

REVIEWERS CHARTER

Hi Reviewers, to ensure uniformity and to avoid any confusion a Reviewers Charter has been drawn up below with certain guidelines to follow. The need for the Charter has become abundantly clear last year as the number of bulk and irregular postings had increased. Although it is appreciated for all your efforts and hard work, this situation cannot be allowed to continue, as we are not offering our readers a very good service. They come to the site to connect with you the reviewer and put their trust in you and enjoy what you are writing. Inconsistency ends up being a waste of your precious time that you take out to review a product.

Accepting a Review

When reviews are offered and you are interested in taking the product on please ensure that you check out the results and read up on the manual to get a good idea of how much time it will take you each day/week.

It could be that the service or system could have a lot of selections or a complicated staking plan; therefore you would have to make postings at minimum every 2 days. There can also be systems and services that require live trading or being able to take alive price. Make sure that this would fit in with your work and family commitments. There is no point accepting a review then after a week or two say you cannot manage it unless of course there are unforeseen circumstances. When vendors allow us to review their product it can be their livelihood at stake and we cannot let them down by not putting the best effort we can into portraying their service.

Introduction

Now if you have followed the first part of the guidelines you should know almost immediately after checking the product out, whether you are going to be publishing a review update everyday, few days or weekly. It is important to include this information in your Introduction so readers know when to check back for updates from you.

If anything about the product is not clear then please make sure you let us know before the review begins and your introduction is published so that we can speak with the product owner and ask them for clarification. Sometimes there can be questions regarding staking plans. Remember it is a BST review policy that all reviews are measured using flat 1 point stakes. In addition to that we have to include also any staking plans advised with the product.

If the product in question is going to give a limited amount of selections per week then it must be discussed with me or Kevin how we post on the blog for the non betting days. Include as much information as you can in your Introduction and if level stakes cannot be used then please explain why.

At Betting System Truths we review products for a minimum of 56 days. 90% of reviews should continue on for 84 days. If you feel after 56 days that the product has not shown any signs that it is capable of recovering in the final 28 days then we can end the review at this point. Please speak to one of us here and we will make a decision with you going forward. At the end of the review there is a set process on how we arrive at a final review score. This is judged between 1 star and 5 stars with increments of half a star. We will be guided by what you think the score should be and we will also compare the review results to past reviews and then we will make a final decision on the score with your help of course. This is decided before a final review is published LIVE.

The Wordpress Review Posting Process

1) Please wait for an email from me saying I have created a brand new post in word press for your review. It will be called [Product Name] Review Introduction. Where Product name is the name of the product you are reviewing. So if I was reviewing Stephen Coopers Lays the title of the post would be "Stephen Coopers Lays Review Introduction".

[Please read the introduction guidelines PDF to see exactly what should be included in your introduction post]

2) On a word press post page there are many options which I need to configure before you start posting. I will basically set the post up how we want it with tags, images and links and we will leave a space for you to add your introduction text. All you need to do on your very first post is paste your text into the introduction post body. You can then format it slightly if you prefer so it is set out how you wish making sure you have followed the **PDF manual "Introduction Guidelines"** Check that you are happy with the content you have pasted in and finally on the right hand side of the window click on SAVE AS DRAFT. This then places the completed post in the draft folder. Now please email me and I will check this over and publish the post. It is very important not to set the post to PUBLISH until I have had the chance to check it all over. I will personally PUBLISH this post.

3) After I have published the introduction post. I will let you know when your Day 1/Week 1 post is ready for you to edit and publish. We will basically set the post up how we want it again with tags, images and links and we will leave a space for you to add your results from day 1 or week 1. Once you are happy with the content for this post you can then publish the post on the blog so it is LIVE. There is no need for me to publish the posts any more.

[Please read the Posting Content Checklist PDF to see exactly what should be included in your daily/weekly Review Update posts]

4) The following day/week depending on how often you have elected to post. You should locate your post in the posts menu on word press and hover over the title. You will see a menu pop up and you can click [CLONE]. This will then clone your previous post entirely. This is how we make new posts in word press for the reviews. We always clone THE PREVIOUS post, we NEVER click add new post and start from

scratch. Once cloned the posts page should refresh and you will see at the top your new cloned post. Hover over the new cloned post title and click the EDIT button which appears. The page will open up and there is some work that needs to be done inside the cloned post to make it relevant for the day or week we are posting for. Here are the steps:

i: Delete the text from the previous day/week making sure you preserve the link and any images in the text editor. Do not alter any settings outside the main text area. Now you can insert your review text for the updated post.

ii: Now go to the top of the page and edit the page title. You will see as this is a cloned page that the title has an instruction before the old title. Delete the instruction which reads **"Change this title & afterwards delete the permalink below"** You can then change the title of the post so that it reads correctly. If we were reviewing Stephen Coopers Lays and the title the previous day was "Stephen Coopers Lays Review Day 1" all we would need to do is delete the 1 and replace it with a 2. If we were posting weekly it would read "Stephen Coopers Lays Review Week 1" Again we would delete the 1 and replace with a 2.

iii: The third and final thing to do AFTER editing the title and before publishing the post LIVE is to edit the permalink. You will see this directly below the title section. There is a setting called [Permalink]. You should click the EDIT button and delete the whole contents in this box and press OK. Please make sure you do this after editing the title link as it reads what you put in the title space and uses that for the permalink. This is very important because it controls how we separate each review on the blog for readers so it is easy to navigate different reviews. Now that you have done this check everything over and then you may now hit the Publish button. This will set your daily/weekly post live.

5) Every day or week you should repeat this process. If for a reason you have a few days to post you must change the post title. If you have days 5, 6 and 7 to post and you wish to cover this in one post. Please follow the below format. Again if this was "Stephen Coopers Lays" and you had day 5, 6 and 7 to update. You would use this post title.

"Stephen Coopers Lays Review Days 5 to 7"

Daily/Weekly Review Posting Check list

1) For your postings please keep to the time frame indicated in your Introduction. Now things can unexpectedly happen that may cause a delay just apologise to the readers and if you can explain why it was late that would be great. The more they see that you are not a robot and actually human the better they will connect with you. If you are going on holiday please let us know of course so we are not chasing you whilst you are sunning it up! Once again mention it in your post previous to leaving so readers know what to expect.

2) Please remember always clone your previous post for the review and only change the content of the post, title and permalink. I show you in accompanying videos exactly what I mean but please preserve the links and images. Just change the text for the days posting, the title of the post and the permalink which is under the title.

3) Please double check your calculations for accuracy. Mistakes are not always noticed by the product vendor. Most of the time readers who already have purchased the product will post comments to let you know if any mistakes are made. This is normal. Please do not take offence at them :)

4) When you log in to make a post please check for already approved comments in the comment section and answer all comments to the best of your ability that are actually related to your review. Sometimes a general comment can be amongst them and these would be answered by admin. You may have the ability to approve comments too but please if you see any unapproved comments, please do not approve them. We will be approving comments and only then are you required to answer the questions :).

5) In the event of bad weather and race meetings or sporting events being abandoned or cancelled then consideration would have to be given to calling these Non Betting Days and not counting them as part of the review period.

Final Review

When you are ready to post your final review at day 56 or 84, please refer to the **final review guidelines manual**. Please email us and let us know also. We will then produce a final review post for you and save it as draft ready for you to add your final review to it. At this point we will be in quite lengthy discussions with you regarding the final review and we will agree between us on how it is to be presented. I will listen to your advice very carefully on scoring but inevitably it will be my final decision on the star rating. I will be taking into consideration past reviews and scoring for those so please do not be offended if my rating is slightly different to yours. Based on the past I agree 90% of the time with reviewer's scores. This is because reviewers now have to score for individual items in the final review and this makes it simple and fair to evaluate. In the Final review guide PDF I go into a lot of detail on what to include in the final review.

Please remember do not publish the final review at any point. This will be something I will do when I am happy with the content completely.