

Final Review Guidelines

There is a final review guidelines video which accompanies this PDF. To absorb both the video and this document is vitally important.

When you have completed 56 or 84 days posts and feel it is time to end the review please email me and I will arrange the final review post and discuss it with you. When it is time to post your final review you will receive an email from me saying I have created a brand new post in word press for your product review. It will be called [Product Name] Final Review. You should then and only then navigate to the wordpress log in screen and log in with your credentials:

<http://www.bettingsystemtruths.com/review-login>

Go to posts page and search for the new post final review and click [Edit]. When this post loads up please do not touch the title or permalink at the top of this page as I have already set this up and also in the body. Please please please, do not remove any links or text copy already implanted in the post except for the part that I want you to delete.

You will see inside the body of the post a caption which reads:

[Delete this sentence and replace with your final review]

You should then proceed to either pasting your final review into the post body or writing from within. I suggest writing your posts on your PC or MAC and copying the text in so you do not lose anything and then have to rewrite it all over again.

Final Review Post Guidelines

Please use the bolded titles I have written below to set out your final review. Obviously your text under those titles will be unique to your review and written by you.

The Final Review is somewhat more complicated than any other posting, but this is an outline of what should be included.

You will see a number of things already in the body of the post which has been set out and formatted by me. Please do not edit or delete those. You basically need to implant your final review in place of the text which reads;

[Delete this sentence and replace with your final review]

Ok so what should be included in your final review. Please always use these headlines and you cannot go far wrong. Keep in mind that these headlines will help you reach a final score for the review near the end.

Product Outline

Much like the introduction give a detailed outline of what the product is all about. You can take this from your introduction post which will be found on this page in the list somewhere.

<http://www.bettingsystemtruths.com/review-intros/>

Then give the factual information about how the product has performed during the review period.

- Total number of bets
- Number of winning bets
- Number of losing bets
- Strike rate %
- Profit/loss to any recommended staking plan.
- Also include P/L to 1 point level stakes.

At this point include your summary in the same format as your daily reports:

Recommended staking plan:

Start Balance: xxx

Total P/L: yyy

Final Balance: zzz

Level Stakes staking plan:

Start Balance: aaa

Total P/L: bbb

Final Balance: ccc

This is useful for readers as an at-a-glance comparison with other products.

If possible, include the total amount staked (using any recommended staking plan) during the review. This, in conjunction with the total profit/loss, is used to calculate the *ROI (return on investment), which should also be quoted.

If it is a laying system, try to include the *ROL (return on liability)

If possible, also include the ROI or ROL at level stakes.

If it is a monthly subscription service include the cost of it and the minimum stake necessary to break even over the review period. Otherwise include the cost of the product, so that readers can see the value of the P/L compared to the cost of the product.

It is understood that with some products that are quite complicated, some of these calculations may be either very difficult, or extremely time consuming, please talk to me or Kevin as soon as possible after starting, to agree how the final information is to be presented. If help is needed to calculate any of the above information, again please speak to us.

Impressions

Give the readers your impression of the product overall, ease of use, reliability of receiving daily emails, customer service, any problems experienced during the review, etc. Try to communicate a flavour of what it was like to run the product, although this will be just your opinion to some extent, it will help readers to decide if they are suited to using the product.

Rating

This has been problematical in some cases. If the product has made a loss over the review period then it is "Failed". That is fairly simple. Anything making a profit is "Passed". Due to historical reasons, we give pass rates from 3 stars to 5 stars, out of 5 stars. 5 out of 5 stars would have to be a practically perfect product. So we are not going to have many of them! We have half star ratings, so passed reviews are going to be 3, 3½, 4, 4½, or 5 star ratings.

What I found useful as a reviewer is to break the product down into categories and rate each category on a scale of 0 to 5 stars. This helps the reader evaluate the product and certainly helps the reviewer come to a conclusion about the final overall rating.

This probably isn't a complete list of factors, but it covers most that readers would be interested in:

- **Profitability**

You simply look at the profit achieved from the recommended stakes and look at the recommended starting bank and rate the profitability from 0 to 5

- **Ease of use**

This is obviously a personal rating from you. On a scale of 1-5 how easy did you find it to follow the product during the review? Again, assign this a rating of 1-5 with a short explanation of why you gave it that rating.

- **Risk**

This again is your personal thoughts. Did the bank get close to wiping out on more than 1 occasion? Was it very up and down and was actually very luck to have kept a bank active during the review. Again, assign this a rating of 1-5 with a short explanation of why you gave it that rating.

- **Return on investment (ROI)**

Please use the "Helpfull Stuff PDF" to ascertain the ROI. Again, assign this a rating of 1-5 with a short explanation of why you gave it that rating.

- **Support and documentation**

Were any emails you had to send answered in a timely manner? Maybe the documents and emails were so well written you didn't need to use their support, therefore automatically giving a 5* for this... Were the vendors instructions laid out in an easy to understand manner.

- **Time needed to apply the system**

If you need to be at your desk trading LIVE for most of the day or the extra expense of a bot is needed whilst you are at work then this is a 1 Star rating. If you can set and forget the service and all you need to do is place your bets each day then this would be a 5* ranking. Any marks in between 1 and 5 stars are incremental and as you see fit...

You put these 0 to 5 rankings with a brief description of each category into the review. If nothing else, it gives you, the reviewer, a guide to how the final rating should be ranked. These rankings will be somewhat subjective, but will help you focus. What I do is rank each one of these from 0 to 5. Add up all six ratings and average it out by dividing by 6. That should give you a figure between 3 and 5 (if it is a pass) for your overall rating. Remember this way of scoring can be good but it is not a written science. The average may well be 5 Stars but we will rarely offer the review a 5 Stars as this is perfection. Maybe your average figure works out at 3 Stars yet we all really feel that it has done much better than most 3 Star products. Basically this is a good indication as to what the final review should be but it is not set in stone.

Once again feel free to add anything you feel is relevant. As before, this is a minimum not a maximum requirement, the aim being to try and get our reviews slightly more uniform in their structure, without stopping the reviewers from telling the story in their own way.

Please try to be as objective as possible with all postings, feel free to add your feelings or impressions and opinions, our readers want to hear them. But in doing so be mindful of the fact that it is our function to deliver factual based reports, and we should not say anything that is likely to cause offence to either author, vendor, or readers. Most often, it is not what you say, but how you say it!

A “Failed” Review

Obviously, if a product has made a loss and is going to be failed, you do not necessarily have to put in all of the above. I know, from personal experience, that reviewing a failing product for 56 or 84 days is hard work. In those cases having to put together a failed final review can be daunting. So if the product has made a loss, only include as much of the above as you feel comfortable doing. Don't burden yourself with a lot of work for a failed review.

As with the introductions, final reviews should be put into draft form in Wordpress, and let us know as soon as it is ready so we can publish it in a timely manner. I will then look at them, talk to you about any possible issues, agree a rating and then publish. :).