdles Amateur Races (handicap)

NH Hurdles Conditional Stakes (non-handicap)

NH Hurdles Novice (non-handicap)

NH Hurdles Sellers (non-handicap)

Historically, this has given an average of 30 bets a week with a Strike Rate of 34.17%

The POI (Profit on Investment) has been 58.86% to ISP.

A further thought...

Finally, I decided to take a look at just those race types which give a POI (profit on investment) of 50% or more.

This is what I got...

	A	B	C	I	J	K	L	M	N	O	P
1	race_type	race_type2	hc		Races	Wins	SR	Returns	P/L	POI	
89	All Weather	Selling	No		151	64	42.38%	353.024	202.024	133.79%	
90	Flat	Auction Stakes	No		190	63	33.16%	346.5	156.5	82.37%	
91	Flat	Claiming	Yes		20	7	35.00%	30.94	10.94	54.70%	
92	Flat	Conditions Race	No		208	70	33.65%	327.16559	119.166	57.29%	
93	NH - Chase	(empty)	No		454	170	37.44%	902.5	448.5	98.79%	
94	NH - Chase	Graduation Chase	No		30	12	40.00%	53.380806	23.3808	77.94%	
95	NH - Chase	Hunter Chase	No		279	87	31.18%	478.5	199.5	71.51%	
96	NH - Flat	Pro-Am	No		31	10	32.26%	49.4375	18.4375	59.48%	
97	NH - Hurdles	(empty)	No		563	185	32.86%	982.35	419.35	74.48%	
98	NH - Hurdles	(empty)	Yes		39	13	33.33%	74.685	35.685	91.50%	
99	NH - Hurdles	Amateur Race	Yes		90	16	17.78%	208	118	131.11%	
100	NH - Hurdles	Novice	No		2043	751	36.76%	3066.2888	1023.29	50.09%	
101											
102					Races	Wins	SR	Returns	P/L	POI	Races/Week
103					4098	1448	35.33%	6872.7717	2774.77	67.71%	18.63
104											

Races – 4,098

Wins – 1,448

Strike Rate – 35.33%

Stakes (to £10 bets) – £40,980

Returns (to ISP) - £687,277.17

P/L (profit/loss) - £27,747.70

POI (Profit on Investment) – 67.71%

Races per Week – 18.63

I decided to call this additional refinenement...

The Diamonds System.

The Diamonds System

The rules for the Diamonds System are...

Blindly back the Early Bird Ratings top rated horse in the following race types...

AW Sellers (non handicap)

Flat Auction Stakes (non-handicap)

Flat Claimers (handicap)

Flat Conditions Races (non-handicap)

NH Chase Race Type 2 undefined (non-handicap)

NH Chase Graduation Chase (non-handicap)

NH Chase Hunter Chase (non-handicap)

NH Flat Pro-Am (non-handicap)

NH Hurdles Race Type 2 undefined (both handicap and non-handicap)

NH Hurdles Amateur Races (handicap)

NH Hurdles Novice (non-handicap)

Historically, this has given an average of 18.63 bets a week with a Strike Rate of 35.33%

The POI (Profit on Investment) has been 67.71% to ISP.

Now, you can choose whether to use the Gold System or just those Diamonds System selections or…

My personal preference would be to use the Gold System selections (to give me 4 bets a day) but, it the selection is also a Diamonds System selections, then I would double my stake.

It gets even better...

Now, whilst it is fairly easy to check the ratings to see if the Race Type is one of the 18 that qualify for the Gold System or...

One of the 12 Race Types that qualify for the Diamonds System...

As an Early Bird Ratings member you will, on your 5:30 pm daily ratings email, get a PDF with the selections listed.

The Diamonds System selections will be in bold to highlight them.

Conclusion

Please note, the profit that I show is to level stakes to ISP; the systems may make more money to BOG (best odds guaranteed) or BSP.

And also…

You will be getting your Early Bird Ratings (and the system selections) at 5:30 pm the day before the racing.

This gives you plenty of time to get the best price.

Remember…

The Early Bird catches the worm!

Please also note that I have been very relaxed about creating this system; I could have taken things like *days since last run* or *number of runners* into account to make things even more profitable.

But then, there's nothing to stop you playing with the data in order to come up with your own improvements.

This eBook is to be found at…

http://earlybirdratings.com/documents/DiamondsandGold.pdf

This spreadsheet is to be found at…

http://earlybirdratings.com/documents/DiamondsandGold.xlsx

This core data csv file is to be found at…

http://earlybirdratings.com/documents/earlybird_top_rated.csv

You should be aware that the core data file shows data for the top rated horses from 01/01/2014 to 28/05/2018.

I hope that this had made sense to you and has shown you how easy it it to create profitable systems from Early Bird Ratings.

My kindest regards

Keith Eckstein